

## Political Poll

### Fieldwork : July 14th-15th 2004

Absolutes/col percents

Table 1

**Q.1 Given that the current electoral system makes it unlikely that anyone other than the Labour or Conservative parties can win a General Election outright, Which one of the following best describes your current attitude?**

**Base: All respondents**

	Sex		Age					Social Class				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1008	465	543	98	147	209	164	171	219	268	243	179	318	267	265	250	135	91
Weighted base	1008	494	514	112	194	194	173	132	203	240	279	210	279	268	260	252	138	90
Satisfied with Labour Government overall	242 24%	118 24%	123 24%	25 22%	50 26%	44 23%	41 24%	32 24%	49 24%	51 21%	57 20%	47 23%	86 31%	68 25%	62 24%	63 25%	25 18%	24 27%
Dissatisfied with Labour overall but still prefer them to Conservatives	293 29%	137 28%	156 30%	35 31%	65 33%	63 33%	56 32%	27 20%	47 23%	85 35%	83 30%	62 30%	63 23%	68 25%	67 26%	75 30%	44 32%	39 43%
Dissatisfied with Labour overall and would rather have a Conservative Government	273 27%	148 30%	124 24%	34 30%	37 19%	55 28%	38 22%	45 34%	64 31%	64 27%	85 30%	49 23%	75 27%	82 31%	69 26%	74 29%	39 28%	10 11%
Don't know	200 20%	90 18%	111 22%	18 16%	41 21%	32 16%	38 22%	28 21%	43 21%	40 17%	55 20%	51 24%	55 20%	50 19%	63 24%	40 16%	30 22%	17 19%

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Table 2

**Q.2 Please think about the Labour Party, the Conservatives and the Liberal Democrats. For each of the following I read out, please say which of the Labour, Conservative and Liberal Democrat parties you think it applies to?**

**Keeps its promises**

**Base: All respondents**

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1008	465	543	98	147	209	164	171	219	268	243	179	318	267	265	250	135	91
Weighted base	1008	494	514	112	194	194	173	132	203	240	279	210	279	268	260	252	138	90
Labour	216 21%	99 20%	117 23%	26 23%	37 19%	42 21%	37 21%	31 24%	44 22%	45 19%	40 14%	40 19%	91 32%	57 21%	58 22%	51 20%	25 18%	24 27%
Conservative	174 17%	87 18%	87 17%	31 27%	24 13%	28 14%	27 16%	25 19%	38 19%	40 17%	48 17%	37 18%	48 17%	53 20%	48 18%	44 18%	18 13%	11 12%
Liberal Democrat	178 18%	91 19%	87 17%	31 27%	38 20%	30 15%	34 20%	18 14%	27 13%	47 20%	51 18%	35 17%	45 16%	61 23%	41 16%	31 12%	29 21%	17 19%
None of them	498 49%	247 50%	251 49%	36 32%	102 53%	104 54%	90 52%	71 54%	95 47%	126 53%	149 53%	108 51%	115 41%	118 44%	133 51%	131 52%	76 55%	40 44%
Don't know	47 5%	15 3%	32 6%	7 6%	14 7%	9 5%	6 4%	3 2%	7 4%	11 5%	15 5%	10 5%	10 4%	17 6%	9 4%	9 4%	5 4%	6 7%

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Absolutes/col percents

Table 3

**Q.2 Please think about the Labour Party, the Conservatives and the Liberal Democrats. For each of the following I read out, please say which of the Labour, Conservative and Liberal Democrat parties you think it applies to?**

**Understand the problems facing Britain**

**Base: All respondents**

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1008	465	543	98	147	209	164	171	219	268	243	179	318	267	265	250	135	91
Weighted base	1008	494	514	112	194	194	173	132	203	240	279	210	279	268	260	252	138	90
Labour	426 42%	217 44%	208 41%	49 44%	74 38%	84 43%	89 52%	58 44%	70 35%	112 47%	106 38%	96 46%	111 40%	111 41%	119 46%	104 41%	54 39%	37 42%
Conservative	359 36%	194 39%	165 32%	53 47%	55 29%	63 33%	63 36%	51 38%	74 37%	103 43%	117 42%	55 26%	85 30%	103 38%	90 35%	91 36%	50 36%	25 27%
Liberal Democrat	364 36%	188 38%	176 34%	36 33%	93 48%	71 37%	70 41%	42 32%	52 25%	108 45%	101 36%	68 33%	87 31%	91 34%	97 37%	88 35%	59 42%	29 32%
None of them	165 16%	79 16%	86 17%	11 10%	25 13%	41 21%	27 16%	23 18%	37 18%	37 15%	42 15%	40 19%	46 17%	48 18%	32 12%	43 17%	22 16%	20 23%
Don't know	68 7%	18 4%	51 10%	13 11%	19 10%	12 6%	5 3%	8 6%	11 6%	12 5%	20 7%	11 5%	25 9%	23 8%	20 8%	11 4%	7 5%	7 8%

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### Fieldwork : July 14th-15th 2004

Absolutes/col percents

Table 4

**Q.2 Please think about the Labour Party, the Conservatives and the Liberal Democrats. For each of the following I read out, please say which of the Labour, Conservative and Liberal Democrat parties you think it applies to?**

**Moderate**

**Base: All respondents**

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1008	465	543	98	147	209	164	171	219	268	243	179	318	267	265	250	135	91
Weighted base	1008	494	514	112	194	194	173	132	203	240	279	210	279	268	260	252	138	90
Labour	302 30%	150 30%	153 30%	32 28%	69 36%	61 31%	49 29%	41 31%	50 25%	81 34%	70 25%	61 29%	90 32%	83 31%	76 29%	80 32%	40 29%	23 26%
Conservative	257 25%	135 27%	121 24%	39 35%	59 31%	40 21%	41 24%	29 22%	48 23%	62 26%	62 22%	63 30%	69 25%	77 29%	71 27%	71 28%	27 19%	10 11%
Liberal Democrat	463 46%	242 49%	220 43%	33 29%	76 39%	99 51%	94 54%	67 50%	95 46%	124 52%	137 49%	91 43%	111 40%	116 43%	111 43%	119 47%	70 50%	47 52%
None of them	89 9%	37 8%	52 10%	13 11%	12 6%	21 11%	11 6%	11 8%	21 11%	21 9%	25 9%	17 8%	27 10%	23 9%	25 10%	20 8%	11 8%	10 11%
Don't know	97 10%	31 6%	66 13%	16 14%	21 11%	19 10%	12 7%	14 11%	15 7%	12 5%	35 12%	14 7%	36 13%	30 11%	26 10%	19 7%	12 9%	11 12%

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### Fieldwork : July 14th-15th 2004

Absolutes/col percents

Table 5

**Q.2 Please think about the Labour Party, the Conservatives and the Liberal Democrats. For each of the following I read out, please say which of the Labour, Conservative and Liberal Democrat parties you think it applies to?**

**Extreme**

**Base: All respondents**

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1008	465	543	98	147	209	164	171	219	268	243	179	318	267	265	250	135	91
Weighted base	1008	494	514	112	194	194	173	132	203	240	279	210	279	268	260	252	138	90
Labour	300 30%	146 30%	154 30%	46 41%	47 24%	44 23%	53 30%	38 29%	73 36%	67 28%	71 26%	73 35%	89 32%	70 26%	91 35%	75 30%	41 30%	23 25%
Conservative	291 29%	147 30%	144 28%	26 23%	48 25%	63 33%	56 33%	45 34%	52 26%	72 30%	76 27%	70 34%	73 26%	76 28%	70 27%	72 29%	44 32%	29 32%
Liberal Democrat	115 11%	52 10%	63 12%	12 11%	23 12%	21 11%	13 7%	16 12%	30 15%	17 7%	25 9%	27 13%	46 16%	29 11%	37 14%	31 12%	10 7%	7 8%
None of them	265 26%	149 30%	116 23%	24 21%	50 26%	61 32%	50 29%	35 26%	45 22%	79 33%	91 33%	42 20%	53 19%	74 28%	60 23%	69 28%	40 29%	22 24%
Don't know	125 12%	46 9%	80 15%	15 13%	35 18%	19 10%	17 10%	13 10%	25 12%	26 11%	34 12%	21 10%	44 16%	34 13%	33 13%	26 10%	18 13%	14 15%

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Absolutes/col percents

Table 6

**Q.2 Please think about the Labour Party, the Conservatives and the Liberal Democrats. For each of the following I read out, please say which of the Labour, Conservative and Liberal Democrat parties you think it applies to?**

**Concerned about the people in real need in Britain**

**Base: All respondents**

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1008	465	543	98	147	209	164	171	219	268	243	179	318	267	265	250	135	91
Weighted base	1008	494	514	112	194	194	173	132	203	240	279	210	279	268	260	252	138	90
Labour	396 39%	186 38%	210 41%	44 39%	70 36%	81 42%	60 35%	53 40%	87 43%	110 46%	88 32%	75 36%	122 44%	107 40%	108 42%	94 37%	50 36%	37 41%
Conservative	241 24%	129 26%	112 22%	41 36%	37 19%	43 22%	42 24%	32 24%	45 22%	62 26%	71 25%	51 25%	57 20%	69 26%	67 26%	58 23%	34 24%	14 15%
Liberal Democrat	357 35%	174 35%	183 36%	40 36%	77 40%	67 35%	69 40%	46 35%	59 29%	104 43%	98 35%	74 35%	82 29%	90 34%	91 35%	88 35%	54 39%	35 39%
None of them	191 19%	101 21%	90 17%	10 9%	33 17%	45 23%	31 18%	33 25%	40 20%	32 14%	62 22%	43 21%	53 19%	49 18%	44 17%	49 19%	31 23%	18 20%
Don't know	59 6%	20 4%	39 8%	10 9%	20 10%	5 3%	11 6%	3 2%	11 5%	12 5%	16 6%	12 6%	18 7%	22 8%	13 5%	11 4%	7 5%	6 7%

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Table 7

**Q.2 Please think about the Labour Party, the Conservatives and the Liberal Democrats. For each of the following I read out, please say which of the Labour, Conservative and Liberal Democrat parties you think it applies to?**

**Will promise anything to win votes**

**Base: All respondents**

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1008	465	543	98	147	209	164	171	219	268	243	179	318	267	265	250	135	91
Weighted base	1008	494	514	112	194	194	173	132	203	240	279	210	279	268	260	252	138	90
Labour	706 70%	350 71%	356 69%	71 63%	121 62%	148 77%	118 68%	92 70%	156 77%	168 70%	204 73%	153 73%	182 65%	169 63%	189 73%	182 72%	107 77%	59 66%
Conservative	605 60%	290 59%	314 61%	56 50%	107 55%	129 67%	106 61%	84 64%	122 60%	161 67%	168 60%	117 56%	159 57%	167 62%	154 59%	140 56%	88 64%	56 63%
Liberal Democrat	395 39%	178 36%	218 42%	33 29%	54 28%	84 43%	70 41%	59 44%	97 48%	99 41%	106 38%	75 36%	115 41%	106 39%	107 41%	84 34%	65 47%	33 37%
None of them	46 5%	22 5%	24 5%	3 2%	7 4%	7 4%	12 7%	7 5%	10 5%	11 5%	15 5%	5 3%	15 5%	16 6%	9 3%	11 4%	8 6%	3 3%
Don't know	46 5%	15 3%	30 6%	6 5%	18 9%	7 3%	7 4%	5 4%	4 2%	9 4%	9 3%	11 5%	16 6%	18 7%	10 4%	8 3%	4 3%	6 7%

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Absolutes/col percents

Table 8

**Q.2 Please think about the Labour Party, the Conservatives and the Liberal Democrats. For each of the following I read out, please say which of the Labour, Conservative and Liberal Democrat parties you think it applies to?**

**Out of touch with ordinary people**

**Base: All respondents**

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1008	465	543	98	147	209	164	171	219	268	243	179	318	267	265	250	135	91
Weighted base	1008	494	514	112	194	194	173	132	203	240	279	210	279	268	260	252	138	90
Labour	513 51%	272 55%	240 47%	49 44%	91 47%	100 52%	90 52%	69 52%	114 56%	110 46%	147 52%	116 55%	140 50%	120 45%	134 51%	147 58%	71 51%	41 46%
Conservative	540 54%	266 54%	274 53%	41 37%	89 46%	127 66%	101 58%	77 58%	104 51%	136 57%	149 53%	118 56%	138 49%	132 49%	144 55%	131 52%	83 60%	50 55%
Liberal Democrat	265 26%	137 28%	128 25%	22 19%	49 25%	58 30%	39 23%	38 29%	59 29%	60 25%	60 22%	61 29%	84 30%	59 22%	67 26%	61 24%	47 34%	31 34%
None of them	74 7%	29 6%	45 9%	13 11%	17 9%	14 7%	8 5%	13 10%	9 4%	26 11%	18 6%	10 5%	20 7%	28 11%	16 6%	14 6%	8 5%	8 9%
Don't know	56 6%	19 4%	37 7%	11 9%	17 9%	6 3%	7 4%	7 5%	9 4%	14 6%	17 6%	10 5%	15 6%	24 9%	12 5%	9 4%	7 5%	5 5%

## Political Poll

### Fieldwork : July 14th-15th 2004

Absolutes/col percents

Table 9

**Q.2 Please think about the Labour Party, the Conservatives and the Liberal Democrats. For each of the following I read out, please say which of the Labour, Conservative and Liberal Democrat parties you think it applies to?**

**Professional in its approach**

**Base: All respondents**

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1008	465	543	98	147	209	164	171	219	268	243	179	318	267	265	250	135	91
Weighted base	1008	494	514	112	194	194	173	132	203	240	279	210	279	268	260	252	138	90
Labour	491 49%	249 50%	242 47%	53 48%	100 52%	100 51%	86 50%	63 48%	89 44%	109 46%	128 46%	105 50%	149 53%	128 48%	129 50%	113 45%	71 51%	49 55%
Conservative	457 45%	237 48%	220 43%	48 43%	78 41%	100 52%	72 42%	68 51%	91 45%	134 56%	134 48%	79 38%	110 39%	123 46%	115 44%	123 49%	64 46%	33 37%
Liberal Democrat	347 34%	168 34%	179 35%	43 38%	75 39%	78 40%	61 35%	42 31%	48 24%	94 39%	107 38%	68 32%	79 28%	99 37%	90 35%	83 33%	45 32%	30 33%
None of them	124 12%	67 14%	56 11%	7 7%	29 15%	26 14%	25 14%	14 11%	23 11%	29 12%	41 15%	29 14%	25 9%	29 11%	35 13%	29 11%	15 11%	16 17%
Don't know	73 7%	20 4%	53 10%	9 8%	16 8%	7 4%	12 7%	9 7%	19 9%	17 7%	20 7%	11 5%	25 9%	23 8%	18 7%	19 7%	10 7%	4 4%

## Political Poll

### Fieldwork : July 14th-15th 2004

Absolutes/col percents

Table 10

**Q.2 Please think about the Labour Party, the Conservatives and the Liberal Democrats. For each of the following I read out, please say which of the Labour, Conservative and Liberal Democrat parties you think it applies to?**

**Can be trusted to run the NHS**

**Base: All respondents**

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1008	465	543	98	147	209	164	171	219	268	243	179	318	267	265	250	135	91
Weighted base	1008	494	514	112	194	194	173	132	203	240	279	210	279	268	260	252	138	90
Labour	345 34%	188 38%	156 30%	43 38%	69 35%	55 28%	58 34%	52 39%	69 34%	88 37%	73 26%	70 33%	114 41%	91 34%	100 38%	87 34%	35 25%	32 36%
Conservative	228 23%	124 25%	105 20%	37 33%	35 18%	44 23%	30 17%	30 22%	53 26%	62 26%	64 23%	36 17%	66 24%	72 27%	65 25%	54 21%	22 16%	16 18%
Liberal Democrat	224 22%	129 26%	94 18%	24 21%	53 27%	48 25%	40 23%	32 24%	28 14%	68 29%	55 20%	45 21%	55 20%	71 27%	56 22%	49 19%	26 19%	21 24%
None of them	288 29%	126 26%	162 31%	21 19%	51 26%	66 34%	59 34%	34 25%	57 28%	61 25%	96 34%	68 33%	62 22%	62 23%	68 26%	82 33%	47 34%	29 32%
Don't know	75 7%	22 5%	52 10%	11 10%	15 8%	8 4%	15 8%	6 5%	20 10%	16 7%	25 9%	11 5%	22 8%	25 9%	16 6%	12 5%	17 12%	5 6%

## Political Poll

### Fieldwork : July 14th-15th 2004

Absolutes/col percents

Table 11

**Q.2 Please think about the Labour Party, the Conservatives and the Liberal Democrats. For each of the following I read out, please say which of the Labour, Conservative and Liberal Democrat parties you think it applies to?**

**Can be trusted to run Britain's economy**

**Base: All respondents**

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1008	465	543	98	147	209	164	171	219	268	243	179	318	267	265	250	135	91
Weighted base	1008	494	514	112	194	194	173	132	203	240	279	210	279	268	260	252	138	90
Labour	432 43%	232 47%	200 39%	53 47%	90 47%	85 44%	71 41%	55 42%	78 38%	109 46%	115 41%	90 43%	118 42%	111 41%	104 40%	107 43%	60 43%	50 55%
Conservative	363 36%	191 39%	172 34%	44 40%	67 34%	72 37%	51 30%	53 40%	76 37%	94 39%	115 41%	71 34%	83 30%	97 36%	95 37%	104 41%	44 31%	23 26%
Liberal Democrat	181 18%	82 17%	99 19%	23 20%	33 17%	34 17%	40 23%	24 18%	29 14%	54 23%	47 17%	39 18%	41 15%	53 20%	48 18%	40 16%	27 20%	13 15%
None of them	169 17%	74 15%	95 19%	8 7%	35 18%	39 20%	34 19%	18 14%	35 17%	32 13%	44 16%	39 18%	55 20%	45 17%	41 16%	39 16%	27 20%	16 18%
Don't know	67 7%	20 4%	47 9%	10 9%	18 9%	9 5%	10 6%	7 6%	12 6%	15 6%	21 8%	6 3%	24 8%	20 8%	19 7%	15 6%	9 6%	4 4%

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### Fieldwork : July 14th-15th 2004

Absolutes/col percents

Table 12

**Q.2 Please think about the Labour Party, the Conservatives and the Liberal Democrats. For each of the following I read out, please say which of the Labour, Conservative and Liberal Democrat parties you think it applies to?**  
**Is fit to form a Government after the next election**

**Base: All respondents**

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1008	465	543	98	147	209	164	171	219	268	243	179	318	267	265	250	135	91
Weighted base	1008	494	514	112	194	194	173	132	203	240	279	210	279	268	260	252	138	90
Labour	440 44%	234 47%	206 40%	44 40%	88 46%	83 43%	80 46%	60 46%	83 41%	120 50%	107 38%	95 45%	118 42%	111 41%	121 47%	107 42%	57 41%	44 48%
Conservative	336 33%	180 36%	157 30%	45 40%	57 30%	63 33%	50 29%	51 39%	70 34%	101 42%	95 34%	62 30%	79 28%	95 35%	82 31%	92 36%	48 35%	19 22%
Liberal Democrat	233 23%	110 22%	123 24%	24 21%	55 28%	47 25%	42 24%	26 20%	38 19%	54 22%	62 22%	61 29%	56 20%	56 21%	67 26%	61 24%	28 20%	21 23%
None of them	96 9%	45 9%	51 10%	7 6%	12 6%	23 12%	22 13%	12 9%	19 9%	21 9%	31 11%	17 8%	26 9%	27 10%	21 8%	23 9%	12 9%	12 14%
Don't know	91 9%	25 5%	66 13%	13 11%	23 12%	16 8%	12 7%	10 7%	19 9%	16 7%	29 10%	12 6%	34 12%	25 9%	21 8%	24 10%	15 11%	6 6%

## Political Poll

### Fieldwork : July 14th-15th 2004

Absolutes/col percents

Table 13  
**Classification**  
**Base: All respondents**

	Sex			Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	
Unweighted base	1008	465	543	98	147	209	164	171	219	268	243	179	318	267	265	250	135	91	
Weighted base	1008	494	514	112	194	194	173	132	203	240	279	210	279	268	260	252	138	90	
<b>Sex</b>																			
Male	494	494	-	53	116	84	82	63	97	128	120	129	117	137	121	114	82	41	
	49%	100%	-	47%	60%	44%	47%	47%	47%	53%	43%	61%	42%	51%	46%	45%	59%	46%	
Female	514	-	514	59	78	109	91	70	107	112	159	81	162	131	139	138	57	49	
	51%	-	100%	53%	40%	56%	53%	53%	53%	47%	57%	39%	58%	49%	54%	55%	41%	54%	
<b>Age</b>																			
18-24	(21)	112	53	59	112	-	-	-	-	37	35	16	25	41	23	34	7	7	
		11%	11%	11%	100%	-	-	-	-	16%	12%	7%	9%	15%	9%	14%	5%	8%	
25-34	(29.5)	194	116	78	-	194	-	-	-	44	61	49	39	57	46	50	24	16	
		19%	23%	15%	-	100%	-	-	-	18%	22%	23%	14%	21%	18%	20%	17%	17%	
35-44	(39.5)	194	84	109	-	-	194	-	-	60	55	51	28	56	50	41	28	19	
		19%	17%	21%	-	-	100%	-	-	25%	20%	24%	10%	21%	19%	16%	20%	21%	
45-54	(49.5)	173	82	91	-	-	-	173	-	43	52	41	37	42	48	38	25	20	
		17%	17%	18%	-	-	-	100%	-	18%	19%	20%	13%	16%	18%	15%	18%	22%	
55-64	(59.5)	132	63	70	-	-	-	-	132	24	41	33	34	34	37	33	18	10	
		13%	13%	14%	-	-	-	-	100%	10%	15%	16%	12%	13%	14%	13%	13%	11%	
65+	(70)	203	97	107	-	-	-	-	-	203	32	35	19	117	38	56	55	37	
		20%	20%	21%	-	-	-	-	-	100%	13%	13%	9%	42%	14%	21%	22%	27%	
Average age		46.02	45.31	46.71	21.00	29.50	39.50	49.50	59.50	70.00	42.59	43.69	43.74	53.02	43.01	47.26	45.78	49.41	46.95

## Political Poll

### Fieldwork : July 14th-15th 2004

Absolutes/col percents

Table 13  
**Classification**  
**Base: All respondents**

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1008	494	514	112	194	194	173	132	203	240	279	210	279	268	260	252	138	90
<b><u>Social Class</u></b>																		
AB	240 24%	128 26%	112 22%	37 33%	44 23%	60 31%	43 25%	24 18%	32 16%	240 100%	-	-	-	77 29%	59 23%	50 20%	32 23%	21 24%
C1	279 28%	120 24%	159 31%	35 31%	61 32%	55 28%	52 30%	41 31%	35 17%	-	279 100%	-	-	78 29%	71 27%	74 29%	36 26%	22 24%
C2	210 21%	129 26%	81 16%	16 14%	49 25%	51 26%	41 24%	33 25%	19 9%	-	-	210 100%	-	46 17%	56 22%	49 20%	35 26%	22 25%
DE	279 28%	117 24%	162 32%	25 22%	39 20%	28 14%	37 21%	34 26%	117 58%	-	-	-	279 100%	67 25%	74 28%	79 31%	35 26%	24 27%
<b><u>Region</u></b>																		
North	341 34%	155 31%	186 36%	42 37%	66 34%	60 31%	58 34%	43 33%	73 36%	72 30%	95 34%	72 34%	103 37%	-	-	252 100%	-	90 100%
Midlands	311 31%	153 31%	158 31%	27 24%	57 29%	60 31%	54 31%	49 37%	65 32%	69 29%	80 29%	75 36%	87 31%	-	260 100%	-	51 37%	-
South	355 35%	186 38%	169 33%	43 39%	71 37%	74 38%	61 35%	40 30%	65 32%	99 41%	104 37%	63 30%	90 32%	268 100%	-	-	87 63%	-

## Political Poll

### Fieldwork : July 14th-15th 2004

Absolutes/col percents

Table 13  
**Classification**  
**Base: All respondents**

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1008	494	514	112	194	194	173	132	203	240	279	210	279	268	260	252	138	90
<b><u>Working status</u></b>																		
Full-time	459 46%	293 59%	166 32%	49 44%	132 68%	117 60%	104 60%	49 37%	8 4%	139 58%	148 53%	122 58%	50 18%	129 48%	112 43%	102 40%	69 50%	47 53%
Part-time	110 11%	25 5%	85 17%	25 22%	22 11%	24 12%	24 14%	11 9%	4 2%	30 12%	35 12%	31 15%	14 5%	33 12%	29 11%	29 11%	11 8%	7 8%
Not working but seeking work or temporarily unemployed/sick	97 10%	42 8%	55 11%	23 20%	24 12%	21 11%	18 10%	11 8%	- -	16 7%	26 9%	13 6%	41 15%	38 14%	22 8%	22 9%	8 6%	7 7%
Not working/not seeking work/retired	341 34%	133 27%	208 40%	16 14%	15 8%	31 16%	25 14%	62 47%	191 94%	54 23%	70 25%	43 20%	174 62%	67 25%	96 37%	99 39%	50 36%	28 32%
Refused	2 *	2 *	- -	- -	- -	- -	2 1%	- -	- -	- -	1 *	1 1%	- -	1 1%	1 *	- -	- -	- -
<b><u>Tenure</u></b>																		
Own outright	282 28%	138 28%	144 28%	13 11%	18 9%	18 9%	40 23%	66 50%	127 62%	72 30%	72 26%	45 21%	93 33%	51 19%	78 30%	81 32%	54 39%	18 20%
Own with a mortgage	423 42%	218 44%	206 40%	50 45%	105 54%	124 64%	88 51%	41 31%	15 7%	132 55%	136 49%	106 51%	49 18%	114 42%	110 42%	104 41%	57 41%	39 43%
Council	171 17%	74 15%	97 19%	27 24%	27 14%	25 13%	32 18%	18 14%	43 21%	10 4%	31 11%	28 13%	102 37%	53 20%	40 15%	50 20%	6 4%	23 25%
Rented from someone else	97 10%	51 10%	47 9%	16 14%	37 19%	18 10%	9 5%	5 4%	12 6%	17 7%	31 11%	24 11%	26 9%	40 15%	25 9%	12 5%	14 10%	7 8%
Rent free	5 1%	4 1%	2 *	- -	2 1%	1 *	1 *	* *	2 1%	1 1%	1 *	2 1%	1 *	- -	1 1%	1 *	3 2%	1 1%
Refused	28 3%	10 2%	18 4%	5 5%	6 3%	7 4%	3 2%	2 2%	5 2%	8 3%	8 3%	5 2%	7 3%	11 4%	6 2%	4 2%	4 3%	3 3%

## Political Poll

### Fieldwork : July 14th-15th 2004

Absolutes/col percents

Table 13  
**Classification**  
**Base: All respondents**

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1008	494	514	112	194	194	173	132	203	240	279	210	279	268	260	252	138	90
<b><u>Foreign Holiday in last 3 years</u></b>																		
Yes	605 60%	295 60%	310 60%	71 63%	130 67%	136 70%	96 56%	84 63%	88 43%	188 79%	187 67%	117 56%	113 40%	165 62%	159 61%	145 58%	82 59%	53 60%
No	403 40%	199 40%	204 40%	41 37%	64 33%	57 30%	77 44%	48 37%	116 57%	51 21%	93 33%	93 44%	166 60%	103 38%	101 39%	107 42%	56 41%	36 40%
<b><u>Number of cars</u></b>																		
None	232 23%	99 20%	133 26%	27 24%	32 17%	22 12%	34 20%	22 17%	94 46%	22 9%	44 16%	32 15%	134 48%	69 26%	51 20%	65 26%	23 17%	23 26%
1	444 44%	218 44%	226 44%	42 37%	101 52%	86 44%	61 35%	70 53%	84 41%	105 44%	134 48%	95 45%	110 39%	117 44%	104 40%	116 46%	65 47%	42 46%
2	262 26%	137 28%	125 24%	26 24%	50 26%	77 40%	60 35%	31 23%	18 9%	90 38%	80 29%	63 30%	28 10%	67 25%	83 32%	57 23%	34 25%	20 23%
3+	71 7%	41 8%	29 6%	17 15%	9 5%	8 4%	18 10%	10 8%	8 4%	23 10%	21 8%	19 9%	7 3%	15 6%	22 8%	13 5%	16 12%	5 5%

## Political Poll

### Fieldwork : July 14th-15th 2004

Absolutes/col percents

Table 13  
**Classification**  
**Base: All respondents**

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1008	494	514	112	194	194	173	132	203	240	279	210	279	268	260	252	138	90
<b><u>Internet Access</u></b>																		
At all	613 61%	309 63%	303 59%	78 70%	152 79%	152 78%	112 65%	70 53%	49 24%	197 82%	199 71%	124 59%	92 33%	190 71%	148 57%	138 55%	83 60%	55 61%
At home (net)	500 50%	259 52%	241 47%	61 54%	110 57%	138 71%	93 54%	60 45%	39 19%	172 72%	152 54%	109 52%	67 24%	156 58%	125 48%	114 45%	66 48%	39 43%
At work (net)	265 26%	147 30%	117 23%	25 23%	89 46%	72 37%	55 32%	23 17%	1 *	112 47%	105 38%	32 15%	15 5%	85 32%	55 21%	56 22%	40 29%	28 31%
At home	304 30%	143 29%	161 31%	45 41%	49 26%	75 39%	52 30%	43 33%	39 19%	80 33%	78 28%	85 40%	61 22%	99 37%	79 30%	66 26%	36 26%	24 27%
At work	69 7%	31 6%	37 7%	10 9%	28 15%	9 5%	14 8%	6 5%	1 *	20 8%	32 11%	8 4%	9 3%	28 11%	9 4%	8 3%	10 7%	13 15%
Both at home and at work	196 19%	116 23%	80 16%	15 14%	60 31%	63 33%	41 24%	16 12%	- -	93 39%	73 26%	24 11%	6 2%	57 21%	46 18%	48 19%	30 22%	15 16%
Somewhere else	44 4%	19 4%	25 5%	7 6%	14 7%	5 2%	5 3%	4 3%	9 4%	5 2%	16 6%	8 4%	16 6%	6 2%	13 5%	16 6%	6 4%	3 3%
Not at all	348 35%	166 34%	182 35%	26 23%	38 20%	30 16%	56 32%	55 41%	144 71%	34 14%	63 23%	80 38%	171 61%	70 26%	100 38%	99 39%	50 36%	30 33%
Refused	47 5%	19 4%	28 6%	8 7%	3 2%	12 6%	5 3%	8 6%	11 6%	9 4%	17 6%	5 3%	16 6%	8 3%	13 5%	15 6%	6 4%	5 6%

## Political Poll

### Fieldwork : July 14th-15th 2004

Absolutes/col percents

Table 13  
**Classification**  
**Base: All respondents**

	Sex		Age							Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1008	494	514	112	194	194	173	132	203	240	279	210	279	268	260	252	138	90
<b><u>Age Finished Full Time Education</u></b>																		
Up to 15	231 23%	110 22%	121 24%	3 3%	11 6%	10 5%	37 21%	57 43%	113 55%	20 8%	40 14%	47 22%	125 45%	46 17%	62 24%	63 25%	37 27%	23 26%
16	282 28%	135 27%	147 29%	23 20%	54 28%	77 40%	57 33%	33 25%	39 19%	39 16%	81 29%	89 42%	74 26%	62 23%	85 33%	77 30%	36 26%	22 25%
17	77 8%	29 6%	49 9%	8 7%	14 7%	15 8%	18 10%	7 5%	17 8%	16 6%	27 10%	13 6%	21 8%	19 7%	19 7%	12 5%	15 11%	12 13%
18	113 11%	48 10%	65 13%	20 18%	29 15%	37 19%	12 7%	6 5%	9 4%	31 13%	39 14%	25 12%	19 7%	33 12%	20 8%	27 11%	22 16%	10 11%
19 or over	241 24%	143 29%	98 19%	30 27%	76 39%	46 24%	43 25%	26 20%	20 10%	116 49%	75 27%	26 12%	23 8%	86 32%	55 21%	63 25%	18 13%	19 21%
Still in full time education	37 4%	18 4%	19 4%	25 22%	5 2%	4 2%	1 1%	* *	2 1%	14 6%	11 4%	7 3%	6 2%	14 5%	9 4%	6 2%	6 5%	2 2%
Had no full time education	6 1%	3 1%	3 1%	3 3%	1 1%	1 1%	1 1%	- -	- -	- -	2 1%	1 1%	3 1%	- -	5 2%	- -	1 1%	- -
Refused	20 2%	7 2%	13 3%	1 1%	4 2%	4 2%	4 2%	3 2%	5 2%	5 2%	5 2%	3 1%	8 3%	8 3%	4 2%	5 2%	2 2%	1 1%

## Political Poll

### Fieldwork : July 14th-15th 2004

Absolutes/col percents

Table 13  
**Classification**  
**Base: All respondents**

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1008	494	514	112	194	194	173	132	203	240	279	210	279	268	260	252	138	90
<b><u>Marital Status</u></b>																		
Single	214 21%	137 28%	77 15%	77 69%	61 32%	24 12%	19 11%	18 14%	15 8%	56 23%	61 22%	42 20%	56 20%	64 24%	51 20%	61 24%	20 14%	18 20%
Married/ co-habiting	586 58%	286 58%	301 59%	31 28%	118 61%	143 74%	123 71%	79 60%	92 45%	148 62%	172 61%	141 67%	126 45%	155 58%	150 58%	141 56%	88 64%	51 57%
Widowed/ separated/ divorced	190 19%	65 13%	125 24%	2 2%	10 5%	23 12%	30 17%	33 25%	93 46%	32 13%	43 15%	23 11%	93 33%	43 16%	54 21%	46 18%	28 20%	19 21%
Refused	17 2%	6 1%	11 2%	2 2%	4 2%	4 2%	2 1%	2 2%	3 2%	4 2%	4 2%	4 2%	5 2%	6 2%	4 2%	4 1%	2 1%	1 1%
<b><u>Children</u></b>																		
None aged 18 or under	661 66%	355 72%	306 60%	87 78%	96 50%	49 25%	107 62%	121 92%	201 99%	155 65%	175 62%	124 59%	208 74%	172 64%	163 63%	175 70%	90 65%	60 67%
NET: Yes	330 33%	133 27%	197 38%	23 20%	93 48%	139 72%	64 37%	9 7%	1 *	80 33%	100 36%	82 39%	67 24%	90 34%	92 36%	74 30%	44 32%	29 32%
NET: Yes any aged 15 or under	295 29%	126 25%	170 33%	23 20%	93 48%	127 66%	48 28%	4 3%	-	72 30%	82 29%	78 37%	63 23%	77 29%	86 33%	66 26%	42 30%	24 26%
- Aged under 5	128 13%	54 11%	74 14%	17 15%	66 34%	43 22%	1 1%	1 1%	-	26 11%	45 16%	27 13%	29 11%	38 14%	28 11%	36 14%	19 13%	7 8%
- Aged 5-10	145 14%	53 11%	92 18%	5 5%	48 25%	77 40%	14 8%	2 1%	-	35 15%	31 11%	43 20%	36 13%	37 14%	41 16%	37 15%	18 13%	12 14%
- Aged 11-15	129 13%	53 11%	75 15%	2 2%	23 12%	62 32%	39 23%	2 2%	-	35 15%	30 11%	42 20%	21 8%	29 11%	51 19%	18 7%	19 14%	12 13%
- Aged 16-18	76 8%	24 5%	51 10%	2 2%	2 1%	31 16%	34 20%	5 4%	1 *	14 6%	32 11%	16 8%	14 5%	22 8%	22 8%	15 6%	9 6%	7 8%
Refused	678 67%	361 73%	317 62%	89 80%	100 52%	54 28%	109 63%	123 93%	202 100%	160 67%	179 64%	127 61%	212 76%	178 66%	168 64%	177 70%	94 68%	61 68%

Page	Table	Title	Base Description	Base
1	1	Q.1 Given that the current electoral system makes it unlikely that anyone other than the Labour or Conservative parties can win a General Election outright, Which one of the following best describes your current attitude?	Base: All respondents	1008
2	2	Q.2 Please think about the Labour Party, the Conservatives and the Liberal Democrats. For each of the following I read out, please say which of the Labour, Conservative and Liberal Democrat parties you think it applies to? Keeps its promises	Base: All respondents	1008
3	3	Q.2 Please think about the Labour Party, the Conservatives and the Liberal Democrats. For each of the following I read out, please say which of the Labour, Conservative and Liberal Democrat parties you think it applies to? Understand the problems facing Britain	Base: All respondents	1008
4	4	Q.2 Please think about the Labour Party, the Conservatives and the Liberal Democrats. For each of the following I read out, please say which of the Labour, Conservative and Liberal Democrat parties you think it applies to? Moderate	Base: All respondents	1008
5	5	Q.2 Please think about the Labour Party, the Conservatives and the Liberal Democrats. For each of the following I read out, please say which of the Labour, Conservative and Liberal Democrat parties you think it applies to? Extreme	Base: All respondents	1008
6	6	Q.2 Please think about the Labour Party, the Conservatives and the Liberal Democrats. For each of the following I read out, please say which of the Labour, Conservative and Liberal Democrat parties you think it applies to? Concerned about the people in real need in Britain	Base: All respondents	1008
7	7	Q.2 Please think about the Labour Party, the Conservatives and the Liberal Democrats. For each of the following I read out, please say which of the Labour, Conservative and Liberal Democrat parties you think it applies to? Will promise anything to win votes	Base: All respondents	1008
8	8	Q.2 Please think about the Labour Party, the Conservatives and the Liberal Democrats. For each of the following I read out, please say which of the Labour, Conservative and Liberal Democrat parties you think it applies to? Out of touch with ordinary people	Base: All respondents	1008
9	9	Q.2 Please think about the Labour Party, the Conservatives and the Liberal Democrats. For each of the following I read out, please say which of the Labour, Conservative and Liberal Democrat parties you think it applies to? Professional in its approach	Base: All respondents	1008
10	10	Q.2 Please think about the Labour Party, the Conservatives and the Liberal Democrats. For each of the following I read out, please say which of the Labour, Conservative and Liberal Democrat parties you think it applies to? Can be trusted to run the NHS	Base: All respondents	1008

	Page	Table	Title	Base Description	Base
	11	11	Q.2 Please think about the Labour Party, the Conservatives and the Liberal Democrats. For each of the following I read out, please say which of the Labour, Conservative and Liberal Democrat parties you think it applies to? Can be trusted to run Britain's economy	Base: All respondents	1008
	12	12	Q.2 Please think about the Labour Party, the Conservatives and the Liberal Democrats. For each of the following I read out, please say which of the Labour, Conservative and Liberal Democrat parties you think it applies to? Is fit to form a Government after the next election	Base: All respondents	1008
	13	13	Classification / Sex / Age	Base: All respondents	1008
	14	13	Classification / Social Class / Region	Base: All respondents	1008
	15	13	Classification / Working status / Tenure	Base: All respondents	1008
	16	13	Classification / Foreign Holiday in last 3 years / Number of cars	Base: All respondents	1008
	17	13	Classification / Internet Access	Base: All respondents	1008
	18	13	Classification / Age Finished Full Time Education	Base: All respondents	1008
	19	13	Classification / Marital Status / Children	Base: All respondents	1008