

BBC Daily Politics Show Poll

Fieldwork : June 20th-22nd 2007

Absolutes/col percents

Table 1

Q.1 Please say whether you agree or disagree with each of the following statements?

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	1201	558	643	88	189	252	190	222	260	277	442	482	379	246	210	366	300	313	302	176	110
Weighted base	1201	577	624	143	190	238	202	178	250	333	440	428	312	348	252	288	315	315	297	169	106
<u>Gordon Brown has changed his image in the past 12 months for the better - he's now more likeable, charismatic and seems to be more in touch with ordinary people's lives</u>																					
Agree	430 36%	190 33%	240 39%	61 43%	52 28%	79 33%	67 33%	67 37%	104 42%	114 34%	146 33%	170 40%	98 31%	120 34%	90 36%	122 43%	98 31%	120 38%	106 36%	53 31%	54 51%
Disagree	640 53%	340 59%	299 48%	64 45%	118 62%	125 53%	113 56%	101 57%	118 47%	182 55%	238 54%	220 51%	196 63%	186 53%	128 51%	129 45%	176 56%	166 53%	155 52%	98 58%	44 42%
Refused	9 1%	4 1%	5 1%	- -	2 1%	2 1%	1 *	- -	4 2%	2 *	3 1%	4 1%	3 1%	4 1%	- -	1 1%	1 *	3 1%	- -	4 2%	- -
Don't know	122 10%	42 7%	80 13%	17 12%	18 10%	31 13%	21 11%	10 6%	23 9%	36 11%	53 12%	34 8%	15 5%	38 11%	34 13%	35 12%	40 13%	25 8%	36 12%	14 8%	8 8%
<u>The Labour party seems as divided now as the Tories were before they lost power in 1997</u>																					
Agree	675 56%	320 55%	355 57%	71 50%	110 58%	132 55%	98 48%	101 57%	163 65%	181 54%	230 52%	264 62%	173 55%	182 52%	149 59%	171 59%	170 54%	176 56%	170 57%	102 60%	57 54%
Disagree	410 34%	219 38%	192 31%	51 36%	61 32%	82 35%	85 42%	60 34%	69 28%	113 34%	168 38%	130 30%	118 38%	128 37%	78 31%	86 30%	113 36%	110 35%	97 33%	51 30%	39 37%
Refused	7 1%	1 *	5 1%	- -	2 1%	1 *	1 *	- -	3 1%	2 *	2 *	3 1%	1 *	4 1%	- -	1 *	- -	2 1%	1 *	3 2%	- -
Don't know	109 9%	37 6%	73 12%	20 14%	17 9%	23 10%	18 9%	17 9%	14 6%	38 11%	41 9%	31 7%	21 7%	34 10%	25 10%	30 10%	32 10%	27 9%	28 9%	14 8%	9 9%
<u>I would be more likely to support Gordon Brown if he includes Liberal Democrats in his government</u>																					
Agree	405 34%	174 30%	231 37%	61 43%	72 38%	72 30%	74 37%	47 26%	80 32%	133 40%	146 33%	127 30%	92 29%	119 34%	92 36%	103 36%	97 31%	105 33%	106 36%	55 32%	42 40%
Disagree	662 55%	344 60%	318 51%	65 46%	102 54%	137 57%	102 50%	113 63%	144 58%	167 50%	238 54%	257 60%	196 63%	183 53%	133 53%	150 52%	181 58%	175 56%	151 51%	95 56%	59 56%
Refused	9 1%	3 *	6 1%	- -	- -	1 *	2 1%	1 1%	5 2%	- -	2 1%	6 1%	5 1%	3 1%	- -	1 *	1 *	3 1%	2 1%	2 1%	- -
Don't know	124 10%	55 10%	69 11%	17 12%	16 8%	29 12%	25 12%	17 10%	21 8%	33 10%	53 12%	38 9%	21 7%	43 12%	28 11%	33 12%	35 11%	32 10%	37 12%	17 10%	5 5%

Prepared by Populus



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Weighted base	1201	577	624	143	190	238	202	178	250	333	440	428	312	348	252	288	315	315	297	169	106
<u>David Cameron would make a better Prime Minister than Gordon Brown.</u>																					
Agree	362 30%	196 34%	166 27%	42 29%	63 33%	75 32%	61 30%	53 29%	69 28%	104 31%	136 31%	121 28%	118 38%	103 30%	68 27%	73 25%	98 31%	112 36%	84 28%	49 29%	18 17%
Disagree	631 53%	299 52%	333 53%	77 54%	100 53%	122 51%	109 54%	99 56%	123 49%	178 53%	231 53%	222 52%	151 48%	187 54%	136 54%	158 55%	170 54%	151 48%	155 52%	81 48%	73 69%
Refused	9 1%	1 *	8 1%	- -	2 1%	1 *	2 1%	1 *	5 2%	2 *	2 1%	5 1%	2 1%	4 1%	1 *	2 1%	1 *	3 1%	1 *	4 2%	- -
Don't know	199 17%	81 14%	118 19%	24 17%	26 14%	40 17%	30 15%	26 15%	53 21%	50 15%	70 16%	79 18%	42 13%	54 15%	48 19%	54 19%	44 14%	49 15%	56 19%	35 21%	14 13%