

## Gordon Brown Poll

### Fieldwork : July 6th-8th 2007

Absolutes/col percents

Table 1

**Q.1 Firstly, overall do you think that so far Gordon Brown as Prime Minister is better than you'd expected, or worse than you'd expected, or about the same as what you expected?**

**Base: All respondents**

	Sex		Age						Social Class				Region					Voting in 2005 General Election					
	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	Cons-ervative	Labour	Lib. Dem.	Other	Did not vote
Unweighted base	1002	485	517	116	169	210	182	161	164	353	237	146	266	267	247	279	136	73	222	263	149	88	275
Weighted base	1002	481	521	119	159	198	169	149	209	261	291	210	240	263	263	247	141	88	215	262	147	96	278
Better	198 20%	101 21%	96 19%	15 13%	24 15%	37 19%	32 19%	34 23%	55 26%	59 23%	59 20%	36 17%	43 18%	66 25%	39 15%	45 18%	22 15%	27 30%	33 15%	64 24%	42 29%	25 26%	32 11%
Worse	105 10%	64 13%	41 8%	17 14%	10 6%	29 15%	14 8%	17 12%	18 9%	30 12%	25 9%	25 12%	25 10%	21 8%	33 13%	29 12%	12 8%	10 11%	29 14%	26 10%	6 4%	10 10%	34 12%
About the same	700 70%	316 66%	383 74%	87 73%	125 79%	132 67%	122 73%	98 66%	135 65%	171 66%	206 71%	150 71%	172 72%	175 67%	190 73%	174 70%	108 76%	52 59%	153 71%	172 66%	98 67%	61 64%	212 76%

## Gordon Brown Poll

### Fieldwork : July 6th-8th 2007

Absolutes/col percents

Table 2

**Q.2 Do you think the following statements are true or not true of Gordon Brown and the way he has gone about the job of Prime Minister so far?**

**Base: All respondents**

	Sex			Age						Social Class				Region					Voting in 2005 General Election				
	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	Cons-erva-tive	Labour	Lib. Dem.	Other	Did not vote
Unweighted base	1002	485	517	116	169	210	182	161	164	353	237	146	266	267	247	279	136	73	222	263	149	88	275
Weighted base	1002	481	521	119	159	198	169	149	209	261	291	210	240	263	263	247	141	88	215	262	147	96	278
<b><u>He has shown he is a strong leader</u></b>																							
True	471	200	271	47	84	104	74	70	92	127	139	103	103	122	104	119	67	58	70	174	74	42	110
	47%	42%	52%	40%	53%	52%	44%	47%	44%	49%	48%	49%	43%	47%	40%	48%	48%	66%	33%	67%	51%	43%	40%
Not true	531	281	250	72	75	95	95	78	117	134	152	108	137	140	159	128	74	30	145	88	72	54	168
	53%	58%	48%	60%	47%	48%	56%	53%	56%	51%	52%	51%	57%	53%	60%	52%	52%	34%	67%	33%	49%	57%	60%
<b><u>He has improved his image</u></b>																							
True	496	214	282	49	76	92	89	74	115	123	168	101	103	135	112	121	72	56	98	161	72	48	116
	49%	45%	54%	41%	48%	47%	53%	50%	55%	47%	58%	48%	43%	51%	43%	49%	51%	63%	46%	62%	49%	50%	42%
Not true	506	267	239	70	82	106	80	75	94	137	122	109	137	128	150	127	69	33	117	101	75	48	161
	51%	55%	46%	59%	52%	53%	47%	50%	45%	53%	42%	52%	57%	49%	57%	51%	49%	37%	54%	38%	51%	50%	58%
<b><u>He has brought a real sense of renewal to the Labour government</u></b>																							
True	405	183	222	42	64	82	56	62	100	111	116	85	94	104	89	99	60	54	61	150	60	39	94
	40%	38%	43%	35%	41%	41%	33%	42%	48%	43%	40%	40%	39%	40%	34%	40%	42%	62%	29%	57%	41%	41%	34%
Not true	597	297	299	77	94	116	113	87	109	150	175	126	146	159	174	149	81	34	153	112	87	57	184
	60%	62%	57%	65%	59%	59%	67%	58%	52%	57%	60%	60%	61%	60%	66%	60%	58%	38%	71%	43%	59%	59%	66%
<b><u>He seems sincerely determined to get to grips with the real problems facing this country</u></b>																							
True	619	273	346	73	104	130	90	92	131	162	195	121	142	166	153	153	82	66	107	206	99	53	152
	62%	57%	67%	61%	65%	66%	53%	62%	63%	62%	67%	57%	59%	63%	58%	62%	58%	74%	50%	79%	67%	55%	55%
Not true	383	208	175	46	55	68	79	57	78	99	96	90	98	97	109	95	60	23	108	56	48	43	126
	38%	43%	33%	39%	35%	34%	47%	38%	37%	38%	33%	43%	41%	37%	42%	38%	42%	26%	50%	21%	33%	45%	45%

## Gordon Brown Poll

### Fieldwork : July 6th-8th 2007

Absolutes/col percents

Table 2

**Q.2 Do you think the following statements are true or not true of Gordon Brown and the way he has gone about the job of Prime Minister so far?**

**Base: All respondents**

	Sex			Age						Social Class				Region					Voting in 2005 General Election				
	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	Cons-ervative	Labour	Lib. Dem.	Other	Did not vote
Weighted base	1002	481	521	119	159	198	169	149	209	261	291	210	240	263	263	247	141	88	215	262	147	96	278
<b>He represents significant change for the better from how things were under Tony Blair</b>																							
True	434	190	244	47	54	77	65	72	119	105	119	96	114	114	110	105	54	52	89	127	67	48	102
	43%	40%	47%	40%	34%	39%	38%	48%	57%	40%	41%	46%	47%	43%	42%	42%	38%	59%	41%	49%	45%	50%	37%
Not true	568	291	277	72	104	121	104	77	90	156	171	114	126	149	152	143	88	36	126	135	80	48	176
	57%	60%	53%	60%	66%	61%	62%	52%	43%	60%	59%	54%	53%	57%	58%	58%	62%	41%	59%	51%	55%	50%	63%
<b>He is a much more credible Prime Minister than David Cameron</b>																							
True	531	244	286	54	82	110	97	76	111	130	154	112	135	145	118	133	77	59	51	208	89	50	132
	53%	51%	55%	46%	52%	55%	58%	51%	53%	50%	53%	53%	56%	55%	45%	54%	54%	67%	24%	79%	61%	52%	47%
Not true	471	237	235	65	76	89	71	73	98	130	137	99	105	118	145	115	65	29	164	54	58	47	146
	47%	49%	45%	54%	48%	45%	42%	49%	47%	50%	47%	47%	44%	45%	55%	46%	46%	33%	76%	21%	39%	48%	53%
<b>He is dull and uncharismatic</b>																							
True	539	277	262	65	88	102	96	80	108	161	145	113	120	139	150	131	77	41	141	103	73	58	160
	54%	58%	50%	54%	56%	52%	57%	54%	52%	62%	50%	54%	50%	53%	57%	53%	54%	47%	66%	39%	50%	60%	58%
Not true	463	204	259	54	71	96	73	69	101	99	145	98	121	123	112	116	65	47	74	159	74	38	118
	46%	42%	50%	46%	44%	48%	43%	46%	48%	38%	50%	46%	50%	47%	43%	47%	46%	53%	34%	61%	50%	40%	42%

## Gordon Brown Poll

### Fieldwork : July 6th-8th 2007

Absolutes/col percents

Table 3  
**Have you taken a foreign holiday in the last 3 years?**  
**Base: All respondents**

	Sex			Age						Social Class				Region					Voting in 2005 General Election				
	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	Cons-ervative	Labour	Lib. Dem.	Other	Did not vote
Unweighted base	1002	485	517	116	169	210	182	161	164	353	237	146	266	267	247	279	136	73	222	263	149	88	275
Weighted base	1002	481	521	119	159	198	169	149	209	261	291	210	240	263	263	247	141	88	215	262	147	96	278
Yes	601	293	308	69	94	119	94	94	131	180	196	118	108	168	140	154	75	64	139	175	86	45	154
	60%	61%	59%	58%	59%	60%	56%	63%	63%	69%	67%	56%	45%	64%	53%	62%	53%	73%	65%	67%	58%	46%	55%
No	401	188	213	50	64	79	75	55	77	81	95	93	132	94	123	93	66	24	76	87	61	52	124
	40%	39%	41%	42%	41%	40%	44%	37%	37%	31%	33%	44%	55%	36%	47%	38%	47%	27%	35%	33%	42%	54%	45%

## Gordon Brown Poll

### Fieldwork : July 6th-8th 2007

Absolutes/col percents

Table 4  
**Marital Status**  
**Base: All respondents**

	Sex		Age						Social Class				Region					Voting in 2005 General Election					
	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	Cons-ervative	Labour	Lib. Dem.	Other	Did not vote
Unweighted base	1002	485	517	116	169	210	182	161	164	353	237	146	266	267	247	279	136	73	222	263	149	88	275
Weighted base	1002	481	521	119	159	198	169	149	209	261	291	210	240	263	263	247	141	88	215	262	147	96	278
Single	192 19%	103 21%	89 17%	76 64%	43 27%	40 20%	19 11%	6 4%	7 3%	45 17%	68 23%	19 9%	60 25%	51 19%	47 18%	48 20%	34 24%	12 13%	30 14%	37 14%	29 20%	15 15%	79 29%
Married or co-habiting	648 65%	309 64%	339 65%	41 34%	108 68%	137 69%	117 69%	101 68%	145 69%	183 70%	168 58%	177 84%	119 50%	170 65%	179 68%	150 60%	90 64%	60 68%	149 69%	170 65%	97 66%	59 62%	169 61%
Widowed/ Separated/ Divorced	145 14%	61 13%	84 16%	- -	5 3%	18 9%	32 19%	36 24%	54 26%	28 11%	50 17%	14 7%	53 22%	40 15%	31 12%	41 17%	17 12%	17 19%	34 16%	55 21%	17 12%	17 18%	22 8%
Refused	17 2%	8 2%	9 2%	2 1%	3 2%	3 2%	- -	6 4%	3 1%	4 1%	5 2%	- -	8 3%	2 1%	5 2%	9 3%	1 1%	- -	1 1%	- -	3 2%	5 5%	8 3%

## Gordon Brown Poll

### Fieldwork : July 6th-8th 2007

Absolutes/col percents

Table 5  
**Tenure**  
**Base: All respondents**

	Sex		Age							Social Class				Region					Voting in 2005 General Election				
	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	Cons-erva-tive	Labour	Lib. Dem.	Other	Did not vote
Unweighted base	1002	485	517	116	169	210	182	161	164	353	237	146	266	267	247	279	136	73	222	263	149	88	275
Weighted base	1002	481	521	119	159	198	169	149	209	261	291	210	240	263	263	247	141	88	215	262	147	96	278
Owned outright (without mortgage)	327	187	141	24	20	29	42	67	145	102	104	48	74	81	107	83	36	21	98	72	66	32	58
	33%	39%	27%	21%	12%	15%	25%	45%	70%	39%	36%	23%	31%	31%	41%	34%	25%	24%	46%	27%	45%	34%	21%
Owned with a mortgage or loan	387	168	219	46	86	112	73	47	23	113	117	108	49	97	99	96	57	37	90	109	46	32	109
	39%	35%	42%	38%	54%	56%	43%	32%	11%	43%	40%	51%	21%	37%	38%	39%	40%	43%	42%	42%	31%	33%	39%
Rented from Council	129	54	74	18	16	28	30	21	17	17	27	21	63	30	27	37	25	10	6	43	14	15	49
	13%	11%	14%	15%	10%	14%	18%	14%	8%	6%	9%	10%	26%	11%	10%	15%	17%	11%	3%	16%	9%	16%	18%
Rented from housing association	65	28	37	9	11	9	13	7	17	8	9	15	34	23	12	13	5	13	6	20	6	7	26
	7%	6%	7%	8%	7%	4%	7%	5%	8%	3%	3%	7%	14%	9%	5%	5%	3%	14%	3%	8%	4%	7%	9%
Rented from someone else	79	38	40	14	25	18	9	6	6	17	28	17	16	30	14	13	17	5	14	17	12	7	27
	8%	8%	8%	12%	16%	9%	6%	4%	3%	7%	10%	8%	7%	11%	5%	5%	12%	6%	7%	7%	8%	8%	10%
Rent free	15	5	10	8	1	3	1	1	*	4	6	2	4	2	3	5	2	2	1	1	3	2	8
	1%	1%	2%	7%	1%	2%	1%	1%	*	1%	2%	1%	2%	1%	1%	2%	1%	3%	*	*	2%	3%	3%

## Gordon Brown Poll

### Fieldwork : July 6th-8th 2007

Absolutes/col percents

Table 6  
Thinking of grocery shopping which, if any, of the following applies to you?  
Base: All respondents

	Sex			Age						Social Class				Region					Voting in 2005 General Election				
	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-serva-tive	Labour	Lib. Dem.	Other	Did not vote
Unweighted base	1002	485	517	116	169	210	182	161	164	353	237	146	266	267	247	279	136	73	222	263	149	88	275
Weighted base	1002	481	521	119	159	198	169	149	209	261	291	210	240	263	263	247	141	88	215	262	147	96	278
I am the main grocery shopper in the household	590 59%	198 41%	393 75%	50 42%	101 64%	124 62%	108 64%	96 65%	111 53%	134 51%	184 63%	123 59%	149 62%	148 57%	144 55%	152 61%	89 63%	58 66%	110 51%	180 69%	78 53%	56 59%	162 58%
I regularly do the main grocery shop	262 26%	148 31%	114 22%	23 20%	47 29%	58 29%	43 25%	33 22%	59 28%	90 34%	77 27%	50 24%	45 19%	59 22%	72 28%	75 30%	34 24%	22 25%	58 27%	65 25%	49 34%	21 22%	68 25%
I regularly do top up grocery shopping (buy items or a basket of items as they are needed)	198 20%	133 28%	65 12%	26 22%	27 17%	37 19%	44 26%	20 13%	44 21%	61 24%	59 20%	34 16%	43 18%	51 19%	57 22%	37 15%	30 21%	23 26%	62 29%	43 16%	35 24%	15 16%	42 15%
I do not do grocery shopping	60 6%	47 10%	13 2%	25 21%	3 2%	5 3%	3 2%	8 6%	15 7%	11 4%	17 6%	17 8%	16 7%	25 10%	13 5%	15 6%	6 5%	1 1%	12 6%	7 3%	10 7%	9 10%	20 7%
Refused	8 1%	7 1%	1 *	1 1%	-	2 1%	2 1%	2 2%	-	-	-	2 1%	5 2%	-	5 2%	2 1%	1 1%	-	3 1%	*	-	3 3%	1 *

## Gordon Brown Poll

### Fieldwork : July 6th-8th 2007

Absolutes/col percents

Table 7  
**How many cars are there in your household?**  
**Base: All respondents**

	Sex		Age						Social Class				Region					Voting in 2005 General Election					
	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	Cons-ervative	Labour	Lib. Dem.	Other	Did not vote
Unweighted base	1002	485	517	116	169	210	182	161	164	353	237	146	266	267	247	279	136	73	222	263	149	88	275
Weighted base	1002	481	521	119	159	198	169	149	209	261	291	210	240	263	263	247	141	88	215	262	147	96	278
None	208	93	116	19	26	37	29	42	55	39	56	20	94	63	50	52	28	16	27	67	27	21	65
	21%	19%	22%	16%	16%	19%	17%	28%	27%	15%	19%	9%	39%	24%	19%	21%	20%	18%	13%	26%	19%	22%	23%
1	417	206	210	34	69	81	68	58	106	97	127	90	103	97	106	107	56	51	85	115	55	47	110
	42%	43%	40%	29%	44%	41%	41%	39%	51%	37%	44%	43%	43%	37%	40%	43%	40%	58%	40%	44%	38%	49%	40%
2	288	134	154	34	55	68	54	36	39	91	90	73	35	75	91	72	33	15	76	68	50	18	76
	29%	28%	30%	29%	35%	34%	32%	24%	19%	35%	31%	34%	15%	29%	35%	29%	24%	17%	35%	26%	34%	19%	27%
3+	89	48	41	31	8	12	17	13	8	34	18	28	9	27	16	17	23	6	26	12	14	9	27
	9%	10%	8%	26%	5%	6%	10%	9%	4%	13%	6%	13%	4%	10%	6%	7%	16%	7%	12%	5%	10%	10%	10%



## Gordon Brown Poll

### Fieldwork : July 6th-8th 2007

Absolutes/col percents

Table 8  
**Which of the following best describes your current working status?**  
**Base: All respondents**

	Sex		Age							Social Class				Region					Voting in 2005 General Election				
	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	Cons-ervative	Labour	Lib. Dem.	Other	Did not vote
Unweighted base	1002	485	517	116	169	210	182	161	164	353	237	146	266	267	247	279	136	73	222	263	149	88	275
Weighted base	1002	481	521	119	159	198	169	149	209	261	291	210	240	263	263	247	141	88	215	262	147	96	278
Working full time (30+ hrs a week)	451 45%	266 55%	185 36%	47 40%	104 66%	137 69%	91 54%	58 39%	14 7%	134 51%	165 57%	109 52%	42 17%	117 44%	107 41%	121 49%	60 43%	46 52%	101 47%	115 44%	57 39%	47 49%	128 46%
Working part time (8-29 hrs a week)	120 12%	22 5%	99 19%	16 14%	21 13%	27 14%	22 13%	20 14%	13 6%	30 11%	36 12%	24 11%	30 13%	38 15%	26 10%	29 12%	15 10%	12 14%	20 9%	33 13%	16 11%	13 13%	39 14%
Not working but seeking work or temporarily unemployed/sick	45 5%	21 4%	24 5%	10 8%	3 2%	12 6%	12 7%	7 5%	-	3 1%	8 3%	2 1%	33 14%	15 6%	13 5%	10 4%	6 4%	1 1%	10 5%	5 2%	4 3%	10 11%	15 6%
Not working/Not seeking work	37 4%	23 5%	13 3%	3 3%	2 1%	2 1%	17 10%	12 8%	-	3 1%	4 1%	9 4%	21 9%	5 2%	17 7%	7 3%	8 5%	-	8 4%	10 4%	10 7%	1 1%	8 3%
Retired on state pension ONLY	77 8%	40 8%	37 7%	-	-	-	-	7 4%	70 34%	1 *	5 2%	4 2%	66 27%	16 6%	25 9%	20 8%	6 4%	11 12%	20 9%	21 8%	12 8%	6 6%	17 6%
Retired with a private pension	149 15%	91 19%	58 11%	-	-	-	7 4%	33 22%	109 52%	66 25%	48 17%	27 13%	7 3%	43 17%	41 16%	31 12%	18 13%	16 18%	43 20%	42 16%	37 25%	12 12%	14 5%
Student	36 4%	15 3%	21 4%	35 29%	1 *	-	-	-	-	8 3%	10 3%	8 4%	10 4%	6 2%	11 4%	9 4%	9 7%	1 1%	2 1%	5 2%	3 2%	2 2%	24 9%
House person/Housewife/Househusband	88 9%	3 1%	85 16%	8 7%	27 17%	19 10%	18 11%	12 8%	3 1%	15 6%	14 5%	26 13%	32 13%	23 9%	22 8%	20 8%	19 14%	3 3%	12 5%	31 12%	7 5%	5 5%	33 12%

## Gordon Brown Poll

### Fieldwork : July 6th-8th 2007

Absolutes/col percents

Table 9  
**Do you have any children aged 18 or under?**  
**Base: All respondents**

	Sex			Age						Social Class				Region					Voting in 2005 General Election				
	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	Cons-ervative	Labour	Lib. Dem.	Other	Did not vote
Unweighted base	1002	485	517	116	169	210	182	161	164	353	237	146	266	267	247	279	136	73	222	263	149	88	275
Weighted base	1002	481	521	119	159	198	169	149	209	261	291	210	240	263	263	247	141	88	215	262	147	96	278
No	702 70%	356 74%	346 66%	97 81%	83 53%	81 41%	99 59%	140 94%	202 97%	185 71%	208 72%	135 64%	174 72%	186 71%	175 67%	180 73%	90 63%	71 81%	149 69%	181 69%	103 71%	74 77%	191 69%
NET: Yes	297 30%	124 26%	173 33%	22 18%	75 47%	117 59%	70 41%	7 5%	6 3%	75 29%	82 28%	75 36%	65 27%	75 29%	86 33%	67 27%	52 37%	17 19%	64 30%	81 31%	43 29%	21 22%	87 31%
Yes: Aged under 5	121 12%	43 9%	79 15%	18 15%	60 38%	40 20%	3 2%	-	-	29 11%	27 9%	35 17%	30 12%	33 12%	38 14%	25 10%	21 15%	5 6%	21 10%	34 13%	16 11%	7 7%	43 16%
Yes: Aged 5-10	128 13%	57 12%	71 14%	4 3%	28 18%	73 37%	19 11%	4 2%	1 *	26 10%	40 14%	31 15%	31 13%	30 11%	43 16%	23 9%	29 20%	4 5%	26 12%	40 15%	20 14%	9 10%	32 12%
Yes: Aged 11-15	123 12%	59 12%	64 12%	1 1%	11 7%	67 34%	41 24%	1 1%	2 1%	29 11%	24 8%	41 19%	30 12%	32 12%	32 12%	28 11%	22 15%	9 11%	24 11%	29 11%	17 12%	14 14%	39 14%
Yes: Aged 16-18	73 7%	42 9%	31 6%	1 1%	2 1%	22 11%	37 22%	5 4%	5 2%	15 6%	24 8%	18 8%	17 7%	19 7%	22 9%	15 6%	12 9%	4 4%	19 9%	14 5%	11 8%	6 6%	23 8%
Refused	3 *	1 *	2 *	1 1%	-	* *	* *	2 1%	-	1 *	1 *	-	1 1%	1 *	2 1%	1 *	-	-	2 1%	* *	* *	1 1%	-

## Gordon Brown Poll

### Fieldwork : July 6th-8th 2007

Absolutes/col percents

Table 10

**What was your age on your last birthday?****Base: All respondents**

	Sex			Age						Social Class				Region					Voting in 2005 General Election				
	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	Cons-erva-tive	Labour	Lib. Dem.	Other	Did not vote
Unweighted base	1002	485	517	116	169	210	182	161	164	353	237	146	266	267	247	279	136	73	222	263	149	88	275
Weighted base	1002	481	521	119	159	198	169	149	209	261	291	210	240	263	263	247	141	88	215	262	147	96	278
18-24	119	42	77	119	-	-	-	-	-	28	39	27	25	28	30	32	27	3	18	18	12	5	66
	12%	9%	15%	100%	-	-	-	-	-	11%	13%	13%	11%	11%	11%	13%	19%	3%	8%	7%	8%	6%	24%
25-34	159	55	104	-	159	-	-	-	-	48	57	32	21	39	43	34	29	14	17	49	23	8	62
	16%	11%	20%	-	100%	-	-	-	-	19%	20%	15%	9%	15%	16%	14%	21%	16%	8%	19%	16%	8%	22%
35-44	198	103	95	-	-	198	-	-	-	42	65	47	45	42	50	58	32	16	34	62	21	22	57
	20%	21%	18%	-	-	100%	-	-	-	16%	22%	22%	19%	16%	19%	24%	23%	18%	16%	24%	15%	23%	20%
45-54	169	79	90	-	-	-	169	-	-	41	39	41	47	51	38	39	22	18	41	40	21	20	46
	17%	16%	17%	-	-	-	100%	-	-	16%	14%	20%	19%	20%	14%	16%	15%	21%	19%	15%	15%	20%	16%
55-64	149	75	74	-	-	-	-	149	-	44	30	41	34	34	46	44	12	12	39	35	26	27	21
	15%	16%	14%	-	-	-	-	100%	-	17%	10%	20%	14%	13%	18%	18%	9%	14%	18%	13%	18%	28%	8%
65+	209	128	81	-	-	-	-	-	209	58	62	22	67	69	56	39	19	25	66	57	43	14	26
	21%	27%	16%	-	-	-	-	-	100%	22%	21%	10%	28%	26%	21%	16%	14%	29%	31%	22%	29%	15%	9%

## Gordon Brown Poll

### Fieldwork : July 6th-8th 2007

Absolutes/col percents

Table 11  
**Gender**  
**Base: All respondents**

	Sex			Age						Social Class				Region					Voting in 2005 General Election				
	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	Cons-ervative	Labour	Lib. Dem.	Other	Did not vote
Unweighted base	1002	485	517	116	169	210	182	161	164	353	237	146	266	267	247	279	136	73	222	263	149	88	275
Weighted base	1002	481	521	119	159	198	169	149	209	261	291	210	240	263	263	247	141	88	215	262	147	96	278
Male	481	481	-	42	55	103	79	75	128	150	124	96	110	125	136	119	62	39	121	112	81	57	106
	48%	100%	-	35%	34%	52%	47%	50%	61%	58%	43%	46%	46%	48%	52%	48%	44%	44%	56%	43%	55%	59%	38%
Female	521	-	521	77	104	95	90	74	81	110	167	114	130	138	126	129	79	49	94	150	66	39	172
	52%	-	100%	65%	66%	48%	53%	50%	39%	42%	57%	54%	54%	52%	48%	52%	56%	56%	44%	57%	45%	41%	62%

## Gordon Brown Poll

### Fieldwork : July 6th-8th 2007

Absolutes/col percents

Table 12

Which of the following ITV regions do you live in?

Base: All respondents

	Sex			Age						Social Class				Region					Voting in 2005 General Election				
	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-serva-tive	Labour	Lib. Dem.	Other	Did not vote
Unweighted base	1002	485	517	116	169	210	182	161	164	353	237	146	266	267	247	279	136	73	222	263	149	88	275
Weighted base	1002	481	521	119	159	198	169	149	209	261	291	210	240	263	263	247	141	88	215	262	147	96	278
Anglia	84 8%	49 10%	35 7%	4 3%	14 9%	13 7%	11 7%	22 15%	19 9%	22 8%	21 7%	21 10%	21 9%	1 *	82 31%	- -	1 1%	- -	27 13%	18 7%	18 12%	4 4%	17 6%
Border	10 1%	5 1%	5 1%	- -	1 1%	1 1%	3 2%	2 2%	2 1%	5 2%	1 *	1 1%	3 1%	- -	- -	5 2%	- -	5 5%	3 1%	2 1%	* *	2 2%	3 1%
Central	165 16%	79 16%	86 17%	25 21%	27 17%	34 17%	25 15%	24 16%	30 14%	45 17%	47 16%	35 16%	38 16%	12 5%	149 57%	1 *	3 2%	- -	43 20%	33 13%	23 16%	15 15%	51 19%
Grampian	18 2%	7 2%	10 2%	- -	7 4%	3 1%	5 3%	2 1%	1 1%	4 1%	6 2%	3 1%	5 2%	- -	- -	- -	- -	18 20%	1 *	9 3%	- -	3 3%	5 2%
Granada	116 12%	54 11%	62 12%	12 10%	18 12%	29 15%	20 12%	20 13%	16 8%	23 9%	38 13%	20 10%	35 15%	- -	6 2%	109 44%	1 1%	- -	19 9%	32 12%	11 8%	20 21%	33 12%
London (Carlton/LWT)	176 18%	84 18%	91 18%	16 13%	22 14%	29 14%	30 18%	23 15%	57 27%	61 24%	51 17%	33 16%	31 13%	168 64%	7 3%	- -	- -	- -	55 26%	37 14%	26 18%	7 7%	50 18%
Meridian	94 9%	47 10%	47 9%	15 12%	21 13%	14 7%	16 9%	11 8%	18 9%	22 9%	24 8%	24 11%	24 10%	81 31%	- -	- -	13 9%	- -	18 8%	21 8%	21 14%	4 4%	31 11%
Scottish (STV)	66 7%	29 6%	37 7%	3 2%	7 4%	12 6%	12 7%	9 6%	23 11%	21 8%	12 4%	15 7%	17 7%	- -	- -	- -	- -	66 75%	7 3%	21 8%	6 4%	20 21%	11 4%
Tyne Tees	46 5%	23 5%	22 4%	5 4%	8 5%	4 2%	4 2%	12 8%	13 6%	10 4%	12 4%	10 5%	13 6%	- -	- -	46 18%	- -	- -	7 3%	19 7%	7 5%	5 5%	7 3%
Wales (HTV)	49 5%	19 4%	30 6%	12 10%	9 6%	11 6%	8 5%	3 2%	6 3%	5 2%	14 5%	10 5%	19 8%	- -	1 *	1 *	48 34%	- -	5 2%	17 7%	4 3%	6 6%	16 6%
West (HTV)	44 4%	20 4%	24 5%	6 5%	8 5%	10 5%	7 4%	6 4%	7 3%	15 6%	17 6%	8 4%	4 2%	- -	1 *	1 *	42 30%	- -	10 5%	17 7%	8 6%	1 1%	8 3%
Westcountry	33 3%	13 3%	20 4%	7 6%	6 4%	8 4%	8 5%	2 1%	3 1%	6 2%	8 3%	13 6%	6 2%	- -	- -	- -	33 23%	- -	5 2%	5 2%	8 6%	3 3%	13 5%
Yorkshire	102 10%	51 11%	51 10%	16 13%	9 6%	31 15%	19 11%	13 9%	14 7%	21 8%	40 14%	17 8%	23 10%	- -	17 6%	85 34%	- -	- -	15 7%	31 12%	14 9%	8 9%	34 12%

## Gordon Brown Poll

### Fieldwork : July 6th-8th 2007

Absolutes/col percents

Table 13  
**Social class**  
**Base: All respondents**

	Sex		Age					Social Class				Region					Voting in 2005 General Election						
	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	Cons-ervative	Labour	Lib. Dem.	Other	Did not vote
Unweighted base	1002	485	517	116	169	210	182	161	164	353	237	146	266	267	247	279	136	73	222	263	149	88	275
Weighted base	1002	481	521	119	159	198	169	149	209	261	291	210	240	263	263	247	141	88	215	262	147	96	278
AB	261	150	110	28	48	42	41	44	58	261	-	-	-	80	70	55	29	26	68	66	52	21	53
	26%	31%	21%	24%	31%	21%	24%	29%	28%	100%	-	-	-	31%	27%	22%	21%	29%	32%	25%	35%	22%	19%
C1	291	124	167	39	57	65	39	30	62	-	291	-	-	71	70	84	45	19	69	87	41	22	71
	29%	26%	32%	32%	36%	33%	23%	20%	30%	-	100%	-	-	27%	27%	34%	32%	22%	32%	33%	28%	23%	26%
C2	210	96	114	27	32	47	41	41	22	-	-	210	-	61	55	43	32	19	35	44	24	25	81
	21%	20%	22%	23%	20%	24%	24%	28%	11%	-	-	100%	-	23%	21%	17%	23%	21%	16%	17%	16%	26%	29%
DE	240	110	130	25	21	45	47	34	67	-	-	-	240	50	67	65	35	25	42	65	29	28	73
	24%	23%	25%	21%	13%	23%	28%	23%	32%	-	-	-	100%	19%	25%	26%	24%	28%	20%	25%	20%	30%	26%

## Gordon Brown Poll

### Fieldwork : July 6th-8th 2007

Absolutes/col percents

Table 14  
Regions  
Base: All respondents

	Sex			Age						Social Class				Region					Voting in 2005 General Election				
	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	Cons-ervative	Labour	Lib. Dem.	Other	Did not vote
Unweighted base	1002	485	517	116	169	210	182	161	164	353	237	146	266	267	247	279	136	73	222	263	149	88	275
Weighted base	1002	481	521	119	159	198	169	149	209	261	291	210	240	263	263	247	141	88	215	262	147	96	278
Scotland	88	39	49	3	14	16	18	12	25	26	19	19	25	-	-	-	-	88	10	30	6	25	16
	9%	8%	9%	2%	9%	8%	11%	8%	12%	10%	7%	9%	10%	-	-	-	-	100%	5%	11%	4%	26%	6%
North East	45	23	22	5	8	4	4	12	13	10	12	10	13	-	-	45	-	-	7	19	7	5	7
	5%	5%	4%	4%	5%	2%	2%	8%	6%	4%	4%	5%	5%	-	-	18%	-	-	3%	7%	5%	5%	2%
North West	116	55	61	13	20	27	20	19	17	26	38	21	32	-	-	116	-	-	20	34	10	18	34
	12%	11%	12%	11%	12%	14%	12%	13%	8%	10%	13%	10%	13%	-	-	47%	-	-	9%	13%	7%	19%	12%
Yorkshire & Humberside	86	41	46	15	7	27	15	13	9	19	35	12	20	-	-	86	-	-	13	22	14	7	30
	9%	8%	9%	13%	4%	14%	9%	9%	4%	7%	12%	6%	8%	-	-	35%	-	-	6%	9%	10%	7%	11%
West Midlands	94	46	49	12	17	21	16	13	15	28	23	20	24	-	94	-	-	-	21	19	9	8	38
	9%	9%	9%	11%	11%	10%	9%	9%	7%	11%	8%	9%	10%	-	36%	-	-	-	10%	7%	6%	8%	14%
Wales	52	20	32	13	11	11	8	3	6	6	15	11	20	-	-	-	52	-	6	19	5	5	17
	5%	4%	6%	11%	7%	6%	5%	2%	3%	2%	5%	5%	8%	-	-	-	37%	-	3%	7%	4%	6%	6%
Eastern	92	51	41	9	15	13	15	20	20	26	25	24	17	-	92	-	-	-	26	26	19	4	17
	9%	11%	8%	7%	9%	7%	9%	13%	10%	10%	9%	11%	7%	-	35%	-	-	-	12%	10%	13%	4%	6%
London	127	61	66	13	14	20	24	17	39	46	36	20	25	127	-	-	-	-	35	28	22	2	41
	13%	13%	13%	11%	9%	10%	14%	12%	19%	18%	12%	10%	10%	48%	-	-	-	-	16%	11%	15%	2%	15%
South East	135	64	71	15	25	22	27	17	30	34	36	41	25	135	-	-	-	-	36	30	20	10	37
	14%	13%	14%	12%	16%	11%	16%	11%	14%	13%	12%	19%	10%	52%	-	-	-	-	17%	12%	14%	11%	13%
South West	89	42	47	14	18	21	14	9	13	23	30	21	15	-	-	-	89	-	17	23	22	4	24
	9%	9%	9%	12%	11%	11%	8%	6%	6%	9%	10%	10%	6%	-	-	-	63%	-	8%	9%	15%	4%	9%
East Midlands	76	39	37	8	11	16	7	13	20	16	22	12	26	-	76	-	-	-	25	12	12	9	18
	8%	8%	7%	7%	7%	8%	4%	9%	10%	6%	8%	6%	11%	-	29%	-	-	-	12%	5%	8%	9%	6%