

Opinion Poll

Fieldwork : January 2nd-4th 2004

Absolutes/col percents

Table 1

Q.2 Many people currently say that they probably won't vote at all at the next general election, while others say they would definitely vote. How likely are you, personally, to vote at the next election?

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 Dem-ocrat	Swing Voters	
Weighted base	1002	491	511	111	192	192	172	132	202	238	278	208	277	267	258	250	138	89	210	288	123	343	
Absolutely certain to vote	(10)	460 46%	221 45%	239 47%	32 29%	59 31%	70 37%	86 50%	76 58%	136 67%	121 51%	131 47%	85 41%	123 44%	119 45%	123 48%	111 44%	61 44%	47 52%	134 64%	145 50%	52 42%	90 26%
	(9)	59 6%	35 7%	24 5%	5 4%	7 4%	11 6%	14 8%	7 6%	15 7%	16 7%	16 6%	13 6%	13 5%	11 4%	17 7%	14 5%	10 7%	7 8%	15 7%	16 6%	11 9%	22 7%
	(8)	85 8%	41 8%	44 9%	6 5%	22 11%	19 10%	13 7%	15 11%	11 5%	23 10%	17 6%	19 9%	25 9%	23 9%	27 10%	18 7%	9 7%	8 9%	19 9%	27 9%	10 8%	26 8%
	(7)	65 7%	42 8%	24 5%	14 13%	14 7%	14 7%	7 4%	11 8%	6 3%	24 10%	12 4%	10 5%	19 7%	19 7%	13 5%	19 7%	12 9%	3 3%	8 4%	24 8%	8 7%	35 10%
	(6)	39 4%	12 3%	27 5%	7 6%	14 7%	2 1%	9 5%	2 1%	5 3%	3 1%	18 6%	6 3%	11 4%	8 3%	5 2%	13 5%	7 5%	6 7%	2 1%	19 7%	5 4%	23 7%
	(5)	115 11%	45 9%	70 14%	17 16%	25 13%	31 16%	21 12%	10 7%	11 5%	12 5%	36 13%	32 15%	35 13%	33 13%	29 11%	27 11%	18 13%	7 8%	13 6%	20 7%	20 16%	79 23%
	(4)	31 3%	16 3%	15 3%	12 11%	9 5%	7 4%	1 *	1 1%	1 *	6 3%	9 3%	10 5%	6 2%	10 4%	8 3%	9 4%	3 2%	1 1%	6 3%	10 3%	4 3%	21 6%
	(3)	23 2%	13 3%	10 2%	5 4%	9 5%	6 3%	4 2%	- -	- -	3 1%	10 4%	6 3%	4 1%	8 3%	5 2%	5 2%	3 2%	3 3%	4 2%	6 2%	- -	11 3%
	(2)	23 2%	13 3%	10 2%	2 2%	10 5%	6 3%	3 2%	1 1%	1 *	8 3%	7 3%	3 1%	4 2%	4 2%	7 3%	4 2%	5 3%	3 3%	1 1%	2 1%	4 3%	11 3%
Definitely would not vote	(1)	85 9%	44 9%	42 8%	8 8%	19 10%	25 13%	16 9%	9 7%	8 4%	19 8%	15 5%	21 10%	30 11%	24 9%	22 8%	27 11%	8 6%	5 5%	2 1%	14 5%	9 7%	17 5%
Not registered		4 *	3 1%	1 *	1 1%	3 2%	- -	- -	- -	- -	2 1%	2 1%	- -	- -	3 1%	- -	1 *	- -	- -	1 *	2 1%	- -	4 1%
Refused		1 *	1 *	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -
Don't know		12 1%	6 1%	5 1%	1 1%	2 1%	- -	- -	- -	8 4%	1 *	3 1%	2 1%	6 2%	4 2%	2 1%	4 2%	2 1%	- -	3 1%	4 1%	- -	4 1%
Mean		7.51	7.51	7.51	6.57	6.59	6.82	7.69	8.33	8.90	7.87	7.59	7.17	7.37	7.37	7.62	7.33	7.56	7.99	8.78	8.04	7.52	6.70
Standard deviation		3.02	3.05	2.99	2.91	3.12	3.25	3.03	2.61	2.24	2.95	2.91	3.11	3.11	3.07	3.02	3.13	2.88	2.79	2.12	2.60	2.89	2.72
Standard error		0.10	0.14	0.13	0.31	0.26	0.23	0.21	0.22	0.16	0.17	0.19	0.22	0.19	0.19	0.20	0.25	0.29	0.14	0.16	0.26	0.15	0.15

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Table 2

Q.3/4 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 (Base Weight System)

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	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	Swing Voters
Weighted base	539	281	258	54	76	86	104	83	135	150	138	105	147	131	150	127	74	56	191	211	94	112
Conservative	191	99	92	9	19	22	40	30	69	65	49	37	40	64	60	39	20	7	191	-	-	24
	35%	35%	36%	17%	26%	25%	39%	37%	52%	43%	36%	35%	27%	49%	40%	31%	27%	13%	100%	-	-	21%
Labour	211	108	102	30	36	42	33	33	37	47	56	37	71	39	56	64	27	24	-	211	-	45
	39%	39%	40%	56%	47%	48%	31%	40%	28%	31%	41%	35%	49%	30%	37%	50%	37%	44%	-	100%	-	40%
Liberal	94	46	48	11	10	14	22	12	24	31	22	15	26	24	25	20	19	6	-	-	94	34
	17%	16%	18%	21%	13%	17%	21%	15%	18%	21%	16%	14%	18%	19%	16%	16%	25%	10%	-	-	100%	30%
SNP	16	9	7	-	5	4	6	-	1	2	4	4	5	-	-	-	-	16	-	-	-	4
	3%	3%	3%	-	6%	5%	5%	-	1%	1%	3%	4%	4%	-	-	-	-	28%	-	-	-	3%
Plaid Cymru	3	3	-	-	-	1	1	*	-	2	-	1	-	-	-	-	3	-	-	-	-	1
	1%	1%	-	-	-	1%	1%	1%	-	1%	-	1%	-	-	-	-	4%	-	-	-	-	1%
The Green Party	9	7	3	1	5	2	1	1	-	1	1	6	1	2	5	1	1	1	-	-	-	1
	2%	2%	1%	2%	6%	2%	1%	1%	-	1%	1%	6%	1%	1%	4%	1%	1%	1%	-	-	-	1%
The United Kingdom Independence Party (UKIP)	4	4	-	-	-	1	-	3	-	-	3	1	-	-	-	-	4	-	-	-	-	-
	1%	1%	-	-	-	1%	-	3%	-	-	2%	1%	-	-	-	-	5%	-	-	-	-	-
The British National Party (BNP)	3	2	1	1	-	-	-	1	1	2	-	-	1	1	1	1	-	-	-	-	-	1
	1%	1%	*	2%	-	-	-	1%	1%	1%	-	-	1%	1%	1%	1%	-	-	-	-	-	1%
The Socialist Alliance	1	1	-	-	-	-	-	-	1	-	1	-	-	-	1	-	-	-	-	-	-	1
	*	*	-	-	-	-	-	-	1%	-	1%	-	-	-	1%	-	-	-	-	-	-	1%
The Scottish Socialist Party	1	-	1	-	1	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-
	*	-	*	-	1%	-	-	-	-	-	1%	-	-	-	-	-	-	2%	-	-	-	-
Another party	6	2	4	1	-	1	1	3	1	1	3	2	2	1	2	2	1	1	-	-	-	2
	1%	1%	2%	1%	-	1%	1%	3%	1%	*	1%	3%	1%	1%	1%	2%	1%	1%	-	-	-	2%

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Table 3

Adjusted Voting Intention**Weighting: Past Vote Weights (Base Weight System)**

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	566
Conservative	196 35%
Labour	224 40%
Liberal Democrat/ Liberal	101 18%
Scottish National Party/SNP	16 3%
Plaid Cymru	3 1%
Other	26 5%

Opinion Poll

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Absolutes/col percents

Table 4

Q.5a Are you fairly sure that is what you'll do at the time of the next general election, or do you think you may well change your mind between now and then?

Base: All respondents (except those who are don't know or refused to voting intention)

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	Swing Voters
Weighted base	777	402	375	91	139	153	136	101	158	192	203	162	220	199	211	191	103	74	210	288	123	219
Fairly sure that is what I'll do	549 71%	293 73%	256 68%	50 55%	88 64%	107 70%	96 71%	77 77%	130 83%	143 75%	122 60%	122 75%	163 74%	145 73%	152 72%	136 71%	67 65%	49 66%	171 81%	215 75%	67 54%	-
May well change my mind	219 28%	106 26%	114 30%	40 44%	48 35%	45 29%	38 28%	22 22%	26 16%	46 24%	81 40%	37 23%	56 25%	52 26%	57 27%	51 27%	35 34%	25 33%	38 18%	73 25%	54 44%	219 100%
Don't know	9 1%	3 1%	6 2%	1 1%	2 2%	1 *	1 1%	2 2%	2 1%	2 1%	1 *	4 2%	1 1%	1 *	2 1%	4 2%	1 1%	1 1%	2 1%	1 *	2 2%	-

Opinion Poll

Fieldwork : January 2nd-4th 2004

Absolutes/col percents

Table 5

Q.5b Do you think of yourself as a floating voter - who hasn't decided yet which party, if any, to support at the election, or do you just prefer not to say how you may vote?

Base: All respondents who say don't know or refused to voting intention

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	Swing Voters
Weighted base	225	89	135	20	53	40	36	31	45	47	74	46	58	68	47	60	35	15	-	-	-	123
Floating voter	123	50	74	12	41	26	17	13	14	26	41	28	28	36	24	39	17	6	-	-	-	123
	55%	56%	54%	58%	77%	66%	46%	43%	32%	55%	55%	61%	49%	54%	51%	66%	49%	43%	-	-	-	100%
Prefer not to say	101	40	62	8	12	13	20	18	30	21	33	18	29	31	23	20	18	9	-	-	-	-
	45%	44%	46%	42%	23%	34%	54%	57%	68%	45%	45%	39%	51%	46%	49%	34%	51%	57%	-	-	-	-

Opinion Poll

Fieldwork : January 2nd-4th 2004

Absolutes/col percents

Table 6

Q.6 Who do you, personally, admire more, Arsene Wenger the Manager of Arsenal Football Club or Alex Ferguson the Manager of Manchester United Football Club?

Base: All respondents

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	Swing Voters
Weighted base	1002	491	511	111	192	192	172	132	202	238	278	208	277	267	258	250	138	89	210	288	123	343
Ferguson	287 29%	163 33%	124 24%	49 44%	64 33%	54 28%	61 35%	29 22%	30 15%	60 25%	76 27%	73 35%	78 28%	63 23%	79 31%	71 28%	33 24%	42 47%	65 31%	103 36%	31 25%	107 31%
Wenger	225 22%	136 28%	89 17%	25 22%	48 25%	45 23%	31 18%	26 20%	50 25%	54 23%	68 25%	44 21%	59 21%	68 26%	50 20%	72 29%	24 18%	10 11%	45 22%	73 25%	38 31%	81 24%
Both about equally	24 2%	14 3%	10 2%	1 1%	4 2%	2 1%	5 3%	9 6%	3 2%	9 4%	3 1%	5 2%	7 2%	9 3%	7 3%	3 1%	3 2%	3 3%	5 2%	8 3%	2 2%	9 3%
Neither	383 38%	159 32%	224 44%	31 28%	67 35%	76 40%	69 40%	54 41%	85 42%	94 39%	107 39%	73 35%	109 39%	100 38%	100 39%	91 36%	61 44%	31 35%	76 36%	86 30%	42 34%	120 35%
Don't know	83 8%	18 4%	64 13%	6 6%	9 5%	15 8%	6 4%	13 10%	33 16%	22 9%	23 8%	13 6%	24 9%	27 10%	22 9%	14 6%	16 12%	3 4%	20 9%	19 7%	10 8%	26 8%

Opinion Poll

Fieldwork : January 2nd-4th 2004

Absolutes/col percents

Table 7
Q.7a Just your best guess - when do you think Tony Blair will stop being Prime Minister?
 Base: All 'Sample A' 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	Swing Voters
Weighted base	496	250	246	54	85	93	83	75	105	122	128	103	143	125	132	126	69	44	106	144	56	164
Sometime in the first half of 2004	36 7%	20 8%	16 7%	- -	3 3%	10 10%	8 9%	8 10%	8 8%	9 7%	9 7%	7 7%	12 8%	11 9%	11 8%	7 5%	6 8%	2 4%	11 10%	7 5%	4 8%	9 5%
Sometime in the second half of 2004	59 12%	33 13%	26 11%	5 9%	12 14%	9 10%	8 9%	8 11%	17 16%	22 18%	13 10%	9 8%	15 11%	14 11%	16 12%	13 10%	9 12%	7 15%	19 17%	10 7%	9 16%	23 14%
Straight after the next general election, expected in 2005	182 37%	87 35%	95 39%	30 55%	37 44%	30 32%	33 40%	24 31%	29 28%	40 32%	52 41%	42 41%	48 34%	38 31%	48 36%	57 45%	23 34%	15 34%	42 39%	49 34%	25 45%	79 48%
Sometime later in the next Parliament	143 29%	84 33%	59 24%	11 20%	25 30%	33 35%	26 31%	22 29%	27 26%	40 33%	34 27%	33 32%	36 25%	37 30%	41 31%	27 21%	23 33%	15 34%	23 22%	60 42%	14 25%	36 22%
Don't know/ refused	76 15%	26 11%	50 20%	9 16%	8 9%	12 13%	9 11%	14 18%	24 23%	12 9%	20 15%	12 12%	32 23%	24 19%	16 12%	22 18%	8 12%	5 12%	11 11%	18 13%	3 6%	18 11%

Opinion Poll

Fieldwork : January 2nd-4th 2004

Absolutes/col percents

Table 8

Q.7b Do you think that Michael Howard, the leader of the Conservative Party, will be Prime Minister?

Base: All 'Sample B' 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	Swing Voters
Weighted base	506	241	265	57	107	99	89	56	97	116	150	105	134	142	126	124	68	45	103	145	67	178
Sometime this year	9 2%	3 1%	6 2%	- -	2 2%	2 2%	4 5%	- -	1 1%	3 3%	2 1%	3 3%	1 1%	2 2%	3 3%	2 1%	1 1%	1 3%	2 2%	2 1%	1 2%	3 2%
After the next election, expected in 2005	126 25%	50 21%	76 29%	13 23%	22 21%	22 23%	18 20%	20 35%	31 32%	27 24%	38 25%	24 23%	36 27%	51 36%	31 25%	30 24%	11 16%	3 7%	56 54%	20 14%	9 13%	46 26%
After the election after next, which may be in 6 or 7 years' time	64 13%	37 15%	27 10%	7 12%	15 14%	14 14%	14 16%	3 5%	11 12%	18 16%	16 11%	15 15%	14 10%	14 10%	18 14%	15 12%	11 16%	6 13%	13 12%	25 17%	14 20%	23 13%
Never	238 47%	124 52%	113 43%	32 56%	60 56%	43 43%	43 49%	21 37%	39 40%	54 46%	77 51%	46 44%	61 45%	54 38%	52 41%	64 52%	42 61%	26 58%	21 20%	90 62%	39 58%	85 47%
Don't know/ refused	70 14%	27 11%	43 16%	5 9%	8 8%	18 18%	9 10%	13 23%	15 16%	14 12%	17 11%	16 16%	23 17%	21 15%	22 18%	14 11%	4 6%	8 19%	12 12%	8 6%	4 6%	22 12%

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Absolutes/col percents

Table 9

Q.8 Thinking generally about Britain's role in, and relations with, the European Union, some people are very positive about the EU, while others are very sceptical about it. How would you define your own attitude to the EU?

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	Swing Voters	
Weighted base	1002	491	511	111	192	192	172	132	202	238	278	208	277	267	258	250	138	89	210	288	123	343	
Very positive indeed	(10)	53 5%	37 7%	17 3%	6 6%	10 5%	7 4%	9 5%	5 4%	16 8%	17 7%	10 4%	6 3%	20 7%	13 5%	18 7%	16 6%	4 3%	2 3%	9 4%	24 8%	6 5%	12 4%
	(9)	26 3%	18 4%	8 2%	2 2%	9 5%	5 2%	- -	3 2%	7 3%	8 3%	5 2%	8 4%	5 2%	8 3%	7 3%	2 2%	2 2%	2 1%	17 6%	3 3%	10 3%	
	(8)	71 7%	37 8%	34 7%	5 5%	15 8%	13 7%	17 10%	14 10%	7 4%	24 10%	21 8%	12 6%	13 5%	18 7%	16 6%	18 7%	10 8%	8 9%	12 6%	22 8%	10 8%	16 5%
	(7)	82 8%	39 8%	43 8%	12 11%	12 6%	25 13%	12 7%	9 6%	11 6%	29 12%	28 10%	8 4%	17 6%	26 10%	16 6%	17 7%	13 9%	9 10%	11 5%	29 10%	11 9%	40 12%
	(6)	72 7%	41 8%	30 6%	17 15%	18 10%	16 8%	8 5%	6 5%	6 3%	23 10%	28 10%	10 5%	10 4%	21 8%	15 6%	14 6%	11 8%	11 12%	15 7%	17 6%	12 10%	31 9%
	(5)	241 24%	103 21%	138 27%	32 28%	64 33%	41 21%	37 21%	27 20%	41 20%	53 22%	66 24%	46 22%	76 27%	52 19%	63 24%	69 28%	30 22%	27 30%	43 20%	69 24%	32 26%	95 28%
	(4)	78 8%	38 8%	40 8%	13 11%	10 5%	11 6%	18 10%	12 9%	14 7%	19 8%	25 9%	17 8%	18 6%	17 7%	28 11%	17 7%	14 10%	2 2%	17 8%	26 9%	9 7%	28 8%
	(3)	94 9%	41 8%	52 10%	10 9%	18 9%	24 12%	17 10%	12 9%	14 7%	16 7%	29 10%	24 11%	25 9%	24 9%	31 12%	18 7%	13 10%	8 9%	19 9%	17 6%	15 12%	43 12%
	(2)	42 4%	20 4%	22 4%	2 2%	10 5%	5 3%	10 6%	7 6%	8 4%	14 6%	8 3%	9 4%	11 4%	11 4%	13 5%	7 3%	6 5%	5 5%	16 8%	7 2%	2 1%	12 4%
Very sceptical indeed	(1)	207 21%	109 22%	99 19%	7 7%	23 12%	39 20%	40 24%	33 25%	64 32%	34 14%	51 18%	60 29%	63 23%	63 24%	44 17%	58 23%	29 21%	13 15%	61 29%	48 17%	21 17%	47 14%
Don't know		36 4%	9 2%	27 5%	6 5%	2 1%	7 4%	4 2%	2 2%	15 7%	2 1%	7 3%	8 4%	19 7%	12 4%	7 3%	9 4%	5 4%	3 3%	5 2%	11 4%	2 1%	8 2%
Mean		4.58	4.73	4.43	5.29	5.04	4.61	4.30	4.32	4.13	5.18	4.67	3.97	4.42	4.51	4.63	4.61	4.40	4.87	3.94	5.20	4.82	4.78
Standard deviation		2.65	2.81	2.46	2.14	2.45	2.59	2.64	2.72	2.97	2.65	2.48	2.62	2.73	2.74	2.62	2.73	2.50	2.40	2.63	2.77	2.53	2.36
Standard error		0.08	0.13	0.11	0.23	0.20	0.18	0.19	0.23	0.21	0.15	0.17	0.19	0.17	0.17	0.18	0.22	0.26	0.18	0.17	0.22	0.22	0.13