

Opinion Poll

Fieldwork : October 2nd-3rd 2002

Absolutes/col percents

Table 1
Q.AA How likely would you be to vote in an immediate general election?
Base: All respondents

	Total	Sex		Age				Social Class				Voting Intention				Region			
		Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Swing Voters	North	Mid- lands	South	
Weighted base	1012	497	515	105	189	505	213	242	285	211	273	158	281	160	266	337	311	364	
Absolutely certain to vote	(10)	515 51%	252 51%	263 51%	22 21%	67 36%	280 55%	146 69%	127 52%	131 46%	99 47%	158 58%	106 67%	157 56%	80 50%	110 41%	179 53%	163 52%	173 48%
	(9)	72 7%	32 6%	41 8%	9 9%	11 6%	38 8%	14 7%	28 12%	24 8%	9 4%	11 4%	18 11%	18 7%	16 10%	21 8%	21 6%	18 6%	33 9%
	(8)	93 9%	42 8%	52 10%	15 14%	24 13%	37 7%	17 8%	30 12%	25 9%	19 9%	19 7%	10 7%	30 11%	20 12%	40 15%	29 9%	22 7%	43 12%
	(7)	60 6%	31 6%	29 6%	8 8%	19 10%	29 6%	4 2%	16 7%	19 7%	13 6%	12 4%	3 2%	21 8%	12 7%	23 9%	19 6%	16 5%	26 7%
	(6)	35 3%	16 3%	19 4%	6 6%	8 4%	15 3%	5 2%	11 4%	8 3%	6 3%	10 4%	5 3%	9 3%	8 5%	13 5%	10 3%	12 4%	13 4%
	(5)	75 7%	34 7%	41 8%	19 18%	26 14%	27 5%	3 1%	7 3%	29 10%	22 10%	17 6%	11 7%	22 8%	11 7%	41 15%	26 8%	27 9%	21 6%
	(4)	12 1%	8 2%	4 1%	- -	4 2%	6 1%	2 1%	1 *	4 1%	1 *	6 2%	1 1%	5 2%	3 2%	4 2%	4 1%	3 1%	5 1%
	(3)	27 3%	17 3%	10 2%	5 5%	12 6%	10 2%	- -	7 3%	9 3%	8 4%	3 1%	- -	3 1%	7 5%	5 2%	9 3%	6 2%	12 3%
	(2)	16 2%	9 2%	6 1%	3 3%	2 1%	9 2%	1 *	2 1%	6 2%	5 2%	3 1%	1 1%	6 2%	- -	5 2%	5 1%	5 2%	5 1%
Certain not to vote	(1)	91 9%	52 10%	39 8%	11 11%	13 7%	49 10%	17 8%	12 5%	24 9%	25 12%	30 11%	- -	- -	- -	- -	32 9%	32 10%	27 7%
Don't know		16 2%	6 1%	10 2%	5 5%	3 2%	4 1%	3 2%	1 1%	7 2%	3 2%	5 2%	2 1%	8 3%	3 2%	5 2%	4 1%	6 2%	6 2%
Mean		7.84	7.67	8.00	6.49	7.21	7.97	8.71	8.36	7.64	7.38	7.93	9.12	8.57	8.42	7.99	7.85	7.75	7.90
Standard deviation		2.98	3.13	2.82	2.99	2.87	3.02	2.65	2.49	3.01	3.23	3.10	1.66	2.09	2.09	2.20	3.02	3.10	2.85
Standard error		0.09	0.15	0.12	0.34	0.24	0.13	0.19	0.17	0.17	0.22	0.19	0.14	0.12	0.17	0.14	0.16	0.18	0.15

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Col percents

Table 2
Published Vote Intention Figures - The News of the World, October 2002

	<u>Total</u>
Conservative	27%
Labour	42%
Liberal Democrat	23%
Other	8%

Opinion Poll

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Absolutes/col percents

Table 3

Q.A If there were to be a general election tomorrow which party do you think you would vote for?

Base: All respondents expressing an intention to vote and saying likely to vote (-10)

NOTE: THIS TABLE IS PRODUCED BEFORE MANUAL ADJUSTMENT. AT TOP LINE LEVEL, THIS TABLE MIGHT SHOW SLIGHT DIFFERENCES TO THE PUBLISHED VOTE INTENTION FIGURES. ANY DIFFERENCE BETWEEN THE TWO SETS OF FIGURES IS ENTIRELY EXPLAINED BY THE ADJUSTMENT PROCEDURE, WHICH AIMS TO MAKE AN ALLOWANCE FOR SOME OF THE DON'T KNOWS.

	Sex			Age				Social Class				Voting Intention			Region			
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Swing Voters	North	Mid- lands	South
Weighted base	540	278	262	44	87	281	128	150	140	104	146	137	227	128	63	180	165	195
Conservative	137 25%	58 21%	80 30%	4 9%	13 15%	78 28%	42 33%	44 29%	43 31%	20 20%	30 21%	137 100%	- -	- -	6 10%	37 21%	46 28%	54 28%
Labour	227 42%	119 43%	108 41%	24 55%	44 51%	117 41%	42 32%	58 39%	47 34%	48 47%	73 50%	- -	227 100%	- -	31 49%	83 46%	76 46%	67 35%
Liberal Democrat/ Liberal	128 24%	70 25%	57 22%	10 22%	20 23%	64 23%	34 26%	41 27%	37 26%	22 21%	28 19%	- -	- -	128 100%	26 41%	32 18%	32 20%	63 32%
Others (net)	48 9%	31 11%	17 7%	6 14%	9 10%	23 8%	10 8%	7 5%	13 9%	13 13%	15 10%	- -	- -	- -	- -	27 15%	10 6%	11 6%
Scottish National Party/SNP	23 4%	15 5%	8 3%	- -	4 5%	14 5%	6 4%	2 1%	6 5%	8 8%	7 5%	- -	- -	- -	- -	23 13%	- -	- -
Plaid Cymru	1 *	- -	1 *	- -	- -	1 *	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	1 1%	- -
Green Party	9 2%	2 1%	7 3%	- -	4 5%	2 1%	3 2%	2 1%	3 2%	1 1%	3 2%	- -	- -	- -	- -	1 *	1 1%	7 3%
Other	15 3%	14 5%	1 *	6 14%	1 1%	7 2%	2 1%	3 2%	4 3%	3 3%	5 3%	- -	- -	- -	- -	3 2%	8 5%	4 2%

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Fieldwork : October 2nd-3rd 2002

Absolutes/col percents

Table 4

Q.B How certain do you think it is that you will actually vote Conservative at the next election?

Base: All respondents intending to vote Conservative

	Total	Sex		Age				Social Class				Voting Intention			Region			
		Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Swing Voters	North	Mid- lands	South
Weighted base	158	70	88	6	15	91	46	46	50	28	34	158	-	-	12	44	55	59
Absolutely certain	(4) 86 55%	37 52%	50 56%	2 26%	5 36%	47 52%	32 69%	27 58%	24 47%	15 55%	21 61%	86 55%	-	-	-	26 60%	28 52%	31 53%
Fairly certain	(3) 59 37%	28 40%	31 36%	3 44%	9 60%	36 40%	11 24%	19 42%	22 44%	7 24%	11 31%	59 37%	-	-	-	15 33%	21 39%	23 39%
Not sure would vote Conservative	(2) 10 7%	4 6%	6 7%	2 29%	1 4%	5 6%	3 6%	-	4 8%	5 17%	2 5%	10 7%	-	-	10 90%	3 7%	3 6%	4 7%
Not at all sure will vote Conservative	(1) 1 1%	1 2%	-	-	-	1 1%	-	-	-	1 4%	-	1 1%	-	-	1 10%	-	1 2%	-
Don't know	1 1%	-	1 1%	-	-	1 1%	-	-	-	-	1 3%	1 1%	-	-	-	-	1 2%	-
Mean	3.47	3.43	3.50	2.97	3.32	3.44	3.63	3.58	3.39	3.30	3.58	3.47	-	-	1.90	3.53	3.43	3.46
Standard deviation	0.66	0.69	0.63	0.82	0.56	0.67	0.61	0.50	0.64	0.91	0.59	0.66	-	-	0.32	0.63	0.71	0.64
Standard error	0.05	0.09	0.07	0.33	0.17	0.07	0.10	0.08	0.09	0.18	0.11	0.05	-	-	0.09	0.10	0.10	0.09

Opinion Poll

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Absolutes/col percents

Table 5

Q.B How certain do you think it is that you will actually vote Labour at the next election?

Base: All respondents intending to vote Labour

	Total	Sex		Age				Social Class				Voting Intention			Region			
		Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Swing Voters	North	Mid- lands	South
Weighted base	281	148	132	44	61	131	44	64	66	60	90	-	281	-	56	100	92	88
Absolutely certain	(4) 122 44%	64 43%	59 44%	17 38%	21 35%	55 42%	29 65%	28 44%	22 34%	26 43%	46 51%	-	122 44%	-	-	51 51%	37 40%	34 39%
Fairly certain	(3) 101 36%	56 38%	45 34%	13 29%	27 43%	51 39%	11 24%	25 39%	33 50%	18 31%	24 27%	-	101 36%	-	-	35 35%	31 33%	35 40%
Not sure would vote Labour	(2) 47 17%	22 15%	25 19%	13 30%	11 18%	18 14%	4 9%	11 17%	8 12%	11 19%	17 18%	-	47 17%	-	47 84%	12 12%	19 21%	16 18%
Not at all sure will vote Labour	(1) 9 3%	6 4%	3 2%	1 3%	2 3%	5 4%	1 2%	-	2 4%	4 6%	3 3%	-	9 3%	-	9 16%	3 3%	4 4%	3 3%
Don't know	1 *	-	1 1%	-	-	1 1%	-	-	-	1 1%	1 1%	-	1 *	-	-	-	1 1%	-
Mean	3.20	3.20	3.21	3.01	3.10	3.21	3.51	3.27	3.14	3.11	3.26	-	3.20	-	1.84	3.34	3.11	3.15
Standard deviation	0.84	0.84	0.83	0.91	0.81	0.83	0.75	0.74	0.77	0.94	0.88	-	0.84	-	0.37	0.79	0.89	0.82
Standard error	0.05	0.07	0.06	0.15	0.11	0.06	0.10	0.09	0.08	0.11	0.09	-	0.05	-	0.05	0.07	0.09	0.08

Opinion Poll

Fieldwork : October 2nd-3rd 2002

Absolutes/col percents

Table 6

Q.B How certain do you think it is that you will actually vote Liberal Democrat/Liberal at the next election?

Base: All respondents intending to vote Liberal Democrat/Liberal

		Sex		Age				Social Class				Voting Intention		Region					
		Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Swing Voters	North	Mid- lands	South
Weighted base		160	88	72	12	33	76	39	46	53	29	32	-	-	160	38	41	41	78
Absolutely certain	(4)	55 34%	27 31%	28 38%	3 23%	6 18%	30 39%	16 41%	13 29%	16 30%	12 42%	13 41%	-	-	55 34%	-	14 35%	17 40%	24 30%
Fairly certain	(3)	66 41%	39 45%	26 36%	3 22%	13 40%	33 43%	17 43%	25 54%	19 35%	8 30%	14 42%	-	-	66 41%	-	18 44%	16 38%	32 41%
Not sure would vote Liberal Democrat/ Liberal	(2)	31 19%	13 15%	17 24%	7 55%	8 25%	10 13%	6 15%	5 11%	15 28%	6 21%	5 15%	-	-	31 19%	31 80%	8 18%	6 16%	17 21%
Not at all sure will vote Liberal Democrat/Liberal	(1)	8 5%	7 8%	1 1%	- -	6 18%	2 3%	- -	3 6%	3 5%	1 4%	1 2%	-	-	8 5%	8 20%	1 1%	2 6%	5 6%
Don't know		2 1%	1 1%	1 1%	- -	- -	1 1%	1 1%	- -	1 1%	1 4%	- -	-	-	2 1%	-	1 1%	-	1 1%
Mean		3.05	2.99	3.13	2.68	2.58	3.21	3.26	3.05	2.91	3.13	3.22	-	-	3.05	1.80	3.14	3.13	2.97
Standard deviation		0.86	0.90	0.81	0.86	1.00	0.77	0.71	0.82	0.90	0.92	0.79	-	-	0.86	0.41	0.77	0.89	0.89
Standard error		0.07	0.10	0.10	0.29	0.21	0.09	0.12	0.14	0.12	0.17	0.14	-	-	0.07	0.07	0.12	0.14	0.11

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Absolutes/col percents

Table 7

Q.1 Irrespective of which party you yourself support which political party do you think...?

Base: All respondents

	Sex			Age				Social Class				Voting Intention				Region		
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Swing Voters	North	Mid- lands	South
Weighted base	1012	497	515	105	189	505	213	242	285	211	273	158	281	160	266	337	311	364
<u>Has the most sensible policies on health</u>																		
Conservative	145 14%	66 13%	80 16%	9 9%	12 6%	82 16%	42 20%	35 15%	41 15%	23 11%	46 17%	86 55%	8 3%	9 6%	20 8%	41 12%	53 17%	51 14%
Labour	367 36%	192 39%	174 34%	46 44%	81 43%	178 35%	63 29%	90 37%	93 33%	72 34%	111 41%	13 8%	207 74%	38 24%	113 42%	133 39%	117 37%	117 32%
Liberal Democrat	152 15%	77 16%	74 14%	15 14%	25 13%	84 17%	28 13%	46 19%	44 15%	24 11%	39 14%	7 5%	19 7%	81 51%	38 14%	50 15%	40 13%	62 17%
Another party	26 3%	13 3%	14 3%	- -	10 5%	11 2%	6 3%	1 1%	7 3%	12 6%	6 2%	2 1%	2 1%	3 2%	6 2%	15 5%	5 2%	6 2%
None of these	90 9%	52 11%	38 7%	3 3%	15 8%	48 9%	25 12%	22 9%	29 10%	16 8%	22 8%	16 10%	8 3%	6 4%	17 6%	26 8%	29 9%	35 10%
Don't know	232 23%	97 20%	135 26%	32 30%	47 25%	103 20%	50 24%	47 19%	71 25%	64 30%	49 18%	34 21%	36 13%	23 14%	73 27%	72 21%	67 22%	93 25%
<u>Has the most sensible education policies</u>																		
Conservative	165 16%	78 16%	87 17%	9 9%	24 13%	90 18%	42 20%	43 18%	46 16%	33 15%	43 16%	83 53%	21 7%	20 13%	37 14%	50 15%	48 16%	67 18%
Labour	329 33%	178 36%	151 29%	43 41%	78 41%	149 30%	59 28%	72 30%	83 29%	69 32%	105 39%	12 7%	193 69%	27 17%	76 29%	119 35%	104 33%	107 29%
Liberal Democrat	141 14%	75 15%	65 13%	14 14%	28 15%	74 15%	25 12%	43 18%	47 16%	21 10%	31 11%	8 5%	15 6%	72 45%	39 15%	48 14%	34 11%	59 16%
Another party	25 2%	13 3%	12 2%	3 3%	5 3%	11 2%	6 3%	4 2%	6 2%	7 4%	7 2%	- -	3 1%	2 1%	3 1%	18 5%	1 *	6 2%
None of these	96 9%	53 11%	43 8%	3 3%	6 3%	61 12%	25 12%	20 8%	24 8%	21 10%	31 11%	12 8%	10 4%	13 8%	16 6%	30 9%	28 9%	39 11%
Don't know	257 25%	100 20%	156 30%	32 30%	48 25%	120 24%	57 27%	60 25%	79 28%	61 29%	57 21%	43 27%	38 14%	26 16%	96 36%	73 22%	96 31%	87 24%

Opinion Poll

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Absolutes/col percents

Table 7

Q.1 Irrespective of which party you yourself support which political party do you think...?

Base: All respondents

	Sex			Age				Social Class				Voting Intention				Region		
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Swing Voters	North	Mid- lands	South
Weighted base	1012	497	515	105	189	505	213	242	285	211	273	158	281	160	266	337	311	364
<u>Will manage the economy best</u>																		
Conservative	203 20%	104 21%	99 19%	18 18%	31 17%	105 21%	48 22%	45 19%	69 24%	40 19%	48 18%	104 66%	17 6%	19 12%	42 16%	63 19%	71 23%	69 19%
Labour	396 39%	217 44%	179 35%	44 42%	86 45%	189 38%	77 36%	98 40%	107 37%	78 37%	113 41%	17 11%	223 80%	47 29%	100 38%	144 43%	121 39%	131 36%
Liberal Democrat	86 8%	41 8%	45 9%	8 7%	13 7%	48 10%	17 8%	23 9%	18 6%	16 7%	30 11%	4 2%	11 4%	51 32%	12 5%	23 7%	21 7%	42 12%
Another party	32 3%	18 4%	14 3%	- -	6 3%	19 4%	8 4%	3 1%	8 3%	12 6%	9 3%	- -	2 1%	1 1%	7 3%	20 6%	6 2%	6 2%
None of these	73 7%	43 9%	30 6%	4 4%	6 3%	47 9%	16 7%	17 7%	21 7%	10 5%	26 9%	6 4%	5 2%	11 7%	13 5%	17 5%	23 7%	33 9%
Don't know	222 22%	74 15%	148 29%	30 29%	48 25%	97 19%	47 22%	58 24%	63 22%	55 26%	47 17%	28 18%	23 8%	31 19%	92 34%	70 21%	70 22%	82 23%

Opinion Poll

Fieldwork : October 2nd-3rd 2002

Absolutes/col percents

Table 8

Q.2 Do you think the Conservative party is...?**Base: All respondents**

	Sex			Age				Social Class				Voting Intention				Region		
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Swing Voters	North	Mid- lands	South
Weighted base	1012	497	515	105	189	505	213	242	285	211	273	158	281	160	266	337	311	364
<u>Likely to make the right decisions in Government</u>																		
Yes	313 31%	153 31%	160 31%	39 37%	62 33%	142 28%	70 33%	73 30%	103 36%	66 31%	71 26%	123 78%	62 22%	30 19%	81 31%	103 31%	98 32%	111 31%
No	570 56%	294 59%	276 54%	54 52%	102 54%	297 59%	117 55%	134 56%	153 54%	117 55%	165 61%	19 12%	196 70%	120 75%	127 48%	201 60%	169 54%	200 55%
Don't know	129 13%	51 10%	79 15%	11 11%	25 13%	66 13%	26 12%	35 14%	29 10%	29 14%	37 13%	15 10%	23 8%	10 6%	58 22%	33 10%	43 14%	53 15%
<u>In tune with the issues that matter to you</u>																		
Yes	313 31%	159 32%	153 30%	38 36%	45 24%	151 30%	79 37%	74 30%	86 30%	62 29%	91 33%	132 84%	54 19%	24 15%	80 30%	100 30%	98 31%	115 32%
No	615 61%	311 62%	304 59%	56 53%	124 65%	318 63%	118 55%	144 60%	171 60%	138 65%	161 59%	21 14%	213 76%	129 81%	151 57%	215 64%	181 58%	219 60%
Don't know	85 8%	27 5%	58 11%	11 11%	20 11%	37 7%	17 8%	24 10%	28 10%	12 6%	21 8%	4 3%	14 5%	7 4%	35 13%	22 6%	33 11%	30 8%
<u>A united party</u>																		
Yes	272 27%	118 24%	154 30%	34 32%	49 26%	140 28%	49 23%	51 21%	74 26%	64 30%	84 31%	74 47%	67 24%	29 18%	89 33%	82 24%	92 29%	98 27%
No	659 65%	357 72%	302 59%	59 57%	117 62%	331 66%	151 71%	170 70%	184 65%	134 63%	171 63%	72 46%	197 70%	125 78%	151 57%	240 71%	185 59%	234 64%
Don't know	81 8%	22 4%	59 11%	11 11%	23 12%	34 7%	12 6%	22 9%	27 9%	14 7%	18 7%	12 7%	17 6%	6 4%	27 10%	15 4%	34 11%	31 9%

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Absolutes/col percents

Table 9
Q.2 Do you think the Labour party is...?
Base: All respondents

	Sex			Age				Social Class				Voting Intention				Region		
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Swing Voters	North	Mid- lands	South
Weighted base	1012	497	515	105	189	505	213	242	285	211	273	158	281	160	266	337	311	364
<u>Likely to make the right decisions in Government</u>																		
Yes	441 44%	225 45%	216 42%	59 56%	99 52%	204 40%	79 37%	108 45%	111 39%	89 42%	133 49%	16 10%	247 88%	49 31%	112 42%	153 46%	144 46%	144 40%
No	452 45%	223 45%	229 45%	36 35%	66 35%	246 49%	104 49%	101 42%	137 48%	92 44%	122 45%	124 79%	24 8%	95 59%	111 42%	147 44%	130 42%	175 48%
Don't know	119 12%	49 10%	69 13%	10 9%	24 13%	55 11%	30 14%	33 14%	38 13%	30 14%	19 7%	17 11%	10 3%	16 10%	44 17%	36 11%	37 12%	45 12%
<u>In tune with the issues that matter to you</u>																		
Yes	442 44%	203 41%	239 46%	58 55%	97 51%	206 41%	82 38%	105 43%	115 40%	93 44%	129 47%	23 14%	239 85%	49 31%	125 47%	167 50%	137 44%	138 38%
No	515 51%	278 56%	237 46%	42 40%	79 42%	275 55%	119 56%	121 50%	152 53%	108 51%	133 49%	126 80%	37 13%	106 66%	117 44%	154 46%	157 50%	204 56%
Don't know	55 5%	16 3%	39 8%	6 5%	13 7%	24 5%	12 6%	16 7%	18 6%	10 5%	11 4%	9 6%	5 2%	5 3%	25 9%	16 5%	17 6%	22 6%
<u>A united party</u>																		
Yes	457 45%	237 48%	220 43%	64 61%	96 51%	214 42%	83 39%	106 44%	120 42%	98 47%	133 49%	45 28%	216 77%	54 34%	120 45%	149 44%	153 49%	155 42%
No	492 49%	250 50%	242 47%	31 30%	79 42%	259 51%	123 58%	119 49%	146 51%	104 49%	122 45%	102 65%	57 20%	103 65%	123 46%	174 52%	133 43%	185 51%
Don't know	63 6%	10 2%	53 10%	10 9%	14 8%	32 6%	7 3%	17 7%	19 7%	9 4%	18 7%	11 7%	8 3%	3 2%	24 9%	14 4%	25 8%	24 7%

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Absolutes/col percents

Table 10

Q.2 Do you think the Liberal Democrat party is...?**Base: All respondents**

	Sex			Age				Social Class				Voting Intention				Region		
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Swing Voters	North	Mid- lands	South
Weighted base	1012	497	515	105	189	505	213	242	285	211	273	158	281	160	266	337	311	364
<u>Likely to make the right decisions in Government</u>																		
Yes	429 42%	212 43%	217 42%	42 40%	79 42%	215 43%	94 44%	118 49%	119 42%	70 33%	122 45%	44 28%	121 43%	124 77%	103 39%	149 44%	122 39%	158 43%
No	370 37%	203 41%	167 32%	36 35%	71 37%	184 36%	79 37%	76 31%	107 38%	96 45%	91 33%	82 52%	116 41%	19 12%	83 31%	132 39%	104 34%	134 37%
Don't know	213 21%	82 16%	131 25%	27 25%	40 21%	106 21%	40 19%	48 20%	59 21%	46 22%	60 22%	32 20%	44 16%	17 11%	80 30%	55 16%	85 27%	72 20%
<u>In tune with the issues that matter to you</u>																		
Yes	472 47%	239 48%	233 45%	48 46%	80 42%	239 47%	105 49%	124 51%	140 49%	78 37%	130 48%	45 29%	131 47%	144 90%	129 49%	169 50%	132 42%	171 47%
No	365 36%	200 40%	165 32%	39 37%	74 39%	174 35%	78 37%	80 33%	96 34%	89 42%	100 37%	86 55%	117 42%	9 6%	72 27%	129 38%	112 36%	125 34%
Don't know	175 17%	58 12%	116 23%	18 17%	35 19%	91 18%	30 14%	38 16%	49 17%	45 21%	43 16%	26 16%	33 12%	7 4%	65 24%	39 12%	68 22%	68 19%
<u>A united party</u>																		
Yes	635 63%	340 68%	295 57%	64 61%	106 56%	309 61%	155 73%	162 67%	185 65%	124 58%	164 60%	96 61%	169 60%	133 83%	159 60%	218 65%	183 59%	234 64%
No	208 21%	104 21%	105 20%	22 21%	45 24%	108 21%	33 16%	41 17%	54 19%	52 25%	62 23%	35 22%	69 25%	19 12%	54 20%	72 21%	59 19%	77 21%
Don't know	169 17%	54 11%	115 22%	18 17%	38 20%	88 17%	24 11%	39 16%	46 16%	36 17%	48 17%	27 17%	42 15%	8 5%	54 20%	47 14%	69 22%	53 15%

Opinion Poll

Fieldwork : October 2nd-3rd 2002

Absolutes/col percents

Table 11

Q,3 Who would make the best Prime-Minister?**Base: All respondents**

	Sex		Age				Social Class				Voting Intention			Region				
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Swing Voters	North	Mid- lands	South
Weighted base	1012	497	515	105	189	505	213	242	285	211	273	158	281	160	266	337	311	364
Tony Blair	425 42%	241 49%	184 36%	58 55%	97 51%	204 40%	67 31%	100 41%	112 39%	91 43%	123 45%	18 11%	230 82%	40 25%	102 38%	147 44%	139 45%	139 38%
Charles Kennedy	193 19%	90 18%	103 20%	10 9%	27 14%	104 21%	51 24%	53 22%	53 19%	38 18%	49 18%	22 14%	24 9%	80 50%	58 22%	71 21%	47 15%	75 20%
Iain Duncan-Smith	146 14%	65 13%	81 16%	12 11%	23 12%	68 13%	43 20%	35 15%	45 16%	30 14%	36 13%	76 48%	11 4%	19 12%	23 8%	47 14%	55 18%	44 12%
None of them	100 10%	51 10%	49 9%	3 3%	14 7%	61 12%	22 11%	29 12%	29 10%	17 8%	25 9%	21 13%	5 2%	7 4%	17 6%	32 9%	18 6%	51 14%
Don't know	147 15%	50 10%	98 19%	22 21%	28 15%	68 13%	29 14%	25 10%	46 16%	36 17%	40 15%	22 14%	11 4%	15 9%	67 25%	40 12%	52 17%	56 15%

Opinion Poll

Fieldwork : October 2nd-3rd 2002

Absolutes/col percents

Table 12

Q.4 Have the revelations that Edwina Curry had an affair with John Major made you less likely to vote Conservative in future or made no difference one way or the other?

Base: All respondents

	Sex			Age				Social Class				Voting Intention			Region			
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Swing Voters	North	Mid- lands	South
Weighted base	1012	497	515	105	189	505	213	242	285	211	273	158	281	160	266	337	311	364
Less likely	42 4%	19 4%	23 4%	2 2%	6 3%	24 5%	11 5%	13 5%	10 4%	6 3%	12 5%	4 2%	17 6%	6 4%	12 5%	15 4%	12 4%	15 4%
Made no difference	950 94%	464 93%	486 94%	96 91%	184 97%	472 94%	198 93%	225 93%	274 96%	200 95%	250 92%	151 96%	262 93%	153 95%	252 94%	319 95%	288 93%	342 94%
More likely	14 1%	12 3%	1 *	7 7%	- -	5 1%	2 1%	4 2%	1 *	1 1%	8 3%	- -	1 1%	1 1%	1 *	2 1%	10 3%	2 1%
Don't know	7 1%	2 *	5 1%	- -	- -	4 1%	3 1%	- -	- -	4 2%	3 1%	3 2%	* *	- -	1 *	1 *	1 *	4 1%