

Guardian Opinion Poll

Fieldwork : October 17th-19th 2003

Absolutes/col percents

Table 8

Q.1 Are you satisfied or dissatisfied with the job Tony Blair is doing as 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	Other	North	Mid- lands	South
Unweighted base	1004	476	528	90	150	566	198	201	306	252	245	192	257	151	44	341	311	352
Weighted base	1004	488	516	111	188	499	205	244	281	206	274	205	242	144	50	338	313	353
Satisfied	330 33%	172 35%	158 31%	41 37%	79 42%	145 29%	65 32%	75 31%	87 31%	75 37%	93 34%	19 9%	170 70%	29 20%	3 6%	131 39%	89 28%	110 31%
Dissatisfied	610 61%	290 60%	319 62%	57 51%	101 54%	323 65%	129 63%	161 66%	175 62%	113 55%	161 59%	184 90%	64 27%	108 75%	47 94%	182 54%	207 66%	221 63%
Don't know	64 6%	26 5%	39 7%	13 12%	8 4%	32 6%	11 5%	8 3%	18 6%	17 8%	21 8%	2 1%	8 3%	8 6%	- -	25 7%	18 6%	22 6%

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Table 9

Q.2 Are you satisfied or dissatisfied with the job Iain Duncan-Smith is doing as Leader of the Conservatives?

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	Other	North	Mid- lands	South
Unweighted base	1004	476	528	90	150	566	198	201	306	252	245	192	257	151	44	341	311	352
Weighted base	1004	488	516	111	188	499	205	244	281	206	274	205	242	144	50	338	313	353
Satisfied	299 30%	144 29%	156 30%	44 40%	59 31%	143 29%	53 26%	68 28%	80 29%	67 33%	84 31%	104 51%	69 28%	30 20%	9 18%	93 27%	97 31%	109 31%
Dissatisfied	520 52%	272 56%	248 48%	35 32%	92 49%	282 56%	110 54%	141 58%	145 52%	95 46%	138 50%	83 41%	136 56%	89 62%	33 66%	181 53%	161 51%	178 50%
Don't know	185 18%	72 15%	113 22%	32 29%	37 20%	74 15%	42 20%	35 14%	55 20%	43 21%	52 19%	18 9%	37 15%	25 18%	8 16%	64 19%	55 17%	66 19%

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Table 10

Q.3 Are you satisfied or dissatisfied with the job Charles Kennedy is doing as Leader of the Liberal Democrats?

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	Other	North	Mid- lands	South
Unweighted base	1004	476	528	90	150	566	198	201	306	252	245	192	257	151	44	341	311	352
Weighted base	1004	488	516	111	188	499	205	244	281	206	274	205	242	144	50	338	313	353
Satisfied	513 51%	274 56%	239 46%	48 43%	101 53%	270 54%	94 46%	151 62%	140 50%	97 47%	125 46%	84 41%	126 52%	114 79%	31 62%	174 51%	157 50%	182 52%
Dissatisfied	260 26%	125 26%	135 26%	31 28%	45 24%	122 25%	61 30%	58 24%	73 26%	50 24%	79 29%	77 38%	64 26%	10 7%	11 23%	79 23%	88 28%	93 26%
Don't know	231 23%	89 18%	142 28%	32 29%	43 23%	107 21%	49 24%	35 15%	68 24%	58 28%	70 25%	44 22%	51 21%	20 14%	8 15%	86 25%	68 22%	77 22%

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Table 11

Q.4 Which of the following statements do you think could be applied to Iain Duncan-Smith, the leader of the Conservative Party?

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	Other	North	Mid- lands	South
Unweighted base	1004	476	528	90	150	566	198	201	306	252	245	192	257	151	44	341	311	352
Weighted base	1004	488	516	111	188	499	205	244	281	206	274	205	242	144	50	338	313	353
<u>Tough</u>																		
Applies	265 26%	129 26%	136 26%	31 28%	63 33%	117 23%	54 26%	50 21%	67 24%	66 32%	82 30%	76 37%	60 25%	21 15%	13 26%	91 27%	93 30%	81 23%
Does not apply	647 64%	323 66%	324 63%	56 51%	110 58%	347 69%	134 65%	179 74%	188 67%	120 59%	159 58%	125 61%	161 67%	116 81%	33 67%	209 62%	204 65%	234 66%
Don't know	92 9%	36 7%	57 11%	23 21%	16 8%	36 7%	18 9%	15 6%	26 9%	19 9%	33 12%	4 2%	21 9%	7 5%	3 7%	38 11%	17 5%	38 11%
<u>Competent</u>																		
Applies	547 55%	259 53%	289 56%	64 58%	109 58%	267 53%	107 52%	129 53%	153 54%	116 56%	149 54%	153 75%	124 51%	67 47%	20 41%	186 55%	177 56%	185 52%
Does not apply	367 37%	194 40%	173 33%	33 29%	61 32%	195 39%	78 38%	101 41%	103 37%	67 33%	96 35%	44 21%	102 42%	71 49%	27 55%	122 36%	115 37%	130 37%
Don't know	90 9%	35 7%	55 11%	14 13%	19 10%	37 7%	19 9%	13 5%	25 9%	23 11%	29 10%	7 4%	16 7%	6 4%	2 4%	30 9%	22 7%	38 11%
<u>Trustworthy</u>																		
Applies	508 51%	249 51%	258 50%	37 33%	85 45%	248 50%	137 67%	145 59%	139 49%	86 42%	139 51%	164 80%	112 46%	69 48%	21 43%	172 51%	165 53%	171 48%
Does not apply	382 38%	197 40%	184 36%	56 50%	78 41%	196 39%	52 25%	81 33%	114 40%	90 44%	97 35%	30 15%	101 42%	70 48%	28 57%	130 38%	122 39%	130 37%
Don't know	114 11%	41 8%	73 14%	18 16%	25 13%	55 11%	16 8%	18 7%	28 10%	30 15%	38 14%	10 5%	29 12%	5 4%	*	37 11%	26 8%	52 15%

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Q.4 Which of the following statements do you think could be applied to Iain Duncan-Smith, the leader of the Conservative Party?

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	Other	North	Mid- lands	South
Weighted base	1004	488	516	111	188	499	205	244	281	206	274	205	242	144	50	338	313	353
<u>In touch with ordinary people</u>																		
Applies	338 34%	141 29%	197 38%	41 37%	60 32%	159 32%	78 38%	75 31%	82 29%	86 42%	94 34%	115 56%	60 25%	32 22%	13 27%	112 33%	104 33%	121 34%
Does not apply	558 56%	298 61%	260 50%	59 53%	104 55%	288 58%	108 53%	155 64%	165 59%	99 48%	139 51%	76 37%	161 67%	105 73%	35 70%	186 55%	181 58%	192 54%
Don't know	108 11%	49 10%	59 11%	11 10%	25 13%	52 10%	20 10%	13 5%	34 12%	21 10%	40 15%	13 6%	21 9%	7 5%	2 4%	40 12%	28 9%	40 11%
<u>Lacks clear ideas</u>																		
Applies	512 51%	253 52%	259 50%	49 44%	93 49%	278 56%	92 45%	135 55%	147 52%	103 50%	127 46%	92 45%	151 62%	88 61%	33 67%	176 52%	167 53%	169 48%
Does not apply	359 36%	182 37%	176 34%	43 39%	66 35%	164 33%	85 42%	93 38%	95 34%	70 34%	101 37%	102 50%	67 28%	49 34%	13 26%	116 34%	112 36%	131 37%
Don't know	133 13%	53 11%	81 16%	20 18%	29 16%	57 11%	28 14%	16 6%	39 14%	32 16%	46 17%	11 5%	24 10%	7 5%	3 7%	46 14%	35 11%	53 15%
<u>Has firm principles</u>																		
Applies	628 63%	310 64%	318 62%	57 52%	117 62%	313 63%	141 69%	153 63%	173 62%	132 64%	170 62%	182 89%	136 56%	81 56%	30 61%	199 59%	211 67%	218 62%
Does not apply	241 24%	130 27%	112 22%	36 32%	45 24%	124 25%	37 18%	62 26%	75 27%	41 20%	64 23%	13 6%	79 33%	54 37%	16 31%	88 26%	72 23%	81 23%
Don't know	135 13%	48 10%	86 17%	18 16%	27 14%	62 12%	27 13%	28 12%	33 12%	33 16%	40 15%	9 4%	26 11%	10 7%	4 8%	51 15%	30 10%	54 15%

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Q.4 Which of the following statements do you think could be applied to Iain Duncan-Smith, the leader of the Conservative Party?

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	Other	North	Mid- lands	South
Weighted base	1004	488	516	111	188	499	205	244	281	206	274	205	242	144	50	338	313	353
<u>Honest</u>																		
Applies	536 53%	274 56%	263 51%	32 29%	86 46%	278 56%	140 68%	150 61%	140 50%	96 47%	151 55%	165 81%	119 49%	71 49%	19 39%	173 51%	178 57%	184 52%
Does not apply	331 33%	170 35%	161 31%	56 50%	78 41%	158 32%	39 19%	69 28%	101 36%	80 39%	80 29%	28 14%	98 40%	61 42%	28 57%	120 35%	104 33%	106 30%
Don't know	137 14%	45 9%	92 18%	24 21%	25 13%	63 13%	26 13%	25 10%	39 14%	30 15%	43 16%	11 6%	25 10%	13 9%	2 4%	45 13%	30 10%	62 18%

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Table 12

Q.5 Would you be more likely or less likely to vote Conservative at the next election if Iain Duncan-Smith were to be replaced as leader by...?

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	Other	North	Mid- lands	South
Unweighted base	1004	476	528	90	150	566	198	201	306	252	245	192	257	151	44	341	311	352
Weighted base	1004	488	516	111	188	499	205	244	281	206	274	205	242	144	50	338	313	353
Michael Howard																		
More likely	187 19%	94 19%	92 18%	34 31%	28 15%	89 18%	35 17%	47 19%	60 22%	37 18%	42 15%	66 32%	32 13%	21 15%	6 13%	51 15%	59 19%	77 22%
No difference	488 49%	232 48%	256 50%	47 42%	98 52%	246 49%	97 47%	119 49%	129 46%	100 48%	141 51%	99 49%	133 55%	68 47%	26 52%	174 52%	156 50%	158 45%
Less likely	265 26%	140 29%	125 24%	21 19%	48 26%	132 26%	63 31%	66 27%	74 26%	52 25%	73 27%	37 18%	71 29%	51 35%	17 35%	90 27%	82 26%	93 26%
Don't know	64 6%	21 4%	43 8%	9 8%	13 7%	31 6%	10 5%	12 5%	17 6%	16 8%	19 7%	2 1%	6 3%	4 3%	- -	23 7%	17 5%	25 7%
David Davis																		
More likely	118 12%	70 14%	48 9%	25 23%	18 10%	53 11%	21 10%	33 13%	39 14%	18 9%	28 10%	38 18%	28 12%	14 10%	2 3%	31 9%	42 13%	46 13%
No difference	467 46%	228 47%	239 46%	41 37%	95 50%	233 47%	98 48%	113 46%	124 44%	85 41%	144 52%	97 47%	127 52%	67 47%	29 58%	169 50%	148 47%	150 42%
Less likely	279 28%	143 29%	136 26%	27 25%	50 27%	142 28%	59 29%	69 28%	79 28%	67 33%	63 23%	58 28%	64 27%	45 32%	18 36%	97 29%	85 27%	97 27%
Don't know	141 14%	47 10%	94 18%	18 16%	25 13%	71 14%	27 13%	29 12%	38 14%	35 17%	39 14%	13 6%	23 9%	18 12%	1 2%	41 12%	39 12%	61 17%

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Table 13

Q.6 Who do you think should take the most responsibility when it comes to preventing children eating junk food?**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	Other	North	Mid- lands	South
Unweighted base	1004	476	528	90	150	566	198	201	306	252	245	192	257	151	44	341	311	352
Weighted base	1004	488	516	111	188	499	205	244	281	206	274	205	242	144	50	338	313	353
Parents	838 83%	382 78%	456 88%	87 78%	154 82%	424 85%	173 84%	210 86%	235 84%	165 80%	228 83%	177 87%	199 82%	121 84%	40 81%	278 82%	261 83%	298 84%
The government	61 6%	44 9%	17 3%	11 10%	13 7%	32 6%	5 3%	10 4%	20 7%	20 10%	12 4%	7 3%	16 7%	6 4%	4 8%	25 7%	19 6%	17 5%
Supermarkets	50 5%	31 6%	19 4%	2 2%	6 3%	27 5%	15 7%	14 6%	9 3%	7 3%	20 7%	11 5%	17 7%	14 10%	- -	13 4%	19 6%	18 5%
Schools	39 4%	25 5%	14 3%	6 6%	14 7%	11 2%	8 4%	7 3%	11 4%	10 5%	11 4%	5 2%	8 3%	2 2%	5 10%	15 4%	12 4%	13 4%
None of these	5 1%	3 1%	2 *	2 2%	1 1%	2 *	1 *	2 1%	2 1%	2 1%	- -	2 1%	2 1%	- -	- -	2 1%	1 *	2 1%
Don't know	11 1%	4 1%	6 1%	3 3%	- -	5 1%	3 1%	2 1%	4 1%	2 1%	3 1%	3 1%	1 *	* *	1 2%	5 2%	2 1%	4 1%

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Table 14

Q.7 Here are some things people have said about measures that could be taken to encourage more healthy living.

For each one please say whether you agree or disagree.

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	Other	North	Mid-lands	South
Unweighted base	1004	476	528	90	150	566	198	201	306	252	245	192	257	151	44	341	311	352
Weighted base	1004	488	516	111	188	499	205	244	281	206	274	205	242	144	50	338	313	353
<u>Vending machines in schools which sell crisps, chocolate and fizzy drinks should be banned</u>																		
Agree	694 69%	324 66%	370 72%	54 49%	119 63%	356 71%	165 80%	162 66%	182 65%	140 68%	210 77%	148 72%	153 63%	109 76%	42 85%	232 69%	215 69%	246 70%
Disagree	310 31%	164 34%	146 28%	57 51%	70 37%	143 29%	40 20%	82 34%	98 35%	66 32%	64 23%	56 28%	89 37%	35 24%	7 15%	106 31%	98 31%	106 30%
Don't know	* *	- -	* *	- -	- -	* *	- -	- -	* *	- -	- -	- -	- -	* *	- -	- -	- -	* *
<u>Advertising aimed at children by fast food companies such as Pepsi and MacDonalds should be banned</u>																		
Agree	576 57%	277 57%	299 58%	48 43%	93 49%	287 57%	148 72%	125 51%	156 56%	115 56%	181 66%	111 54%	135 56%	92 63%	39 78%	199 59%	180 58%	197 56%
Disagree	418 42%	208 43%	210 41%	63 57%	95 50%	208 42%	52 25%	118 49%	125 44%	88 43%	87 32%	90 44%	107 44%	51 35%	11 22%	137 41%	129 41%	151 43%
Don't know	10 1%	3 1%	7 1%	- -	1 *	5 1%	5 2%	- -	- -	3 2%	7 2%	4 2%	- -	2 1%	- -	1 *	3 1%	5 2%
<u>The government should levy a 'fat tax', a higher rate of VAT, on food which has a high fat content such as burgers and biscuits</u>																		
Agree	381 38%	180 37%	201 39%	40 36%	59 32%	190 38%	92 45%	95 39%	86 31%	81 39%	119 43%	83 41%	96 40%	59 41%	23 47%	120 36%	135 43%	126 36%
Disagree	603 60%	299 61%	303 59%	71 64%	127 67%	299 60%	106 51%	143 59%	188 67%	122 59%	149 54%	120 59%	139 58%	85 59%	26 53%	206 61%	175 56%	222 63%
Don't know	20 2%	8 2%	12 2%	- -	2 1%	10 2%	8 4%	5 2%	6 2%	3 1%	6 2%	1 1%	7 3%	- -	- -	12 4%	4 1%	4 1%
<u>Doctors should prescribe gym lessons on the NHS rather than drugs for overweight people</u>																		
Agree	636 63%	293 60%	342 66%	89 79%	117 62%	319 64%	112 54%	141 58%	181 65%	126 61%	187 68%	129 63%	161 66%	95 66%	25 50%	199 59%	206 66%	231 65%
Disagree	327 33%	175 36%	153 30%	20 18%	62 33%	175 35%	70 34%	97 40%	90 32%	72 35%	69 25%	72 35%	79 33%	44 31%	22 45%	127 38%	97 31%	103 29%
Don't know	41 4%	20 4%	21 4%	3 3%	10 5%	5 1%	23 11%	5 2%	10 3%	7 4%	19 7%	3 2%	2 1%	5 3%	2 5%	12 3%	10 3%	19 5%