

## OCTOBER 2003 POLL



ICM Research interviewed a random sample of 1,004 adults aged 18+ by telephone on 17-19th October 2003. Interviews were conducted across the country and the results have been weighted to the profile of all adults.






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### General Election Turnout.

10 - Absolutely certain to vote	48%
9	6%
8	8%
7	5%
6	3%
5	10%
4	2%
3	3%
2	1%
1 - Certain not to vote	11%
Don't know	2%

### General Election Voting Intention.

Base: All expressing an intention to vote.

	Labour	38%
	Conservative	33%
	Liberal Democrat	21%
	Other	8%
	LEAD	-5%

### Q1. Are you satisfied or dissatisfied with the job that....

#### Tony Blair is doing as Prime Minister?

Satisfied	33%
Dissatisfied	61%
Don't know	6%

#### Iain Duncan-Smith is doing as leader of the Conservatives?

Satisfied	30%
Dissatisfied	52%

Don't know	18%
<b>Charles Kennedy is doing as leader of the Liberal Democrats</b>	
Satisfied	51%
Dissatisfied	26%
Don't know	23%
<b>Q2. Which of the following statements do you think could be applied to Iain Duncan Smith, the leader of the Conservative Party?</b>	
<b>Tough</b>	
Applies	26%
Does not apply	64%
Don't know	9%
<b>Competent</b>	
Applies	55%
Does not apply	37%
Don't know	9%
<b>Trustworthy</b>	
Applies	51%
Does not apply	38%
Don't know	11%
<b>In touch with ordinary people</b>	
Applies	34%
Does not apply	56%
Don't know	11%
<b>Lacks clear ideas</b>	
Applies	51%
Does not apply	36%
Don't know	13%
<b>Has firm principles</b>	
Applies	63%
Does not apply	24%
Don't know	13%
<b>Honest</b>	
Applies	53%
Does not apply	33%
Don't know	14%
<b>Q3. 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.....</b>	
<b>Michael Howard</b>	
More likely	19%
No difference	49%

Less likely	26%
Don't know	6%
<b>David Davis</b>	
More likely	12%
No difference	46%
Less likely	28%
Don't know	14%
<b>Q4. Who do you think should take the most responsibility when it comes to preventing children eat junk food?</b>	
Parents	83%
The government	6%
Supermarkets	5%
Schools	4%
None of these	1%
Don't know	1%
<b>Q5. 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?</b>	
<b>Vending machines in schools which sell crisps, chocolate and fizzy drinks should be banned</b>	
Agree	69%
Disagree	31%
Don't know	*0%
<b>Advertising aimed at children by fast food companies such as Pepsi and McDonalds should be banned</b>	
Agree	57%
Disagree	42%
Don't know	1%
<b>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</b>	
Agree	38%
Disagree	60%
Don't know	2%
<b>Doctors should prescribe gym lessons on the NHS rather than drugs for overweight people</b>	
Agree	63%
Disagree	33%
Don't know	4%

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