

The BBC First Time Voters Poll - April 8 1997

ICM interviewed a quota sample of 821 people between 20 March and 26 March 1997. Interviews were conducted throughout the county face to face and the results weighted to be representative of all adults aged 18-22.

All figures are expressed in percentages.

Base size 1997 - 821

Base size 1992 - 779

The figures are based on total sample unless otherwise stated.

Q1a Thinking about the forthcoming General Election in May, would you say you will...	
	1997
Definitely vote	38%
Be likely to vote	21%
Possibly vote	20%
Be unlikely to vote	10%
Almost certainly not vote	10%

Q1c Conservatives, Labour and Liberal Democrats and other parties would fight the election in your constituency, please tell me which party you think you would actually vote for on the day.				
	1997		1992	
	(All respondents)	(Intention to vote)	(All respondents)	(Intention to vote)
Conservative	17%	23%	27%	33%
Labour	42%	57%	37%	45%
Liberal Democrat/Liberal	9%	12%	13%	15%
Scottish National Party/SNP	2%	3%	n/a	n/a
Plaid Cymru	*	*	-	-
Green Party	2%	3%	3%	3%
The Referendum Party	1%	1%	n/a	n/a
Other party	1%	1%	2%	3%
Will not vote	13%		8%	
Refused	1%		1%	
Don't know/not	12%		9%	

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Q2 What would you say is the most important factor in deciding which way you will vote?

Responses scoring less than 4%not included

	1997
Policies (unspecified)	15%
Jobs / Unemployment	9%
Education (unspecified)	7%
Tax	5%
Best for country	5%
Health / NHS	4%
Anti Tory / Labour	4%
Honest politicians	4%
For a change	4%

Q3 What would you say is the most important problem facing you, and people like you, in this country today?

Responses scoring less than 3%not included

	1997	1992
Unemployment / jobs	51%	48%
Lack of money / low income / pay / wages	9%	7%
Education	5%	4%
Grants / student loans	4%	3%
Tax	4%	1%
Crime	3%	1%
NHS	3%	2%

Q3a And what would you say are the other important problems facing young people like you in this country today?

	1997	1992
Unemployment / jobs	23%	19%
Crime	11%	4%
Low income / pay / wages / lack of money	9%	7%
Education	9%	11%
Drugs	7%	2%
NHS	7%	8%

Difficulties with accommodation / housing / homelessness (1992)	6%	14%
Student grants / funding	5%	3%
Homelessness	5%	-

Q4 Putting aside your own overall party preference for a moment, which political party do you think would be best at solving the problem of ...

OVERALL - ALL PROBLEMS MENTIONED AT Q3

OVERALL	1997	1992
Conservative	13%	20%
Labour	43%	36%
Liberal Democrat/Liberal	8%	11%
Scottish National Party/SNP	1%	n/a
Plaid Cymru	*	n/a
Green Party	2%	1%
The Referendum Party	1%	n/a
None of these / DK	33%	31%

UNEMPLOYMENT - MOST SERIOUS PROBLEM AT Q3

UNEMPLOYMENT	1997	1992
Conservative	12%	18%
Labour	47%	41%
Liberal Democrat/Liberal	7%	10%
Scottish National Party/SNP	1%	-
Plaid Cymru	*	-
Green Party	1%	-
The Referendum Party	*	-
None of these / DK	30%	30%

Q5 Are you in favour or against a European single currency?

	1997
In favour	26%
Against	47%
Don't know	27%

Q6 How interested are you in what politicians have to say about solving the problems in this country today?

	1997	1992
Very interested	12%	17%
Quite interested	47%	43%
Not very interested	24%	25%
Not at all interested	15%	14%

Q7 Could you tell me in your own words what you think are the most important qualities that a politician should possess? PROBE Anything else?

Responses scoring less than 5%not included

	1997	1992
Honesty / Truthfulness	48%	43%
Keep their promises / do what they say they are going to do	11%	13%
Down to earth	7%	4%
Listen more	6%	-
Good speaker	6%	4%
Ability to get things done / put policies into practice	5%	3%
Trust / Trustworthy	5%	2%
Put country before personal interests	5%	2%

Q8 Again, putting aside your own party preference, for each of the following things I readout I would like you to tell me which of the parties mentioned on the card, if any, you think each applies to?

	1997			1992		
	Con	Lab	Lib	Con	Lab	Lib
A party that understands the problems that people like me face in our daily lives	11%	43%	13%	18%	43%	15%
A party that will help solve Britain's economic problems	20%	40%	6%	32%	31%	12%
A party that has the best ideas about Britain's role in Europe	22%	30%	7%	41%	22%	10%
A party which will improve public services, like Health and Education	11%	50%	12%	16%	56%	12%
A party that will tax you least	19%	32%	6%	n/a	n/a	n/a

A party that has fresh ideas which will help people like me	7%	40%	14%	13%	31%	22%
A party which has the best policies on Defence	22%	21%	3%	45%	19%	6%
A party which has the best policies on the environment	6%	18%	5%	10%	13%	7%

Q9 How much difference do you think the result of the next general election will make to people like you?

	1997	1992
A great deal of difference	13%	17%
Some difference	38%	30%
Not very much difference	29%	34%
No difference at all	13%	15%
Don't know	8%	4%

Q10 How interested are you yourself in the general election. Would you say you are ...

	1997	1992
Very interested	15%	20%
Fairly interested	47%	43%
Not very interested	25%	23%
Not at all interested	12%	14%

Q11 Putting aside your own party preferences, who do you think will win the next general election?

	1997	1992
Conservative	22%	46%
Labour	62%	29%
Liberal Democrat/Liberal	1%	1%
Hung parliament	2%	17%
Don't know	13%	7%

Q12 Which of the following is or would make the best Prime Minister for Britain?

	1997	1992
John Major	17%	41%

Tony Blair / Neil Kinnock	42%	26%
Paddy Ashdown	12%	19%
Don't know	30%	1%

Q13 Some political parties are proposing to set up regional governments for Scotland Wales and the English Regions which would take over responsibility for some services now run by central government. Do you support or oppose these forms of Government for ...

	1997			1992		
	OPPOSE	SUPPORT	D/K	OPPOSE	SUPPORT	D/K
Scotland	22%	46%	32%	21%	55%	24%
Wales	26%	38%	35%	25%	49%	26%
English regions	29%	36%	35%	30%	43%	28%

Q14 Some people believe that fox-hunting and other field sports should be stopped, whilst others say they should be allowed to continue. Do you think they should be stopped or allowed to continue?

	1997	1992
Stopped	80%	82%
Continued	13%	14%
D/K	7%	5%