

## **BBC Daily Politics Show Poll**

### **Fieldwork : June 27th-28th 2007**

Absolutes/col percents

Table 1

**Q.1 I am going to read out a number of statements about David Cameron's leadership of the Conservative Party. In each case, please say whether you agree or disagree?**

**Base: All respondents**

	Sex			Age									Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1005	457	548	78	128	207	203	165	224	206	410	389	333	225	162	285	261	266	243	146	89
Weighted base	1005	482	523	119	159	199	169	149	209	279	368	358	261	291	211	241	263	263	248	142	88
<b>David Cameron is superficial and lacks clear convictions</b>																					
Agree	479 48%	249 52%	231 44%	46 39%	62 39%	91 46%	91 54%	84 56%	106 51%	109 39%	181 49%	189 53%	126 48%	125 43%	103 49%	125 52%	128 49%	123 47%	124 50%	65 46%	40 45%
Disagree	399 40%	191 40%	208 40%	49 41%	63 39%	86 43%	62 37%	53 35%	87 41%	111 40%	148 40%	140 39%	111 42%	129 44%	77 37%	82 34%	109 41%	106 40%	93 37%	52 36%	40 45%
Refused	3 *	1 *	2 *	1 1%	- -	- -	1 1%	* *	- -	1 *	1 *	* *	* *	1 *	1 1%	- -	- -	2 1%	- -	- -	* 1%
Don't know	123 12%	41 9%	82 16%	23 19%	34 21%	22 11%	16 9%	12 8%	16 8%	57 20%	38 10%	29 8%	24 9%	36 12%	29 14%	35 14%	26 10%	32 12%	32 13%	25 17%	9 10%
<b>David Cameron has the strength and judgement to be a good Prime Minister</b>																					
Agree	365 36%	190 39%	174 33%	50 42%	70 44%	75 38%	66 39%	37 25%	67 32%	120 43%	140 38%	104 29%	102 39%	113 39%	82 39%	68 28%	96 37%	106 40%	79 32%	54 38%	29 33%
Disagree	497 49%	236 49%	260 50%	43 36%	63 40%	97 49%	83 49%	90 60%	121 58%	106 38%	180 49%	210 59%	137 52%	123 42%	100 47%	137 57%	126 48%	128 49%	132 53%	66 47%	44 50%
Refused	2 *	1 *	2 *	- -	- -	- -	1 1%	* *	1 *	- -	1 *	1 *	* *	1 *	- -	1 *	- -	2 1%	- -	- -	* 1%
Don't know	141 14%	55 11%	86 17%	26 22%	26 16%	27 14%	19 11%	22 15%	20 10%	52 19%	46 13%	43 12%	23 9%	54 19%	30 14%	35 14%	41 15%	27 10%	38 15%	21 15%	14 16%
<b>Under David Cameron, it is no longer clear what the Conservative Party stands for</b>																					
Agree	541 54%	272 56%	269 51%	45 38%	76 48%	103 52%	92 54%	96 65%	128 61%	122 44%	195 53%	224 62%	159 61%	142 49%	105 50%	135 56%	142 54%	146 55%	131 53%	72 51%	50 56%
Disagree	358 36%	178 37%	179 34%	52 43%	58 36%	74 37%	61 36%	44 30%	69 33%	110 39%	134 36%	114 32%	84 32%	122 42%	75 35%	77 32%	102 39%	89 34%	95 38%	46 32%	26 29%
Refused	3 *	- -	3 1%	- -	- -	1 1%	1 1%	* *	- -	- -	2 1%	* *	* *	2 1%	- -	- -	- -	1 *	- -	1 1%	* 1%
Don't know	104 10%	32 7%	72 14%	22 19%	25 16%	21 11%	15 9%	8 5%	12 6%	47 17%	36 10%	20 6%	17 7%	26 9%	31 15%	29 12%	19 7%	27 10%	23 9%	23 16%	12 14%

Prepared by Populus



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	Sex		Age						Social Class				Region								
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1005	482	523	119	159	199	169	149	209	279	368	358	261	291	211	241	263	263	248	142	88
<b><u>There is a real chance that the Conservatives could win the next election</u></b>																					
Agree	543	278	264	69	93	115	83	78	105	162	198	183	159	160	112	111	165	143	119	79	37
	54%	58%	51%	58%	58%	58%	49%	52%	50%	58%	54%	51%	61%	55%	53%	46%	63%	54%	48%	56%	41%
Disagree	402	187	215	35	59	76	79	62	90	94	155	152	96	109	87	110	83	105	112	54	48
	40%	39%	41%	30%	37%	38%	47%	42%	43%	34%	42%	42%	37%	38%	41%	46%	32%	40%	45%	38%	54%
Refused	2	-	2	-	-	-	1	*	-	-	1	*	*	1	-	-	-	1	-	-	*
	*	-	*	-	-	-	1%	*	-	-	*	*	*	*	-	-	-	*	-	-	1%
Don't know	59	18	42	15	8	8	6	9	14	23	14	23	6	21	12	20	15	15	18	9	3
	6%	4%	8%	12%	5%	4%	3%	6%	7%	8%	4%	6%	2%	7%	6%	8%	6%	6%	7%	6%	4%