

Times Poll

Fieldwork : June 29th-July 1st 2007

Absolutes/col percents

Table 1

Q.2 If there was a general election tomorrow, which party would you vote for?**Base: All respondents**

	Sex			Age						Social Class				Region					Voting Intention		
	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	Con-ser-vative	Labour	Lib-eral Democ-rat
Unweighted base	1504	734	770	128	203	257	255	287	374	513	313	246	432	368	396	375	227	138	308	407	178
Weighted base	1504	720	784	178	236	294	254	223	318	393	439	316	356	398	395	366	214	131	321	373	176
Conservative	321 21%	166 23%	155 20%	24 14%	27 12%	74 25%	55 22%	49 22%	90 28%	103 26%	87 20%	64 20%	67 19%	98 25%	91 23%	74 20%	45 21%	12 9%	321 100%	-	-
Labour	373 25%	197 27%	176 23%	43 24%	64 27%	70 24%	69 27%	59 26%	68 21%	94 24%	105 24%	73 23%	102 29%	99 25%	88 22%	114 31%	37 17%	35 27%	-	373 100%	-
Liberal Democrat	176 12%	68 9%	108 14%	24 14%	28 12%	31 10%	31 12%	29 13%	33 10%	55 14%	56 13%	35 11%	30 9%	43 11%	35 9%	48 13%	40 19%	10 8%	-	-	176 100%
SNP	29 2%	7 1%	22 3%	4 2%	6 3%	4 1%	4 1%	7 3%	4 1%	8 2%	8 2%	6 2%	8 2%	-	-	-	-	29 22%	-	-	-
Plaid Cymru	7 *	1 *	6 1%	-	1 1%	-	2 1%	2 1%	2 1%	2 *	2 1%	1 *	1 *	-	-	-	7 3%	-	-	-	-
The Green Party	20 1%	6 1%	14 2%	2 1%	6 2%	5 2%	4 2%	4 2%	-	6 1%	5 1%	7 2%	3 1%	3 1%	9 2%	6 2%	1 1%	1 1%	-	-	-
The United Kingdom Independence Party (UKIP)	19 1%	15 2%	3 *	-	3 1%	2 1%	5 2%	4 2%	5 1%	3 1%	7 2%	4 1%	5 1%	3 1%	8 2%	2 1%	4 2%	2 1%	-	-	-
The British National Party (BNP)	16 1%	14 2%	2 *	-	2 1%	4 1%	6 2%	1 1%	3 1%	4 1%	4 1%	6 2%	2 1%	4 1%	4 1%	4 1%	3 1%	1 1%	-	-	-
The Socialist Alliance	2 *	1 *	1 *	-	-	-	1 *	-	1 *	-	-	1 *	1 *	1 *	-	1 *	-	1 *	-	-	-
The Scottish Socialist Party	1 *	-	1 *	-	-	1 *	-	-	-	1 *	-	-	-	-	-	-	-	1 1%	-	-	-
The Natural Law Party	2 *	2 *	-	-	2 1%	-	-	-	-	-	2 *	-	-	2 *	-	-	-	-	-	-	-
Robert Kilroy Silk's Veritas party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Respect	3 *	1 *	2 *	2 1%	-	1 *	1 *	-	-	1 *	1 *	-	2 *	-	1 *	2 1%	-	-	-	-	-
Some other party	28 2%	18 3%	9 1%	6 3%	3 1%	3 1%	3 1%	5 2%	8 2%	6 1%	4 1%	11 4%	6 2%	5 1%	12 3%	2 *	7 3%	2 2%	-	-	-

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Q.2 If there was a general election tomorrow, which party would you vote for?

Base: All respondents

	Sex		Age							Social Class				Region					Voting Intention		
	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	Con-ser-vative	Labour	Lib-eral Democ-rat
Weighted base	1504	720	784	178	236	294	254	223	318	393	439	316	356	398	395	366	214	131	321	373	176
Would not vote at all	197 13%	85 12%	111 14%	40 22%	50 21%	33 11%	32 13%	18 8%	23 7%	38 10%	64 15%	47 15%	48 13%	56 14%	68 17%	47 13%	22 10%	3 2%	-	-	-
Refused	115 8%	52 7%	63 8%	2 1%	12 5%	25 8%	16 6%	21 9%	39 12%	29 7%	36 8%	22 7%	27 8%	25 6%	32 8%	27 7%	18 9%	12 9%	-	-	-
Don't know	196 13%	86 12%	110 14%	30 17%	31 13%	41 14%	26 10%	24 11%	42 13%	45 11%	59 13%	39 12%	53 15%	58 15%	46 12%	40 11%	30 14%	22 17%	-	-	-

Times Poll

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Absolutes/col percents

Table 2

Q.1 Many people currently say that they probably won't vote at all, while others say they would definitely vote.

How likely are you, personally, to vote at the next election?

Q.2 If there were a general election tomorrow, which party would you vote for?

THIS TABLE DOES NOT INCLUDE ADJUSTMENT FOR DON'T KNOW/REFUSERS

	Sex		Age						Social Class				Region					Voting Intention			
	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	Con-ser-vative	Labour	Lib-eral Democ-rat
Unweighted base	857	436	421	55	99	144	155	176	230	316	176	135	229	212	215	218	125	87	271	341	149
Weighted base	833	418	415	77	112	161	154	134	195	240	243	167	183	216	211	207	116	82	280	307	146
Conservative	280	145	135	19	25	62	48	41	86	92	77	53	59	88	81	60	39	12	280	-	-
	34%	35%	33%	24%	22%	39%	31%	30%	44%	38%	32%	32%	32%	41%	38%	29%	34%	15%	100%	-	-
Labour	307	162	145	29	49	61	54	52	61	79	89	59	80	79	72	96	29	31	-	307	-
	37%	39%	35%	37%	44%	38%	35%	39%	31%	33%	37%	36%	44%	36%	34%	47%	25%	38%	-	100%	-
Liberal Democrat	146	58	88	19	23	23	28	24	29	46	51	25	24	36	30	39	31	10	-	-	146
	18%	14%	21%	24%	20%	14%	18%	18%	15%	19%	21%	15%	13%	17%	14%	19%	26%	12%	-	-	100%
SNP	24	6	18	3	5	4	3	4	4	6	6	5	7	-	-	-	-	24	-	-	-
	3%	1%	4%	4%	5%	2%	2%	3%	2%	3%	3%	3%	4%	-	-	-	-	29%	-	-	-
Plaid Cymru	6	1	5	-	1	-	2	2	1	1	2	1	1	-	-	-	6	-	-	-	-
	1%	*	1%	-	1%	-	1%	2%	1%	1%	1%	1%	1%	-	-	-	5%	-	-	-	-
The Green Party	13	5	8	2	2	3	4	3	-	4	3	5	1	2	7	4	-	-	-	-	-
	2%	1%	2%	2%	2%	2%	2%	2%	-	1%	1%	3%	1%	1%	3%	2%	-	-	-	-	-
The United Kingdom Independence Party (UKIP)	16	12	3	-	2	2	5	3	4	2	5	3	4	3	7	2	3	2	-	-	-
	2%	3%	1%	-	2%	1%	3%	2%	2%	1%	2%	2%	2%	1%	3%	1%	3%	2%	-	-	-
The British National Party (BNP)	13	11	2	-	2	2	5	1	3	3	4	6	1	3	4	2	3	1	-	-	-
	2%	3%	*	-	1%	1%	4%	1%	1%	1%	1%	4%	1%	1%	2%	1%	2%	1%	-	-	-
The Socialist Alliance	1	*	1	-	-	-	*	-	1	-	-	*	1	*	-	*	-	1	-	-	-
	*	*	*	-	-	-	*	-	*	-	-	*	1%	*	-	*	-	1%	-	-	-
The Scottish Socialist Party	1	-	1	-	-	1	-	-	-	1	-	-	-	-	-	-	-	1	-	-	-
	*	-	*	-	-	*	-	-	-	*	-	-	-	-	-	-	-	1%	-	-	-
The Natural Law Party	1	1	-	-	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-
	*	*	-	-	1%	-	-	-	-	-	*	-	-	*	-	-	-	-	-	-	-
Respect	3	1	2	2	-	*	1	-	-	*	1	-	2	-	1	2	-	-	-	-	-
	*	*	*	2%	-	*	1%	-	-	*	*	-	1%	-	*	1%	-	-	-	-	-
Some other party	22	15	7	5	2	3	2	4	6	5	4	9	4	5	9	1	5	1	-	-	-
	3%	4%	2%	6%	2%	2%	2%	3%	3%	2%	2%	6%	2%	2%	5%	1%	5%	2%	-	-	-

Prepared on behalf of The Times by Populus



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Col percents

Table 3
Published voting intention figures:- July 2007

	<u>Total</u>
Conservative	34%
Labour	37%
Liberal Democrat/ Liberal	18%
Scottish National Party/SNP	3%
Plaid Cymru	1%
Other	8%

Times Poll

Fieldwork : June 29th-July 1st 2007

Absolutes/col percents

Table 4
Q.4 How good a leader is Gordon Brown?
Base: All 'Sample A' respondents

	Sex			Age						Social Class				Region					Voting Intention			
	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	Con-ser-vative	Labour	Lib-eral Democat	
Unweighted base	750	367	383	67	124	124	136	123	176	266	147	118	219	178	201	189	112	70	138	210	74	
Weighted base	757	360	397	91	145	140	134	95	150	204	208	158	187	199	202	181	105	68	140	191	76	
Very good indeed	(10)	33 4%	17 5%	17 4%	2 3%	1 1%	8 5%	5 4%	6 6%	11 7%	5 2%	8 4%	8 5%	12 7%	6 3%	10 5%	7 4%	2 2%	9 13%	1 1%	17 9%	-
	(9)	13 2%	5 1%	8 2%	-	2 1%	2 1%	1 1%	3 3%	5 4%	3 1%	2 1%	-	8 5%	1 1%	4 2%	4 2%	3 3%	1 2%	-	11 6%	1 1%
	(8)	78 10%	38 11%	40 10%	5 6%	11 8%	17 12%	15 11%	10 10%	19 13%	26 13%	19 9%	14 9%	20 11%	16 8%	18 9%	25 14%	10 9%	8 12%	8 6%	45 24%	6 7%
	(7)	77 10%	46 13%	31 8%	16 17%	10 7%	11 8%	13 10%	13 13%	14 9%	22 11%	22 10%	18 11%	15 8%	27 14%	16 8%	16 9%	7 7%	11 16%	11 8%	30 16%	15 20%
	(6)	66 9%	32 9%	34 9%	9 10%	17 11%	14 10%	9 6%	11 11%	7 5%	22 11%	22 11%	10 6%	12 7%	15 7%	16 8%	14 8%	17 16%	5 7%	13 9%	17 9%	10 13%
	(5)	158 21%	65 18%	93 23%	19 21%	39 27%	28 20%	25 18%	14 15%	33 22%	40 20%	43 20%	33 21%	42 23%	43 21%	43 21%	37 21%	23 21%	12 18%	32 23%	37 19%	22 29%
	(4)	39 5%	20 5%	19 5%	5 6%	8 6%	7 5%	8 6%	6 6%	4 3%	11 5%	12 6%	5 3%	11 6%	11 5%	13 7%	8 4%	2 2%	5 7%	12 8%	4 2%	5 7%
	(3)	29 4%	19 5%	10 3%	5 5%	5 4%	3 2%	10 7%	4 4%	3 2%	8 4%	8 4%	6 4%	7 4%	7 3%	11 6%	6 3%	3 2%	3 5%	10 7%	3 1%	2 3%
	(2)	33 4%	20 6%	12 3%	-	4 2%	5 4%	10 7%	5 5%	9 6%	6 3%	10 5%	7 5%	9 5%	10 5%	7 4%	9 5%	6 6%	-	15 10%	4 2%	2 3%
Very bad indeed	(1)	49 6%	28 8%	21 5%	6 7%	6 4%	12 8%	10 8%	3 3%	11 8%	18 9%	11 5%	12 8%	9 5%	13 6%	14 7%	14 8%	7 6%	1 1%	14 10%	1 1%	1 2%
Don't know		182 24%	71 20%	111 28%	24 26%	41 28%	32 23%	28 21%	22 23%	35 23%	43 21%	52 25%	46 29%	41 22%	52 26%	48 24%	41 23%	28 26%	13 19%	24 17%	21 11%	11 14%
Mean		5.49	5.39	5.59	5.42	5.27	5.52	5.14	5.87	5.76	5.37	5.45	5.34	5.77	5.31	5.34	5.48	5.33	6.61	4.42	6.88	5.60
Standard deviation		2.37	2.45	2.28	2.07	1.90	2.48	2.49	2.35	2.65	2.32	2.26	2.47	2.45	2.26	2.42	2.47	2.23	2.16	2.15	1.94	1.62
Standard error		0.10	0.14	0.14	0.29	0.20	0.25	0.24	0.24	0.23	0.16	0.21	0.27	0.19	0.20	0.19	0.20	0.25	0.29	0.20	0.14	0.21

Prepared on behalf of The Times by Populus



Times Poll
Fieldwork : June 29th-July 1st 2007

Absolutes/col percents

Table 5
Q.4 How good a leader is David Cameron?
Base: All 'Sample A' respondents

	Sex			Age						Social Class				Region					Voting Intention		
	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	Con-ser-vative	Labour	Lib-eral Democat
Unweighted base	750	367	383	67	124	124	136	123	176	266	147	118	219	178	201	189	112	70	138	210	74
Weighted base	757	360	397	91	145	140	134	95	150	204	208	158	187	199	202	181	105	68	140	191	76
Very good indeed																					
(10)	13 2%	4 1%	8 2%	-	3 2%	1 1%	2 1%	1 1%	6 4%	1 1%	2 1%	3 2%	7 4%	7 3%	2 1%	-	3 3%	-	7 5%	2 1%	-
(9)	12 2%	4 1%	8 2%	1 1%	3 2%	2 1%	2 1%	2 2%	3 2%	3 1%	2 1%	5 3%	2 1%	7 4%	1 1%	1 *	2 2%	-	9 6%	2 1%	-
(8)	42 6%	24 7%	19 5%	4 4%	4 3%	9 6%	8 6%	5 6%	12 8%	19 9%	9 5%	7 4%	7 4%	11 5%	9 5%	8 4%	8 8%	7 10%	24 17%	7 4%	1 2%
(7)	71 9%	39 11%	31 8%	4 5%	5 3%	22 15%	10 8%	11 12%	19 12%	26 13%	13 6%	15 9%	17 9%	21 11%	18 9%	19 11%	8 8%	4 6%	36 26%	12 7%	9 11%
(6)	72 10%	39 11%	33 8%	13 15%	16 11%	11 7%	13 10%	14 14%	6 4%	23 11%	22 11%	10 6%	17 9%	21 10%	21 10%	14 8%	11 11%	5 8%	17 12%	21 11%	10 13%
(5)	191 25%	88 25%	102 26%	23 25%	39 27%	33 23%	39 29%	20 21%	36 24%	49 24%	54 26%	41 26%	47 25%	56 28%	53 26%	41 23%	23 22%	18 26%	28 20%	54 28%	23 30%
(4)	60 8%	31 9%	30 7%	6 6%	15 11%	10 7%	8 6%	11 11%	10 7%	21 10%	12 6%	12 8%	16 8%	18 9%	19 9%	13 7%	6 5%	4 6%	6 4%	13 7%	7 9%
(3)	47 6%	23 6%	24 6%	5 5%	11 8%	8 6%	11 8%	5 5%	7 4%	18 9%	14 7%	7 4%	8 5%	6 3%	14 7%	12 6%	11 11%	4 6%	4 3%	10 5%	11 14%
(2)	41 5%	18 5%	23 6%	4 4%	8 6%	7 5%	8 6%	5 5%	9 6%	12 6%	13 6%	7 4%	9 5%	6 3%	13 7%	13 7%	4 4%	4 6%	1 1%	16 8%	5 7%
Very bad indeed																					
(1)	73 10%	44 12%	30 7%	10 11%	5 4%	14 10%	15 11%	8 9%	20 13%	10 5%	24 11%	23 15%	17 9%	8 4%	19 10%	24 13%	13 12%	10 14%	-	31 16%	3 4%
Don't know	135 18%	46 13%	89 22%	22 24%	36 25%	24 17%	17 13%	13 14%	23 15%	22 11%	44 21%	29 18%	40 22%	38 19%	32 16%	37 20%	16 15%	13 19%	10 7%	22 11%	8 10%
Mean	4.81	4.75	4.87	4.58	4.81	4.91	4.64	4.90	4.94	5.11	4.48	4.68	4.92	5.49	4.64	4.36	4.85	4.45	6.65	4.29	4.62
Standard deviation	2.20	2.22	2.18	2.05	1.93	2.22	2.18	2.10	2.55	2.02	2.14	2.41	2.26	2.05	2.09	2.16	2.44	2.26	1.68	2.22	1.71
Standard error	0.09	0.12	0.13	0.29	0.20	0.22	0.20	0.20	0.21	0.13	0.20	0.24	0.17	0.17	0.16	0.17	0.25	0.30	0.15	0.16	0.21

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Times Poll

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Absolutes/col percents

Table 6
Q.4 How good a leader is Ming Campbell?
 Base: All 'Sample A' respondents

	Sex			Age						Social Class				Region					Voting Intention		
	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	Con-ser-vative	Labour	Lib-eral Democrat
Unweighted base	750	367	383	67	124	124	136	123	176	266	147	118	219	178	201	189	112	70	138	210	74
Weighted base	757	360	397	91	145	140	134	95	150	204	208	158	187	199	202	181	105	68	140	191	76
Very good indeed																					
(10)	9 1%	8 2%	1 *	-	2 2%	3 2%	2 1%	1 1%	-	-	3 2%	-	6 3%	5 2%	2 1%	1 *	1 1%	-	1 1%	1 1%	2 3%
(9)	6 1%	3 1%	3 1%	-	2 1%	2 2%	-	-	2 1%	-	2 1%	2 1%	2 1%	6 3%	-	1 *	-	-	3 2%	1 *	2 3%
(8)	20 3%	6 2%	14 4%	-	2 1%	-	4 3%	2 2%	12 8%	6 3%	5 2%	2 1%	7 4%	7 3%	6 3%	4 2%	1 1%	2 4%	5 4%	2 1%	5 6%
(7)	43 6%	27 7%	16 4%	4 4%	8 5%	4 3%	6 4%	9 10%	12 8%	13 6%	8 4%	9 6%	12 7%	10 5%	8 4%	15 8%	6 6%	3 5%	5 4%	9 5%	12 16%
(6)	64 9%	28 8%	36 9%	6 7%	14 10%	15 11%	9 7%	10 10%	10 7%	18 9%	24 11%	12 8%	11 6%	14 7%	19 9%	14 8%	11 11%	7 10%	19 14%	12 6%	9 12%
(5)	151 20%	67 18%	84 21%	12 13%	35 24%	26 18%	33 25%	17 18%	28 19%	46 23%	43 21%	29 18%	33 18%	42 21%	37 18%	34 19%	24 23%	14 20%	31 22%	42 22%	24 31%
(4)	77 10%	36 10%	41 10%	10 11%	10 7%	13 9%	12 9%	15 16%	17 11%	22 11%	17 8%	17 11%	21 11%	22 11%	21 11%	17 9%	9 8%	7 11%	16 11%	21 11%	7 9%
(3)	50 7%	32 9%	18 5%	5 5%	7 5%	9 6%	9 7%	10 11%	10 7%	22 11%	11 5%	8 5%	8 5%	15 7%	14 7%	12 7%	7 7%	1 2%	16 12%	12 6%	4 5%
(2)	48 6%	30 8%	19 5%	6 6%	5 3%	11 8%	10 7%	8 8%	9 6%	16 8%	13 6%	7 4%	12 6%	10 5%	16 8%	8 5%	10 9%	4 6%	8 6%	18 9%	2 3%
Very bad indeed																					
(1)	76 10%	53 15%	23 6%	6 6%	6 4%	21 15%	20 15%	8 8%	16 11%	18 9%	23 11%	21 13%	14 7%	12 6%	27 13%	19 10%	8 8%	10 15%	9 6%	27 14%	1 1%
Don't know	212 28%	72 20%	141 35%	43 48%	55 38%	36 26%	31 23%	14 15%	33 22%	42 20%	60 29%	51 32%	61 32%	57 29%	53 26%	56 31%	28 26%	18 27%	27 19%	45 24%	8 11%
Mean	4.36	4.14	4.61	4.02	4.93	4.05	4.06	4.39	4.59	4.21	4.39	4.12	4.72	4.78	4.05	4.38	4.30	4.14	4.61	3.88	5.63
Standard deviation	2.12	2.28	1.90	1.77	1.89	2.28	2.15	2.02	2.24	1.89	2.19	2.08	2.32	2.19	2.14	2.08	1.93	2.12	1.98	2.03	1.77
Standard error	0.09	0.13	0.12	0.29	0.21	0.24	0.21	0.20	0.19	0.13	0.21	0.23	0.19	0.19	0.17	0.18	0.21	0.29	0.19	0.16	0.22

Prepared on behalf of The Times by Populus



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Absolutes/col percents

Table 7

Q.5 Please say if you agree or disagree with each of the following statements?

Base: All 'Sample B' respondents

	Sex		Age						Social Class				Region					Voting Intention			
	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	Con-ser-vative	Labour	Lib-eral Democrat
Unweighted base	754	367	387	61	79	133	119	164	198	247	166	128	213	190	195	186	115	68	170	197	104
Weighted base	747	360	387	86	92	154	120	128	168	189	231	158	169	198	193	185	109	62	180	183	100
<u>Gordon Brown has succeeded in bringing freshness and a sense of change and renewal to the Labour government</u>																					
Agree	316 42%	156 43%	161 42%	23 27%	39 43%	64 42%	45 38%	58 45%	87 52%	67 36%	88 38%	66 42%	94 56%	68 34%	79 41%	89 48%	43 40%	37 59%	57 32%	131 71%	38 38%
Disagree	316 42%	161 45%	155 40%	48 55%	36 39%	68 44%	59 49%	51 40%	55 33%	95 50%	99 43%	68 43%	54 32%	88 44%	88 46%	69 37%	52 47%	20 31%	109 60%	34 19%	52 52%
Refused	4 1%	3 1%	1 *	- -	- -	1 *	2 1%	- -	1 1%	3 2%	- -	- -	1 1%	1 *	2 1%	1 *	- -	- -	- -	1 *	- -
Don't know	111 15%	41 12%	70 18%	16 18%	16 18%	21 14%	14 12%	19 15%	25 15%	24 13%	43 19%	24 15%	20 12%	41 21%	23 12%	26 14%	14 13%	6 10%	15 8%	18 10%	10 10%
<u>I would rather have David Cameron as Prime Minister than Gordon Brown</u>																					
Agree	230 31%	115 32%	116 30%	25 29%	29 31%	50 33%	38 32%	35 28%	53 32%	64 34%	85 37%	46 29%	35 21%	64 32%	71 37%	59 32%	31 28%	5 9%	133 74%	18 10%	27 27%
Disagree	392 52%	194 54%	198 51%	44 51%	47 52%	82 53%	67 56%	69 54%	83 49%	98 52%	103 45%	85 54%	106 63%	104 52%	89 46%	98 53%	53 49%	48 76%	26 15%	161 88%	61 61%
Refused	11 1%	3 1%	8 2%	- -	- -	2 2%	2 2%	3 2%	4 2%	4 2%	- -	3 2%	4 2%	2 1%	4 2%	4 2%	1 1%	- -	1 *	- -	2 2%
Don't know	114 15%	48 13%	65 17%	17 20%	15 17%	20 13%	13 11%	20 16%	28 17%	22 12%	43 19%	24 15%	24 14%	29 14%	29 15%	23 13%	24 22%	9 15%	20 11%	4 2%	10 10%
<u>I am hopeful that Gordon Brown's government will really get to grips with the most important issues facing Britain</u>																					
Agree	613 82%	293 81%	321 83%	62 72%	80 88%	126 82%	102 85%	99 77%	143 85%	155 82%	193 84%	130 82%	136 80%	163 82%	152 79%	154 83%	88 81%	56 90%	136 75%	174 95%	80 80%
Disagree	101 14%	54 15%	48 12%	10 11%	8 9%	26 17%	16 14%	20 16%	21 12%	29 15%	29 12%	21 13%	23 13%	26 13%	33 17%	24 13%	14 13%	5 7%	41 23%	5 3%	17 17%
Refused	3 *	1 *	2 *	- -	- -	- -	1 1%	1 1%	1 1%	2 1%	- -	- -	2 1%	1 *	2 1%	1 *	- -	- -	1 *	- -	1 1%
Don't know	29 4%	13 4%	17 4%	14 16%	3 3%	1 1%	1 *	8 6%	2 1%	3 2%	9 4%	7 5%	9 5%	9 4%	6 3%	7 4%	6 5%	2 3%	3 1%	4 2%	2 2%

Prepared on behalf of The Times by Populus



Times Poll

Fieldwork : June 29th-July 1st 2007

Absolutes/col percents

Table 7

Q.5 Please say if you agree or disagree with each of the following statements?

Base: All 'Sample B' respondents

	Sex		Age						Social Class				Region					Voting Intention			
	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	Con-ser-vative	Labour	Lib-eral Democrat
Weighted base	747	360	387	86	92	154	120	128	168	189	231	158	169	198	193	185	109	62	180	183	100
<u>Over the past few weeks David Cameron has shown that he isn't strong and substantial enough to be an effective leader</u>																					
Agree	355 47%	190 53%	164 43%	35 41%	39 43%	62 40%	69 58%	67 52%	82 49%	76 40%	110 48%	88 56%	80 48%	87 44%	88 46%	92 49%	57 52%	31 50%	79 44%	115 63%	43 43%
Disagree	278 37%	130 36%	149 38%	34 39%	37 41%	63 41%	40 33%	44 34%	61 37%	83 44%	90 39%	49 31%	56 33%	81 41%	73 38%	60 32%	42 38%	23 36%	83 46%	50 28%	49 49%
Refused	5 1%	2 *	3 1%	- -	- -	1 1%	1 1%	2 1%	1 1%	2 1%	- -	2 1%	1 1%	- -	3 2%	1 1%	* *	- -	- -	* *	1 1%
Don't know	110 15%	39 11%	71 18%	17 20%	15 17%	28 18%	10 8%	15 12%	24 14%	28 15%	30 13%	19 12%	32 19%	30 15%	29 15%	33 18%	10 9%	8 13%	18 10%	17 9%	8 8%

Times Poll
Fieldwork : June 29th-July 1st 2007

Absolutes/col percents

Table 8

Q.6a Do you think this approach will improve the way that Britain is governed, or make it worse or do you think it will make no real difference?

Base: All 'Sample A' respondents

	Sex		Age						Social Class				Region					Voting Intention			
	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	Con-ser-vative	Labour	Lib-eral Democrat
Unweighted base	750	367	383	67	124	124	136	123	176	266	147	118	219	178	201	189	112	70	138	210	74
Weighted base	757	360	397	91	145	140	134	95	150	204	208	158	187	199	202	181	105	68	140	191	76
Improve	350 46%	178 49%	172 43%	41 45%	57 40%	68 49%	71 53%	46 48%	65 43%	115 56%	90 43%	65 41%	79 42%	91 45%	89 44%	92 51%	48 46%	30 43%	57 41%	107 56%	42 55%
Make no real difference	305 40%	137 38%	167 42%	39 43%	60 41%	50 36%	47 35%	42 44%	67 44%	65 32%	79 38%	73 46%	88 47%	89 44%	85 42%	63 35%	42 40%	27 39%	68 48%	66 34%	25 33%
Make it worse	51 7%	29 8%	22 6%	3 3%	8 6%	15 11%	8 6%	6 6%	11 7%	12 6%	17 8%	12 8%	10 6%	10 5%	13 6%	16 9%	9 9%	3 4%	9 6%	9 4%	3 4%
Don't know	51 7%	16 4%	35 9%	8 8%	19 13%	7 5%	8 6%	2 2%	8 5%	12 6%	22 11%	8 5%	9 5%	10 5%	16 8%	11 6%	6 6%	9 13%	7 5%	10 5%	6 8%

Times Poll
Fieldwork : June 29th-July 1st 2007

Absolutes/col percents

Table 9

Q.6b Do you think it will help to restore people's confidence in politics, or damage confidence further, or make no difference?

Base: All 'Sample A' respondents

	Sex		Age						Social Class				Region					Voting Intention			
	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	Con-ser-vative	Labour	Lib-eral Democrat
Unweighted base	750	367	383	67	124	124	136	123	176	266	147	118	219	178	201	189	112	70	138	210	74
Weighted base	757	360	397	91	145	140	134	95	150	204	208	158	187	199	202	181	105	68	140	191	76
Restore confidence	268 35%	124 35%	143 36%	29 32%	49 34%	47 34%	50 37%	37 38%	56 37%	86 42%	63 30%	50 32%	69 37%	70 35%	74 37%	59 33%	38 36%	27 39%	39 28%	77 40%	33 44%
Makes no difference	372 49%	192 53%	179 45%	49 54%	69 48%	70 50%	68 51%	44 46%	71 47%	92 45%	114 55%	82 52%	84 45%	98 49%	98 48%	94 52%	51 48%	32 47%	77 55%	95 50%	30 39%
Damage confidence	69 9%	28 8%	41 10%	9 10%	11 7%	19 13%	9 7%	7 8%	15 10%	16 8%	17 8%	17 10%	19 10%	12 6%	21 11%	21 11%	10 10%	5 7%	13 10%	9 5%	7 9%
Don't know	48 6%	15 4%	33 8%	3 4%	17 11%	4 3%	7 5%	8 8%	9 6%	11 5%	14 7%	9 6%	15 8%	20 10%	9 5%	7 4%	7 6%	5 7%	11 8%	10 5%	6 8%

Times Poll

Fieldwork : June 29th-July 1st 2007

Absolutes/col percents

Table 10

Q.6c Do you think the individuals Gordon Brown has brought into the government from outside politics will be able to make a real difference, or do you think it is really just a gimmick?

Base: All 'Sample A' respondents

	Sex		Age						Social Class				Region					Voting Intention			
	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	Con-ser-vative	Labour	Lib-eral Democ-rat
Unweighted base	750	367	383	67	124	124	136	123	176	266	147	118	219	178	201	189	112	70	138	210	74
Weighted base	757	360	397	91	145	140	134	95	150	204	208	158	187	199	202	181	105	68	140	191	76
Make a real difference	309	157	153	38	53	55	59	43	61	96	77	56	80	77	86	71	41	34	43	117	33
	41%	44%	38%	42%	37%	39%	44%	45%	41%	47%	37%	35%	43%	38%	43%	39%	39%	50%	31%	61%	43%
Just a gimmick	327	155	172	44	67	65	54	39	57	77	102	78	69	85	83	87	49	22	82	50	36
	43%	43%	43%	48%	47%	46%	41%	40%	38%	38%	49%	49%	37%	43%	41%	48%	47%	32%	58%	26%	47%
Refused	*	-	*	-	-	-	-	*	-	*	-	-	-	-	-	*	-	-	-	*	-
	*	-	*	-	-	-	-	1%	-	*	-	-	-	-	-	*	-	-	-	*	-
Don't know	120	49	72	9	24	21	21	14	32	30	29	24	37	38	32	23	15	12	16	23	8
	16%	13%	18%	10%	17%	15%	16%	14%	21%	15%	14%	15%	20%	19%	16%	12%	15%	18%	11%	12%	10%

Times Poll

Fieldwork : June 29th-July 1st 2007

Absolutes/col percents

Table 11

Q.6d Do you think that Gordon Brown has done this in a genuine attempt to make his government as good as possible, or just because he hoped it would generate some positive publicity at the time he was taking over as Prime Minister?

Base: All 'Sample A' respondents

	Sex		Age						Social Class				Region					Voting Intention			
	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	Con-ser-vative	Labour	Lib-eral Democ-rat
Unweighted base	750	367	383	67	124	124	136	123	176	266	147	118	219	178	201	189	112	70	138	210	74
Weighted base	757	360	397	91	145	140	134	95	150	204	208	158	187	199	202	181	105	68	140	191	76
Genuine attempt	391	180	211	40	60	77	74	51	88	106	99	80	106	98	103	96	51	43	57	132	43
	52%	50%	53%	44%	42%	55%	55%	54%	59%	52%	47%	50%	57%	49%	51%	53%	49%	63%	41%	69%	56%
Positive publicity	305	161	145	45	60	56	56	37	51	85	86	67	69	83	86	68	49	20	74	46	31
	40%	45%	36%	49%	42%	40%	42%	39%	34%	41%	41%	42%	37%	42%	42%	37%	47%	29%	53%	24%	40%
Refused	1	1	-	-	-	-	1	-	-	-	1	-	-	-	1	-	-	-	-	-	-
	*	*	-	-	-	-	1%	-	-	-	*	-	-	-	1%	-	-	-	-	-	-
Don't know	60	18	41	6	24	7	4	7	12	13	23	12	11	19	12	18	5	6	10	13	3
	8%	5%	10%	7%	17%	5%	3%	7%	8%	6%	11%	8%	6%	9%	6%	10%	5%	8%	7%	7%	4%

Times Poll

Fieldwork : June 29th-July 1st 2007

Absolutes/col percents

Table 12

Q.7a I'm going to read out some words and phrases that have been used to describe different politicians. Please say in each case if you think the word or phrase is true or not true of the following politicians...?

Gordon Brown

Base: All 'Sample B' respondents

	Sex		Age						Social Class				Region					Voting Intention			
	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	Con-ser-vative	Labour	Lib-eral Democ-rat
Unweighted base	754	367	387	61	79	133	119	164	198	247	166	128	213	190	195	186	115	68	170	197	104
Weighted base	747	360	387	86	92	154	120	128	168	189	231	158	169	198	193	185	109	62	180	183	100
Strong																					
True	575	289	286	62	63	122	96	96	136	145	166	127	136	149	149	139	85	52	127	171	77
	77%	80%	74%	71%	69%	79%	80%	75%	81%	77%	72%	80%	80%	75%	77%	75%	78%	83%	71%	94%	77%
Not true	98	48	50	16	15	21	14	17	15	25	35	19	18	25	32	26	7	7	37	6	18
	13%	13%	13%	19%	16%	14%	11%	13%	9%	13%	15%	12%	11%	13%	17%	14%	6%	12%	20%	4%	18%
Refused	2	1	1	-	-	-	-	1	1	1	-	*	1	-	1	1	*	-	1	-	1
	*	*	*	-	-	-	-	1%	1%	*	-	*	1%	-	*	1%	*	-	*	-	1%
Don't know	72	23	49	8	13	11	10	14	16	18	29	12	14	24	11	19	16	3	16	5	5
	10%	6%	13%	10%	15%	7%	8%	11%	9%	9%	13%	7%	8%	12%	6%	10%	15%	5%	9%	3%	5%
Fresh																					
True	320	150	170	24	35	56	51	60	94	61	88	76	94	78	81	76	47	37	47	123	41
	43%	42%	44%	28%	38%	37%	42%	47%	56%	32%	38%	48%	56%	40%	42%	41%	43%	60%	26%	67%	41%
Not true	338	172	166	55	40	75	55	58	54	104	113	62	59	89	89	89	48	23	115	48	50
	45%	48%	43%	64%	44%	49%	46%	46%	32%	55%	49%	39%	35%	45%	46%	48%	44%	37%	64%	26%	50%
Refused	2	1	*	-	-	-	-	*	1	1	-	*	-	1	1	-	*	-	-	-	-
	*	*	*	-	-	-	-	*	1%	1%	-	*	-	*	*	-	*	-	-	-	-
Don't know	88	37	50	7	17	22	14	9	19	22	30	20	16	30	22	20	13	2	18	12	9
	12%	10%	13%	8%	18%	14%	12%	7%	11%	12%	13%	12%	9%	15%	12%	11%	12%	3%	10%	6%	9%

Times Poll

Fieldwork : June 29th-July 1st 2007

Absolutes/col percents

Table 12

Q.7a I'm going to read out some words and phrases that have been used to describe different politicians. Please say in each case if you think the word or phrase is true or not true of the following politicians...?

Gordon Brown

Base: All 'Sample B' respondents

	Sex		Age							Social Class				Region					Voting Intention		
	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	Con-ser-vative	Labour	Lib-eral Democ-rat
Weighted base	747	360	387	86	92	154	120	128	168	189	231	158	169	198	193	185	109	62	180	183	100
Has what it takes to be a good Prime Minister																					
True	424	213	211	54	48	89	66	72	95	104	125	91	104	99	102	112	61	51	69	158	65
	57%	59%	55%	63%	52%	58%	55%	57%	57%	55%	54%	58%	61%	50%	53%	60%	56%	82%	38%	87%	65%
Not true	193	103	91	17	25	41	34	38	39	53	56	48	36	48	61	47	30	8	81	7	25
	26%	28%	23%	19%	27%	27%	28%	30%	24%	28%	24%	30%	21%	24%	32%	25%	27%	13%	45%	4%	25%
Refused	2	1	1	-	-	-	-	*	2	1	-	*	1	1	1	*	-	1	-	-	
	*	*	*	-	-	-	-	*	1%	1%	-	*	*	*	*	*	-	*	-	-	
Don't know	128	44	84	16	19	24	20	17	31	30	50	18	29	51	29	26	18	4	29	18	9
	17%	12%	22%	18%	21%	16%	17%	14%	19%	16%	22%	12%	17%	26%	15%	14%	17%	6%	16%	10%	9%
Cares about the problems ordinary people face																					
True	453	224	229	52	56	85	68	75	116	105	137	99	112	117	111	113	59	53	95	155	60
	61%	62%	59%	60%	62%	55%	57%	59%	69%	56%	59%	63%	66%	59%	58%	61%	55%	84%	53%	85%	60%
Not true	213	110	103	23	23	48	37	41	40	59	65	46	43	55	66	53	35	4	76	17	31
	28%	31%	27%	26%	25%	31%	31%	32%	24%	31%	28%	29%	25%	28%	34%	28%	32%	6%	42%	9%	31%
Refused	2	2	*	-	-	1	-	*	1	2	-	*	-	-	1	1	*	-	-	-	1
	*	*	*	-	-	1%	-	*	*	1%	-	*	-	-	*	1%	*	-	-	-	1%
Don't know	79	25	54	11	12	19	15	11	11	23	29	12	15	26	15	18	14	6	10	10	7
	11%	7%	14%	13%	13%	13%	12%	9%	7%	12%	13%	8%	9%	13%	8%	10%	13%	9%	6%	6%	7%

Prepared on behalf of The Times by Populus



Times Poll

Fieldwork : June 29th-July 1st 2007

Absolutes/col percents

Table 12

Q.7a I'm going to read out some words and phrases that have been used to describe different politicians. Please say in each case if you think the word or phrase is true or not true of the following politicians...?

Gordon Brown

Base: All 'Sample B' respondents

	Sex		Age							Social Class				Region					Voting Intention		
	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	Con-ser-vative	Labour	Lib-eral Democ-rat
Weighted base	747	360	387	86	92	154	120	128	168	189	231	158	169	198	193	185	109	62	180	183	100
<u>Has the backing of his party</u>																					
True	603	295	307	62	74	122	104	106	134	159	184	127	133	167	162	145	81	49	133	168	85
	81%	82%	80%	71%	81%	79%	87%	83%	80%	84%	79%	80%	79%	84%	84%	78%	74%	78%	74%	92%	85%
Not true	87	42	45	18	8	19	9	14	20	17	29	19	22	15	22	23	16	10	39	9	8
	12%	12%	12%	21%	8%	12%	7%	11%	12%	9%	13%	12%	13%	8%	11%	13%	15%	17%	21%	5%	8%
Refused	1	1	*	-	-	-	-	*	1	1	-	*	-	-	1	-	*	-	-	-	-
	*	*	*	-	-	-	-	*	*	*	-	*	-	-	*	-	*	-	-	-	-
Don't know	57	22	34	7	10	13	7	7	14	13	18	12	14	16	8	17	12	3	8	5	8
	8%	6%	9%	8%	10%	8%	6%	6%	8%	7%	8%	7%	8%	8%	4%	9%	11%	5%	5%	3%	8%
<u>Sticks to what he believes and doesn't give in to pressure</u>																					
True	497	247	250	51	53	98	86	87	121	126	146	105	120	125	132	124	67	48	108	152	72
	66%	69%	65%	59%	58%	64%	72%	68%	72%	67%	63%	66%	71%	63%	68%	67%	61%	77%	60%	83%	72%
Not true	133	68	65	22	20	29	20	17	24	33	46	27	27	35	40	30	16	11	47	14	16
	18%	19%	17%	25%	22%	19%	17%	13%	15%	17%	20%	17%	16%	18%	21%	16%	15%	18%	26%	8%	16%
Refused	5	1	3	-	-	2	-	*	2	2	-	2	1	2	2	1	*	-	1	1	-
	1%	*	1%	-	-	2%	-	*	1%	1%	-	1%	*	1%	1%	*	*	-	*	1%	-
Don't know	113	44	69	14	18	24	14	24	20	28	40	24	22	36	19	30	25	3	25	15	12
	15%	12%	18%	16%	20%	15%	12%	19%	12%	15%	17%	15%	13%	18%	10%	16%	23%	5%	14%	8%	12%

Prepared on behalf of The Times by Populus



Times Poll

Fieldwork : June 29th-July 1st 2007

Absolutes/col percents

Table 13

Q.7b I'm going to read out some words and phrases that have been used to describe different politicians. Please say in each case if you think the word or phrase is true or not true of the following politicians...?

David Cameron

Base: All 'Sample B' respondents

	Sex		Age						Social Class				Region					Voting Intention			
	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	Con-ser-vative	Labour	Lib-eral Democ-rat
Unweighted base	754	367	387	61	79	133	119	164	198	247	166	128	213	190	195	186	115	68	170	197	104
Weighted base	747	360	387	86	92	154	120	128	168	189	231	158	169	198	193	185	109	62	180	183	100
Strong																					
True	322	148	175	40	50	66	52	43	71	77	105	72	69	74	101	81	39	27	115	72	35
	43%	41%	45%	47%	54%	43%	43%	34%	43%	41%	45%	45%	41%	37%	52%	44%	36%	44%	64%	39%	35%
Not true	294	162	132	29	22	65	49	62	68	81	85	63	65	80	57	79	47	30	47	88	53
	39%	45%	34%	33%	24%	42%	41%	48%	40%	43%	37%	40%	38%	40%	30%	43%	43%	49%	26%	48%	53%
Refused	3	2	2	-	-	1	-	*	2	2	-	*	*	2	1	-	*	-	-	2	-
	*	*	*	-	-	1%	-	*	1%	1%	-	*	*	1%	1%	-	*	-	-	1%	-
Don't know	128	50	78	17	20	22	19	23	27	29	41	22	35	42	33	25	22	5	18	22	13
	17%	14%	20%	20%	22%	14%	16%	18%	16%	15%	18%	14%	21%	21%	17%	13%	21%	8%	10%	12%	13%
Fresh																					
True	466	222	244	44	50	99	75	83	115	118	149	93	107	118	127	124	61	35	143	107	69
	62%	62%	63%	51%	54%	65%	63%	65%	69%	62%	64%	59%	63%	60%	66%	67%	56%	57%	79%	58%	69%
Not true	197	109	88	28	26	38	36	30	39	51	57	46	42	52	45	45	33	21	31	62	21
	26%	30%	23%	33%	28%	25%	30%	23%	23%	27%	25%	29%	25%	26%	24%	24%	31%	34%	17%	34%	21%
Refused	3	1	2	-	-	-	1	*	2	2	-	*	1	-	2	1	*	-	1	*	-
	*	*	1%	-	-	-	1%	*	1%	1%	-	*	1%	-	1%	*	*	-	*	*	-
Don't know	82	28	53	14	16	17	8	14	12	19	25	18	19	28	18	16	14	6	6	14	10
	11%	8%	14%	17%	18%	11%	7%	11%	7%	10%	11%	12%	11%	14%	10%	9%	13%	9%	3%	7%	10%

Times Poll

Fieldwork : June 29th-July 1st 2007

Absolutes/col percents

Table 13

Q.7b I'm going to read out some words and phrases that have been used to describe different politicians. Please say in each case if you think the word or phrase is true or not true of the following politicians...?

David Cameron

Base: All 'Sample B' respondents

	Sex		Age							Social Class				Region					Voting Intention		
	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	Con-ser-vative	Labour	Lib-eral Democ-rat
Weighted base	747	360	387	86	92	154	120	128	168	189	231	158	169	198	193	185	109	62	180	183	100
<u>Has what it takes to be a good Prime Minister</u>																					
True	278	138	140	39	36	57	49	40	57	60	108	59	51	72	80	67	42	17	124	45	33
	37%	38%	36%	46%	39%	37%	41%	31%	34%	32%	47%	37%	30%	36%	42%	36%	38%	27%	69%	25%	33%
Not true	319	164	155	31	33	62	57	62	75	84	83	68	85	78	78	84	41	38	37	119	48
	43%	46%	40%	36%	36%	41%	47%	49%	44%	44%	36%	43%	50%	40%	40%	45%	38%	61%	20%	65%	48%
Refused	5	3	1	-	-	2	1	*	2	2	-	2	*	1	2	2	*	-	-	*	2
	1%	1%	*	-	-	1%	1%	*	1%	1%	-	1%	*	*	1%	1%	*	-	-	*	2%
Don't know	145	55	90	16	23	33	14	25	35	43	40	29	33	47	33	33	25	7	20	19	17
	19%	15%	23%	19%	25%	22%	11%	20%	21%	23%	17%	19%	19%	24%	17%	18%	23%	12%	11%	10%	17%
<u>Cares about the problems ordinary people face</u>																					
True	410	194	216	45	47	86	64	67	101	107	131	85	87	111	109	97	61	32	146	81	54
	55%	54%	56%	52%	51%	56%	54%	53%	60%	56%	57%	54%	52%	56%	56%	53%	56%	51%	81%	44%	54%
Not true	219	125	94	24	22	47	40	39	46	57	60	50	51	51	56	55	31	26	22	72	30
	29%	35%	24%	28%	24%	31%	34%	31%	28%	30%	26%	32%	30%	26%	29%	30%	29%	42%	12%	39%	30%
Refused	3	1	2	-	-	-	1	*	2	2	-	*	1	-	2	1	*	-	1	*	-
	*	*	1%	-	-	-	1%	*	1%	1%	-	*	1%	-	1%	*	*	-	*	*	-
Don't know	115	40	75	17	22	21	15	21	19	23	40	22	29	36	26	33	16	4	11	29	16
	15%	11%	19%	20%	25%	13%	12%	16%	11%	12%	17%	14%	17%	18%	14%	18%	14%	7%	6%	16%	16%

Prepared on behalf of The Times by Populus



Times Poll

Fieldwork : June 29th-July 1st 2007

Absolutes/col percents

Table 13

Q.7b I'm going to read out some words and phrases that have been used to describe different politicians. Please say in each case if you think the word or phrase is true or not true of the following politicians...?

David Cameron

Base: All 'Sample B' respondents

	Sex		Age						Social Class				Region				Voting Intention				
	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	Con-ser-vative	Labour	Lib-eral Democ-rat
Weighted base	747	360	387	86	92	154	120	128	168	189	231	158	169	198	193	185	109	62	180	183	100
<u>Has the backing of his party</u>																					
True	426	218	208	51	45	93	69	71	96	115	125	90	96	119	120	90	63	33	134	85	51
	57%	60%	54%	60%	49%	60%	58%	56%	57%	61%	54%	57%	57%	60%	62%	49%	58%	53%	75%	46%	51%
Not true	196	101	95	20	27	35	32	32	49	44	69	40	43	40	44	61	27	25	34	72	33
	26%	28%	25%	23%	30%	23%	27%	25%	29%	23%	30%	25%	25%	20%	23%	33%	25%	40%	19%	39%	33%
Refused	5	2	2	-	-	2	-	*	2	3	-	1	*	1	1	2	*	-	-	2	1
	1%	1%	1%	-	-	1%	-	*	1%	1%	-	1%	*	1%	1%	1%	*	-	-	1%	1%
Don't know	121	40	81	15	19	23	18	24	21	28	37	26	29	38	27	32	19	5	12	25	16
	16%	11%	21%	17%	21%	15%	15%	19%	13%	15%	16%	17%	17%	19%	14%	17%	17%	8%	7%	13%	16%
<u>Sticks to what he believes and doesn't give in to pressure</u>																					
True	291	144	146	28	36	51	51	46	79	75	89	60	67	69	80	78	41	23	93	61	47
	39%	40%	38%	32%	40%	33%	42%	36%	47%	40%	39%	38%	39%	35%	41%	42%	38%	37%	52%	33%	47%
Not true	298	165	133	36	34	66	46	53	63	73	95	62	68	76	77	74	43	28	64	98	37
	40%	46%	34%	42%	37%	43%	39%	41%	37%	39%	41%	39%	40%	38%	40%	40%	40%	45%	36%	53%	37%
Refused	3	2	2	-	-	1	-	*	2	2	-	*	*	2	1	-	*	-	-	2	-
	*	*	*	-	-	1%	-	*	1%	1%	-	*	*	1%	1%	-	*	-	-	1%	-
Don't know	155	49	106	22	21	36	23	29	25	38	47	36	34	51	35	33	24	11	23	23	16
	21%	14%	27%	26%	23%	23%	19%	23%	15%	20%	20%	23%	20%	26%	18%	18%	22%	18%	13%	12%	16%

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Times Poll

Fieldwork : June 29th-July 1st 2007

Absolutes/col percents

Table 14

Q.7c I'm going to read out some words and phrases that have been used to describe different politicians. Please say in each case if you think the word or phrase is true or not true of the following politicians...?

Ming Campbell

Base: All 'Sample B' respondents

	Sex		Age						Social Class				Region					Voting Intention			
	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	Con-ser-vative	Labour	Lib-eral Democ-rat
Unweighted base	754	367	387	61	79	133	119	164	198	247	166	128	213	190	195	186	115	68	170	197	104
Weighted base	747	360	387	86	92	154	120	128	168	189	231	158	169	198	193	185	109	62	180	183	100
Strong																					
True	301	145	156	37	30	45	58	55	76	74	93	66	68	80	74	67	49	31	75	68	62
	40%	40%	40%	42%	33%	29%	49%	43%	45%	39%	40%	42%	40%	40%	38%	36%	45%	49%	42%	37%	62%
Not true	266	151	115	26	28	60	42	47	64	72	81	53	60	70	68	73	31	24	74	77	23
	36%	42%	30%	31%	30%	39%	35%	36%	38%	38%	35%	33%	35%	35%	35%	39%	29%	39%	41%	42%	23%
Refused	4	2	2	-	-	2	-	*	1	2	-	2	-	1	2	1	*	-	-	-	1
	1%	1%	*	-	-	2%	-	*	1%	1%	-	1%	-	*	1%	1%	*	-	-	-	1%
Don't know	176	61	114	23	34	46	20	26	27	40	57	37	41	48	49	44	28	7	31	37	14
	24%	17%	30%	27%	37%	30%	17%	20%	16%	21%	25%	24%	24%	24%	25%	24%	25%	11%	17%	20%	14%
Fresh																					
True	175	78	96	20	13	33	25	33	50	29	52	43	50	39	48	43	24	21	41	47	35
	23%	22%	25%	23%	15%	22%	21%	26%	30%	15%	23%	28%	29%	20%	25%	23%	22%	34%	23%	26%	35%
Not true	410	227	183	44	44	81	76	71	94	128	129	79	74	119	94	101	60	36	110	107	49
	55%	63%	47%	51%	48%	52%	63%	56%	56%	68%	56%	50%	44%	60%	49%	54%	55%	58%	61%	59%	49%
Refused	4	1	2	-	-	1	-	*	2	1	-	2	1	1	2	1	*	-	1	-	-
	*	*	1%	-	-	1%	-	*	1%	1%	-	1%	*	*	1%	*	*	-	*	-	-
Don't know	159	54	105	23	34	38	19	23	22	31	50	33	45	40	48	41	25	5	29	28	16
	21%	15%	27%	27%	37%	25%	16%	18%	13%	16%	22%	21%	26%	20%	25%	22%	23%	8%	16%	15%	16%

Times Poll

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Absolutes/col percents

Table 14

Q.7c I'm going to read out some words and phrases that have been used to describe different politicians. Please say in each case if you think the word or phrase is true or not true of the following politicians...?

Ming Campbell

Base: All 'Sample B' respondents

	Sex		Age						Social Class				Region					Voting Intention			
	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	Con-ser-vative	Labour	Lib-eral Democ-rat
Weighted base	747	360	387	86	92	154	120	128	168	189	231	158	169	198	193	185	109	62	180	183	100
<u>Has what it takes to be a good Prime Minister</u>																					
True	165	75	90	24	11	29	31	29	42	38	60	30	38	40	44	35	29	16	40	43	46
	22%	21%	23%	28%	12%	19%	26%	23%	25%	20%	26%	19%	22%	20%	23%	19%	27%	26%	22%	24%	46%
Not true	386	223	163	33	47	81	62	69	94	111	115	82	77	98	94	108	51	35	110	99	36
	52%	62%	42%	39%	51%	53%	52%	54%	56%	59%	50%	52%	46%	49%	49%	58%	47%	56%	61%	54%	36%
Refused	3	1	2	-	-	1	-	*	1	2	-	*	-	2	1	-	*	-	-	1	-
	*	*	*	-	-	1%	-	*	1%	1%	-	*	-	1%	*	-	*	-	-	1%	-
Don't know	194	62	132	29	34	43	27	30	31	38	56	46	54	58	54	42	28	11	30	40	18
	26%	17%	34%	33%	37%	28%	23%	23%	19%	20%	24%	29%	32%	29%	28%	23%	26%	18%	17%	22%	18%
<u>Cares about the problems ordinary people face</u>																					
True	395	204	191	41	36	74	63	76	105	113	118	79	84	96	104	93	64	38	114	97	69
	53%	56%	49%	47%	40%	48%	52%	59%	62%	60%	51%	50%	50%	48%	54%	50%	59%	60%	63%	53%	69%
Not true	170	99	71	21	23	34	32	29	30	36	57	39	39	41	38	48	25	17	36	46	14
	23%	28%	18%	25%	25%	22%	27%	23%	18%	19%	25%	24%	23%	21%	20%	26%	23%	28%	20%	25%	14%
Refused	3	2	2	-	-	1	1	*	1	3	-	*	-	1	2	-	*	-	1	1	-
	*	*	*	-	-	1%	1%	*	1%	1%	-	*	-	1%	1%	-	*	-	1%	1%	-
Don't know	180	56	123	24	32	44	24	22	32	37	57	40	46	60	49	44	20	7	30	39	16
	24%	16%	32%	28%	35%	29%	20%	17%	19%	20%	24%	25%	27%	30%	25%	24%	18%	12%	16%	21%	16%

Prepared on behalf of The Times by Populus



Times Poll

Fieldwork : June 29th-July 1st 2007

Absolutes/col percents

Table 14

Q.7c I'm going to read out some words and phrases that have been used to describe different politicians. Please say in each case if you think the word or phrase is true or not true of the following politicians...?

Ming Campbell

Base: All 'Sample B' respondents

	Sex		Age						Social Class				Region				Voting Intention				
	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	Con-ser-vative	Labour	Lib-eral Democ-rat
Weighted base	747	360	387	86	92	154	120	128	168	189	231	158	169	198	193	185	109	62	180	183	100
<u>Has the backing of his party</u>																					
True	389	206	182	48	39	76	60	69	96	102	116	83	88	102	97	98	66	25	100	98	67
	52%	57%	47%	56%	43%	50%	50%	54%	57%	54%	50%	53%	52%	52%	50%	53%	61%	41%	55%	54%	67%
Not true	175	97	78	15	19	31	31	33	46	45	61	33	36	42	42	44	23	24	48	47	14
	23%	27%	20%	18%	20%	20%	26%	25%	28%	24%	26%	21%	21%	21%	22%	24%	21%	38%	26%	26%	14%
Refused	3	2	2	-	-	2	-	*	1	3	-	*	-	1	1	1	*	-	-	1	1
	*	*	*	-	-	1%	-	*	*	1%	-	*	-	1%	*	1%	*	-	-	1%	1%
Don't know	181	55	125	23	33	45	29	26	25	40	55	41	45	53	53	43	19	13	33	36	18
	24%	15%	32%	27%	36%	29%	24%	20%	15%	21%	24%	26%	27%	27%	28%	23%	17%	21%	18%	20%	18%
<u>Sticks to what he believes and doesn't give in to pressure</u>																					
True	371	195	176	27	39	70	60	68	107	97	126	66	83	99	89	88	57	37	99	99	65
	50%	54%	46%	32%	43%	45%	50%	53%	64%	51%	54%	42%	49%	50%	46%	48%	53%	60%	55%	54%	65%
Not true	171	98	73	29	19	30	28	28	36	40	48	45	38	40	52	43	20	16	45	46	16
	23%	27%	19%	34%	21%	20%	24%	22%	21%	21%	21%	29%	22%	20%	27%	23%	19%	25%	25%	25%	16%
Refused	3	1	3	-	-	2	-	*	1	2	-	2	-	1	2	-	*	-	-	1	-
	*	*	1%	-	-	2%	-	*	*	1%	-	1%	-	1%	1%	-	*	-	-	1%	-
Don't know	202	67	135	29	34	52	32	31	25	51	57	45	49	59	50	54	31	9	36	37	19
	27%	19%	35%	34%	37%	34%	27%	24%	15%	27%	25%	28%	29%	30%	26%	29%	28%	15%	20%	20%	19%

Prepared on behalf of The Times by Populus



Times Poll
Fieldwork : June 29th-July 1st 2007

Absolutes/col percents

Table 15
Classification
Base: All respondents

		<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base		1504	1504
Weighted base		1504	1504
<u>Sex</u>			
Male		734 49%	722 48%
Female		770 51%	782 52%
<u>Age</u>			
18-24	(21)	128 9%	179 12%
25-34	(29.5)	203 13%	238 16%
35-44	(39.5)	257 17%	298 20%
45-54	(49.5)	255 17%	253 17%
55-64	(59.5)	287 19%	223 15%
65+	(70)	374 25%	313 21%
Average age		49.67	46.71

Prepared on behalf of The Times by Populus



Times Poll
Fieldwork : June 29th-July 1st 2007

Absolutes/col percents

Table 15
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1504	1504
<u>Social Class</u>		
AB	513 34%	391 26%
C1	313 21%	436 29%
C2	246 16%	316 21%
DE	432 29%	361 24%
<u>Region</u>		
North	513 34%	504 34%
Midlands	488 32%	472 31%
South	503 33%	528 35%

Times Poll
Fieldwork : June 29th-July 1st 2007

Absolutes/col percents

Table 15
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1504	1504
<u>Working status</u>		
Full-time	618 41%	677 45%
Part-time	208 14%	181 12%
Not working but seeking work or temporarily unemployed/sick	57 4%	66 4%
Not working/not seeking work	105 7%	121 8%
Retired	474 32%	401 27%
Student	40 3%	57 4%
Refused	2 *	2 *

Times Poll
Fieldwork : June 29th-July 1st 2007

Absolutes/col percents

Table 15
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1504	1504
<u>Tenure</u>		
Own outright	581 39%	491 33%
Own with a mortgage	502 33%	581 39%
Council	143 10%	193 13%
Housing Assoc.	64 4%	51 3%
Rented from someone else	133 9%	122 8%
Rent free	22 1%	18 1%
Refused	59 4%	47 3%

Times Poll
Fieldwork : June 29th-July 1st 2007

Absolutes/col percents

Table 15
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1504	1504
<u>Foreign Holiday in last 3 years</u>		
Yes	980 65%	902 60%
No	524 35%	602 40%
<u>Number of cars</u>		
None	282 19%	313 21%
1	668 44%	625 42%
2	430 29%	432 29%
3+	124 8%	134 9%

Times Poll
Fieldwork : June 29th-July 1st 2007

Absolutes/col percents

Table 15
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1504	1504
<u>Internet Access</u>		
At all	1071 71%	1098 73%
At home (net)	964 64%	988 66%
At work (net)	453 30%	466 31%
At home	578 38%	592 39%
At work	67 4%	71 5%
Both at home and at work	386 26%	396 26%
Somewhere else	40 3%	40 3%
Not at all	429 29%	401 27%
Refused	4 *	4 *

Times Poll
Fieldwork : June 29th-July 1st 2007

Absolutes/col percents

Table 15
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1504	1504
<u>What is the highest educational level that you have achieved to date?</u>		
Secondary/ high school/ NVQ 1-3	793 53%	826 55%
University degree or equivalent professional qualification/ NVQ4	398 26%	383 25%
Higher university degree/ Doctorate/ MBA/ NVQ 5 or equivalent	132 9%	122 8%
None of these	121 8%	121 8%
Refused	60 4%	51 3%

Times Poll
Fieldwork : June 29th-July 1st 2007

Absolutes/col percents

Table 15
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1504	1504
<u>Marital Status</u>		
Single	275 18%	325 22%
Married/ co-habiting	909 60%	890 59%
Widowed/ separated/ divorced	273 18%	250 17%
Refused	47 3%	39 3%
<u>Children</u>		
None aged 18 or under	1080 72%	1026 68%
NET: Yes	422 28%	476 32%
NET: Yes any aged 15 or under	375 25%	429 29%
- Aged under 5	151 10%	179 12%
- Aged 5-10	181 12%	214 14%
- Aged 11-15	183 12%	202 13%
- Aged 16-18	95 6%	97 6%
Refused	2 *	2 *

Prepared on behalf of The Times by Populus



Times Poll
Fieldwork : June 29th-July 1st 2007

Absolutes/col percents

Table 15
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1504	1504
<u>Grocery shopping status</u>		
I am the main grocery shopper in the household	978 65%	967 64%
I regularly do the main grocery shop	1011 67%	993 66%
I regularly do top up grocery shopping (buy items or a basket of items as they are needed)	1070 71%	1058 70%
I do not do grocery shopping	177 12%	196 13%
Refused	29 2%	26 2%

Times Poll
Fieldwork : June 29th-July 1st 2007

Absolutes/col percents

Table 16

Q.3 At the general election in May last year, many people didn't vote. If you did vote in the general election could you tell me which party you voted for?

	Unweighted Total	Weighted Total
Unweighted base	1504	1504
Weighted base	1504	1504
Conservative	280 19%	294 20%
Labour	427 28%	363 24%
Liberal Democrat	199 13%	196 13%
SNP	18 1%	17 1%
Other	48 3%	54 4%
Did not vote	399 27%	447 30%
Refused	93 6%	91 6%
Don't know	40 3%	42 3%