

## Opinion Poll

### Fieldwork : January 3rd-5th 2003

Absolutes/col percents

Table 1

**Q.3 On the basis of your view of the parties at the moment, if there were a general election tomorrow, which party would you vote for?**

**Base: All respondents expressing an intention to vote (excluding those saying 1-5 or Don't know at Q.2)**

**Weighting: Past Vote Weights (General Election)**

**This table has been weighted on the basis of past voting to be politically representative of the UK population as a whole and including only those most likely to vote**

	Sex			Age						Social Class				Region					Voting Intention		
	Total	Male	Fe- male	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	Con- ser- vative	Labour	Lib- eral Demo- crat
Weighted base	541	287	254	36	86	99	109	83	127	151	158	99	132	136	131	139	82	53	168	202	138
Conservative	168	85	83	9	17	28	24	32	57	56	43	22	47	48	47	43	22	8	168	-	-
	31%	30%	33%	26%	20%	28%	22%	38%	45%	37%	27%	23%	35%	35%	36%	31%	27%	15%	100%	-	-
Labour	202	115	87	15	35	41	41	31	41	37	57	50	58	45	45	61	31	20	-	202	-
	37%	40%	34%	40%	40%	41%	37%	37%	32%	24%	36%	51%	44%	33%	35%	44%	37%	38%	-	100%	-
Liberal	138	70	68	9	22	27	36	17	27	48	50	16	24	41	34	34	19	10	-	-	138
	26%	25%	27%	25%	26%	27%	33%	21%	21%	31%	32%	17%	18%	30%	26%	24%	23%	19%	-	-	100%
SNP	14	10	4	1	4	1	5	1	1	4	2	6	2	-	-	-	-	14	-	-	-
	3%	3%	1%	4%	5%	1%	5%	2%	1%	2%	1%	6%	1%	-	-	-	-	26%	-	-	-
Plaid Cymru	3	1	2	-	2	-	1	-	-	3	-	-	-	-	1	-	2	-	-	-	-
	1%	*	1%	-	3%	-	1%	-	-	2%	-	-	-	-	1%	-	3%	-	-	-	-
Other	16	6	10	2	6	3	3	2	2	5	6	4	2	2	4	1	8	1	-	-	-
	3%	2%	4%	5%	6%	3%	2%	2%	1%	3%	4%	4%	1%	2%	3%	1%	9%	2%	-	-	-

## Opinion Poll

### Fieldwork : January 3rd-5th 2003

Absolutes/col percents

Table 2

**Adjusted Voting Intention****Weighting: Past Vote Weights (General Election)**

**This table is based on a manual adjustment of data reallocating some don't knows - a procedure which addresses the spiral of silence among some groups of voters, which has successfully increased the accuracy of voting intention polls at recent General Elections**

	<u>Total</u>
Total	565
Conservative	176 31%
Labour	215 38%
Liberal Democrat/ Liberal	140 25%
Scottish National Party/SNP	14 2%
Plaid Cymru	3 1%
Other	17 3%

## Opinion Poll

### Fieldwork : January 3rd-5th 2003

Absolutes/col percents

Table 3

#### Q.4 Statements applied to leaders of the main political parties:- He is a strong leader

Base: All respondents

Weighting: Standard Demographic Weights

	Sex			Age						Social Class				Region					Voting Intention		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Con-ser-vative	Labour	Lib-eral Demo-crat
<b>Weighted base</b>	1006	493	513	112	193	193	173	132	203	239	279	209	279	268	260	251	138	90	179	258	158
<b>Tony Blair</b>																					
True	581 58%	319 65%	262 51%	60 53%	119 62%	122 63%	103 59%	75 57%	102 50%	158 66%	167 60%	118 57%	138 49%	143 53%	140 54%	165 66%	79 57%	54 60%	78 43%	227 88%	91 58%
Untrue	365 36%	152 31%	212 41%	45 40%	57 29%	59 31%	60 35%	51 39%	93 46%	69 29%	103 37%	77 37%	115 41%	111 42%	95 37%	78 31%	51 37%	29 33%	95 53%	23 9%	63 40%
Don't know	61 6%	22 4%	39 8%	7 6%	17 9%	12 6%	10 6%	6 5%	8 4%	12 5%	9 3%	13 6%	26 9%	13 5%	25 9%	8 3%	9 6%	6 7%	7 4%	7 3%	4 2%
<b>Iain Duncan Smith</b>																					
True	137 14%	68 14%	68 13%	20 18%	25 13%	27 14%	16 9%	13 10%	35 17%	32 13%	32 11%	37 18%	36 13%	33 12%	42 16%	33 13%	18 13%	9 10%	47 26%	27 10%	12 8%
Untrue	704 70%	361 73%	342 67%	66 59%	126 65%	136 70%	132 76%	107 81%	138 68%	187 78%	215 77%	135 65%	166 60%	187 70%	177 68%	183 73%	93 68%	63 71%	111 62%	195 76%	131 83%
Don't know	166 16%	63 13%	103 20%	26 23%	42 22%	31 16%	25 14%	12 9%	31 15%	20 8%	33 12%	36 17%	76 27%	48 18%	40 15%	35 14%	26 19%	17 19%	21 12%	36 14%	15 10%
<b>Charles Kennedy</b>																					
True	437 43%	218 44%	219 43%	43 38%	79 41%	81 42%	75 43%	67 51%	92 45%	121 51%	147 53%	69 33%	100 36%	121 45%	114 44%	101 40%	57 41%	44 49%	66 37%	120 46%	118 75%
Untrue	370 37%	193 39%	176 34%	46 41%	67 35%	68 35%	63 36%	45 34%	81 40%	90 38%	91 33%	83 40%	105 38%	95 35%	96 37%	98 39%	50 36%	31 34%	81 45%	90 35%	28 18%
Don't know	200 20%	82 17%	118 23%	23 21%	47 24%	44 23%	35 20%	20 15%	30 15%	28 12%	41 15%	57 27%	73 26%	52 19%	50 19%	52 21%	31 23%	15 17%	32 18%	48 19%	11 7%

## Opinion Poll

### Fieldwork : January 3rd-5th 2003

Absolutes/col percents

Table 4

#### Q.4 Statements applied to leaders of the main political parties:- He understands the concerns of people like me

Base: All respondents

Weighting: Standard Demographic Weights

	Sex			Age						Social Class				Region					Voting Intention		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Con-ser-vative	Labour	Lib-eral Demo-crat
<b>Weighted base</b>	1006	493	513	112	193	193	173	132	203	239	279	209	279	268	260	251	138	90	179	258	158
<b>Tony Blair</b>																					
True	371 37%	191 39%	180 35%	52 47%	80 41%	69 36%	57 33%	46 35%	65 32%	77 32%	99 36%	85 41%	109 39%	90 34%	83 32%	106 42%	57 41%	35 39%	34 19%	195 76%	36 23%
Untrue	573 57%	277 56%	296 58%	51 46%	95 49%	113 58%	108 62%	80 61%	126 62%	142 59%	168 60%	112 54%	151 54%	159 59%	160 62%	135 54%	70 51%	49 55%	141 79%	49 19%	114 72%
Don't know	62 6%	25 5%	37 7%	8 7%	18 9%	12 6%	8 5%	5 4%	11 6%	20 8%	12 4%	12 6%	19 7%	18 7%	17 6%	11 4%	11 8%	6 6%	5 3%	14 5%	8 5%
<b>Iain Duncan Smith</b>																					
True	295 29%	152 31%	143 28%	34 30%	42 22%	49 26%	39 22%	42 32%	90 44%	74 31%	84 30%	59 28%	78 28%	75 28%	77 30%	72 29%	45 32%	26 29%	126 70%	61 24%	36 23%
Untrue	553 55%	282 57%	270 53%	49 44%	106 55%	116 60%	119 69%	76 57%	86 42%	138 58%	161 58%	120 57%	134 48%	144 54%	146 56%	137 55%	77 56%	48 54%	38 21%	166 64%	108 68%
Don't know	158 16%	59 12%	99 19%	29 26%	45 23%	28 14%	14 8%	14 11%	28 14%	27 11%	34 12%	31 15%	67 24%	49 18%	36 14%	42 17%	16 12%	15 17%	16 9%	31 12%	14 9%
<b>Charles Kennedy</b>																					
True	494 49%	255 52%	239 47%	35 32%	76 39%	103 54%	97 56%	74 56%	109 53%	138 58%	155 56%	80 38%	120 43%	120 45%	119 46%	126 50%	73 53%	56 62%	82 46%	133 52%	124 79%
Untrue	320 32%	167 34%	153 30%	45 40%	61 31%	60 31%	58 34%	42 31%	55 27%	61 25%	85 30%	87 42%	87 31%	89 33%	93 36%	81 32%	39 29%	19 21%	70 39%	82 32%	20 13%
Don't know	192 19%	71 14%	121 24%	32 28%	56 29%	30 15%	18 10%	17 13%	39 19%	40 17%	39 14%	42 20%	72 26%	59 22%	48 18%	45 18%	25 18%	15 16%	28 16%	43 17%	14 9%

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Absolutes/col percents

Table 5

#### Q.4 Statements applied to leaders of the main political parties:- He just says whatever he thinks people want to hear

Base: All respondents

Weighting: Standard Demographic Weights

	Sex			Age						Social Class				Region					Voting Intention		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Con-ser-vative	Labour	Lib-eral Demo-crat
<b>Weighted base</b>	1006	493	513	112	193	193	173	132	203	239	279	209	279	268	260	251	138	90	179	258	158
<b>Tony Blair</b>																					
True	632	305	326	76	105	130	100	84	138	151	180	131	170	170	167	155	81	59	142	106	100
	63%	62%	64%	68%	54%	67%	58%	64%	68%	63%	64%	63%	61%	64%	64%	62%	59%	65%	79%	41%	64%
Untrue	333	171	162	30	76	60	67	42	58	81	93	69	90	89	81	84	52	27	35	138	56
	33%	35%	32%	27%	39%	31%	39%	32%	28%	34%	33%	33%	32%	33%	31%	33%	37%	30%	19%	54%	36%
Don't know	41	17	25	6	12	4	6	6	8	7	7	9	18	8	11	12	5	4	3	14	1
	4%	3%	5%	5%	6%	2%	3%	5%	4%	3%	2%	4%	7%	3%	4%	5%	4%	5%	1%	5%	1%
<b>Iain Duncan Smith</b>																					
True	470	232	238	48	101	109	86	57	69	106	142	102	120	117	117	123	65	48	60	134	67
	47%	47%	46%	43%	52%	56%	50%	43%	34%	44%	51%	49%	43%	44%	45%	49%	47%	54%	33%	52%	43%
Untrue	392	206	186	35	50	62	73	60	111	110	105	82	94	109	103	93	59	28	104	88	78
	39%	42%	36%	32%	26%	32%	43%	45%	55%	46%	38%	39%	34%	41%	40%	37%	43%	31%	58%	34%	49%
Don't know	144	56	89	29	42	22	13	15	23	23	32	25	65	42	39	35	14	14	15	36	13
	14%	11%	17%	26%	22%	11%	8%	12%	11%	10%	11%	12%	23%	16%	15%	14%	10%	15%	9%	14%	8%
<b>Charles Kennedy</b>																					
True	378	194	185	45	60	78	65	50	81	57	98	91	132	93	101	104	49	31	70	108	37
	38%	39%	36%	40%	31%	41%	37%	38%	40%	24%	35%	44%	47%	35%	39%	42%	35%	35%	39%	42%	24%
Untrue	467	248	219	44	84	90	91	66	91	154	145	82	85	127	119	99	70	51	87	106	112
	46%	50%	43%	39%	44%	47%	53%	50%	45%	65%	52%	39%	30%	47%	46%	40%	51%	57%	48%	41%	71%
Don't know	161	52	109	23	49	25	17	16	31	28	36	36	62	48	40	48	19	7	23	44	9
	16%	11%	21%	21%	25%	13%	10%	12%	15%	12%	13%	17%	22%	18%	16%	19%	14%	8%	13%	17%	6%

## Opinion Poll

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Absolutes/col percents

Table 6

#### Q.4 Statements applied to leaders of the main political parties:- I could never vote for that party while he is its leader

Base: All respondents

Weighting: Standard Demographic Weights

	Sex			Age						Social Class				Region					Voting Intention		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Con-ser-vative	Labour	Lib-eral Democ-rat
<b>Weighted base</b>	1006	493	513	112	193	193	173	132	203	239	279	209	279	268	260	251	138	90	179	258	158
<b>Tony Blair</b>																					
True	384	177	208	33	52	68	61	60	111	94	92	82	116	111	104	91	48	29	125	31	71
	38%	36%	40%	29%	27%	35%	35%	46%	55%	39%	33%	39%	42%	42%	40%	36%	35%	33%	69%	12%	45%
Untrue	550	291	260	66	117	110	106	69	82	135	171	112	132	140	139	144	78	51	52	225	81
	55%	59%	51%	59%	61%	57%	61%	52%	41%	57%	61%	54%	47%	52%	53%	57%	56%	57%	29%	87%	51%
Don't know	71	25	46	13	24	15	6	3	10	10	16	15	30	17	17	16	12	9	2	2	6
	7%	5%	9%	11%	12%	8%	4%	2%	5%	4%	6%	7%	11%	6%	6%	7%	9%	10%	1%	1%	4%
<b>Iain Duncan Smith</b>																					
True	439	237	202	31	79	95	87	64	82	117	117	91	114	123	99	116	55	46	32	151	88
	44%	48%	39%	28%	41%	49%	50%	49%	40%	49%	42%	44%	41%	46%	38%	46%	40%	51%	18%	59%	56%
Untrue	442	209	233	54	76	80	73	59	100	106	139	88	109	112	132	101	66	31	140	85	63
	44%	42%	45%	48%	39%	41%	42%	45%	49%	44%	50%	42%	39%	42%	51%	40%	48%	34%	78%	33%	40%
Don't know	125	47	78	26	38	18	13	9	21	15	24	30	56	33	28	34	17	13	7	21	6
	12%	9%	15%	24%	20%	9%	8%	7%	10%	6%	8%	14%	20%	12%	11%	13%	12%	15%	4%	8%	4%
<b>Charles Kennedy</b>																					
True	281	152	129	24	36	45	66	40	70	47	69	66	100	72	73	72	46	19	59	95	20
	28%	31%	25%	22%	18%	23%	38%	30%	34%	20%	25%	31%	36%	27%	28%	29%	33%	21%	33%	37%	13%
Untrue	580	296	284	64	112	125	92	82	105	174	185	108	114	154	155	138	71	62	106	134	133
	58%	60%	55%	58%	58%	65%	53%	62%	52%	73%	66%	52%	41%	57%	60%	55%	52%	69%	59%	52%	84%
Don't know	145	44	101	23	45	23	14	10	28	19	25	36	65	42	31	41	21	9	15	29	5
	14%	9%	20%	21%	24%	12%	8%	8%	14%	8%	9%	17%	23%	16%	12%	16%	15%	10%	8%	11%	3%

## Opinion Poll

### Fieldwork : January 3rd-5th 2003

Absolutes/col percents

Table 7

#### Q.4 Statements applied to leaders of the main political parties:- He is/would be a good Prime Minister for Britain

Base: All respondents

Weighting: Standard Demographic Weights

	Sex			Age						Social Class				Region					Voting Intention		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Midlands	North England	Wales & South West	Scotland	Conservative	Labour	Liberal Democrat
<b>Weighted base</b>	1006	493	513	112	193	193	173	132	203	239	279	209	279	268	260	251	138	90	179	258	158
<b>Tony Blair</b>																					
True	507	275	232	58	109	104	99	54	83	125	140	107	135	121	119	140	77	51	40	235	72
	50%	56%	45%	51%	57%	54%	57%	41%	41%	52%	50%	51%	49%	45%	46%	56%	56%	56%	22%	91%	46%
Untrue	434	190	244	49	68	78	63	67	109	98	127	85	124	132	123	98	51	31	133	19	75
	43%	39%	48%	43%	35%	40%	37%	51%	54%	41%	46%	41%	45%	49%	47%	39%	37%	34%	74%	7%	48%
Don't know	65	28	37	6	16	12	10	11	10	17	12	17	19	15	18	14	10	8	6	4	11
	6%	6%	7%	5%	8%	6%	6%	8%	5%	7%	4%	8%	7%	5%	7%	5%	7%	9%	4%	2%	7%
<b>Iain Duncan Smith</b>																					
True	186	93	93	20	27	36	20	21	62	42	52	46	46	44	58	44	27	13	83	28	18
	18%	19%	18%	18%	14%	18%	11%	16%	31%	17%	19%	22%	17%	16%	22%	17%	20%	15%	46%	11%	11%
Untrue	663	341	321	67	127	131	130	99	109	167	197	132	167	180	166	167	86	65	73	202	131
	66%	69%	63%	60%	66%	68%	75%	75%	54%	70%	71%	63%	60%	67%	64%	66%	62%	72%	41%	78%	83%
Don't know	157	58	99	25	39	26	23	12	32	31	30	31	65	44	36	40	25	11	23	28	9
	16%	12%	19%	22%	20%	14%	13%	9%	16%	13%	11%	15%	23%	16%	14%	16%	18%	13%	13%	11%	6%
<b>Charles Kennedy</b>																					
True	398	202	196	37	63	75	77	62	84	102	130	69	97	97	109	98	55	39	55	90	115
	40%	41%	38%	33%	33%	39%	45%	47%	42%	43%	47%	33%	35%	36%	42%	39%	40%	44%	31%	35%	73%
Untrue	401	216	185	49	73	84	66	51	79	95	101	97	108	111	105	98	54	34	92	125	26
	40%	44%	36%	44%	38%	44%	38%	39%	39%	40%	36%	47%	39%	41%	41%	39%	39%	37%	51%	49%	16%
Don't know	207	75	132	27	58	34	30	20	40	43	47	43	74	60	46	56	29	17	32	42	17
	21%	15%	26%	24%	30%	18%	17%	15%	20%	18%	17%	20%	27%	22%	18%	22%	21%	19%	18%	16%	11%

## Opinion Poll

### Fieldwork : January 3rd-5th 2003

Absolutes/col percents

Table 8

**Q.5a Can you say in each case whether you think it would make people more likely to vote Conservative at the next general election, or less likely, or if you think it would make no difference?**

**Base: All respondents who would vote Conservative**

**Weighting: Standard Demographic Weights**

	Sex			Age						Social Class				Region					Voting Intention		
	Total	Male	Fe- male	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	Con- ser- vative	Labour	Lib- eral Demo- crat
Weighted base	179	92	88	12	18	30	27	34	60	61	45	23	50	51	51	46	24	8	179	-	-
<b>Replace Iain Duncan Smith as leader</b>																					
More	87	43	44	8	10	11	15	19	25	29	26	10	22	24	25	27	8	3	87	-	-
	49%	47%	51%	65%	55%	38%	56%	57%	41%	48%	58%	42%	44%	47%	49%	59%	35%	39%	49%	-	-
No different	56	27	28	3	6	9	9	10	18	16	11	9	19	16	18	12	9	1	56	-	-
	31%	30%	32%	28%	33%	31%	35%	28%	30%	26%	26%	40%	38%	32%	35%	25%	37%	16%	31%	-	-
Less	25	16	9	1	2	6	2	4	11	10	4	4	8	9	3	6	4	3	25	-	-
	14%	17%	11%	7%	12%	20%	8%	11%	18%	16%	8%	19%	15%	17%	5%	13%	19%	44%	14%	-	-
Don't know	11	5	6	-	-	3	-	1	7	6	3	-	1	2	6	1	2	-	11	-	-
	6%	6%	6%	-	-	11%	-	4%	11%	11%	8%	-	3%	4%	11%	3%	9%	-	6%	-	-
<b>Be much more aggressive in its attacks on the Labour government</b>																					
More	112	63	49	8	10	13	14	24	43	42	26	15	29	33	29	33	13	4	112	-	-
	63%	69%	56%	71%	56%	44%	53%	70%	72%	69%	59%	64%	57%	64%	57%	72%	57%	56%	63%	-	-
No different	47	19	29	3	6	13	8	7	10	12	11	8	17	15	17	10	4	1	47	-	-
	26%	20%	33%	29%	31%	43%	32%	21%	17%	20%	24%	33%	33%	30%	33%	22%	17%	19%	26%	-	-
Less	15	8	8	-	2	3	4	3	3	5	5	1	4	2	3	2	6	2	15	-	-
	9%	8%	9%	-	13%	10%	15%	9%	5%	9%	12%	2%	8%	4%	6%	5%	26%	25%	9%	-	-
Don't know	4	2	2	-	-	1	-	-	4	1	2	-	1	1	2	1	-	-	4	-	-
	2%	2%	3%	-	-	3%	-	-	6%	2%	5%	-	2%	2%	4%	2%	-	-	2%	-	-



## Opinion Poll

### Fieldwork : January 3rd-5th 2003

Absolutes/col percents

Table 8

**Q.5a Can you say in each case whether you think it would make people more likely to vote Conservative at the next general election, or less likely, or if you think it would make no difference?**

**Base: All respondents who would vote Conservative**

**Weighting: Standard Demographic Weights**

	Sex			Age						Social Class				Region					Voting Intention		
	Total	Male	Fe- male	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	Con- ser- vative	Labour	Lib- eral Demo- crat
Weighted base	179	92	88	12	18	30	27	34	60	61	45	23	50	51	51	46	24	8	179	-	-
<b>Show it has learned from the past and really understands today's problems</b>																					
More	129	63	66	10	14	20	19	25	41	46	39	17	27	35	38	33	20	3	129	-	-
	72%	68%	76%	84%	82%	68%	71%	74%	68%	75%	87%	73%	54%	69%	74%	71%	85%	39%	72%	-	-
No different	34	21	13	2	-	3	7	7	15	9	5	5	15	11	8	10	2	3	34	-	-
	19%	22%	15%	16%	-	11%	25%	21%	24%	14%	12%	22%	29%	22%	16%	21%	8%	36%	19%	-	-
Less	13	7	7	-	3	4	1	2	3	4	-	1	8	3	3	3	2	2	13	-	-
	7%	7%	8%	-	18%	13%	4%	5%	5%	6%	-	5%	17%	7%	5%	7%	7%	25%	7%	-	-
Don't know	3	2	1	-	-	2	-	-	1	3	1	-	-	1	2	-	-	-	3	-	-
	2%	2%	2%	-	-	7%	-	-	2%	4%	2%	-	-	2%	4%	-	-	-	2%	-	-
<b>Commit the next Conservative Government to cut taxes and reduce spending</b>																					
More	115	61	55	10	13	19	16	20	39	39	29	18	30	34	35	30	14	2	115	-	-
	64%	66%	62%	88%	72%	63%	59%	58%	64%	64%	65%	75%	60%	67%	68%	65%	60%	30%	64%	-	-
No different	49	19	30	1	5	7	6	11	18	14	12	5	18	14	12	14	6	3	49	-	-
	27%	21%	34%	12%	28%	24%	24%	32%	31%	23%	26%	20%	37%	27%	24%	30%	24%	45%	27%	-	-
Less	13	10	3	-	-	3	5	3	2	7	3	1	2	2	3	2	4	2	13	-	-
	7%	10%	4%	-	-	10%	17%	10%	3%	11%	7%	4%	4%	4%	6%	5%	16%	25%	7%	-	-
Don't know	2	2	-	-	-	1	-	-	1	1	1	-	-	1	1	-	-	-	2	-	-
	1%	2%	-	-	-	3%	-	-	2%	2%	2%	-	-	2%	1%	-	-	-	1%	-	-

## Opinion Poll

### Fieldwork : January 3rd-5th 2003

Absolutes/col percents

Table 8

**Q.5a Can you say in each case whether you think it would make people more likely to vote Conservative at the next general election, or less likely, or if you think it would make no difference?**

**Base: All respondents who would vote Conservative**

**Weighting: Standard Demographic Weights**

	Sex			Age						Social Class				Region					Voting Intention		
	Total	Male	Fe- male	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	Con- ser- vative	Labour	Lib- eral Demo- crat
Weighted base	179	92	88	12	18	30	27	34	60	61	45	23	50	51	51	46	24	8	179	-	-
<b>Concentrate on policies to increase the role of the voluntary and private sectors in providing public services like health and education.</b>																					
More	125	65	60	9	14	17	20	26	40	45	31	16	33	34	37	32	19	3	125	-	-
	70%	71%	68%	74%	77%	56%	73%	78%	67%	74%	70%	67%	66%	67%	74%	69%	79%	34%	70%	-	-
No different	33	16	17	3	3	6	4	7	10	7	7	7	12	8	9	10	3	3	33	-	-
	18%	17%	19%	26%	14%	19%	16%	22%	16%	11%	15%	31%	24%	16%	18%	21%	13%	35%	18%	-	-
Less	16	7	8	-	1	7	3	-	5	6	5	1	4	5	2	5	2	2	16	-	-
	9%	8%	9%	-	8%	23%	11%	-	8%	9%	12%	2%	9%	9%	4%	10%	8%	32%	9%	-	-
Don't know	6	3	3	-	-	1	-	-	5	4	1	-	1	4	2	-	-	-	6	-	-
	3%	3%	3%	-	-	3%	-	-	9%	6%	3%	-	2%	7%	5%	-	-	-	3%	-	-
<b>Give a much higher priority to campaigning to keep the pound</b>																					
More	136	67	70	8	12	17	20	25	53	43	34	20	39	40	41	38	14	3	136	-	-
	76%	73%	79%	72%	68%	59%	76%	74%	88%	71%	77%	84%	77%	79%	81%	81%	61%	39%	76%	-	-
No different	23	11	11	2	6	4	3	5	3	6	8	2	6	5	3	6	5	3	23	-	-
	13%	12%	13%	17%	32%	13%	9%	15%	6%	10%	17%	9%	13%	10%	7%	13%	21%	36%	13%	-	-
Less	17	12	5	1	-	6	4	4	2	9	2	1	5	4	4	3	4	2	17	-	-
	9%	13%	5%	11%	-	19%	15%	11%	4%	14%	4%	5%	10%	8%	8%	6%	18%	25%	9%	-	-
Don't know	4	2	2	-	-	3	-	-	1	3	1	*	-	2	2	-	-	-	4	-	-
	2%	2%	2%	-	-	9%	-	-	2%	4%	2%	2%	-	3%	4%	-	-	-	2%	-	-

## Opinion Poll

### Fieldwork : January 3rd-5th 2003

Absolutes/col percents

Table 9

**Q.5b Can you say in each case whether it would make you more likely to vote Conservative at the next general election, or less likely, or if it would make no difference either way?**

**Base: All respondents who would not vote Conservative**

**Weighting: Standard Demographic Weights**

	Sex			Age						Social Class				Region				Voting Intention			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Midlands	North England	Wales & South West	Scotland	Conservative	Labour	Liberal Democrat
Weighted base	827	401	425	100	175	163	146	98	143	178	234	186	228	217	209	205	114	82	-	258	158
<b>Replace Iain Duncan Smith as leader</b>																					
More	281	143	138	34	54	62	54	34	43	73	87	56	66	79	70	81	27	25	-	75	66
	34%	36%	32%	34%	31%	38%	37%	35%	30%	41%	37%	30%	29%	36%	33%	40%	24%	30%	-	29%	42%
No Different	352	167	186	45	75	70	65	45	52	81	105	80	87	102	83	83	46	38	-	115	67
	43%	42%	44%	45%	43%	43%	45%	45%	36%	45%	45%	43%	38%	47%	40%	41%	40%	47%	-	45%	42%
Less	54	26	28	5	12	12	8	5	13	7	13	11	23	13	13	10	13	5	-	16	9
	7%	7%	7%	5%	7%	7%	5%	5%	9%	4%	6%	6%	10%	6%	6%	5%	12%	6%	-	6%	5%
Never vote Conservative	87	46	42	7	20	13	15	8	25	15	22	24	27	13	24	23	15	13	-	41	12
	11%	11%	10%	7%	11%	8%	10%	8%	17%	8%	9%	13%	12%	6%	12%	11%	13%	15%	-	16%	8%
Refused	1	-	1	-	-	-	-	-	1	-	-	-	1	-	-	1	-	-	-	-	-
	*	-	*	-	-	-	-	-	1%	-	-	-	*	-	-	*	-	-	-	-	-
Don't know	50	19	31	8	14	7	4	7	10	3	8	15	24	11	18	7	13	2	-	10	4
	6%	5%	7%	8%	8%	4%	3%	7%	7%	2%	3%	8%	11%	5%	9%	3%	11%	2%	-	4%	3%
<b>Be much more aggressive in its attacks on the Labour government</b>																					
More	211	117	95	36	29	37	42	26	41	59	55	46	51	70	51	47	25	18	-	38	53
	26%	29%	22%	36%	17%	23%	29%	26%	29%	33%	24%	25%	22%	33%	24%	23%	22%	22%	-	15%	33%
No Different	370	172	198	39	84	83	66	49	49	69	106	87	109	88	94	102	51	36	-	123	68
	45%	43%	47%	39%	48%	51%	45%	50%	34%	39%	45%	47%	48%	41%	45%	50%	44%	44%	-	48%	43%
Less	132	56	76	15	40	29	21	12	17	35	51	20	26	38	35	28	19	13	-	47	23
	16%	14%	18%	15%	23%	18%	14%	13%	12%	20%	22%	11%	12%	17%	17%	14%	17%	16%	-	18%	14%
Never vote Conservative	88	46	42	6	16	12	17	9	28	14	17	30	27	17	23	23	13	12	-	43	12
	11%	11%	10%	6%	9%	7%	11%	9%	20%	8%	7%	16%	12%	8%	11%	11%	12%	15%	-	17%	8%
Don't know	24	10	14	5	6	2	1	2	9	1	5	3	15	4	6	5	7	3	-	6	2
	3%	2%	3%	5%	3%	1%	1%	2%	6%	1%	2%	2%	7%	2%	3%	2%	6%	4%	-	2%	1%

## Opinion Poll

### Fieldwork : January 3rd-5th 2003

Absolutes/col percents

Table 9

**Q.5b Can you say in each case whether it would make you more likely to vote Conservative at the next general election, or less likely, or if it would make no difference either way?**

**Base: All respondents who would not vote Conservative**

**Weighting: Standard Demographic Weights**

	Sex			Age						Social Class				Region				Voting Intention			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Con-ervative	Labour	Lib-eral Demo-crat
Weighted base	827	401	425	100	175	163	146	98	143	178	234	186	228	217	209	205	114	82	-	258	158
<b>Show it has learned from the past and really understands today's problems</b>																					
More	368	173	194	65	74	80	65	33	49	90	121	71	86	100	96	84	51	36	-	92	84
	44%	43%	46%	65%	42%	49%	44%	34%	35%	50%	52%	38%	37%	46%	46%	41%	44%	44%	-	36%	53%
No Different	249	118	131	22	51	46	48	44	38	58	59	61	72	68	58	70	30	24	-	79	46
	30%	29%	31%	22%	29%	28%	33%	45%	26%	33%	25%	33%	32%	31%	28%	34%	26%	29%	-	31%	29%
Less	77	37	39	1	16	17	15	7	20	10	17	22	27	22	19	17	11	8	-	28	9
	9%	9%	9%	1%	9%	10%	10%	8%	14%	6%	7%	12%	12%	10%	9%	8%	9%	10%	-	11%	6%
Never vote Conservative	103	58	45	7	26	15	15	10	31	14	26	28	35	18	29	30	14	12	-	52	15
	12%	14%	11%	7%	15%	9%	10%	11%	22%	8%	11%	15%	16%	8%	14%	14%	12%	15%	-	20%	10%
Refused	2	2	-	-	2	-	-	-	-	-	2	-	-	-	-	2	-	-	-	-	-
	*	*	-	-	1%	-	-	-	-	-	1%	-	-	-	-	1%	-	-	-	-	-
Don't know	28	13	15	5	7	6	3	3	4	7	10	4	8	8	7	3	9	2	-	5	4
	3%	3%	4%	5%	4%	4%	2%	3%	3%	4%	4%	2%	3%	4%	3%	2%	8%	2%	-	2%	2%
<b>Commit the next Conservative Government to cut taxes and reduce spending</b>																					
More	248	119	130	52	59	48	35	21	32	44	75	58	71	64	68	59	30	27	-	53	38
	30%	30%	30%	52%	34%	29%	24%	22%	22%	25%	32%	31%	31%	29%	32%	29%	27%	33%	-	21%	24%
No Different	333	161	172	30	58	72	66	50	57	81	91	74	88	95	82	91	42	24	-	110	60
	40%	40%	40%	30%	33%	44%	45%	51%	40%	45%	39%	40%	39%	44%	39%	44%	37%	29%	-	43%	38%
Less	119	58	61	7	25	23	28	16	20	36	37	20	27	39	23	24	19	15	-	46	40
	14%	14%	14%	7%	14%	14%	19%	16%	14%	20%	16%	11%	12%	18%	11%	12%	16%	18%	-	18%	25%
Never vote Conservative	96	52	45	8	21	16	16	10	26	13	26	28	29	13	31	26	13	14	-	46	17
	12%	13%	11%	8%	12%	10%	11%	10%	18%	8%	11%	15%	13%	6%	15%	13%	12%	17%	-	18%	11%
Refused	2	2	-	-	2	-	-	-	-	-	2	-	-	-	-	2	-	-	-	-	-
	*	*	-	-	1%	-	-	-	-	-	1%	-	-	-	-	1%	-	-	-	-	-
Don't know	28	10	18	3	11	4	1	2	8	5	4	6	13	6	6	3	9	3	-	2	3
	3%	2%	4%	3%	6%	2%	1%	2%	6%	3%	2%	3%	6%	3%	3%	2%	8%	3%	-	1%	2%

## Opinion Poll

### Fieldwork : January 3rd-5th 2003

Absolutes/col percents

Table 9

**Q.5b Can you say in each case whether it would make you more likely to vote Conservative at the next general election, or less likely, or if it would make no difference either way?**

**Base: All respondents who would not vote Conservative**

**Weighting: Standard Demographic Weights**

	Sex			Age						Social Class				Region					Voting Intention		
	Total	Male	Fe- male	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	Con- ser- vative	Labour	Lib- eral Demo- crat
Weighted base	827	401	425	100	175	163	146	98	143	178	234	186	228	217	209	205	114	82	-	258	158
<b>Concentrate on policies to increase the role of the voluntary and private sectors in providing public services like health and education.</b>																					
More	352 43%	161 40%	191 45%	69 69%	77 44%	68 42%	58 39%	33 33%	48 33%	76 42%	100 43%	72 39%	105 46%	96 44%	95 45%	86 42%	52 45%	24 29%	-	95 37%	61 39%
No Different	279 34%	137 34%	142 33%	19 19%	62 36%	54 33%	49 33%	45 45%	51 36%	61 34%	75 32%	73 40%	69 30%	80 37%	60 28%	75 36%	32 28%	34 41%	-	93 36%	51 33%
Less	116 14%	66 16%	50 12%	5 5%	18 10%	29 17%	26 18%	16 17%	23 16%	30 17%	46 19%	18 10%	22 10%	28 13%	31 15%	27 13%	18 16%	13 15%	-	40 16%	36 23%
Never vote Conservative	58 7%	29 7%	30 7%	6 6%	13 7%	9 6%	11 8%	4 4%	15 11%	8 4%	12 5%	17 9%	21 9%	12 5%	16 8%	13 6%	9 8%	9 10%	-	25 10%	4 2%
Don't know	21 3%	8 2%	12 3%	2 2%	5 3%	4 2%	2 2%	1 1%	7 5%	4 2%	2 1%	5 3%	10 4%	2 1%	7 4%	5 2%	4 3%	3 4%	-	4 2%	5 3%
<b>Give a much higher priority to campaigning to keep the pound</b>																					
More	313 38%	142 35%	171 40%	48 48%	58 33%	48 30%	48 33%	42 43%	69 48%	47 26%	84 36%	73 40%	109 48%	77 36%	84 40%	84 41%	44 38%	24 30%	-	86 33%	50 32%
No Different	274 33%	133 33%	142 33%	34 34%	61 35%	71 43%	52 36%	32 32%	25 18%	70 39%	81 35%	62 33%	61 27%	74 34%	71 34%	65 32%	33 29%	32 38%	-	87 34%	53 34%
Less	130 16%	74 18%	56 13%	11 11%	35 20%	30 19%	30 20%	12 12%	12 9%	45 25%	48 21%	17 9%	19 8%	45 21%	20 10%	29 14%	19 17%	16 20%	-	43 17%	38 24%
Never vote Conservative	76 9%	42 11%	34 8%	6 6%	15 9%	9 6%	16 11%	8 8%	22 15%	12 7%	15 6%	26 14%	24 10%	15 7%	21 10%	19 9%	12 10%	10 12%	-	37 14%	12 8%
Don't know	33 4%	11 3%	22 5%	1 1%	7 4%	4 3%	-	5 5%	15 11%	4 2%	6 3%	7 4%	15 7%	6 3%	12 6%	8 4%	7 6%	-	-	5 2%	5 3%

## Opinion Poll

### Fieldwork : January 3rd-5th 2003

Absolutes/col percents

Table 10

**Q.6a Can you say in each case whether you think people would be more likely to vote Conservative at the next election if they were the leader instead of Iain Duncan Smith, or less likely, or if it would make no real difference. If you have never heard of the politician in question please say so.**

**Base: All respondents who would vote Conservative and who think that other people would be more likely to vote Conservative if Iain Duncan Smith were replaced**

**Weighting: Standard Demographic Weights**

	Sex			Age						Social Class				Region					Voting Intention		
	Total	Male	Fe- male	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	Con- ser- vative	Labour	Lib- eral Demo- crat
Weighted base	87	43	44	8	10	11	15	19	25	29	26	10	22	24	25	27	8	3	87	-	-
<b>Kenneth Clarke</b>																					
More	48	29	19	2	3	5	11	13	13	20	11	6	11	14	15	13	5	1	48	-	-
	55%	67%	43%	27%	34%	46%	72%	68%	54%	70%	41%	61%	48%	57%	60%	47%	60%	44%	55%	-	-
No Different	10	1	9	-	3	1	2	1	3	1	6	-	3	5	1	4	1	-	10	-	-
	12%	2%	21%	-	34%	13%	16%	3%	11%	5%	23%	-	13%	20%	4%	14%	8%	-	12%	-	-
Less	19	7	12	1	3	2	-	5	8	5	6	1	7	4	4	7	3	1	19	-	-
	22%	17%	26%	11%	33%	19%	-	27%	32%	17%	23%	14%	30%	17%	15%	27%	32%	39%	22%	-	-
Never heard of	6	4	2	3	-	2	1	-	1	1	3	1	1	1	4	-	-	-	6	-	-
	7%	9%	5%	33%	-	17%	4%	-	3%	5%	11%	9%	4%	6%	18%	-	-	-	7%	-	-
Don't know	5	2	2	2	-	1	1	1	-	1	1	2	1	-	1	3	-	1	5	-	-
	5%	5%	5%	29%	-	5%	8%	3%	-	4%	2%	16%	5%	-	3%	12%	-	17%	5%	-	-
<b>David Davis</b>																					
More	17	9	8	1	1	1	2	6	6	8	5	2	2	7	1	4	3	1	17	-	-
	20%	21%	18%	16%	9%	5%	14%	33%	25%	29%	18%	20%	9%	31%	5%	16%	33%	39%	20%	-	-
No Different	23	10	13	2	2	3	4	6	6	9	3	4	6	6	9	6	-	1	23	-	-
	26%	24%	28%	25%	25%	25%	25%	32%	23%	32%	12%	37%	29%	25%	37%	23%	-	44%	26%	-	-
Less	14	11	3	-	3	*	4	3	4	4	3	1	5	2	2	8	2	-	14	-	-
	16%	26%	6%	-	36%	4%	25%	14%	15%	14%	13%	11%	24%	9%	8%	27%	28%	-	16%	-	-
Never heard of	32	12	20	4	3	7	6	4	8	7	15	3	7	9	12	8	3	1	32	-	-
	37%	29%	45%	58%	31%	66%	37%	20%	32%	25%	56%	32%	33%	36%	50%	29%	38%	17%	37%	-	-
Don't know	1	-	1	-	-	-	-	-	1	-	-	-	1	-	-	1	-	-	1	-	-
	1%	-	3%	-	-	-	-	-	5%	-	-	-	5%	-	-	4%	-	-	1%	-	-

## Opinion Poll

### Fieldwork : January 3rd-5th 2003

Absolutes/col percents

Table 10

**Q.6a Can you say in each case whether you think people would be more likely to vote Conservative at the next election if they were the leader instead of Iain Duncan Smith, or less likely, or if it would make no real difference. If you have never heard of the politician in question please say so.**

**Base: All respondents who would vote Conservative and who think that other people would be more likely to vote Conservative if Iain Duncan Smith were replaced**

**Weighting: Standard Demographic Weights**

	Sex			Age						Social Class				Region					Voting Intention		
	Total	Male	Fe- male	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	Con- ser- vative	Labour	Lib- eral Demo- crat
Weighted base	87	43	44	8	10	11	15	19	25	29	26	10	22	24	25	27	8	3	87	-	-
<b>Theresa May</b>																					
More	21 24%	11 26%	9 21%	2 27%	1 15%	4 34%	5 36%	4 21%	4 16%	12 42%	4 15%	2 23%	2 9%	9 37%	4 18%	4 16%	3 30%	1 17%	21 24%	-	-
No Different	19 21%	8 20%	10 23%	-	1 15%	2 17%	4 29%	7 36%	4 17%	5 16%	4 17%	3 32%	6 29%	5 22%	4 15%	7 24%	1 13%	2 66%	19 21%	-	-
Less	23 27%	10 24%	13 29%	1 15%	3 30%	3 24%	2 14%	6 31%	9 35%	5 17%	8 29%	3 31%	7 34%	5 22%	7 29%	8 31%	2 28%	-	23 27%	-	-
Never heard of	23 26%	12 27%	11 24%	4 59%	4 41%	2 15%	3 20%	2 13%	7 29%	6 20%	9 34%	1 14%	6 28%	5 19%	8 34%	7 25%	2 29%	1 17%	23 26%	-	-
Don't know	2 3%	1 2%	1 3%	-	-	1 10%	-	-	1 4%	1 4%	1 4%	-	-	-	1 5%	1 4%	-	-	2 3%	-	-
<b>Oliver Letwin</b>																					
More	10 12%	7 17%	3 6%	1 16%	-	2 17%	2 12%	2 11%	3 13%	6 19%	2 9%	-	2 9%	6 26%	1 5%	1 4%	1 18%	-	10 12%	-	-
No Different	14 15%	6 15%	7 16%	1 11%	1 15%	2 16%	3 18%	2 11%	5 18%	3 12%	4 17%	3 34%	2 11%	3 14%	5 19%	3 12%	1 13%	1 39%	14 15%	-	-
Less	9 10%	5 12%	4 9%	-	2 21%	-	-	4 21%	3 12%	2 8%	3 12%	1 7%	3 13%	1 6%	2 9%	5 20%	-	-	9 10%	-	-
Never heard of	51 58%	22 51%	29 65%	4 58%	6 65%	7 62%	10 70%	11 57%	12 48%	16 54%	16 60%	6 59%	14 61%	13 54%	16 65%	14 52%	6 70%	2 61%	51 58%	-	-
Don't know	4 4%	2 5%	2 4%	1 15%	-	1 5%	-	-	2 9%	2 7%	1 2%	-	1 5%	-	1 2%	3 12%	-	-	4 4%	-	-

## Opinion Poll

### Fieldwork : January 3rd-5th 2003

Absolutes/col percents

Table 10

**Q.6a Can you say in each case whether you think people would be more likely to vote Conservative at the next election if they were the leader instead of Iain Duncan Smith, or less likely, or if it would make no real difference. If you have never heard of the politician in question please say so.**

**Base: All respondents who would vote Conservative and who think that other people would be more likely to vote Conservative if Iain Duncan Smith were replaced**

**Weighting: Standard Demographic Weights**

	Sex			Age						Social Class				Region					Voting Intention		
	Total	Male	Fe- male	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	Con- ser- vative	Labour	Lib- eral Demo- crat
Weighted base	87	43	44	8	10	11	15	19	25	29	26	10	22	24	25	27	8	3	87	-	-
<b>Michael Howard</b>																					
More	25 29%	16 36%	10 22%	1 16%	- -	4 36%	6 37%	5 26%	9 38%	11 38%	7 26%	3 29%	4 20%	9 39%	6 26%	5 20%	4 43%	1 17%	25 29%	-	-
No Different	25 29%	11 26%	14 32%	3 40%	1 15%	4 36%	6 38%	6 32%	5 20%	11 37%	3 13%	4 40%	7 33%	7 28%	9 38%	8 29%	- -	1 44%	25 29%	-	-
Less	22 26%	11 26%	11 25%	- -	4 45%	1 12%	3 20%	7 36%	7 28%	7 23%	7 28%	2 22%	6 29%	5 20%	4 17%	10 38%	3 36%	- -	22 26%	-	-
Never heard of	12 13%	5 12%	7 15%	3 44%	4 41%	1 11%	1 4%	- -	3 11%	1 2%	6 23%	1 9%	4 18%	3 13%	3 14%	3 12%	2 20%	- -	12 13%	-	-
Don't know	3 3%	- -	3 6%	- -	- -	1 5%	- -	1 6%	1 3%	- -	3 10%	- -	- -	- -	1 6%	- -	- -	1 39%	3 3%	-	-
<b>David Willetts</b>																					
More	7 8%	5 12%	2 4%	- -	2 21%	1 12%	1 7%	- -	2 9%	3 10%	2 6%	- -	2 9%	3 11%	1 5%	3 10%	- -	- -	7 8%	-	-
No Different	13 15%	8 18%	6 13%	1 15%	2 25%	1 5%	3 18%	4 21%	3 11%	4 13%	4 14%	2 17%	4 20%	2 9%	5 19%	6 20%	1 13%	- -	13 15%	-	-
Less	15 17%	10 24%	4 10%	1 16%	1 15%	- -	- -	2 13%	9 39%	6 22%	3 13%	2 25%	3 11%	3 14%	4 14%	6 21%	2 21%	- -	15 17%	-	-
Never heard of	48 55%	18 43%	30 67%	5 69%	4 40%	9 78%	10 64%	10 54%	10 41%	13 45%	16 60%	6 59%	13 60%	14 58%	15 61%	13 49%	4 46%	61%	48 55%	-	-
Refused	1 1%	- -	1 1%	- -	- -	1 5%	- -	- -	- -	- -	1 2%	- -	- -	1 3%	- -	- -	- -	- -	1 1%	-	-
Don't know	4 5%	2 4%	2 5%	- -	- -	- -	2 11%	2 12%	- -	3 10%	1 5%	- -	- -	1 5%	- -	- -	2 20%	1 39%	4 5%	-	-



## Opinion Poll

### Fieldwork : January 3rd-5th 2003

Absolutes/col percents

Table 10

**Q.6a Can you say in each case whether you think people would be more likely to vote Conservative at the next election if they were the leader instead of Iain Duncan Smith, or less likely, or if it would make no real difference. If you have never heard of the politician in question please say so.**

**Base: All respondents who would vote Conservative and who think that other people would be more likely to vote Conservative if Iain Duncan Smith were replaced**

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	Sex			Age						Social Class				Region					Voting Intention		
	Total	Male	Fe- male	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	Con- ser- vative	Labour	Lib- eral Demo- crat
Weighted base	87	43	44	8	10	11	15	19	25	29	26	10	22	24	25	27	8	3	87	-	-
<b>Michael Ancram</b>																					
More	14	6	8	-	-	-	6	4	4	8	1	2	3	5	2	4	3	1	14	-	-
	16%	13%	18%	-	-	-	38%	19%	18%	26%	5%	16%	14%	19%	9%	13%	32%	17%	16%	-	-
No Different	21	10	11	2	2	3	2	7	5	4	7	2	7	3	8	8	1	2	21	-	-
	24%	23%	25%	25%	25%	23%	11%	38%	21%	14%	28%	23%	33%	12%	31%	29%	7%	66%	24%	-	-
Less	19	13	6	1	3	1	1	5	8	8	5	3	3	6	3	8	2	1	19	-	-
	22%	31%	13%	16%	36%	11%	7%	24%	31%	29%	18%	28%	14%	26%	12%	28%	19%	17%	22%	-	-
Never heard of	33	14	19	4	4	7	7	4	8	9	12	3	9	11	11	8	3	-	33	-	-
	38%	33%	42%	58%	40%	62%	45%	19%	31%	31%	47%	33%	38%	44%	45%	29%	42%	-	38%	-	-
Don't know	1	-	1	-	-	1	-	-	-	-	1	-	-	-	1	-	-	-	1	-	-
	1%	-	1%	-	-	5%	-	-	-	-	2%	-	-	-	2%	-	-	-	1%	-	-
<b>Damian Green</b>																					
More	6	5	1	-	2	1	3	-	-	2	1	-	3	3	1	2	-	-	6	-	-
	7%	12%	2%	-	21%	12%	19%	-	-	8%	3%	-	14%	12%	5%	7%	-	-	7%	-	-
No Different	12	7	6	-	2	3	3	3	1	5	4	1	3	5	2	3	2	1	12	-	-
	14%	16%	13%	-	25%	24%	18%	16%	6%	16%	14%	6%	15%	19%	6%	12%	20%	39%	14%	-	-
Less	11	5	6	1	1	1	-	1	6	3	5	2	1	5	1	5	1	-	11	-	-
	13%	12%	14%	16%	15%	9%	-	6%	25%	12%	18%	18%	5%	19%	3%	17%	11%	-	13%	-	-
Never heard of	57	26	31	6	4	6	10	15	17	19	7	15	15	12	21	17	6	1	57	-	-
	66%	61%	71%	84%	40%	51%	64%	77%	70%	64%	66%	71%	66%	50%	86%	63%	69%	44%	66%	-	-
Don't know	1	-	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	1	1	-	-
	1%	-	1%	-	-	5%	-	-	-	-	-	5%	-	-	-	-	-	17%	1%	-	-

## Opinion Poll

### Fieldwork : January 3rd-5th 2003

Absolutes/col percents

Table 10

**Q.6a Can you say in each case whether you think people would be more likely to vote Conservative at the next election if they were the leader instead of Iain Duncan Smith, or less likely, or if it would make no real difference. If you have never heard of the politician in question please say so.**

**Base: All respondents who would vote Conservative and who think that other people would be more likely to vote Conservative if Iain Duncan Smith were replaced**

**Weighting: Standard Demographic Weights**

	Sex			Age						Social Class				Region					Voting Intention		
	Total	Male	Fe- male	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	Con- ser- vative	Labour	Lib- eral Demo- crat
Weighted base	87	43	44	8	10	11	15	19	25	29	26	10	22	24	25	27	8	3	87	-	-
<b>Liam Fox</b>																					
More	10	3	8	1	-	1	3	3	2	2	5	2	1	4	-	3	2	2	10	-	-
	12%	7%	17%	11%	-	12%	19%	17%	8%	7%	19%	24%	4%	18%	-	10%	20%	56%	12%	-	-
No Different	15	8	7	-	2	2	4	4	3	6	5	1	3	6	5	4	-	-	15	-	-
	17%	19%	15%	-	25%	16%	25%	21%	13%	20%	19%	15%	14%	26%	20%	15%	-	-	17%	-	-
Less	19	14	5	1	3	1	4	2	7	8	4	1	6	5	4	8	1	-	19	-	-
	21%	33%	10%	16%	36%	12%	27%	11%	27%	28%	14%	13%	25%	21%	18%	30%	11%	-	21%	-	-
Never heard of	42	16	26	6	4	7	4	8	13	12	13	5	13	8	14	12	6	1	42	-	-
	48%	38%	57%	73%	40%	60%	30%	43%	52%	40%	49%	48%	56%	35%	57%	45%	69%	44%	48%	-	-
Don't know	1	1	-	-	-	-	-	1	-	1	-	-	-	-	1	-	-	-	1	-	-
	2%	3%	-	-	-	-	-	7%	-	5%	-	-	-	-	6%	-	-	-	2%	-	-
<b>Francis Maude</b>																					
More	12	7	6	2	-	-	2	4	5	6	2	2	3	4	2	6	-	-	12	-	-
	14%	16%	13%	27%	-	-	13%	18%	20%	20%	6%	17%	15%	18%	9%	21%	-	-	14%	-	-
No Different	19	8	12	-	2	2	6	5	4	8	5	1	5	7	4	6	1	2	19	-	-
	22%	18%	26%	-	25%	17%	39%	25%	18%	28%	18%	15%	23%	29%	18%	20%	7%	66%	22%	-	-
Less	19	12	7	-	1	3	2	7	6	9	5	3	2	4	8	5	2	1	19	-	-
	21%	27%	15%	-	15%	23%	13%	35%	24%	31%	17%	29%	10%	15%	32%	17%	23%	17%	21%	-	-
Never heard of	37	16	20	6	6	7	5	4	9	6	15	4	12	9	10	11	6	1	37	-	-
	42%	38%	46%	73%	61%	60%	35%	21%	38%	21%	58%	38%	52%	38%	42%	41%	70%	17%	42%	-	-

## Opinion Poll

### Fieldwork : January 3rd-5th 2003

Absolutes/col percents

Table 11

**Q.6b Can you say in each case whether you would be more likely to vote Conservative at the next election if they were the leader instead of Iain Duncan Smith, or less likely, or if it would make no real difference. If you have never heard of the politician in question please say so.**

**Base: All respondents who would not vote Conservative and who think that they would be more likely to vote Conservative if Iain Duncan Smith were replaced**

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	Total	Male	Fe- male	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	Con- ser- vative	Labour	Lib- eral Dem- ocrat
Weighted base	281	143	138	34	54	62	54	34	43	73	87	56	66	79	70	81	27	25	-	75	66
<b>Kenneth Clarke</b>																					
More	151 54%	88 62%	63 45%	10 31%	30 56%	30 48%	40 75%	19 55%	21 49%	44 60%	50 58%	30 55%	27 40%	40 51%	45 64%	39 49%	12 46%	14 58%	-	38 50%	45 69%
No Different	58 21%	24 16%	34 25%	9 26%	10 18%	17 27%	8 15%	5 16%	9 21%	12 17%	17 20%	12 21%	17 25%	10 13%	11 16%	24 30%	8 28%	4 18%	-	22 29%	7 10%
Less	52 19%	24 16%	29 21%	4 11%	12 22%	12 19%	5 9%	9 26%	11 25%	14 19%	15 17%	9 15%	15 23%	18 23%	8 12%	15 19%	7 26%	4 15%	-	12 16%	11 16%
Never heard of	16 6%	6 4%	10 7%	8 24%	2 3%	3 4%	1 2%	-	2 5%	3 5%	2 2%	4 8%	6 9%	9 11%	4 6%	2 2%	-	1 5%	-	3 4%	2 4%
Don't know	5 2%	2 1%	3 2%	3 9%	-	1 1%	-	1 3%	-	-	2 2%	1 1%	2 3%	1 2%	2 3%	1 1%	-	1 4%	-	1 2%	1 1%
<b>David Davis</b>																					
More	24 8%	15 10%	9 6%	1 3%	1 2%	7 11%	2 4%	5 16%	8 18%	7 10%	5 6%	6 11%	6 8%	6 8%	7 10%	6 8%	3 11%	1 5%	-	7 10%	5 8%
No Different	71 25%	43 30%	28 20%	6 17%	15 27%	14 22%	17 32%	8 24%	11 26%	21 28%	24 27%	12 22%	14 22%	20 25%	16 23%	25 31%	6 21%	4 18%	-	22 29%	18 28%
Less	53 19%	36 25%	17 13%	5 13%	10 19%	10 17%	17 31%	6 19%	5 11%	20 28%	15 18%	10 17%	8 11%	13 16%	14 21%	13 16%	6 23%	7 28%	-	12 16%	21 32%
Never heard of	123 44%	42 29%	81 59%	19 57%	27 51%	31 50%	17 31%	11 33%	18 41%	21 29%	39 45%	28 50%	35 53%	38 49%	29 42%	32 39%	12 43%	12 48%	-	31 41%	18 27%
Don't know	10 4%	8 5%	3 2%	3 10%	1 2%	-	1 2%	3 9%	2 4%	3 4%	4 4%	-	3 5%	1 2%	3 4%	5 6%	1 3%	-	-	3 4%	3 5%

## Opinion Poll

### Fieldwork : January 3rd-5th 2003

Absolutes/col percents

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Weighted base	281	143	138	34	54	62	54	34	43	73	87	56	66	79	70	81	27	25	-	75	66
<b>Theresa May</b>																					
More	41 15%	22 15%	19 14%	1 2%	7 14%	9 15%	12 21%	5 14%	7 16%	12 16%	15 17%	9 16%	5 7%	13 17%	9 13%	8 10%	7 26%	3 13%	-	8 11%	12 19%
No Different	82 29%	44 31%	38 28%	7 19%	17 32%	18 30%	12 23%	14 42%	13 31%	23 32%	25 29%	17 30%	17 26%	25 32%	20 29%	24 30%	5 20%	7 29%	-	24 32%	20 30%
Less	61 22%	38 27%	23 17%	3 8%	11 20%	12 20%	18 32%	8 24%	10 23%	20 28%	19 22%	10 19%	12 18%	16 21%	13 19%	20 25%	3 12%	8 33%	-	19 25%	19 28%
Never heard of	88 31%	36 25%	52 38%	22 64%	19 35%	20 32%	12 22%	4 13%	12 27%	18 24%	23 27%	19 34%	28 43%	23 29%	25 36%	24 30%	10 37%	6 25%	-	20 27%	14 21%
Don't know	9 3%	3 2%	5 4%	2 6%	-	2 3%	1 2%	2 7%	1 3%	-	4 5%	1 1%	3 5%	1 2%	2 3%	4 5%	1 6%	-	-	3 4%	1 2%
<b>Oliver Letwin</b>																					
More	17 6%	14 10%	3 2%	3 10%	4 8%	1 2%	5 9%	3 7%	1 2%	3 4%	11 13%	3 5%	-	8 10%	3 4%	5 6%	1 5%	1 3%	-	7 9%	6 8%
No Different	38 14%	24 17%	15 11%	4 11%	7 12%	4 6%	8 15%	8 22%	9 20%	17 23%	8 10%	6 10%	8 12%	11 14%	8 12%	15 19%	1 5%	2 9%	-	7 10%	15 23%
Less	36 13%	23 16%	13 9%	2 7%	7 13%	5 8%	12 23%	5 15%	4 10%	16 23%	6 7%	6 10%	8 12%	12 15%	5 7%	13 16%	4 14%	3 12%	-	9 12%	15 22%
Never heard of	183 65%	79 55%	105 76%	23 69%	36 67%	51 82%	28 51%	17 50%	28 65%	35 48%	61 70%	40 72%	48 72%	48 61%	50 72%	46 57%	20 74%	19 75%	-	49 65%	30 46%
Don't know	6 2%	4 3%	2 1%	1 3%	-	1 1%	1 2%	2 5%	1 2%	1 2%	1 1%	2 3%	2 3%	-	3 5%	2 2%	1 3%	-	-	3 4%	-

## Opinion Poll

### Fieldwork : January 3rd-5th 2003

Absolutes/col percents

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Weighted base	281	143	138	34	54	62	54	34	43	73	87	56	66	79	70	81	27	25	-	75	66
<b>Michael Howard</b>																					
More	73	41	31	8	16	15	12	10	12	14	25	19	14	29	15	15	8	6	-	23	14
	26%	29%	23%	25%	29%	24%	23%	30%	27%	20%	29%	35%	21%	37%	22%	19%	31%	23%	-	30%	21%
No Different	80	33	46	8	14	14	11	14	18	22	20	19	18	17	19	28	8	8	-	19	14
	28%	23%	34%	24%	26%	23%	20%	41%	42%	31%	23%	33%	28%	22%	27%	34%	29%	31%	-	25%	21%
Less	74	50	23	4	10	16	28	9	7	26	25	8	15	18	19	22	7	8	-	20	29
	26%	35%	17%	12%	18%	26%	52%	25%	17%	36%	28%	14%	23%	22%	27%	27%	27%	33%	-	26%	44%
Never heard of	50	16	33	12	12	17	3	1	5	10	15	9	16	13	16	15	4	2	-	14	9
	18%	11%	24%	36%	23%	27%	5%	2%	11%	14%	17%	16%	23%	17%	23%	19%	13%	9%	-	18%	13%
Don't know	5	2	3	1	2	1	-	1	1	-	2	1	3	2	1	1	-	1	-	-	-
	2%	1%	3%	3%	4%	1%	-	3%	2%	-	2%	2%	4%	2%	1%	2%	-	4%	-	-	-
<b>David Willetts</b>																					
More	13	7	6	5	1	3	1	2	2	3	5	2	4	7	2	2	3	-	-	7	1
	5%	5%	5%	14%	1%	4%	2%	6%	5%	4%	5%	3%	6%	8%	3%	2%	10%	-	-	9%	1%
No Different	62	37	25	6	10	9	15	10	12	18	16	13	15	17	17	25	1	2	-	15	20
	22%	26%	18%	17%	19%	15%	28%	29%	28%	25%	18%	24%	22%	22%	25%	31%	3%	6%	-	20%	31%
Less	27	18	9	2	5	2	10	2	6	12	9	2	4	4	8	10	4	2	-	6	13
	10%	13%	7%	6%	8%	4%	19%	7%	13%	17%	10%	4%	6%	6%	12%	12%	13%	7%	-	8%	20%
Never heard of	170	77	93	20	37	46	27	18	22	35	55	37	42	49	40	42	19	21	-	44	30
	61%	54%	68%	59%	69%	74%	49%	52%	52%	49%	64%	67%	64%	62%	58%	51%	69%	84%	-	59%	45%
Don't know	8	4	4	1	1	1	1	2	1	4	2	1	1	1	2	3	1	1	-	3	2
	3%	3%	3%	4%	2%	2%	2%	6%	1%	5%	2%	2%	2%	2%	2%	4%	5%	2%	-	4%	3%

## Opinion Poll

### Fieldwork : January 3rd-5th 2003

Absolutes/col percents

Table 11

**Q.6b Can you say in each case whether you would be more likely to vote Conservative at the next election if they were the leader instead of Iain Duncan Smith, or less likely, or if it would make no real difference. If you have never heard of the politician in question please say so.**

**Base: All respondents who would not vote Conservative and who think that they would be more likely to vote Conservative if Iain Duncan Smith were replaced**

**Weighting: Standard Demographic Weights**

	Sex			Age						Social Class				Region					Voting Intention		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Con-ervative	Labour	Lib-eral Democ-rat
Weighted base	281	143	138	34	54	62	54	34	43	73	87	56	66	79	70	81	27	25	-	75	66
<b>Michael Ancram</b>																					
More	38 14%	27 19%	11 8%	3 10%	7 13%	4 6%	9 16%	6 19%	9 21%	11 15%	17 19%	5 10%	5 8%	11 15%	8 11%	8 10%	6 21%	6 24%	-	9 12%	17 26%
No Different	63 23%	40 28%	23 17%	8 22%	6 11%	10 17%	16 30%	12 35%	11 26%	18 25%	20 23%	15 26%	11 16%	14 18%	15 22%	24 29%	2 7%	8 33%	-	20 26%	19 28%
Less	43 15%	26 18%	17 12%	2 7%	8 15%	13 22%	11 20%	4 11%	4 9%	16 22%	16 18%	7 12%	4 6%	12 15%	9 13%	13 16%	4 13%	5 20%	-	15 20%	13 20%
Never heard of	131 47%	49 34%	81 59%	21 61%	32 59%	33 54%	19 35%	10 28%	17 39%	25 35%	33 39%	29 52%	43 65%	41 52%	36 51%	33 40%	16 59%	6 23%	-	29 38%	16 24%
Don't know	6 2%	1 1%	5 4%	-	1 2%	1 1%	-	2 6%	2 5%	2 3%	1 1%	-	3 4%	-	2 3%	4 4%	-	-	-	2 3%	1 2%
<b>Damian Green</b>																					
More	8 3%	5 3%	4 3%	1 3%	1 1%	1 1%	3 5%	2 5%	1 3%	1 1%	1 1%	3 5%	4 6%	3 3%	1 2%	3 4%	1 5%	-	-	2 3%	1 1%
No Different	36 13%	20 14%	16 12%	2 6%	6 11%	7 11%	5 9%	9 26%	7 17%	5 7%	11 12%	12 21%	9 13%	7 9%	10 14%	15 19%	2 7%	2 8%	-	15 20%	7 10%
Less	21 7%	17 12%	4 3%	3 10%	1 2%	4 6%	7 12%	4 11%	3 6%	8 11%	8 9%	4 8%	1 2%	7 9%	3 5%	6 7%	2 6%	3 14%	-	5 7%	9 13%
Never heard of	214 76%	100 70%	114 83%	28 81%	46 85%	50 81%	39 72%	20 58%	32 74%	58 79%	68 78%	37 66%	52 79%	62 79%	56 80%	57 70%	21 76%	19 78%	-	53 70%	50 75%
Don't know	1 *	1 1%	-	-	-	-	1 2%	-	-	1 2%	-	-	-	-	-	-	1 5%	-	-	-	-

## Opinion Poll

### Fieldwork : January 3rd-5th 2003

Absolutes/col percents

Table 11

**Q.6b Can you say in each case whether you would be more likely to vote Conservative at the next election if they were the leader instead of Iain Duncan Smith, or less likely, or if it would make no real difference. If you have never heard of the politician in question please say so.**

**Base: All respondents who would not vote Conservative and who think that they would be more likely to vote Conservative if Iain Duncan Smith were replaced**

**Weighting: Standard Demographic Weights**

	Sex			Age						Social Class				Region					Voting Intention		
	Total	Male	Fe-male	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Con-ser-vative	Labour	Lib-eral Democ-rat
Weighted base	281	143	138	34	54	62	54	34	43	73	87	56	66	79	70	81	27	25	-	75	66
<b>Liam Fox</b>																					
More	17 6%	14 10%	3 2%	6 16%	3 6%	1 1%	5 9%	1 2%	2 4%	7 9%	5 6%	3 6%	2 3%	7 8%	4 6%	3 4%	2 7%	1 6%	-	5 6%	3 5%
No Different	61 22%	36 25%	26 19%	5 15%	8 16%	14 23%	7 13%	11 32%	15 35%	16 23%	18 20%	14 25%	13 20%	19 24%	12 17%	20 25%	7 25%	3 13%	-	20 26%	16 24%
Less	31 11%	18 12%	13 10%	3 8%	1 2%	4 6%	13 24%	7 19%	4 8%	11 15%	8 9%	6 11%	6 10%	6 7%	6 8%	11 13%	3 11%	6 23%	-	8 10%	11 17%
Never heard of	171 61%	76 53%	94 69%	21 61%	41 76%	43 70%	29 53%	15 43%	23 52%	39 54%	56 64%	32 58%	44 66%	47 60%	47 67%	47 58%	15 57%	15 59%	-	44 58%	36 54%
Don't know	1 *	-	1 1%	-	-	-	-	1 3%	-	-	-	-	1 2%	-	1 1%	-	-	-	-	-	-
<b>Francis Maude</b>																					
More	27 10%	17 12%	10 7%	2 7%	9 16%	3 5%	3 5%	3 9%	7 17%	9 12%	7 9%	5 9%	6 9%	10 12%	6 9%	7 9%	4 13%	1 3%	-	11 14%	6 10%
No Different	56 20%	33 23%	23 17%	5 13%	7 13%	12 20%	10 19%	12 35%	10 23%	19 26%	14 16%	13 23%	11 16%	15 19%	14 20%	18 23%	7 28%	1 6%	-	13 17%	17 26%
Less	45 16%	29 20%	16 12%	5 15%	2 4%	11 17%	16 30%	5 15%	5 11%	17 24%	16 19%	4 8%	7 10%	14 17%	10 14%	10 12%	2 9%	9 36%	-	8 11%	17 26%
Never heard of	149 53%	62 44%	86 63%	22 64%	36 66%	35 56%	24 45%	12 35%	20 47%	26 36%	49 56%	33 59%	41 62%	40 51%	39 56%	43 53%	13 48%	14 55%	-	43 57%	23 35%
Don't know	4 2%	2 2%	2 1%	-	-	1 2%	-	2 6%	1 2%	1 2%	1 1%	1 1%	2 3%	-	1 1%	3 3%	1 2%	-	-	-	2 3%