






ICM Research interviewed a tightly controlled sample of 1,347 adults aged 18+ in 103 randomly selected constituencies nationwide. Interviews were conducted face-to-face between 7-8th July, 1995.

Q1. General Election turnout.	
10 - Absolutely certain to vote	66%
9	4%
8	4%
7	3%
6	2%
5	4%
4	1%
3	1%
2	1%
1 - Certain not to vote	9%
Don't know	6%

Q2. Westminster Voting Intention. Adjusted. Base: All expressing an intention to vote.	
 Conservatives	32%
 Labour	47%
 Liberal Democrats	17%
 Other	3%
 LEAD	-15%

Q3. Which party do you think has the best policies for dealing with the economy?	
Conservative	21%
Labour	32%
Liberals	6%
Others	1%
None of them	14%
Don't know	26%

Q4. Which of these terms would you say best describes the Conservative Party?	
More united over Europe	20%

Less united over Europe	50%
Don't know	30%
Q4. Which of these terms would you say best describes the Conservative Party?	
In a stronger position to win the next election	23%
In a weaker position to win the next election	57%
Don't know	20%
Q5. Which of these terms best describes John Major?	
Strong leader	27%
Weak leader	61%
Winner	33%
Loser	56%
Impressive	22%
Unimpressive	68%
Don't know	8%