

## Times Poll

### Fieldwork : July 27th-29th 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			Vote in 2005		
	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 Demo-cratic	Con-ser-vative	Labour	Lib-eral Demo-cratic
Unweighted base	1511	792	719	112	239	286	269	256	349	519	287	260	445	389	392	382	211	137	291	420	143	266	412	159
Weighted base	1511	726	785	179	240	297	254	226	316	397	438	318	358	401	394	368	215	134	303	375	154	276	340	182
Conservative	303 20%	146 20%	157 20%	24 13%	51 21%	49 16%	48 19%	39 17%	93 29%	103 26%	94 21%	47 15%	59 16%	96 24%	88 22%	64 18%	39 18%	16 12%	303 100%	-	-	200 73%	13 4%	12 7%
Labour	375 25%	195 27%	179 23%	35 19%	47 20%	87 29%	69 27%	60 27%	77 24%	93 23%	107 24%	71 22%	104 29%	93 23%	93 24%	104 28%	52 24%	34 25%	-	375 100%	-	9 3%	237 70%	14 8%
Liberal Democrat	154 10%	81 11%	73 9%	11 6%	26 11%	38 13%	21 8%	27 12%	30 10%	40 10%	46 10%	35 11%	34 9%	33 8%	44 11%	40 11%	23 10%	14 11%	-	-	154 100%	5 2%	15 5%	96 53%
SNP	28 2%	16 2%	12 2%	5 3%	6 2%	4 1%	7 3%	2 1%	4 1%	5 1%	10 2%	8 2%	4 1%	-	-	-	-	28 21%	-	-	-	-	2 *	3 2%
Plaid Cymru	13 1%	8 1%	5 1%	3 2%	1 *	2 1%	5 2%	1 1%	1 *	5 1%	3 1%	3 1%	2 1%	-	-	-	13 6%	-	-	-	-	-	2 1%	1 1%
The Green Party	37 2%	18 3%	19 2%	14 8%	6 3%	7 2%	6 2%	2 1%	2 1%	12 3%	16 4%	9 3%	2 *	12 3%	11 3%	5 1%	8 4%	1 1%	-	-	-	1 *	2 1%	9 5%
The United Kingdom Independence Party (UKIP)	21 1%	12 2%	8 1%	-	3 1%	5 2%	2 1%	7 3%	3 1%	6 1%	2 *	7 2%	6 2%	8 2%	6 2%	3 1%	4 2%	-	-	-	-	6 2%	2 1%	3 2%
The British National Party (BNP)	17 1%	14 2%	3 *	-	3 1%	4 1%	4 2%	4 2%	3 1%	3 1%	5 1%	4 1%	5 2%	3 1%	7 2%	5 1%	1 *	1 *	-	-	-	5 2%	3 1%	-
The Socialist Alliance	1 *	1 *	-	-	-	1 *	-	-	-	-	-	-	1 *	-	1 *	-	-	-	-	-	-	-	-	-
The Scottish Socialist Party	1 *	1 *	-	-	-	-	1 *	-	-	1 *	-	-	-	-	-	-	-	1 *	-	-	-	-	-	-
The Natural Law Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Robert Kilroy Silk's Veritas party	1 *	1 *	-	-	-	-	-	-	1 *	-	-	-	1 *	-	-	-	1 *	-	-	-	-	1 *	-	-
Respect	1 *	-	1 *	-	1 *	-	-	-	-	-	-	-	1 *	1 *	-	-	-	-	-	-	-	-	-	-
Some other party	31 2%	17 2%	14 2%	5 3%	4 1%	8 3%	3 1%	7 3%	4 1%	6 2%	10 2%	7 2%	8 2%	12 3%	6 2%	6 2%	2 1%	4 3%	-	-	-	5 2%	1 *	6 4%

Prepared on behalf of The Times by Populus



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**Base: All respondents**

	Sex			Age						Social Class				Region					Voting Intention			Vote in 2005		
	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 Demo-crats	Con-ser-vative	Labour	Lib-eral Demo-crats
Weighted base	1511	726	785	179	240	297	254	226	316	397	438	318	358	401	394	368	215	134	303	375	154	276	340	182
Would not vote at all	229	101	128	43	60	52	34	18	22	36	66	69	57	65	56	67	34	7	-	-	-	7	17	3
	15%	14%	16%	24%	25%	18%	13%	8%	7%	9%	15%	22%	16%	16%	14%	18%	16%	5%	-	-	-	3%	5%	2%
Refused	105	45	60	3	8	18	21	22	34	30	30	16	30	29	24	25	14	13	-	-	-	10	10	6
	7%	6%	8%	2%	3%	6%	8%	10%	11%	8%	7%	5%	8%	7%	6%	7%	7%	9%	-	-	-	4%	3%	4%
Don't know	196	70	126	37	23	22	34	36	43	58	50	43	45	47	58	48	26	17	-	-	-	27	36	27
	13%	10%	16%	21%	10%	7%	14%	16%	14%	15%	11%	14%	13%	12%	15%	13%	12%	12%	-	-	-	10%	11%	15%

## 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			Vote in 2005			
	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 Demo-crat	Con-ser-vative	Labour	Lib-eral Demo-crat
Unweighted base	827	464	363	44	114	162	145	147	216	312	160	124	230	214	213	197	116	87	254	354	110	205	302	111
Weighted base	808	419	389	66	116	165	133	132	196	240	240	148	181	209	208	187	118	85	264	309	118	218	245	126
Conservative	264 33%	125 30%	139 36%	15 23%	40 35%	42 25%	43 32%	36 27%	89 45%	93 39%	78 32%	43 29%	50 28%	80 38%	78 37%	55 29%	36 31%	16 18%	264 100%	-	-	190 87%	12 5%	12 9%
Labour	309 38%	162 39%	147 38%	22 33%	38 33%	72 44%	54 41%	53 40%	69 35%	81 34%	92 38%	53 36%	83 46%	77 37%	75 36%	83 44%	45 38%	28 33%	-	309 100%	-	8 4%	212 87%	14 11%
Liberal Democrat	118 15%	64 15%	55 14%	9 13%	21 18%	29 18%	16 12%	22 17%	22 11%	36 15%	33 14%	24 16%	25 14%	25 12%	32 15%	34 18%	16 14%	11 13%	-	-	118 100%	5 2%	11 5%	82 65%
SNP	23 3%	13 3%	10 3%	4 6%	5 4%	4 2%	5 4%	2 2%	3 2%	5 2%	8 4%	6 4%	4 2%	-	-	-	-	23 28%	-	-	-	-	1 1%	3 2%
Plaid Cymru	9 1%	5 1%	4 1%	2 3%	1 1%	1 1%	4 3%	1 1%	1 *	4 2%	2 1%	1 1%	1 1%	-	-	-	9 7%	-	-	-	-	-	2 1%	1 1%
The Green Party	28 4%	14 3%	14 4%	10 15%	4 4%	5 3%	5 4%	2 1%	2 1%	9 4%	12 5%	6 4%	1 1%	10 5%	6 3%	5 3%	6 5%	1 2%	-	-	-	1 1%	2 1%	7 6%
The United Kingdom Independence Party (UKIP)	16 2%	10 2%	6 2%	-	2 2%	4 2%	1 1%	6 5%	3 1%	5 2%	2 1%	5 3%	5 3%	5 2%	5 3%	2 1%	4 3%	-	-	-	-	5 2%	2 1%	3 2%
The British National Party (BNP)	12 1%	10 2%	2 1%	-	2 1%	3 2%	2 1%	4 3%	2 1%	1 *	3 1%	4 2%	4 2%	1 1%	6 3%	3 2%	* *	1 1%	-	-	-	3 1%	2 1%	-
The Socialist Alliance	* *	* *	- -	- -	- -	* *	- -	- -	- -	- -	- -	- -	* *	- -	* *	- -	- -	- -	- -	- -	- -	- -	- -	- -
The Scottish Socialist Party	1 *	1 *	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -
Robert Kilroy Silk's Veritas party	1 *	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	- -	- -	1 1%	- -	- -	- -	- -	1 *	- -	- -
Some other party	26 3%	14 3%	12 3%	5 7%	3 3%	5 3%	3 3%	6 5%	4 2%	6 2%	10 4%	5 4%	6 3%	11 5%	5 3%	4 2%	2 1%	4 5%	-	-	-	5 2%	1 *	5 4%

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Col percents

Table 3  
**Published voting intention figures:- August 2007**

	<u>Total</u>
Conservative	33%
Labour	39%
Liberal Democrat/ Liberal	15%
Scottish National Party/SNP	3%
Plaid Cymru	1%
Other	10%

## Times Poll

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Absolutes/col percents

Table 4

**Q.4 Please say which one of the following statements you most agree with?****Base: All 'Sample A' respondents**

	Sex			Age						Social Class				Region					Voting Intention			Vote in 2005		
	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	Con-ser-vative	Labour	Lib-eral Democ-rat
Unweighted base	753	380	373	57	117	135	129	129	186	240	153	133	227	201	197	180	106	69	140	190	72	130	193	85
Weighted base	766	351	414	88	119	141	128	118	172	185	229	164	187	209	202	176	108	71	154	169	80	139	161	101
I am satisfied with the Labour Government overall	151	73	77	25	21	31	21	16	36	40	36	21	54	40	44	32	17	18	3	79	9	5	59	13
	20%	21%	19%	29%	18%	22%	17%	14%	21%	21%	16%	13%	29%	19%	22%	18%	16%	25%	2%	47%	12%	4%	37%	13%
I am dissatisfied with the Labour Government overall, but I still prefer them to a Conservative Government	254	121	133	34	46	56	39	42	36	53	78	68	55	63	61	70	32	28	11	82	39	7	82	48
	33%	34%	32%	39%	39%	40%	31%	35%	21%	28%	34%	41%	29%	30%	30%	40%	30%	40%	7%	49%	49%	5%	51%	48%
I am dissatisfied with the Labour Government overall and I would rather have a Conservative Government	243	93	151	19	33	37	43	38	74	64	82	49	48	77	64	47	43	12	137	4	19	120	11	25
	32%	26%	36%	22%	28%	26%	33%	32%	43%	34%	36%	30%	26%	37%	32%	27%	40%	18%	89%	3%	24%	87%	7%	25%
None of these	76	40	36	6	9	14	17	16	14	20	21	19	17	19	19	18	11	9	2	2	12	5	5	13
	10%	11%	9%	7%	8%	10%	13%	13%	8%	11%	9%	12%	9%	9%	10%	10%	10%	13%	1%	1%	15%	3%	3%	13%
Refused	20	9	11	-	3	1	3	5	7	5	5	2	7	7	4	5	3	1	-	1	-	-	-	-
	3%	3%	3%	-	3%	1%	3%	4%	4%	3%	2%	1%	4%	3%	2%	3%	2%	2%	-	1%	-	-	-	-
Don't know	22	15	6	3	6	2	4	2	5	4	6	6	5	4	10	3	2	2	1	1	1	2	3	1
	3%	4%	1%	3%	5%	1%	3%	2%	3%	2%	3%	3%	3%	2%	5%	2%	2%	2%	1%	*	1%	1%	2%	1%

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Table 5

**Q.5a 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 Gordon Brown?**

**Base: All 'Sample B' respondents**

	Sex			Age						Social Class				Region					Voting Intention			Vote in 2005		
	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 Demo-crat	Con-ser-vative	Labour	Lib-eral Demo-crat
Unweighted base	758	412	346	55	122	151	140	127	163	279	134	127	218	188	195	202	105	68	151	230	71	136	219	74
Weighted base	745	374	371	91	120	156	127	108	144	211	209	154	171	192	192	192	106	63	149	205	74	137	179	81
<b>Strong</b>																								
True	530 71%	272 73%	258 69%	50 55%	86 72%	116 74%	94 74%	76 71%	109 75%	156 74%	141 68%	102 67%	130 76%	134 70%	141 74%	129 67%	75 70%	51 81%	108 72%	181 88%	55 74%	93 68%	149 83%	67 83%
Not true	126 17%	64 17%	62 17%	15 16%	21 17%	23 15%	18 14%	23 22%	26 18%	33 16%	41 20%	31 20%	21 12%	29 15%	33 17%	36 19%	19 18%	9 14%	34 23%	11 5%	11 15%	31 23%	16 9%	10 12%
Don't know	90 12%	38 10%	51 14%	26 28%	13 11%	17 11%	15 12%	8 7%	10 7%	22 11%	27 13%	20 13%	20 12%	29 15%	18 9%	27 14%	12 11%	3 5%	7 5%	14 7%	8 11%	13 9%	14 8%	4 5%
<b>Charismatic</b>																								
True	186 25%	103 28%	82 22%	26 29%	33 27%	29 19%	29 23%	27 25%	42 29%	37 18%	52 25%	37 24%	60 35%	49 26%	52 27%	38 20%	30 28%	17 27%	29 19%	85 41%	13 18%	25 18%	63 35%	13 16%
Not true	469 63%	242 65%	227 61%	44 49%	68 56%	108 69%	82 64%	77 72%	91 63%	156 74%	130 62%	93 60%	91 53%	115 60%	125 65%	127 66%	59 55%	44 70%	115 77%	99 48%	55 75%	108 79%	98 55%	64 80%
Don't know	91 12%	29 8%	62 17%	20 22%	20 16%	19 12%	16 13%	4 4%	11 8%	19 9%	28 13%	24 16%	20 12%	27 14%	16 8%	27 14%	18 17%	2 3%	5 3%	21 10%	5 7%	4 3%	18 10%	4 5%
<b>All spin &amp; no substance</b>																								
True	249 33%	131 35%	118 32%	31 34%	39 32%	42 27%	52 41%	32 30%	53 36%	60 28%	69 33%	56 37%	64 38%	74 38%	64 33%	66 34%	31 29%	15 23%	62 42%	51 25%	28 38%	59 43%	43 24%	26 32%
Not true	366 49%	189 51%	177 48%	29 32%	57 47%	87 56%	52 41%	64 59%	78 54%	124 59%	102 49%	62 41%	77 45%	86 45%	96 50%	90 47%	54 51%	40 64%	65 43%	133 65%	35 47%	62 45%	120 67%	46 56%
Don't know	130 17%	54 14%	76 20%	31 34%	24 20%	27 17%	23 18%	11 11%	14 10%	27 13%	38 18%	35 23%	29 17%	32 17%	32 17%	36 19%	21 20%	8 13%	22 15%	21 10%	11 15%	16 12%	16 9%	10 12%

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**Base: All 'Sample B' respondents**

	Sex			Age						Social Class				Region					Voting Intention			Vote in 2005		
	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 Demo-crat	Con-ser-vative	Labour	Lib-eral Demo-crat
Weighted base	745	374	371	91	120	156	127	108	144	211	209	154	171	192	192	192	106	63	149	205	74	137	179	81
<b>Likeable</b>																								
True	394	199	194	37	65	93	61	58	80	101	112	76	105	100	106	80	65	43	61	148	36	54	124	45
	53%	53%	52%	41%	54%	59%	48%	54%	55%	48%	54%	49%	61%	52%	55%	42%	61%	68%	41%	72%	49%	39%	69%	55%
Not true	267	142	125	36	41	45	49	44	51	88	73	58	48	72	64	89	30	13	80	39	31	78	43	33
	36%	38%	34%	40%	34%	29%	39%	41%	35%	42%	35%	38%	28%	37%	33%	46%	28%	20%	54%	19%	43%	57%	24%	41%
Don't know	85	32	52	17	15	18	16	5	14	23	24	20	18	20	21	24	12	8	8	19	6	6	13	3
	11%	9%	14%	19%	12%	11%	13%	5%	10%	11%	12%	13%	10%	10%	11%	12%	11%	12%	5%	9%	9%	4%	7%	4%
<b>More honest than most politicians</b>																								
True	346	188	158	34	44	75	56	52	85	95	103	63	85	90	81	87	50	36	56	143	35	58	111	42
	46%	50%	42%	37%	37%	48%	44%	48%	59%	45%	49%	41%	50%	47%	42%	45%	48%	57%	38%	70%	47%	42%	62%	52%
Not true	277	141	136	36	45	53	48	45	49	78	77	63	59	75	79	63	38	21	80	38	28	67	41	31
	37%	38%	37%	40%	38%	34%	38%	42%	34%	37%	37%	41%	34%	39%	41%	33%	36%	33%	53%	18%	38%	48%	23%	39%
Don't know	123	46	77	21	30	27	23	11	10	39	30	27	27	26	32	42	18	6	13	25	11	13	27	7
	17%	12%	21%	23%	25%	17%	18%	10%	7%	18%	14%	18%	16%	14%	16%	22%	17%	9%	9%	12%	15%	9%	15%	9%
<b>Has what it takes to be a good Prime Minister</b>																								
True	418	208	210	43	67	92	68	64	84	119	116	83	100	108	104	106	58	41	68	171	40	61	139	53
	56%	56%	56%	47%	56%	59%	54%	60%	58%	56%	55%	54%	58%	57%	54%	55%	55%	66%	46%	83%	55%	44%	77%	66%
Not true	205	107	98	29	31	41	36	33	35	59	66	40	40	55	58	55	28	10	63	18	27	54	24	23
	28%	29%	26%	32%	26%	27%	28%	31%	24%	28%	32%	26%	24%	28%	30%	29%	26%	16%	42%	9%	37%	39%	13%	28%
Don't know	122	59	63	19	22	23	22	10	26	33	27	31	31	29	30	32	20	11	18	16	6	23	17	5
	16%	16%	17%	21%	19%	15%	18%	9%	18%	16%	13%	20%	18%	15%	16%	17%	19%	18%	12%	8%	8%	17%	9%	6%

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Table 5

**Q.5a 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 Gordon Brown?**

**Base: All 'Sample B' respondents**

	Sex			Age						Social Class				Region					Voting Intention			Vote in 2005			
	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 Demo-crat	Con-ser-vative	Labour	Lib-eral Demo-crat	
Weighted base	745	374	371	91	120	156	127	108	144	211	209	154	171	192	192	192	106	63	149	205	74	137	179	81	
<b><u>Cares about the problems ordinary people face</u></b>																									
True	438 59%	220 59%	218 59%	48 53%	73 61%	87 56%	68 54%	69 64%	93 65%	133 63%	117 56%	82 53%	106 62%	111 58%	116 60%	106 55%	60 56%	45 72%	77 51%	170 83%	43 58%	71 52%	143 80%	52 65%	
Not true	209 28%	111 30%	98 26%	25 27%	31 26%	44 28%	38 30%	33 30%	39 27%	55 26%	65 31%	47 31%	43 25%	54 28%	54 28%	57 30%	31 29%	13 21%	62 41%	15 7%	24 33%	54 39%	19 11%	24 30%	
Don't know	98 13%	43 12%	55 15%	18 20%	16 13%	26 16%	20 16%	6 6%	12 8%	23 11%	27 13%	25 16%	23 13%	27 14%	22 12%	29 15%	16 15%	5 7%	11 8%	20 10%	7 9%	12 9%	17 9%	5 6%	
<b><u>Has the backing of his party</u></b>																									
True	521 70%	283 76%	238 64%	45 50%	80 66%	118 76%	86 68%	79 74%	112 78%	161 76%	120 58%	109 71%	130 76%	130 68%	140 73%	130 68%	68 64%	53 83%	111 74%	171 83%	52 71%	107 78%	152 85%	59 73%	
Not true	115 15%	60 16%	55 15%	20 22%	15 12%	19 12%	24 19%	20 18%	17 12%	28 13%	47 22%	24 15%	17 10%	34 18%	26 14%	28 15%	19 18%	7 11%	26 17%	17 8%	11 14%	21 15%	10 5%	13 16%	
Don't know	109 15%	31 8%	78 21%	25 28%	26 21%	19 12%	16 13%	8 8%	16 11%	22 10%	42 20%	20 13%	24 14%	27 14%	26 14%	34 18%	19 17%	3 6%	12 8%	17 8%	11 15%	10 7%	18 10%	9 11%	
<b><u>Sticks to what he believes &amp; doesn't give in to pressure</u></b>																									
True	491 66%	249 67%	242 65%	51 56%	82 68%	93 60%	85 67%	76 71%	105 72%	142 67%	139 67%	99 65%	111 65%	133 69%	123 64%	118 61%	70 66%	47 75%	98 66%	167 81%	48 65%	89 65%	139 78%	58 72%	
Not true	129 17%	71 19%	58 16%	19 21%	19 16%	28 18%	17 13%	20 19%	25 17%	39 19%	34 16%	24 16%	32 19%	35 18%	35 18%	40 21%	13 12%	7 11%	34 23%	16 8%	13 18%	30 22%	22 12%	12 15%	
Don't know	125 17%	54 14%	71 19%	20 22%	19 16%	34 22%	25 20%	11 10%	15 10%	31 14%	36 17%	30 20%	28 16%	24 13%	34 18%	35 18%	23 22%	9 14%	17 11%	23 11%	13 18%	18 13%	18 10%	11 14%	

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## Times Poll

### Fieldwork : July 27th-29th 2007

Absolutes/col percents

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	Sex			Age						Social Class				Region					Voting Intention			Vote in 2005		
	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 Demo-crat	Con-ser-vative	Labour	Lib-eral Demo-crat
Unweighted base	758	412	346	55	122	151	140	127	163	279	134	127	218	188	195	202	105	68	151	230	71	136	219	74
Weighted base	745	374	371	91	120	156	127	108	144	211	209	154	171	192	192	192	106	63	149	205	74	137	179	81
<b>Strong</b>																								
True	293	148	145	29	55	56	42	42	68	95	69	51	78	72	80	75	37	28	105	70	29	86	59	31
	39%	39%	39%	32%	46%	36%	33%	39%	47%	45%	33%	33%	45%	38%	42%	39%	35%	44%	70%	34%	40%	62%	33%	38%
Not true	312	175	137	35	38	67	58	50	65	79	98	68	68	78	77	85	48	25	29	102	36	39	94	42
	42%	47%	37%	39%	31%	43%	46%	46%	45%	37%	47%	44%	40%	40%	44%	45%	40%	40%	20%	50%	49%	28%	53%	51%
Don't know	140	52	89	26	28	33	26	16	12	38	42	34	26	42	35	32	21	10	15	33	9	13	26	8
	19%	14%	24%	29%	23%	21%	20%	14%	8%	18%	20%	22%	15%	22%	18%	17%	20%	16%	10%	16%	12%	10%	15%	10%
<b>Charismatic</b>																								
True	343	191	152	32	63	66	50	53	79	114	91	60	77	89	91	85	49	28	106	93	37	91	80	47
	46%	51%	41%	35%	52%	42%	39%	49%	55%	54%	44%	39%	45%	47%	47%	44%	46%	45%	71%	45%	50%	66%	44%	58%
Not true	298	147	151	30	32	68	62	48	58	76	85	70	68	78	77	77	36	29	34	89	30	38	80	31
	40%	39%	41%	34%	26%	43%	49%	44%	40%	36%	40%	45%	39%	41%	40%	34%	46%	46%	23%	43%	40%	28%	45%	39%
Don't know	105	37	69	28	26	22	15	7	7	21	34	24	26	24	24	31	21	6	9	23	7	8	19	3
	14%	10%	18%	31%	22%	14%	12%	6%	5%	10%	16%	16%	15%	13%	12%	16%	20%	9%	6%	11%	10%	6%	11%	4%
<b>All spin &amp; no substance</b>																								
True	308	174	134	26	43	67	62	42	67	91	85	62	69	72	72	86	54	24	35	104	42	37	98	50
	41%	47%	36%	29%	36%	43%	49%	39%	46%	43%	41%	41%	40%	37%	38%	45%	51%	38%	24%	50%	57%	27%	54%	62%
Not true	267	136	131	33	39	53	39	43	60	77	74	51	66	78	77	65	23	24	89	63	24	75	48	26
	36%	36%	35%	36%	33%	34%	31%	40%	42%	36%	35%	33%	38%	41%	40%	34%	22%	37%	60%	30%	32%	55%	27%	33%
Don't know	170	64	106	31	38	36	25	22	17	44	50	40	36	42	43	41	29	15	25	39	8	26	33	4
	23%	17%	29%	35%	32%	23%	20%	21%	12%	21%	24%	26%	21%	22%	22%	21%	27%	24%	17%	19%	10%	19%	19%	5%

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### Fieldwork : July 27th-29th 2007

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	Sex			Age						Social Class				Region					Voting Intention			Vote in 2005		
	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 Demo-crat	Con-ser-vative	Labour	Lib-eral Demo-crat
Weighted base	745	374	371	91	120	156	127	108	144	211	209	154	171	192	192	192	106	63	149	205	74	137	179	81
<b>Likeable</b>																								
True	447	235	213	48	70	90	79	66	94	145	122	75	105	117	113	118	58	42	138	111	43	114	98	57
	60%	63%	57%	54%	58%	57%	62%	62%	65%	69%	58%	49%	61%	61%	59%	61%	54%	66%	93%	54%	58%	83%	55%	71%
Not true	200	105	94	21	28	47	35	33	37	42	67	50	41	50	55	47	33	15	7	67	23	19	66	20
	27%	28%	25%	23%	23%	30%	28%	30%	25%	20%	32%	32%	24%	26%	29%	24%	31%	23%	5%	32%	32%	13%	37%	25%
Don't know	99	34	64	22	23	20	13	9	13	24	20	29	25	25	24	27	16	7	4	28	7	5	16	3
	13%	9%	17%	24%	19%	13%	10%	8%	9%	12%	10%	19%	15%	13%	13%	14%	15%	11%	3%	14%	10%	3%	9%	4%
<b>More honest than most politicians</b>																								
True	214	118	96	23	31	37	33	31	59	69	49	36	60	61	53	58	28	15	86	48	18	69	40	23
	29%	32%	26%	25%	26%	24%	26%	29%	41%	33%	23%	24%	35%	32%	28%	30%	26%	24%	57%	24%	25%	50%	22%	29%
Not true	353	193	160	33	53	84	67	54	62	88	112	80	73	93	96	81	51	32	39	119	41	41	104	50
	47%	52%	43%	36%	44%	54%	53%	50%	43%	42%	53%	52%	43%	48%	50%	42%	48%	51%	26%	58%	56%	30%	58%	62%
Don't know	178	63	115	35	36	35	27	23	23	54	48	37	38	38	43	54	27	16	25	38	14	28	36	7
	24%	17%	31%	38%	30%	22%	21%	22%	16%	26%	23%	24%	22%	20%	22%	28%	26%	25%	17%	19%	20%	20%	20%	9%
<b>Has what it takes to be a good Prime Minister</b>																								
True	237	111	126	36	44	44	35	29	48	80	71	35	52	73	53	69	27	16	103	42	22	78	39	19
	32%	30%	34%	40%	37%	28%	28%	27%	33%	38%	34%	23%	30%	38%	28%	36%	25%	25%	69%	21%	30%	57%	22%	23%
Not true	360	209	151	29	46	84	64	61	77	89	109	81	81	87	100	85	52	37	30	135	39	39	115	52
	48%	56%	41%	32%	38%	54%	50%	57%	53%	42%	52%	53%	47%	46%	52%	44%	49%	58%	20%	66%	53%	29%	64%	65%
Don't know	149	54	94	25	31	28	28	18	19	43	30	38	39	31	40	39	28	11	17	29	13	20	25	10
	20%	15%	25%	28%	25%	18%	22%	16%	13%	20%	14%	25%	23%	16%	21%	20%	26%	17%	11%	14%	18%	14%	14%	12%

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	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 Demo-crat	Con-ser-vative	Labour	Lib-eral Demo-crat
Weighted base	745	374	371	91	120	156	127	108	144	211	209	154	171	192	192	192	106	63	149	205	74	137	179	81
<b><u>Cares about the problems ordinary people face</u></b>																								
True	367	185	182	37	61	69	53	58	88	125	96	63	82	97	91	98	45	36	117	95	30	101	74	45
	49%	49%	49%	41%	51%	44%	42%	54%	61%	59%	46%	41%	48%	51%	47%	51%	42%	57%	78%	46%	41%	73%	41%	55%
Not true	260	150	110	28	37	64	52	35	45	58	82	63	57	66	73	62	39	20	22	79	35	25	81	32
	35%	40%	30%	31%	30%	41%	41%	32%	31%	27%	39%	41%	33%	35%	38%	32%	37%	31%	15%	39%	47%	18%	45%	40%
Don't know	118	39	79	25	22	23	21	15	12	28	30	28	32	28	28	32	22	8	10	32	9	12	24	4
	16%	10%	21%	28%	19%	15%	16%	14%	8%	13%	15%	18%	19%	15%	15%	17%	21%	12%	7%	15%	12%	9%	13%	5%
<b><u>Has the backing of his party</u></b>																								
True	306	161	145	36	49	68	61	42	50	98	70	61	77	73	76	91	38	28	91	69	34	74	59	31
	41%	43%	39%	40%	41%	43%	48%	39%	35%	46%	33%	40%	45%	38%	39%	47%	36%	45%	61%	34%	46%	53%	33%	38%
Not true	293	164	129	29	37	60	45	53	69	76	97	59	61	82	85	57	47	21	43	102	32	47	91	45
	39%	44%	35%	32%	31%	39%	35%	49%	48%	36%	46%	38%	36%	43%	44%	30%	44%	34%	29%	50%	44%	34%	51%	56%
Don't know	147	49	97	26	35	28	21	13	25	37	43	34	33	37	32	44	21	13	16	34	7	17	29	5
	20%	13%	26%	28%	29%	18%	16%	12%	17%	18%	20%	22%	19%	19%	17%	23%	20%	21%	11%	17%	10%	12%	16%	6%
<b><u>Sticks to what he believes &amp; doesn't give in to pressure</u></b>																								
True	304	152	152	31	41	54	45	54	80	96	73	51	83	78	85	75	39	27	101	71	28	83	68	38
	41%	41%	41%	34%	34%	35%	36%	50%	55%	45%	35%	33%	49%	41%	44%	39%	37%	42%	67%	35%	38%	60%	38%	46%
Not true	277	157	119	33	41	69	52	36	47	71	92	61	53	75	71	69	38	24	25	98	33	33	79	34
	37%	42%	32%	36%	34%	44%	41%	33%	32%	34%	44%	40%	31%	39%	37%	36%	36%	37%	17%	48%	45%	24%	44%	41%
Don't know	164	64	100	27	38	33	30	18	18	44	44	41	35	38	36	48	29	13	24	37	12	22	32	10
	22%	17%	27%	30%	32%	21%	23%	17%	12%	21%	21%	27%	20%	20%	19%	25%	27%	20%	16%	18%	17%	16%	18%	12%

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	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Midlands	North Eng-land	Wales & South West	Scot-land	Con-ser-vative	Labour	Lib-eral Demo-crat	Con-ser-vative	Labour	Lib-eral Demo-crat
Unweighted base	758	412	346	55	122	151	140	127	163	279	134	127	218	188	195	202	105	68	151	230	71	136	219	74
Weighted base	745	374	371	91	120	156	127	108	144	211	209	154	171	192	192	192	106	63	149	205	74	137	179	81
<b>Strong</b>																								
True	278 37%	145 39%	134 36%	30 34%	31 26%	40 25%	52 41%	48 44%	78 54%	77 36%	76 36%	49 32%	77 45%	63 33%	83 43%	71 37%	36 34%	25 40%	64 43%	86 42%	36 49%	59 43%	77 43%	39 48%
Not true	250 34%	151 40%	99 27%	22 24%	43 36%	59 38%	42 33%	42 39%	42 29%	71 33%	79 38%	53 35%	47 28%	62 32%	57 30%	65 34%	43 40%	23 37%	56 38%	77 38%	18 25%	51 37%	63 35%	29 36%
Don't know	217 29%	78 21%	139 37%	38 42%	47 39%	57 37%	33 26%	18 17%	25 17%	64 30%	54 26%	52 34%	47 28%	67 35%	52 27%	56 29%	27 26%	15 23%	29 20%	42 21%	19 26%	28 20%	40 22%	13 16%
<b>Charismatic</b>																								
True	166 22%	92 25%	74 20%	20 22%	15 12%	27 17%	28 22%	26 24%	50 35%	42 20%	41 20%	30 20%	53 31%	32 16%	49 26%	44 23%	31 30%	10 16%	39 26%	46 22%	26 35%	35 26%	42 23%	21 26%
Not true	383 51%	211 56%	172 46%	22 24%	61 50%	82 53%	69 54%	70 65%	79 55%	119 56%	110 53%	80 52%	74 43%	107 56%	93 48%	93 48%	48 45%	42 67%	86 57%	117 57%	32 44%	85 62%	99 55%	51 63%
Don't know	196 26%	71 19%	125 34%	49 54%	45 37%	47 30%	29 23%	12 11%	15 10%	51 24%	57 27%	44 28%	45 26%	53 28%	50 26%	55 29%	27 26%	11 17%	24 16%	43 21%	16 21%	17 13%	39 22%	9 11%
<b>All spin &amp; no substance</b>																								
True	182 24%	93 25%	88 24%	17 19%	29 24%	33 21%	35 27%	24 23%	43 30%	33 16%	57 27%	39 26%	52 30%	46 24%	49 25%	43 23%	31 29%	13 21%	42 28%	53 26%	18 24%	38 27%	43 24%	16 20%
Not true	328 44%	195 52%	133 36%	27 30%	45 37%	65 42%	53 42%	59 55%	79 54%	110 52%	85 40%	63 41%	71 41%	84 44%	83 43%	84 44%	44 41%	33 52%	69 46%	106 52%	40 54%	67 49%	90 50%	55 68%
Don't know	236 32%	85 23%	150 40%	46 51%	47 39%	57 37%	39 31%	24 22%	23 16%	68 32%	67 32%	51 33%	49 29%	61 32%	60 31%	65 34%	32 30%	17 27%	38 25%	46 23%	16 22%	32 24%	46 26%	10 12%

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Weighted base	745	374	371	91	120	156	127	108	144	211	209	154	171	192	192	192	106	63	149	205	74	137	179	81	
<b>Likeable</b>																									
True	358 48%	201 54%	157 42%	26 29%	43 36%	58 37%	57 45%	69 64%	105 73%	111 53%	100 48%	58 38%	89 52%	89 46%	92 48%	90 47%	53 50%	35 55%	85 57%	106 52%	45 61%	80 58%	96 54%	61 75%	
Not true	187 25%	102 27%	85 23%	17 18%	33 28%	52 34%	38 30%	24 23%	22 15%	46 22%	50 24%	53 34%	38 22%	47 24%	48 25%	49 26%	25 24%	18 28%	33 22%	57 28%	15 20%	32 23%	43 24%	14 17%	
Don't know	200 27%	71 19%	129 35%	48 53%	44 37%	46 29%	31 25%	14 13%	17 12%	54 26%	58 28%	43 28%	45 26%	56 29%	52 27%	53 28%	29 27%	11 17%	32 21%	42 20%	14 19%	26 19%	41 23%	6 7%	
<b>More honest than most politicians</b>																									
True	272 37%	171 46%	102 27%	12 13%	35 29%	47 30%	42 33%	54 50%	83 57%	85 40%	72 34%	43 28%	72 42%	71 37%	76 39%	69 36%	37 35%	20 31%	60 40%	85 42%	42 57%	57 41%	81 45%	53 65%	
Not true	231 31%	114 30%	117 32%	30 33%	38 31%	56 36%	41 33%	30 28%	36 25%	55 26%	75 36%	55 36%	46 27%	57 30%	50 26%	64 33%	34 32%	26 42%	48 32%	70 34%	13 17%	51 37%	48 26%	13 16%	
Don't know	242 33%	90 24%	152 41%	49 54%	48 40%	53 34%	43 34%	23 21%	26 18%	72 34%	63 30%	55 36%	53 31%	64 33%	67 35%	59 31%	35 33%	17 27%	41 27%	50 24%	19 26%	30 22%	50 28%	15 18%	
<b>Has what it takes to be a good Prime Minister</b>																									
True	145 19%	76 20%	69 19%	17 19%	16 14%	26 17%	26 20%	26 24%	34 24%	37 17%	41 20%	30 20%	37 22%	41 21%	40 21%	32 17%	21 20%	11 18%	35 24%	34 17%	30 40%	29 21%	32 18%	31 38%	
Not true	381 51%	226 60%	155 42%	26 28%	56 46%	82 53%	65 52%	70 65%	82 57%	114 54%	108 52%	76 49%	83 48%	97 51%	96 50%	101 53%	52 48%	36 57%	83 55%	129 63%	30 41%	86 63%	102 57%	43 53%	
Don't know	219 29%	72 19%	147 40%	48 52%	48 40%	48 31%	36 28%	12 11%	28 19%	61 29%	60 29%	47 31%	51 30%	54 28%	57 29%	59 31%	34 32%	16 25%	31 21%	42 21%	14 19%	22 16%	46 25%	8 9%	

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Weighted base	745	374	371	91	120	156	127	108	144	211	209	154	171	192	192	192	106	63	149	205	74	137	179	81
<b>Cares about the problems ordinary people face</b>																								
True	348 47%	194 52%	153 41%	28 31%	51 42%	60 38%	57 45%	65 61%	86 60%	113 54%	95 46%	64 42%	75 44%	87 45%	85 44%	94 49%	51 48%	30 48%	83 56%	111 54%	45 61%	74 54%	95 53%	57 71%
Not true	174 23%	101 27%	73 20%	15 17%	23 19%	48 31%	33 26%	24 22%	31 21%	35 17%	52 25%	46 30%	41 24%	44 23%	48 25%	41 21%	26 24%	17 26%	27 18%	47 23%	14 19%	28 20%	36 20%	15 18%
Don't know	223 30%	79 21%	144 39%	47 52%	47 39%	48 31%	36 29%	18 17%	27 19%	63 30%	62 29%	43 28%	55 32%	61 32%	59 31%	57 30%	30 28%	16 26%	39 26%	48 23%	15 20%	35 25%	49 27%	9 11%
<b>Has the backing of his party</b>																								
True	353 47%	186 50%	167 45%	34 37%	44 36%	69 44%	67 53%	63 59%	77 53%	104 49%	95 45%	68 44%	87 51%	82 43%	99 51%	92 48%	55 52%	25 39%	84 56%	102 50%	37 50%	75 54%	94 53%	46 57%
Not true	174 23%	108 29%	66 18%	14 15%	23 19%	44 28%	23 18%	29 27%	40 28%	45 21%	51 25%	42 27%	36 21%	42 22%	47 25%	45 23%	19 18%	21 33%	33 22%	61 30%	19 26%	30 22%	46 25%	25 31%
Don't know	219 29%	80 21%	139 37%	43 47%	53 44%	43 28%	37 29%	15 14%	27 19%	63 30%	63 30%	44 29%	49 28%	68 35%	46 24%	55 29%	32 30%	18 28%	33 22%	42 21%	17 23%	33 24%	40 22%	10 13%
<b>Sticks to what he believes &amp; doesn't give in to pressure</b>																								
True	316 42%	178 48%	138 37%	22 24%	35 29%	52 33%	49 39%	63 58%	96 66%	96 45%	87 41%	55 36%	79 46%	87 45%	79 41%	75 39%	49 46%	27 42%	79 53%	97 47%	43 59%	69 50%	93 52%	52 65%
Not true	155 21%	94 25%	61 16%	24 26%	26 22%	33 21%	27 22%	22 20%	23 16%	33 16%	47 22%	37 24%	37 22%	37 19%	43 22%	40 21%	18 17%	17 27%	26 17%	49 24%	12 16%	24 17%	34 19%	17 21%
Don't know	274 37%	102 27%	172 46%	45 49%	59 49%	71 46%	50 40%	23 22%	26 18%	83 39%	76 36%	62 40%	55 32%	68 36%	70 37%	77 40%	39 37%	20 31%	45 30%	59 29%	19 26%	45 33%	52 29%	11 14%

Prepared on behalf of The Times by Populus



## Times Poll

### Fieldwork : July 27th-29th 2007

Absolutes/col percents

Table 8

**Q.6 Now I'd like you to say how good or bad a job you think various people have done in responding to the severe flooding in many parts of the country?**

**Gordon Brown**

**Base: All 'Sample A' respondents**

	Sex			Age						Social Class				Region					Voting Intention			Vote in 2005			
	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 Demo-crat	Con-ser-vative	Labour	Lib-eral Demo-crat	
Unweighted base	753	380	373	57	117	135	129	129	186	240	153	133	227	201	197	180	106	69	140	190	72	130	193	85	
Weighted base	766	351	414	88	119	141	128	118	172	185	229	164	187	209	202	176	108	71	154	169	80	139	161	101	
Have done a very good job	(10)	40 5%	20 6%	20 5%	-	7 6%	5 3%	4 3%	8 7%	16 9%	9 5%	13 6%	3 2%	15 8%	8 4%	12 6%	8 5%	8 7%	4 6%	5 3%	25 15%	-	2 1%	20 12%	1 1%
	(9)	24 3%	11 3%	12 3%	4 4%	2 1%	3 2%	7 6%	1 1%	8 5%	8 4%	11 5%	2 1%	3 1%	7 3%	4 2%	6 3%	5 4%	3 2%	8 5%	2 2%	1 1%	6 4%	2 2%	
	(8)	67 9%	34 10%	33 8%	8 9%	9 7%	8 6%	8 6%	14 12%	21 12%	19 10%	23 10%	10 6%	15 8%	18 8%	16 8%	17 10%	7 7%	10 14%	14 9%	18 11%	11 13%	12 9%	20 13%	13 13%
	(7)	67 9%	37 10%	30 7%	14 16%	5 5%	19 13%	9 7%	7 6%	13 8%	21 11%	16 7%	15 9%	16 8%	20 10%	17 10%	4 4%	10 14%	10 6%	29 17%	7 9%	8 6%	21 13%	7 7%	
	(6)	66 9%	23 7%	43 10%	10 11%	9 7%	12 8%	12 10%	9 8%	14 8%	12 6%	23 10%	14 9%	17 9%	24 12%	14 7%	15 8%	11 10%	2 3%	15 10%	15 9%	9 12%	10 8%	21 13%	15 15%
	(5)	130 17%	52 15%	78 19%	10 12%	26 22%	23 17%	24 19%	19 16%	27 15%	34 19%	31 14%	33 20%	31 17%	27 13%	37 18%	33 19%	23 21%	10 15%	29 19%	21 12%	18 22%	29 21%	19 12%	20 19%
	(4)	59 8%	24 7%	36 9%	7 8%	10 9%	11 8%	9 7%	15 13%	7 4%	15 8%	21 13%	9 5%	19 9%	15 7%	13 8%	8 7%	4 6%	13 9%	7 4%	10 13%	13 9%	9 6%	13 13%	
	(3)	34 4%	24 7%	9 2%	3 3%	6 5%	10 7%	4 3%	5 4%	6 4%	12 7%	7 3%	9 5%	5 3%	6 3%	10 5%	4 6%	4 5%	10 7%	2 1%	5 6%	6 5%	4 3%	6 6%	
	(2)	47 6%	16 5%	31 7%	5 6%	4 4%	9 7%	7 6%	5 5%	15 9%	13 7%	9 4%	13 8%	12 6%	10 5%	15 8%	5 8%	2 3%	9 6%	6 4%	5 6%	11 8%	4 2%	10 10%	
Have done a very bad job	(1)	99 13%	58 17%	41 10%	7 8%	20 16%	18 13%	19 15%	14 11%	21 12%	16 9%	31 14%	21 13%	31 17%	30 14%	27 13%	21 12%	15 13%	6 9%	29 19%	11 7%	5 6%	25 18%	12 7%	6 6%
Refused		9 1%	5 1%	4 1%	-	-	1 1%	2 2%	3 3%	2 1%	1 *	1 1%	6 3%	1 1%	4 2%	4 2%	-	1 1%	-	1 1%	1 1%	-	1 1%	1 1%	-
Don't know		123 16%	47 13%	76 18%	19 22%	21 17%	22 16%	21 16%	19 16%	22 13%	25 13%	49 21%	18 11%	31 17%	41 19%	30 15%	21 12%	17 16%	15 21%	15 10%	25 15%	8 10%	18 13%	24 15%	6 6%
Mean		5.05	4.96	5.14	5.28	4.76	4.79	4.85	5.16	5.42	5.29	5.28	4.53	5.02	4.96	4.92	5.00	5.10	5.81	4.52	6.47	5.11	4.32	6.29	5.03
Standard deviation		2.68	2.81	2.55	2.35	2.68	2.52	2.64	2.67	2.93	2.58	2.80	2.30	2.89	2.67	2.69	2.62	2.73	2.67	2.59	2.65	2.12	2.45	2.60	2.22
Standard error		0.11	0.16	0.15	0.35	0.27	0.24	0.26	0.26	0.23	0.18	0.26	0.22	0.21	0.21	0.21	0.21	0.29	0.36	0.23	0.21	0.26	0.23	0.20	0.25

Prepared on behalf of The Times by Populus



## Times Poll

### Fieldwork : July 27th-29th 2007

Absolutes/col percents

Table 9

**Q.6 Now I'd like you to say how good or bad a job you think various people have done in responding to the severe flooding in many parts of the country?**

**The government as a whole**

**Base: All 'Sample A' respondents**

	Sex			Age						Social Class				Region					Voting Intention			Vote in 2005			
	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 Demo-crat	Con-ser-vative	Labour	Lib-eral Demo-crat	
Unweighted base	753	380	373	57	117	135	129	129	186	240	153	133	227	201	197	180	106	69	140	190	72	130	193	85	
Weighted base	766	351	414	88	119	141	128	118	172	185	229	164	187	209	202	176	108	71	154	169	80	139	161	101	
Have done a very good job	(10)	22 3%	8 2%	14 3%	2 3%	4 3%	3 2%	1 1%	2 2%	9 5%	7 4%	5 2%	1 *	9 5%	4 2%	8 4%	4 2%	6 5%	-	2 1%	13 8%	-	-	13 8%	-
	(9)	16 2%	7 2%	9 2%	2 2%	4 3%	-	5 4%	1 1%	4 3%	6 2%	6 1%	2 1%	2 1%	6 3%	1 1%	5 3%	1 1%	3 4%	1 1%	7 4%	-	-	7 4%	1 1%
	(8)	68 9%	31 9%	37 9%	4 5%	8 7%	10 7%	11 9%	12 10%	21 12%	13 7%	25 11%	14 8%	16 8%	14 7%	13 7%	20 12%	10 9%	10 14%	13 8%	24 14%	7 9%	13 10%	20 13%	10 10%
	(7)	83 11%	46 13%	37 9%	14 16%	8 7%	17 12%	9 7%	10 8%	24 14%	22 12%	23 10%	13 8%	25 13%	14 7%	27 13%	21 12%	12 11%	10 14%	17 11%	22 13%	10 12%	11 8%	23 15%	9 9%
	(6)	88 12%	44 13%	44 11%	22 25%	10 8%	15 11%	11 8%	13 11%	18 10%	21 12%	28 12%	18 11%	21 11%	26 12%	25 12%	22 13%	9 8%	7 9%	17 11%	22 13%	17 22%	12 9%	28 17%	17 17%
	(5)	148 19%	64 18%	84 20%	9 10%	31 26%	25 18%	33 26%	20 17%	30 18%	35 19%	45 20%	41 25%	27 15%	48 23%	39 19%	29 16%	26 24%	6 8%	35 23%	33 20%	16 20%	32 23%	26 16%	20 20%
	(4)	71 9%	27 8%	44 11%	9 10%	8 7%	20 14%	10 7%	15 12%	10 6%	20 11%	16 7%	20 12%	14 8%	17 8%	23 12%	13 7%	6 5%	12 17%	15 10%	10 6%	6 8%	15 11%	7 4%	11 10%
	(3)	55 7%	28 8%	27 6%	8 10%	9 8%	9 7%	6 5%	13 11%	9 5%	16 9%	14 6%	13 8%	12 6%	13 6%	13 7%	14 8%	9 9%	5 7%	13 9%	7 4%	6 8%	16 12%	3 2%	10 10%
	(2)	44 6%	24 7%	20 5%	2 3%	6 5%	12 8%	10 8%	6 5%	7 4%	15 8%	11 5%	7 4%	11 6%	13 6%	8 4%	16 9%	7 6%	1 1%	9 6%	6 3%	4 5%	7 5%	5 3%	7 7%
Have done a very bad job	(1)	100 13%	44 13%	55 13%	9 11%	17 14%	18 12%	17 13%	13 11%	26 15%	14 8%	27 12%	24 14%	35 18%	29 14%	29 14%	19 11%	11 11%	11 16%	23 15%	11 6%	10 12%	23 17%	15 9%	13 13%
Refused		4 *	3 1%	1 *	-	-	-	1 1%	1 1%	2 1%	-	-	2 1%	2 1%	1 *	-	3 3%	-	-	-	-	-	-	-	-
Don't know		67 9%	24 7%	43 10%	5 5%	14 11%	11 8%	13 10%	13 11%	12 7%	15 8%	29 13%	10 6%	13 7%	24 11%	15 8%	13 8%	9 8%	6 9%	7 5%	14 8%	4 5%	9 7%	14 9%	5 5%
Mean		4.89	4.89	4.88	5.16	4.75	4.64	4.74	4.75	5.22	5.06	5.07	4.56	4.78	4.69	4.85	5.00	5.06	4.98	4.60	5.97	4.85	4.33	5.96	4.65
Standard deviation		2.43	2.41	2.46	2.26	2.48	2.32	2.41	2.31	2.66	2.38	2.42	2.19	2.68	2.38	2.40	2.47	2.49	2.54	2.28	2.40	2.14	2.22	2.47	2.18
Standard error		0.09	0.13	0.13	0.31	0.24	0.21	0.22	0.21	0.20	0.16	0.21	0.20	0.19	0.18	0.18	0.19	0.26	0.32	0.20	0.18	0.26	0.20	0.19	0.24

Prepared on behalf of The Times by Populus





## Times Poll

### Fieldwork : July 27th-29th 2007

Absolutes/col percents

Table 10

**Q.6 Now I'd like you to say how good or bad a job you think various people have done in responding to the severe flooding in many parts of the country?**

**Local authorities in the affected areas**

**Base: All 'Sample A' respondents**

	Sex			Age						Social Class				Region					Voting Intention			Vote in 2005			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Midlands	North Eng-land	Wales & South West	Scot-land	Con-ser-vative	Labour	Lib-eral Demo-crat	Con-ser-vative	Labour	Lib-eral Demo-crat	
Unweighted base	753	380	373	57	117	135	129	129	186	240	153	133	227	201	197	180	106	69	140	190	72	130	193	85	
Weighted base	766	351	414	88	119	141	128	118	172	185	229	164	187	209	202	176	108	71	154	169	80	139	161	101	
Have done a very good job	(10)	44 6%	20 6%	24 6%	5 5%	8 7%	13 9%	6 5%	4 3%	8 5%	7 4%	8 4%	14 8%	15 8%	13 6%	13 7%	6 4%	11 10%	1 1%	7 4%	12 7%	1 1%	3 2%	13 8%	3 3%
	(9)	49 6%	30 8%	19 5%	3 3%	8 7%	2 2%	10 8%	8 7%	18 10%	11 6%	13 6%	14 8%	11 6%	15 7%	11 6%	11 6%	8 7%	4 6%	11 7%	11 7%	5 6%	8 6%	8 5%	7 7%
	(8)	102 13%	48 14%	54 13%	14 16%	11 9%	23 17%	15 11%	12 10%	27 16%	25 14%	24 14%	28 15%	15 7%	38 19%	28 16%	13 12%	8 11%	18 12%	29 17%	16 20%	17 12%	27 17%	18 18%	
	(7)	102 13%	43 12%	59 14%	19 21%	11 9%	21 15%	23 18%	11 9%	17 10%	26 14%	14 17%	24 8%	24 13%	35 17%	23 11%	22 12%	15 14%	8 11%	25 16%	26 15%	14 17%	22 16%	19 12%	14 14%
	(6)	71 9%	32 9%	40 10%	14 15%	11 9%	9 7%	13 11%	15 13%	9 5%	21 11%	28 12%	13 8%	10 5%	28 13%	14 7%	12 7%	7 7%	10 14%	20 13%	13 8%	8 10%	15 11%	12 7%	15 14%
	(5)	105 14%	41 12%	65 16%	9 10%	16 14%	20 14%	17 13%	15 13%	28 16%	22 12%	25 16%	26 17%	33 17%	31 15%	32 16%	26 15%	9 8%	7 10%	19 12%	26 15%	4 5%	20 14%	21 13%	8 8%
	(4)	40 5%	15 4%	25 6%	7 8%	7 5%	8 5%	6 5%	7 6%	5 3%	7 4%	13 8%	11 6%	7 3%	13 6%	8 4%	7 7%	5 7%	8 5%	7 4%	6 8%	6 4%	9 6%	7 7%	
	(3)	35 5%	21 6%	14 3%	1 1%	6 5%	6 4%	8 7%	5 4%	8 5%	8 4%	7 3%	11 7%	9 5%	6 3%	10 5%	10 6%	6 5%	3 4%	7 5%	8 5%	4 5%	5 4%	9 5%	3 3%
	(2)	14 2%	9 3%	5 1%	1 1%	4 4%	4 3%	2 2%	3 2%	1 *	3 2%	4 2%	1 1%	6 3%	2 1%	3 2%	3 2%	4 4%	1 2%	2 2%	2 1%	2 2%	1 1%	1 1%	4 4%
Have done a very bad job	(1)	40 5%	20 6%	19 5%	5 5%	7 6%	8 6%	7 5%	9 7%	5 3%	11 6%	5 2%	8 5%	16 8%	7 3%	8 4%	18 10%	6 5%	2 2%	4 3%	12 7%	3 4%	7 5%	8 5%	5 5%
Refused		4 *	4 1%	-	-	-	-	1 1%	1 1%	1 *	-	2 1%	1 *	1 *	-	-	3 2%	-	-	-	-	-	-	-	-
Don't know		160 21%	70 20%	91 22%	11 13%	30 25%	26 18%	19 15%	28 24%	46 27%	43 23%	26 16%	25 13%	50 24%	37 18%	32 18%	20 18%	22 31%	33 21%	23 14%	17 22%	35 25%	35 21%	18 17%	
Mean		6.14	6.13	6.14	6.26	5.91	6.13	6.11	5.74	6.53	6.06	6.34	6.21	5.94	6.33	6.29	5.75	6.22	5.99	6.31	6.23	6.25	6.05	6.29	6.14
Standard deviation		2.39	2.52	2.28	2.13	2.58	2.51	2.34	2.48	2.24	2.36	2.07	2.48	2.63	2.16	2.34	2.59	2.67	2.10	2.12	2.47	2.21	2.18	2.45	2.32
Standard error		0.10	0.15	0.13	0.30	0.27	0.24	0.23	0.25	0.19	0.18	0.20	0.24	0.19	0.17	0.19	0.21	0.29	0.31	0.20	0.19	0.29	0.22	0.20	0.28

Prepared on behalf of The Times by Populus



## Times Poll

### Fieldwork : July 27th-29th 2007

Absolutes/col percents

Table 11

**Q.6 Now I'd like you to say how good or bad a job you think various people have done in responding to the severe flooding in many parts of the country?**

**David Cameron**

**Base: All 'Sample A' respondents**

	Sex			Age						Social Class				Region					Voting Intention			Vote in 2005		
	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	Con-ser-vative	Labour	Lib-eral Democ-rat
Unweighted base	753	380	373	57	117	135	129	129	186	240	153	133	227	201	197	180	106	69	140	190	72	130	193	85
Weighted base	766	351	414	88	119	141	128	118	172	185	229	164	187	209	202	176	108	71	154	169	80	139	161	101
Have done a very good job																								
(10)	6	3	3	-	1	-	1	1	2	2	2	1	1	1	2	1	2	-	1	2	-	-	4	1
	1%	1%	1%	-	1%	-	1%	1%	1%	1%	1%	*	1%	1%	1%	*	1%	-	*	1%	-	-	2%	1%
(9)	6	3	2	-	1	1	-	-	4	2	2	1	2	2	1	-	1	2	4	1	-	5	1	-
	1%	1%	1%	-	1%	1%	-	-	2%	1%	1%	*	1%	1%	*	-	1%	2%	3%	*	-	4%	*	-
(8)	27	9	18	3	6	1	7	3	7	6	10	5	5	11	5	6	3	2	6	3	5	5	4	7
	3%	2%	4%	3%	5%	1%	6%	2%	4%	3%	4%	3%	3%	5%	3%	3%	2%	3%	4%	2%	6%	3%	3%	7%
(7)	31	18	14	3	4	6	8	2	9	4	12	7	8	7	9	11	3	1	11	7	3	9	10	5
	4%	5%	3%	4%	3%	4%	6%	2%	5%	2%	5%	4%	4%	3%	4%	6%	3%	2%	7%	4%	4%	6%	6%	5%
(6)	47	20	27	4	4	7	8	5	18	8	15	10	14	10	10	14	6	7	18	11	4	16	11	1
	6%	6%	6%	5%	4%	5%	6%	4%	10%	5%	7%	6%	7%	5%	5%	8%	6%	9%	11%	6%	5%	12%	7%	1%
(5)	110	54	56	13	17	28	15	10	26	23	31	26	29	28	30	26	16	11	38	26	13	25	21	15
	14%	15%	14%	15%	15%	20%	12%	8%	15%	13%	13%	16%	16%	13%	15%	15%	14%	15%	25%	15%	16%	18%	13%	15%
(4)	58	24	34	7	5	12	10	13	11	15	19	10	14	18	18	9	8	5	11	15	10	12	14	18
	8%	7%	8%	8%	4%	9%	8%	11%	6%	8%	8%	6%	7%	9%	9%	5%	7%	7%	7%	9%	13%	9%	9%	18%
(3)	58	36	22	4	11	8	11	15	8	12	20	17	9	6	16	20	5	11	11	14	7	14	10	7
	8%	10%	5%	4%	10%	6%	9%	13%	5%	7%	9%	10%	5%	3%	8%	11%	5%	16%	7%	8%	8%	10%	6%	7%
(2)	66	36	29	5	8	16	9	17	11	20	12	15	18	13	19	22	8	4	5	26	10	4	18	13
	9%	10%	7%	6%	7%	11%	7%	14%	6%	11%	5%	9%	10%	6%	9%	12%	8%	6%	3%	16%	13%	3%	11%	12%
Have done a very bad job																								
(1)	138	75	63	8	24	21	19	28	38	34	43	24	39	39	33	32	22	13	13	37	14	19	40	16
	18%	21%	15%	9%	20%	15%	15%	24%	22%	18%	19%	14%	21%	19%	16%	18%	20%	18%	8%	22%	17%	14%	25%	16%
Refused	11	5	6	-	-	1	5	2	3	2	3	3	2	6	1	-	4	-	2	1	-	2	-	1
	1%	1%	1%	-	-	1%	4%	2%	2%	1%	1%	2%	1%	3%	1%	-	4%	-	1%	*	-	1%	-	1%
Don't know	209	68	140	41	38	39	34	22	35	57	61	45	46	69	58	36	31	15	34	26	14	28	29	17
	27%	19%	34%	47%	32%	28%	27%	19%	20%	31%	27%	27%	24%	33%	29%	21%	29%	21%	22%	16%	17%	20%	18%	17%
Mean	3.75	3.56	3.94	4.09	3.62	3.66	4.07	3.07	4.04	3.57	3.88	3.81	3.69	3.88	3.74	3.68	3.65	3.74	4.82	3.44	3.73	4.46	3.59	3.81
Standard deviation	2.30	2.26	2.33	2.07	2.37	2.01	2.39	2.05	2.55	2.32	2.35	2.18	2.33	2.47	2.24	2.22	2.38	2.18	2.08	2.21	2.16	2.27	2.46	2.20
Standard error	0.10	0.13	0.15	0.36	0.26	0.20	0.25	0.20	0.21	0.18	0.22	0.22	0.18	0.22	0.19	0.18	0.28	0.29	0.20	0.18	0.28	0.23	0.19	0.27

Prepared on behalf of The Times by Populus



## Times Poll

### Fieldwork : July 27th-29th 2007

Absolutes/col percents

Table 12

**Q.6 Now I'd like you to say how good or bad a job you think various people have done in responding to the severe flooding in many parts of the country?**

**The armed forces**

**Base: All 'Sample A' respondents**

	Sex			Age						Social Class				Region					Voting Intention		Vote in 2005			
	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 Demo-crat	Con-ser-vative	Labour	Lib-eral Demo-crat
Unweighted base	753	380	373	57	117	135	129	129	186	240	153	133	227	201	197	180	106	69	140	190	72	130	193	85
Weighted base	766	351	414	88	119	141	128	118	172	185	229	164	187	209	202	176	108	71	154	169	80	139	161	101
Have done a very good job	(10) 203 27%	95 27%	108 26%	7 8%	22 19%	44 32%	30 23%	38 32%	62 36%	49 26%	53 23%	46 28%	55 29%	49 23%	57 28%	44 25%	43 40%	10 14%	47 31%	48 28%	15 19%	45 33%	48 30%	26 26%
(9)	84 11%	41 12%	43 10%	8 10%	9 8%	12 8%	27 21%	17 14%	11 6%	16 8%	32 14%	23 14%	13 7%	21 10%	21 11%	22 13%	11 10%	9 13%	20 13%	17 10%	13 16%	19 14%	12 8%	14 14%
(8)	157 20%	71 20%	86 21%	24 28%	21 18%	28 20%	22 17%	21 18%	40 23%	35 19%	50 22%	24 14%	48 26%	47 22%	40 20%	32 18%	17 15%	21 30%	32 21%	35 21%	21 26%	22 15%	34 21%	24 24%
(7)	84 11%	42 12%	42 10%	19 21%	13 11%	13 9%	15 12%	9 8%	15 9%	27 15%	24 10%	14 8%	20 10%	29 14%	20 10%	24 14%	8 7%	3 4%	18 12%	23 14%	8 10%	18 13%	18 11%	6 6%
(6)	39 5%	14 4%	25 6%	8 9%	5 4%	2 1%	7 5%	11 9%	7 4%	7 4%	12 5%	11 7%	10 5%	10 5%	6 3%	11 6%	3 3%	9 12%	6 4%	11 6%	4 5%	4 3%	12 8%	5 5%
(5)	49 6%	26 7%	24 6%	5 5%	17 14%	13 9%	4 3%	4 3%	7 4%	13 7%	11 5%	9 6%	16 9%	15 7%	16 8%	11 7%	3 3%	4 5%	8 5%	9 5%	7 8%	7 5%	12 8%	7 7%
(4)	12 2%	4 1%	8 2%	2 3%	1 1%	2 1%	3 2%	2 1%	2 1%	2 1%	4 2%	2 1%	3 2%	5 2%	3 1%	1 1%	1 1%	2 3%	1 1%	2 1%	-	2 1%	2 2%	4 4%
(3)	12 2%	6 2%	6 1%	1 1%	3 2%	3 2%	1 1%	1 1%	3 2%	2 1%	4 2%	4 3%	2 1%	2 1%	2 1%	5 3%	-	3 4%	3 2%	2 1%	3 4%	1 1%	1 1%	2 2%
(2)	8 1%	4 1%	4 1%	-	1 1%	3 2%	1 1%	1 1%	2 1%	1 1%	1 1%	3 2%	2 1%	2 1%	3 1%	3 1%	1 1%	-	1 *	3 2%	-	1 1%	1 1%	2 2%
Have done a very bad job	(1) 21 3%	12 3%	9 2%	6 6%	4 4%	2 1%	3 3%	3 3%	2 1%	4 2%	7 3%	4 3%	5 3%	2 1%	3 2%	7 4%	6 5%	3 4%	1 1%	9 6%	3 3%	1 1%	5 3%	-
Refused	3 *	3 1%	-	-	-	-	1 1%	1 1%	1 *	-	-	2 1%	1 *	1 *	-	2 2%	-	-	-	-	-	-	-	-
Don't know	94 12%	34 10%	60 14%	7 8%	23 19%	19 13%	14 11%	11 9%	21 12%	30 16%	31 14%	21 13%	12 6%	28 13%	31 15%	14 8%	14 13%	7 10%	16 11%	9 6%	7 9%	18 13%	14 9%	10 10%
Mean	7.82	7.79	7.85	6.99	7.23	7.92	7.96	8.08	8.27	7.86	7.82	7.81	7.79	7.84	7.98	7.58	8.27	7.27	8.23	7.63	7.64	8.27	7.80	7.92
Standard deviation	2.24	2.31	2.19	2.22	2.43	2.29	2.15	2.18	2.04	2.14	2.22	2.41	2.23	1.98	2.14	2.42	2.46	2.33	1.84	2.48	2.23	1.97	2.25	2.07
Standard error	0.09	0.13	0.12	0.31	0.25	0.21	0.20	0.20	0.16	0.15	0.19	0.22	0.15	0.15	0.17	0.19	0.26	0.30	0.16	0.19	0.27	0.18	0.17	0.24

Prepared on behalf of The Times by Populus



## Times Poll

### Fieldwork : July 27th-29th 2007

Absolutes/col percents

Table 13

**Q.6 Now I'd like you to say how good or bad a job you think various people have done in responding to the severe flooding in many parts of the country?**

**The fire service**

**Base: All 'Sample A' respondents**

	Sex			Age						Social Class				Region					Voting Intention		Vote in 2005			
	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 Demo-crat	Con-ser-vative	Labour	Lib-eral Demo-crat
Unweighted base	753	380	373	57	117	135	129	129	186	240	153	133	227	201	197	180	106	69	140	190	72	130	193	85
Weighted base	766	351	414	88	119	141	128	118	172	185	229	164	187	209	202	176	108	71	154	169	80	139	161	101
Have done a very good job	(10) 340 44%	154 44%	186 45%	23 26%	40 34%	61 43%	56 44%	67 57%	92 54%	83 45%	96 42%	71 44%	89 48%	82 39%	99 49%	70 40%	67 62%	22 32%	76 49%	75 44%	33 42%	72 52%	76 47%	42 42%
(9)	107 14%	51 14%	56 14%	13 15%	10 8%	16 11%	23 18%	20 17%	24 14%	29 16%	33 15%	20 12%	24 13%	27 13%	27 14%	25 14%	11 11%	16 23%	19 13%	24 14%	12 15%	21 15%	20 12%	15 15%
(8)	142 19%	65 19%	77 19%	17 19%	22 18%	32 23%	22 18%	16 14%	33 19%	29 16%	46 20%	27 16%	41 22%	46 22%	33 17%	40 23%	12 11%	10 14%	36 23%	34 20%	14 18%	26 19%	32 20%	18 18%
(7)	56 7%	25 7%	32 8%	20 23%	10 8%	12 8%	8 6%	3 2%	4 2%	19 10%	16 7%	11 7%	10 5%	18 9%	12 6%	18 10%	5 4%	4 5%	10 7%	6 4%	12 15%	6 5%	9 6%	11 11%
(6)	22 3%	12 3%	10 3%	7 8%	4 4%	1 1%	2 2%	2 2%	5 3%	4 2%	6 3%	6 4%	6 3%	6 3%	8 4%	3 1%	1 1%	5 8%	4 2%	6 4%	1 2%	2 1%	6 4%	4 4%
(5)	21 3%	10 3%	11 3%	3 3%	9 7%	7 5%	1 1%	1 1%	1 1%	4 2%	5 2%	8 5%	4 2%	7 3%	6 3%	5 3%	1 1%	3 4%	2 1%	5 3%	-	1 1%	2 1%	1 1%
(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
(3)	7 1%	3 1%	4 1%	1 1%	2 2%	-	3 3%	-	1 1%	-	2 1%	2 1%	3 1%	2 1%	3 1%	1 *	-	2 3%	-	5 3%	2 3%	-	3 2%	-
(2)	8 1%	3 1%	4 1%	-	2 2%	3 2%	1 1%	1 1%	-	1 *	4 2%	2 1%	1 1%	1 1%	-	4 2%	2 2%	-	1 1%	3 2%	-	1 1%	3 2%	2 2%
Have done a very bad job	(1) 4 1%	3 1%	1 *	1 2%	-	1 1%	-	* *	1 1%	1 1%	-	1 1%	2 1%	* *	1 *	1 *	3 3%	-	-	3 1%	1 2%	2 1%	1 1%	-
Refused	2 *	2 1%	-	-	-	-	1 1%	1 1%	-	-	-	2 1%	-	1 *	-	-	1 1%	-	-	-	-	-	-	-
Don't know	55 7%	23 7%	32 8%	2 2%	20 17%	8 6%	9 7%	6 5%	10 6%	16 8%	19 8%	13 8%	8 4%	19 9%	13 6%	10 6%	5 5%	9 12%	5 3%	8 5%	3 4%	8 6%	9 6%	8 8%
Mean	8.72	8.68	8.75	8.01	8.21	8.59	8.81	9.21	9.10	8.84	8.68	8.56	8.77	8.63	8.85	8.57	9.01	8.46	8.93	8.50	8.58	8.99	8.69	8.72
Standard deviation	1.73	1.78	1.68	1.80	2.04	1.85	1.70	1.39	1.39	1.55	1.72	1.94	1.72	1.63	1.60	1.77	2.02	1.75	1.40	2.11	1.84	1.63	1.87	1.60
Standard error	0.07	0.09	0.09	0.24	0.21	0.16	0.16	0.13	0.11	0.10	0.15	0.18	0.12	0.12	0.12	0.14	0.20	0.22	0.12	0.16	0.22	0.15	0.14	0.18

Prepared on behalf of The Times by Populus



## Times Poll

### Fieldwork : July 27th-29th 2007

Absolutes/col percents

Table 14

**Q.6 Now I'd like you to say how good or bad a job you think various people have done in responding to the severe flooding in many parts of the country?**

**The Environment Agency**

**Base: All 'Sample A' respondents**

	Sex			Age						Social Class				Region					Voting Intention			Vote in 2005			
	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 Demo-crat	Con-ser-vative	Labour	Lib-eral Demo-crat	
Unweighted base	753	380	373	57	117	135	129	129	186	240	153	133	227	201	197	180	106	69	140	190	72	130	193	85	
Weighted base	766	351	414	88	119	141	128	118	172	185	229	164	187	209	202	176	108	71	154	169	80	139	161	101	
Have done a very good job	(10)	50 6%	16 5%	33 8%	2 3%	5 4%	13 9%	5 4%	8 7%	16 9%	15 8%	12 5%	10 6%	13 7%	18 9%	15 7%	6 3%	10 9%	1 1%	11 7%	17 10%	1 1%	8 6%	21 13%	3 3%
	(9)	22 3%	8 2%	14 3%	3 3%	2 2%	2 2%	5 4%	2 1%	8 5%	7 4%	6 3%	5 3%	4 2%	7 3%	3 2%	6 4%	1 1%	4 6%	3 2%	5 3%	4 5%	3 2%	3 2%	3 3%
	(8)	92 12%	50 14%	43 10%	6 7%	17 14%	14 10%	12 9%	15 12%	29 17%	20 11%	24 10%	18 11%	30 16%	28 14%	23 12%	19 11%	15 13%	7 10%	22 14%	17 10%	14 18%	21 15%	19 12%	12 12%
	(7)	100 13%	52 15%	48 12%	21 24%	10 9%	12 8%	15 12%	16 13%	26 15%	25 14%	27 12%	24 14%	23 13%	24 11%	22 11%	24 14%	12 11%	17 24%	20 13%	24 14%	12 15%	21 15%	20 12%	17 17%
	(6)	80 10%	33 9%	47 11%	19 22%	8 7%	13 9%	15 12%	11 9%	14 8%	15 8%	28 12%	17 10%	20 10%	21 10%	20 10%	23 13%	10 9%	6 9%	14 9%	26 15%	10 12%	6 4%	23 14%	11 11%
	(5)	142 19%	61 17%	81 20%	10 12%	17 14%	36 26%	25 20%	27 23%	26 15%	31 17%	43 19%	31 19%	37 20%	32 15%	48 24%	33 19%	18 17%	11 16%	26 17%	31 19%	16 20%	25 18%	24 15%	21 21%
	(4)	38 5%	21 6%	16 4%	- -	10 9%	12 9%	4 3%	5 4%	6 4%	11 6%	7 3%	9 5%	11 6%	7 3%	8 4%	15 9%	6 6%	1 2%	5 3%	8 5%	5 6%	3 2%	9 6%	9 9%
	(3)	32 4%	18 5%	13 3%	4 5%	5 4%	3 2%	11 9%	5 4%	4 2%	9 5%	12 5%	7 4%	5 3%	9 4%	8 4%	6 3%	5 5%	4 6%	10 6%	5 3%	1 2%	11 8%	4 3%	3 2%
	(2)	26 3%	12 3%	14 3%	1 1%	5 4%	7 5%	9 7%	1 1%	3 2%	10 5%	6 3%	6 3%	4 2%	6 3%	7 3%	8 5%	5 4%	1 1%	5 3%	8 5%	4 5%	4 3%	5 3%	7 7%
Have done a very bad job	(1)	34 4%	22 6%	12 3%	5 5%	5 4%	5 4%	8 6%	4 4%	7 4%	9 5%	6 3%	8 5%	11 6%	11 5%	8 4%	9 5%	4 4%	2 3%	8 5%	8 5%	3 4%	9 6%	7 5%	- -
Refused		4 1%	3 1%	1 *	- -	- -	1 1%	1 1%	1 1%	1 *	- -	- -	2 1%	2 1%	1 *	1 1%	- -	2 2%	- -	- -	- -	- -	- -	- -	- -
Don't know		147 19%	56 16%	90 22%	16 18%	34 28%	23 16%	18 14%	24 20%	32 18%	34 18%	58 25%	28 17%	27 14%	46 22%	37 19%	28 16%	20 18%	15 22%	30 19%	19 11%	10 12%	29 21%	25 16%	14 14%
Mean		5.94	5.74	6.12	6.03	5.69	5.79	5.40	6.02	6.53	5.88	5.96	5.89	6.01	6.16	5.88	5.64	6.02	6.14	5.93	6.03	5.96	5.82	6.29	5.86
Standard deviation		2.32	2.34	2.28	2.02	2.38	2.35	2.42	2.17	2.31	2.48	2.18	2.32	2.32	2.47	2.29	2.21	2.44	1.97	2.44	2.40	2.10	2.48	2.45	1.99
Standard error		0.09	0.13	0.13	0.29	0.26	0.22	0.23	0.21	0.19	0.18	0.20	0.22	0.17	0.20	0.18	0.18	0.26	0.27	0.23	0.18	0.26	0.24	0.19	0.23

Prepared on behalf of The Times by Populus



**Times Poll**  
**Fieldwork : July 27th-29th 2007**

Absolutes/col percents

Table 15  
**Classification**  
**Base: All respondents**

		<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base		1511	1511
Weighted base		1511	1511
<b><u>Sex</u></b>			
Male		792 52%	725 48%
Female		719 48%	786 52%
<b><u>Age</u></b>			
18-24	(21)	112 7%	180 12%
25-34	(29.5)	239 16%	239 16%
35-44	(39.5)	286 19%	299 20%
45-54	(49.5)	269 18%	254 17%
55-64	(59.5)	256 17%	224 15%
65+	(70)	349 23%	314 21%
Average age		48.76	46.71

**Times Poll**  
**Fieldwork : July 27th-29th 2007**

Absolutes/col percents

Table 15  
**Classification**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1511	1511
<b><u>Social Class</u></b>		
AB	519 34%	393 26%
C1	287 19%	438 29%
C2	260 17%	317 21%
DE	445 29%	362 24%
<b><u>Region</u></b>		
North	519 34%	506 33%
Midlands	469 31%	474 31%
South	523 35%	530 35%

**Times Poll**  
**Fieldwork : July 27th-29th 2007**

Absolutes/col percents

Table 15  
**Classification**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1511	1511
<b><u>Working status</u></b>		
Full-time	657 43%	680 45%
Part-time	186 12%	181 12%
Not working but seeking work or temporarily unemployed/sick	80 5%	87 6%
Not working/not seeking work	128 8%	129 9%
Retired	416 28%	375 25%
Student	40 3%	56 4%
Refused	4 *	3 *



**Times Poll**  
**Fieldwork : July 27th-29th 2007**

Absolutes/col percents

Table 15  
**Classification**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1511	1511
<b><u>Tenure</u></b>		
Own outright	504 33%	493 33%
Own with a mortgage	558 37%	584 39%
Council	161 11%	194 13%
Housing Assoc.	78 5%	64 4%
Rented from someone else	150 10%	125 8%
Rent free	12 1%	11 1%
Refused	48 3%	40 3%

**Times Poll**  
**Fieldwork : July 27th-29th 2007**

Absolutes/col percents

Table 15  
**Classification**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1511	1511
<b><u>Foreign Holiday in last 3 years</u></b>		
Yes	931 62%	907 60%
No	580 38%	604 40%
<b><u>Number of cars</u></b>		
None	296 20%	314 21%
1	683 45%	628 42%
2	403 27%	434 29%
3+	129 9%	135 9%

**Times Poll**  
**Fieldwork : July 27th-29th 2007**

Absolutes/col percents

Table 15  
**Classification**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1511	1511
<b><u>Internet Access</u></b>		
At all	1069 71%	1091 72%
At home (net)	963 64%	976 65%
At work (net)	483 32%	491 32%
At home	551 36%	565 37%
At work	71 5%	80 5%
Both at home and at work	412 27%	411 27%
Somewhere else	35 2%	36 2%
Not at all	441 29%	419 28%
Refused	1 *	1 *

**Times Poll**  
**Fieldwork : July 27th-29th 2007**

Absolutes/col percents

Table 15  
**Classification**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1511	1511
<b><u>What is the highest educational level that you have achieved to date?</u></b>		
Secondary/ high school/ NVQ 1-3	851 56%	886 59%
University degree or equivalent professional qualification/ NVQ4	375 25%	362 24%
Higher university degree/ Doctorate/ MBA/ NVQ 5 or equivalent	140 9%	118 8%
None of these	98 6%	102 7%
Refused	47 3%	43 3%

**Times Poll**  
**Fieldwork : July 27th-29th 2007**

Absolutes/col percents

Table 15  
**Classification**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Weighted base	1511	1511
<b><u>Marital Status</u></b>		
Single	307 20%	342 23%
Married/ co-habiting	889 59%	872 58%
Widowed/ separated/ divorced	285 19%	273 18%
Refused	30 2%	24 2%
<b><u>Children</u></b>		
None aged 18 or under	1043 69%	1021 68%
NET: Yes	461 31%	483 32%
NET: Yes any aged 15 or under	424 28%	448 30%
- Aged under 5	199 13%	218 14%
- Aged 5-10	202 13%	213 14%
- Aged 11-15	177 12%	184 12%
- Aged 16-18	96 6%	102 7%
Refused	7 *	7 *

Prepared on behalf of The Times by Populus



**Times Poll**  
**Fieldwork : July 27th-29th 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	1511	1511
Weighted base	1511	1511
Conservative	266 18%	276 18%
Labour	412 27%	340 23%
Liberal Democrat	159 11%	182 12%
SNP	16 1%	18 1%
Other	41 3%	45 3%
Did not vote	466 31%	503 33%
Refused	91 6%	83 5%
Don't know	60 4%	64 4%