






ICM Research interviewed a random sample of 1,200 adults aged 18+ by telephone on 6-7th September 1996. Interviews were conducted across the country and the results have been weighted to the profile of all adults.

Q1. General Election turnout.	
10 - Absolutely certain to vote	63%
9	5%
8	7%
7	4%
6	2%
5	7%
4	2%
3	1%
2	1%
1 - Certain not to vote	8%
Don't know	1%

Q2. Westminster Voting Intention. Adjusted. Base: All expressing an intention to vote.	
 Conservatives	32%
 Labour	47%
 Liberal Democrats	16%
 Other	5%
 LEAD	-15%

Q3. Which party do you think has the best policies for dealing with the economy?	
Conservative	23%
Labour	32%
Liberal Democrat	7%
Others	1%
None of them	16%
Don't know	21%

Q4. Agreement with statements:	
<b>It is more important for the government to control inflation than reduce unemployment?</b>	
Agree strongly	11%
Agree	31%

Neither agree nor disagree	10%
Disagree	34%
Disagree Strongly	9%
Don't know	5%
<b>The economy would be stronger if the government borrowed more money and used it for investment</b>	
Agree strongly	7%
Agree	29%
Neither agree nor disagree	11%
Disagree	36%
Disagree Strongly	9%
Don't know	9%
<b>Britain is safer having its own nuclear weapons</b>	
Agree strongly	15%
Agree	42%
Neither agree nor disagree	6%
Disagree	24%
Disagree Strongly	10%
Don't know	3%
<b>The government should give a higher priority to environmental policy even if it means higher prices for some goods?</b>	
Agree strongly	22%
Agree	52%
Neither agree nor disagree	7%
Disagree	14%
Disagree Strongly	3%
Don't know	3%
<b>More socialist planning would be the best way of solving Britain's economic problems?</b>	
Agree strongly	9%
Agree	34%
Neither agree nor disagree	15%
Disagree	25%
Disagree Strongly	6%
Don't know	11%
<b>There is one law for the rich and one law for the poor?</b>	
Agree strongly	19%
Agree	33%
Neither agree nor disagree	5%
Disagree	29%
Disagree Strongly	12%
Don't know	3%
<b>It is better to have higher taxes and better public services than lower taxes and worse services</b>	
Agree strongly	22%
Agree	48%

Neither agree nor disagree	10%
Disagree	13%
Disagree Strongly	4%
Don't know	3%
<b>Profitable state industries should be sold and run as private companies</b>	
Agree strongly	5%
Agree	18%
Neither agree nor disagree	8%
Disagree	43%
Disagree Strongly	21%
Don't know	5%
<b>Trade unions should have more say in the running of industry and the economy?</b>	
Agree strongly	11%
Agree	31%
Neither agree nor disagree	7%
Disagree	33%
Disagree Strongly	14%
Don't know	3%
<b>The NHS is safe in Mr. Major's hands?</b>	
Agree strongly	4%
Agree	19%
Neither agree nor disagree	7%
Disagree	35%
Disagree Strongly	32%
Don't know	3%
<b>State schools are safe in Mr. Major's hands</b>	
Agree strongly	5%
Agree	28%
Neither agree nor disagree	8%
Disagree	31%
Disagree Strongly	23%
Don't know	4%
<b>Q5. Regardless of which party you support, which party do you think is most likely to produce successful economic policies?</b>	
Conservative	30%
Labour	36%
Liberal Democrats	7%
Other	2%
Don't know	25%
<b>Q6. Do you think you are better off now than you were five years ago?</b>	
Yes	37%
No	52%

The same	10%
Don't know	2%
<b>Q7. Do you think you will be better off in five years time under a Labour government or under a Conservative government?</b>	
Labour	39%
Conservative	25%
Makes no difference	18%
Don't know	18%
<b>Q8. Party leaders statements apply to:</b>	
<b>Insincere</b>	
John Major	44%
Tony Blair	33%
Paddy Ashdown	22%
Don't know	32%
<b>More honest than most politicians</b>	
John Major	30%
Tony Blair	32%
Paddy Ashdown	39%
Don't know	27%
<b>Trustworthy</b>	
John Major	35%
Tony Blair	36%
Paddy Ashdown	38%
Don't know	30%
<b>Good in a crisis</b>	
John Major	49%
Tony Blair	32%
Paddy Ashdown	30%
Don't know	21%
<b>Understands world problems</b>	
John Major	59%
Tony Blair	42%
Paddy Ashdown	42%
Don't know	13%
<b>Understands the needs of people like me</b>	
John Major	29%
Tony Blair	50%
Paddy Ashdown	42%
Don't know	19%
<b>Has lots of personality</b>	
John Major	16%
Tony Blair	54%

<b>Paddy Ashdown</b>	<b>41%</b>
<b>Don't know</b>	<b>21%</b>
<b>Tough</b>	
<b>John Major</b>	<b>38%</b>
<b>Tony Blair</b>	<b>45%</b>
<b>Paddy Ashdown</b>	<b>40%</b>
<b>Don't know</b>	<b>19%</b>
<b>Arrogant</b>	
<b>John Major</b>	<b>35%</b>
<b>Tony Blair</b>	<b>39%</b>
<b>Paddy Ashdown</b>	<b>26%</b>
<b>Don't know</b>	<b>27%</b>