

Times Poll

Fieldwork : May 11th-13th 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	696	808	128	236	281	280	273	306	447	374	273	410	392	393	354	224	141	346	385	169
Weighted base	1504	727	777	164	259	294	256	227	305	380	440	317	367	411	391	361	211	130	372	345	191
Conservative	372 25%	200 28%	172 22%	18 11%	37 14%	68 23%	65 25%	74 33%	110 36%	102 27%	125 28%	71 23%	73 20%	127 31%	100 26%	75 21%	52 24%	18 14%	372 100%	-	-
Labour	345 23%	154 21%	190 25%	33 20%	53 20%	74 25%	58 23%	54 24%	73 24%	89 23%	88 20%	67 21%	101 28%	67 16%	96 24%	118 33%	38 18%	26 20%	-	345 100%	-
Liberal Democrat	191 13%	101 14%	90 12%	26 16%	43 17%	30 10%	28 11%	23 10%	40 13%	61 16%	43 10%	40 13%	47 13%	51 12%	54 14%	37 10%	31 15%	19 14%	-	-	191 100%
SNP	26 2%	12 2%	13 2%	1 1%	3 1%	6 2%	6 2%	6 3%	2 1%	2 *	8 2%	7 2%	9 2%	-	-	-	-	26 20%	-	-	-
Plaid Cymru	15 1%	6 1%	9 1%	1 *	1 *	4 1%	3 1%	5 2%	2 1%	4 1%	7 2%	3 1%	2 *	-	-	-	15 7%	-	-	-	-
The Green Party	39 3%	12 2%	26 3%	3 2%	7 3%	9 3%	11 4%	4 2%	4 1%	12 3%	11 3%	6 2%	10 3%	16 4%	13 3%	4 1%	5 2%	-	-	-	-
The United Kingdom Independence Party (UKIP)	14 1%	9 1%	5 1%	-	1 *	2 1%	4 2%	1 *	6 2%	2 1%	5 1%	2 1%	5 1%	4 1%	3 1%	2 1%	6 3%	-	-	-	-
The British National Party (BNP)	22 1%	12 2%	10 1%	3 2%	5 2%	6 2%	3 1%	3 1%	2 1%	4 1%	5 1%	4 1%	8 2%	7 2%	6 2%	5 1%	3 2%	-	-	-	-
The Socialist Alliance	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Scottish Socialist Party	1 *	1 *	-	-	-	1 *	1 *	-	-	1 *	-	-	1 *	-	-	-	-	1 1%	-	-	-
The Natural Law Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Robert Kilroy Silk's Veritas party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Respect	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some other party	30 2%	18 2%	12 2%	5 3%	5 2%	5 2%	9 4%	2 1%	3 1%	5 1%	9 2%	7 2%	10 3%	6 2%	7 2%	7 2%	7 3%	2 2%	-	-	-

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	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	727	777	164	259	294	256	227	305	380	440	317	367	411	391	361	211	130	372	345	191
Would not vote at all	203	93	110	46	60	39	23	17	19	33	67	53	50	59	58	50	20	15	-	-	-
	14%	13%	14%	28%	23%	13%	9%	7%	6%	9%	15%	17%	14%	14%	15%	14%	10%	12%	-	-	-
Refused	90	41	50	1	9	17	24	15	24	26	29	14	21	26	20	20	15	9	-	-	-
	6%	6%	6%	1%	4%	6%	9%	7%	8%	7%	7%	4%	6%	6%	5%	6%	7%	7%	-	-	-
Don't know	156	67	89	27	35	33	20	23	18	40	43	43	31	48	34	41	19	14	-	-	-
	10%	9%	11%	17%	13%	11%	8%	10%	6%	11%	10%	13%	8%	12%	9%	12%	9%	11%	-	-	-

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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	890	426	464	54	101	166	174	183	214	290	212	147	241	220	235	208	144	83	307	325	138
Weighted base	893	450	443	68	117	176	159	152	219	250	256	170	216	238	233	210	133	79	330	287	156
Conservative	330 37%	179 40%	151 34%	15 22%	32 27%	58 33%	57 36%	69 45%	100 46%	95 38%	111 43%	60 35%	65 30%	117 49%	85 36%	69 33%	43 32%	17 21%	330 100%	-	-
Labour	287 32%	132 29%	155 35%	26 38%	35 30%	66 37%	49 30%	47 31%	66 30%	75 30%	76 30%	56 33%	80 37%	52 22%	82 35%	97 46%	34 26%	22 27%	-	287 100%	-
Liberal Democrat	156 17%	81 18%	75 17%	19 28%	35 29%	26 15%	23 15%	18 12%	35 16%	55 22%	33 13%	31 18%	37 17%	43 18%	43 18%	29 14%	25 19%	16 21%	-	-	156 100%
SNP	20 2%	9 2%	11 3%	* 1%	3 2%	4 2%	5 3%	6 4%	2 1%	2 1%	6 2%	6 4%	7 3%	-	-	-	-	20 26%	-	-	-
Plaid Cymru	14 2%	5 1%	9 2%	* 1%	1 *	3 2%	3 2%	5 3%	2 1%	3 1%	7 3%	3 1%	1 1%	-	-	-	14 11%	-	-	-	-
The Green Party	32 4%	11 2%	21 5%	2 3%	6 5%	8 4%	9 5%	4 3%	4 2%	10 4%	9 3%	5 3%	8 4%	14 6%	11 5%	3 1%	4 3%	-	-	-	-
The United Kingdom Independence Party (UKIP)	12 1%	7 2%	5 1%	-	* *	1 1%	4 3%	1 *	6 3%	2 1%	5 2%	1 1%	4 2%	3 1%	2 1%	2 1%	6 4%	-	-	-	-
The British National Party (BNP)	17 2%	9 2%	8 2%	2 4%	4 4%	5 3%	2 1%	1 1%	2 1%	4 2%	3 1%	2 1%	7 3%	5 2%	5 2%	4 2%	3 2%	-	-	-	-
The Scottish Socialist Party	1 *	1 *	-	-	-	1 *	1 *	-	-	1 *	-	-	1 *	-	-	-	-	1 2%	-	-	-
Some other party	23 3%	15 3%	7 2%	3 5%	3 2%	5 3%	7 4%	2 1%	3 1%	5 2%	6 2%	6 3%	6 3%	3 1%	5 2%	7 3%	5 4%	2 3%	-	-	-

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Col percents

Table 3
Published voting intention figures:- May 2007

	<u>Total</u>
Conservative	37%
Labour	33%
Liberal Democrat/ Liberal	17%
Scottish National Party/SNP	2%
Plaid Cymru	2%
Other	9%

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Absolutes/col percents

Table 4

Q.5 Now I'd like you to think ahead to the next election. Imagine that the Chancellor of the Exchequer Gordon Brown takes over from Tony Blair as Labour leader and the Conservatives are led by David Cameron and the Liberal Democrats by Ming Campbell. Which party would you vote for - or would you vote for another party or not vote at all?

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	752	332	420	57	99	125	156	155	160	200	194	140	218	194	186	175	120	77	189	186	86
Weighted base	750	345	405	78	115	127	143	126	162	166	228	163	194	202	188	178	112	69	205	164	95
Labour	183 24%	89 26%	94 23%	14 18%	28 24%	34 27%	28 20%	31 25%	47 29%	42 25%	44 19%	40 25%	57 29%	31 15%	49 26%	64 36%	18 16%	20 29%	5 2%	138 84%	4 5%
Liberal Democrat	88 12%	40 12%	48 12%	18 23%	14 12%	9 7%	21 15%	13 11%	13 8%	25 15%	25 11%	17 10%	20 11%	16 8%	22 11%	22 12%	17 15%	12 17%	-	2 1%	72 76%
Conservative	220 29%	117 34%	103 25%	10 13%	27 23%	30 24%	38 27%	51 40%	64 39%	57 35%	81 36%	38 23%	43 22%	79 39%	55 29%	40 22%	33 29%	14 20%	188 92%	2 1%	6 7%
Other	63 8%	31 9%	32 8%	5 7%	7 6%	11 8%	19 13%	9 7%	12 7%	6 4%	18 8%	16 10%	23 12%	14 7%	13 7%	8 5%	18 16%	11 15%	2 1%	2 1%	2 2%
Wouldn't vote	97 13%	33 10%	64 16%	24 31%	26 23%	20 16%	15 11%	6 4%	6 3%	15 9%	27 12%	31 19%	24 12%	31 15%	26 14%	18 10%	13 12%	9 12%	4 2%	9 6%	7 8%
Refused	29 4%	13 4%	16 4%	-	1 1%	6 5%	8 5%	8 6%	7 4%	7 4%	13 6%	4 2%	6 3%	10 5%	5 3%	7 4%	5 5%	2 2%	-	-	-
Don't know	70 9%	22 6%	48 12%	6 8%	12 10%	18 14%	13 9%	8 6%	14 8%	14 8%	19 8%	17 11%	20 11%	21 11%	19 10%	19 11%	8 7%	3 4%	6 3%	11 7%	3 3%

Prepared on behalf of The Times by Populus



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Absolutes/col percents

Table 5
Q.6 How good a leader is Tony Blair?
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	752	364	388	71	137	156	124	118	146	247	180	133	192	198	207	179	104	64	157	199	83	
Weighted base	754	381	373	86	144	167	113	101	143	214	212	154	173	209	203	182	99	60	167	181	96	
Very good indeed	(10)	45 6%	18 5%	26 7%	1 1%	5 3%	6 3%	10 8%	11 11%	13 9%	7 3%	13 6%	8 5%	17 10%	8 4%	12 6%	18 10%	3 3%	4 6%	2 1%	36 20%	1 1%
	(9)	31 4%	19 5%	12 3%	3 3%	5 3%	7 4%	3 3%	7 6%	7 5%	10 5%	8 4%	5 3%	7 4%	11 5%	6 3%	9 5%	2 2%	3 4%	5 3%	19 11%	3 3%
	(8)	88 12%	46 12%	41 11%	9 10%	14 9%	20 12%	11 10%	15 15%	19 14%	25 12%	32 15%	17 11%	14 8%	19 9%	22 11%	24 13%	13 13%	9 15%	8 5%	46 25%	15 16%
	(7)	116 15%	64 17%	52 14%	19 22%	17 12%	34 20%	16 14%	13 13%	17 12%	43 20%	28 13%	22 14%	23 13%	27 13%	35 17%	30 17%	12 12%	12 20%	18 11%	45 25%	16 16%
	(6)	71 9%	41 11%	30 8%	21 25%	13 9%	17 10%	6 5%	8 8%	7 5%	22 10%	32 15%	11 7%	7 4%	20 10%	25 12%	6 4%	11 11%	9 14%	20 12%	9 5%	8 9%
	(5)	131 17%	58 15%	73 20%	8 9%	36 25%	34 20%	19 16%	10 10%	25 18%	35 16%	21 10%	38 25%	37 21%	33 16%	36 18%	33 18%	19 19%	10 16%	25 15%	13 7%	18 19%
	(4)	56 7%	32 8%	24 6%	8 9%	12 8%	10 6%	11 10%	9 9%	5 3%	15 7%	16 8%	15 10%	10 6%	20 10%	14 7%	12 7%	9 9%	- -	19 11%	6 3%	12 13%
	(3)	33 4%	12 3%	21 6%	1 1%	8 6%	5 3%	6 5%	7 7%	7 5%	10 5%	10 5%	4 3%	9 5%	10 5%	12 6%	5 3%	6 6%	1 2%	9 5%	2 1%	7 7%
	(2)	33 4%	17 5%	16 4%	1 2%	8 6%	7 4%	4 4%	5 5%	7 5%	9 4%	5 2%	11 7%	8 4%	16 8%	10 5%	4 2%	3 3%	- -	15 9%	- -	2 3%
Very bad indeed	(1)	133 18%	69 18%	64 17%	14 16%	21 15%	22 13%	27 24%	15 15%	34 24%	33 15%	40 19%	22 14%	37 21%	42 20%	25 13%	36 20%	18 18%	11 19%	46 28%	5 3%	13 14%
Refused		1 *	1 *	- -	- -	- -	- -	1 1%	- -	1 *	- -	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	
Don't know		16 2%	4 1%	12 3%	1 1%	6 4%	5 3%	1 1%	1 1%	2 2%	5 2%	5 2%	1 1%	5 3%	3 2%	6 3%	3 2%	1 1%	2 3%	- -	- -	- -
Mean		5.22	5.24	5.19	5.37	4.95	5.45	4.88	5.64	5.10	5.30	5.34	5.14	5.03	4.80	5.40	5.50	4.94	5.67	4.07	7.57	5.13
Standard deviation		2.74	2.73	2.76	2.40	2.48	2.50	2.94	2.96	3.07	2.60	2.81	2.59	2.96	2.74	2.57	2.95	2.59	2.74	2.55	1.99	2.39
Standard error		0.10	0.14	0.14	0.29	0.22	0.20	0.27	0.27	0.26	0.17	0.21	0.23	0.22	0.20	0.18	0.22	0.26	0.35	0.20	0.14	0.26

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Absolutes/col percents

Table 6
Q.6 How good a leader is 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	752	364	388	71	137	156	124	118	146	247	180	133	192	198	207	179	104	64	157	199	83	
Weighted base	754	381	373	86	144	167	113	101	143	214	212	154	173	209	203	182	99	60	167	181	96	
Very good indeed	(10)	16 2%	5 1%	11 3%	1 1%	3 2%	1 1%	3 3%	4 4%	4 3%	2 1%	5 3%	4 3%	7 3%	5 2%	2 1%	1 1%	1 2%	7 4%	2 1%	2 2%	
	(9)	22 3%	17 4%	6 2%	4 5%	1 1%	3 2%	4 3%	3 3%	7 5%	8 4%	3 1%	6 4%	6 3%	3 1%	6 3%	8 5%	3 3%	2 3%	19 11%	1 1%	1 1%
	(8)	45 6%	17 4%	29 8%	5 5%	5 4%	14 8%	4 4%	9 9%	9 6%	18 8%	9 4%	9 6%	9 5%	12 6%	9 4%	12 6%	11 11%	3 5%	26 16%	8 4%	6 6%
	(7)	77 10%	42 11%	35 9%	10 11%	11 8%	14 8%	6 5%	14 13%	24 17%	26 12%	22 10%	10 6%	20 12%	24 12%	18 9%	17 9%	10 10%	9 15%	34 21%	12 7%	14 14%
	(6)	80 11%	47 12%	34 9%	9 10%	17 12%	16 10%	11 9%	14 14%	14 10%	28 13%	24 12%	15 10%	13 7%	27 13%	24 12%	16 9%	7 7%	6 10%	23 14%	22 12%	6 6%
	(5)	201 27%	96 25%	105 28%	26 30%	39 27%	52 31%	34 30%	18 18%	32 23%	54 25%	59 28%	50 33%	37 22%	53 26%	58 29%	51 28%	26 27%	12 20%	39 24%	45 25%	28 29%
	(4)	70 9%	34 9%	36 10%	5 6%	13 9%	18 11%	14 13%	12 12%	7 5%	26 12%	17 8%	10 7%	16 9%	15 7%	25 12%	16 9%	12 12%	2 4%	5 3%	28 15%	16 17%
	(3)	49 7%	29 8%	21 6%	2 2%	10 7%	13 8%	6 5%	9 9%	9 6%	15 7%	12 6%	10 6%	12 7%	10 5%	14 7%	14 7%	4 4%	7 12%	7 4%	10 6%	12 12%
	(2)	41 5%	23 6%	18 5%	3 4%	9 6%	9 6%	9 8%	7 7%	4 3%	14 6%	11 5%	7 5%	8 5%	10 5%	7 4%	12 7%	7 7%	4 7%	2 1%	13 7%	3 3%
Very bad indeed	(1)	71 9%	41 11%	30 8%	8 10%	14 10%	11 7%	13 11%	6 6%	19 13%	11 5%	23 11%	22 14%	16 9%	18 9%	18 9%	17 9%	10 10%	8 13%	1 1%	25 14%	4 4%
Don't know		81 11%	32 8%	49 13%	15 17%	22 15%	15 9%	10 9%	5 5%	14 10%	13 6%	26 12%	12 7%	30 18%	29 14%	20 10%	18 10%	8 8%	6 9%	3 2%	14 8%	5 5%
Mean		4.95	4.85	5.05	5.17	4.63	4.91	4.64	5.24	5.19	5.18	4.81	4.78	4.96	5.10	4.92	4.88	4.94	4.74	6.54	4.38	4.97
Standard deviation		2.22	2.25	2.19	2.22	2.09	2.01	2.25	2.28	2.48	2.05	2.19	2.37	2.35	2.22	2.13	2.24	2.29	2.46	1.85	2.12	1.93
Standard error		0.09	0.12	0.12	0.29	0.20	0.17	0.21	0.22	0.13	0.17	0.21	0.19	0.17	0.16	0.18	0.23	0.33	0.15	0.16	0.22	

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Absolutes/col percents

Table 7
Q.6 How good a leader is 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 Democrat	
Unweighted base	752	364	388	71	137	156	124	118	146	247	180	133	192	198	207	179	104	64	157	199	83	
Weighted base	754	381	373	86	144	167	113	101	143	214	212	154	173	209	203	182	99	60	167	181	96	
Very good indeed	(10)	7 1%	5 1%	2 *	-	2 1%	-	1 1%	2 2%	1 1%	-	4 2%	-	3 2%	3 1%	1 1%	-	-	2 4%	2 1%	1 1%	-
	(9)	4 1%	3 1%	1 *	-	-	2 1%	-	-	2 1%	2 1%	-	-	2 1%	3 1%	1 *	-	1 1%	-	1 1%	-	3 3%
	(8)	25 3%	12 3%	13 4%	6 7%	3 2%	4 3%	6 5%	1 1%	5 3%	6 3%	7 5%	7 5%	5 3%	7 3%	2 1%	8 4%	4 4%	4 7%	11 6%	6 3%	5 5%
	(7)	45 6%	23 6%	21 6%	4 5%	7 5%	8 5%	8 7%	6 6%	11 8%	14 7%	12 6%	12 7%	7 4%	14 7%	9 4%	11 6%	2 2%	8 14%	10 6%	8 4%	20 21%
	(6)	71 9%	36 9%	35 9%	13 16%	10 7%	18 11%	9 8%	8 8%	13 9%	21 10%	23 11%	13 8%	14 8%	25 12%	11 6%	15 8%	12 12%	8 13%	13 8%	25 14%	14 15%
	(5)	158 21%	73 19%	85 23%	20 23%	37 26%	38 23%	22 19%	19 19%	22 16%	57 26%	36 17%	38 25%	27 16%	46 22%	42 21%	38 21%	19 19%	13 22%	38 22%	35 20%	16 17%
	(4)	66 9%	41 11%	25 7%	6 7%	9 6%	14 8%	8 7%	19 19%	10 7%	21 10%	19 9%	12 8%	14 8%	12 6%	28 14%	15 8%	10 10%	1 2%	14 9%	19 10%	8 9%
	(3)	81 11%	47 12%	34 9%	7 8%	19 13%	18 11%	14 13%	13 13%	10 7%	26 12%	30 14%	10 6%	15 8%	18 9%	25 12%	23 13%	12 12%	2 4%	23 14%	20 11%	9 9%
	(2)	70 9%	34 9%	36 10%	5 6%	9 6%	18 11%	6 6%	11 11%	22 15%	18 9%	14 7%	21 14%	17 10%	13 6%	25 12%	16 9%	12 12%	4 7%	16 9%	18 10%	7 8%
Very bad indeed	(1)	84 11%	52 14%	32 9%	4 4%	16 11%	11 7%	21 18%	10 10%	23 16%	20 9%	23 11%	21 13%	20 12%	23 11%	21 10%	21 12%	12 12%	7 12%	21 12%	19 10%	1 1%
Refused		1 *	1 *	-	1 2%	-	-	-	-	-	1 1%	-	-	-	-	-	-	1 1%	-	-	-	1 2%
Don't know		141 19%	53 14%	88 24%	19 22%	34 24%	36 21%	18 16%	11 11%	24 17%	27 13%	43 21%	20 13%	50 29%	46 22%	37 18%	36 20%	13 13%	9 16%	18 11%	30 17%	11 11%
Mean		4.20	4.10	4.30	4.81	4.13	4.32	4.06	4.07	3.98	4.29	4.24	4.10	4.09	4.49	3.84	4.07	4.02	5.03	4.27	4.17	5.37
Standard deviation		2.10	2.16	2.03	1.85	2.00	1.93	2.28	2.01	2.36	1.93	2.15	2.10	2.28	2.20	1.87	2.03	2.04	2.46	2.21	1.99	1.91
Standard error		0.09	0.12	0.12	0.26	0.20	0.17	0.22	0.20	0.21	0.13	0.18	0.20	0.19	0.18	0.14	0.17	0.22	0.34	0.19	0.15	0.23

Prepared on behalf of The Times by Populus



Times Poll

Fieldwork : May 11th-13th 2007

Absolutes/col percents

Table 8
Q.6a How good a leader do you think Gordon Brown will be?
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	752	364	388	71	137	156	124	118	146	247	180	133	192	198	207	179	104	64	157	199	83	
Weighted base	754	381	373	86	144	167	113	101	143	214	212	154	173	209	203	182	99	60	167	181	96	
Very good indeed	(10)	29 4%	13 3%	16 4%	2 2%	5 3%	6 3%	6 5%	7 7%	4 3%	5 2%	9 4%	7 5%	9 5%	7 3%	9 4%	8 3%	3 3%	3 5%	1 1%	19 10%	1 1%
	(9)	28 4%	18 5%	11 3%	3 4%	5 4%	4 2%	3 3%	4 4%	9 6%	6 3%	8 4%	5 3%	9 5%	8 4%	3 1%	8 4%	4 4%	6 10%	2 1%	19 10%	3 3%
	(8)	81 11%	37 10%	44 12%	5 6%	10 7%	22 13%	11 9%	11 11%	22 16%	14 7%	29 14%	13 9%	25 14%	21 10%	18 9%	22 12%	11 11%	9 15%	11 7%	49 27%	10 10%
	(7)	78 10%	39 10%	39 10%	9 10%	12 8%	21 12%	13 11%	8 8%	16 11%	27 13%	23 11%	17 11%	11 6%	19 9%	24 12%	14 8%	12 12%	10 17%	14 9%	25 14%	12 12%
	(6)	85 11%	51 13%	34 9%	11 13%	18 12%	25 15%	10 9%	11 11%	11 8%	32 15%	23 11%	14 9%	16 9%	27 13%	24 12%	17 9%	12 12%	6 9%	12 7%	20 11%	20 21%
	(5)	132 17%	55 14%	77 21%	21 25%	30 21%	31 19%	17 15%	14 14%	18 13%	41 19%	27 13%	37 24%	26 15%	38 18%	38 19%	32 17%	17 17%	8 13%	28 17%	22 12%	15 15%
	(4)	69 9%	34 9%	35 9%	8 9%	11 8%	12 7%	14 13%	14 14%	10 7%	19 9%	24 11%	10 7%	16 9%	21 10%	19 9%	15 8%	12 12%	3 5%	21 12%	6 4%	17 17%
	(3)	45 6%	28 7%	17 5%	8 9%	8 5%	11 6%	4 3%	5 5%	10 7%	15 7%	10 5%	10 6%	10 6%	12 6%	16 8%	9 5%	6 6%	2 4%	13 8%	3 2%	8 9%
	(2)	43 6%	19 5%	23 6%	3 3%	10 7%	8 5%	11 9%	7 6%	4 3%	16 7%	13 6%	7 4%	8 4%	8 4%	14 7%	9 5%	5 5%	7 12%	20 12%	4 2%	2 2%
Very bad indeed	(1)	114 15%	65 17%	49 13%	10 11%	24 17%	19 11%	19 17%	15 15%	26 18%	29 14%	29 14%	26 17%	30 17%	37 18%	28 14%	32 18%	14 14%	3 5%	38 23%	6 3%	9 9%
Refused		2 *	1 *	1 *	- -	1 1%	- -	- -	- -	1 1%	- -	2 1%	- -	- -	1 *	- -	- -	- -	1 2%	- -	- -	- -
Don't know		47 6%	20 5%	27 7%	7 8%	9 6%	10 6%	6 5%	4 4%	11 8%	11 5%	15 7%	6 4%	15 8%	11 5%	11 6%	17 9%	5 5%	2 4%	7 4%	7 4%	1 1%
Mean		5.00	4.91	5.10	4.91	4.72	5.27	4.79	5.10	5.14	4.82	5.18	4.94	5.08	4.90	4.86	4.96	5.06	5.87	3.93	6.96	5.15
Standard deviation		2.60	2.64	2.56	2.28	2.57	2.43	2.70	2.76	2.81	2.39	2.65	2.60	2.81	2.60	2.50	2.74	2.53	2.59	2.39	2.18	2.12
Standard error		0.10	0.14	0.14	0.29	0.23	0.20	0.25	0.26	0.24	0.16	0.21	0.23	0.21	0.19	0.18	0.22	0.26	0.33	0.19	0.16	0.23

Prepared on behalf of The Times by Populus



Times Poll
Fieldwork : May 11th-13th 2007

Absolutes/col percents

Table 9

Q.7 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 ...?

Strong**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 Dem-ocrat
Unweighted base	752	332	420	57	99	125	156	155	160	200	194	140	218	194	186	175	120	77	189	186	86
Weighted base	750	345	405	78	115	127	143	126	162	166	228	163	194	202	188	178	112	69	205	164	95
Tony Blair	158 21%	76 22%	82 20%	26 33%	22 19%	26 20%	28 19%	24 19%	33 21%	36 21%	40 18%	34 21%	48 25%	41 20%	35 19%	43 24%	25 23%	13 19%	24 12%	62 38%	13 14%
Gordon Brown	251 34%	119 34%	132 33%	19 24%	30 26%	47 37%	49 34%	49 39%	58 36%	60 36%	81 36%	50 31%	60 31%	47 23%	76 40%	59 33%	38 34%	31 45%	59 29%	76 47%	39 41%
David Cameron	142 19%	72 21%	70 17%	12 16%	25 21%	23 18%	26 18%	24 19%	32 20%	33 20%	46 20%	25 16%	38 20%	47 23%	35 19%	30 17%	22 20%	7 10%	88 43%	8 5%	18 19%
Ming Campbell	29 4%	17 5%	12 3%	5 6%	6 5%	3 3%	8 5%	3 2%	4 3%	7 4%	8 3%	11 7%	4 2%	7 3%	10 5%	8 5%	2 2%	2 3%	5 3%	- -	16 17%
None of these	73 10%	32 9%	41 10%	10 13%	7 6%	12 9%	13 9%	16 12%	15 9%	13 8%	21 9%	20 13%	19 10%	21 11%	16 8%	17 9%	11 10%	8 11%	15 7%	4 2%	3 4%
Refused	8 1%	3 1%	5 1%	- -	1 1%	3 2%	3 2%	1 1%	1 1%	1 1%	6 3%	- -	1 1%	5 2%	1 *	1 1%	2 2%	- -	- -	- -	- -
Don't know	88 12%	27 8%	62 15%	6 8%	24 21%	14 11%	17 12%	11 8%	17 11%	17 10%	26 11%	22 14%	23 12%	33 16%	15 8%	20 11%	11 9%	9 13%	15 7%	14 9%	6 6%

Prepared on behalf of The Times by Populus



Times Poll
Fieldwork : May 11th-13th 2007

Absolutes/col percents

Table 10

Q.7 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 ...?

Charismatic

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	752	332	420	57	99	125	156	155	160	200	194	140	218	194	186	175	120	77	189	186	86
Weighted base	750	345	405	78	115	127	143	126	162	166	228	163	194	202	188	178	112	69	205	164	95
Tony Blair	229 31%	110 32%	119 29%	20 26%	25 21%	47 37%	40 28%	48 38%	48 30%	58 35%	60 26%	53 33%	57 30%	56 28%	54 29%	59 33%	31 28%	29 41%	41 20%	82 50%	25 27%
Gordon Brown	70 9%	29 9%	40 10%	20 26%	6 5%	11 8%	4 3%	7 5%	22 14%	14 9%	22 10%	12 8%	21 11%	12 6%	27 14%	16 9%	10 9%	4 6%	13 6%	24 15%	9 9%
David Cameron	207 28%	114 33%	93 23%	19 24%	37 32%	26 21%	48 34%	34 27%	44 27%	51 30%	71 31%	36 22%	49 25%	61 30%	51 27%	46 26%	37 33%	14 20%	98 48%	24 15%	33 34%
Ming Campbell	24 3%	10 3%	13 3%	1 2%	6 5%	2 2%	4 3%	4 3%	6 4%	7 4%	10 4%	4 3%	3 1%	4 2%	4 2%	5 3%	7 7%	3 4%	6 3%	5 3%	8 8%
None of these	123 16%	49 14%	74 18%	8 10%	12 10%	22 17%	32 22%	22 18%	27 17%	25 15%	35 15%	27 17%	35 18%	45 22%	24 13%	24 13%	20 18%	9 14%	34 17%	13 8%	8 8%
Refused	8 1%	4 1%	5 1%	- -	1 1%	3 2%	2 1%	1 *	2 1%	2 1%	4 2%	- -	2 1%	5 3%	1 *	1 1%	2 2%	- -	1 1%	- -	- -
Don't know	89 12%	28 8%	61 15%	9 12%	28 24%	15 12%	13 9%	11 9%	13 8%	9 5%	25 11%	30 18%	26 13%	19 9%	28 15%	27 15%	5 4%	11 15%	12 6%	15 9%	12 13%

Times Poll
Fieldwork : May 11th-13th 2007

Absolutes/col percents

Table 11

Q.7 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 ...?

Cares about the problems of ordinary people

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	752	332	420	57	99	125	156	155	160	200	194	140	218	194	186	175	120	77	189	186	86
Weighted base	750	345	405	78	115	127	143	126	162	166	228	163	194	202	188	178	112	69	205	164	95
Tony Blair	123 16%	48 14%	74 18%	21 28%	19 16%	24 19%	21 15%	19 15%	19 12%	28 17%	28 12%	31 19%	36 18%	23 11%	32 17%	44 25%	16 15%	8 12%	12 6%	66 40%	11 12%
Gordon Brown	131 17%	66 19%	65 16%	15 20%	11 10%	22 17%	20 14%	21 17%	40 25%	32 19%	31 13%	22 13%	46 24%	22 11%	30 16%	40 23%	18 17%	19 28%	13 6%	60 37%	16 16%
David Cameron	157 21%	71 21%	86 21%	12 15%	28 24%	22 17%	22 15%	34 27%	41 25%	35 21%	57 25%	26 16%	39 20%	57 28%	43 23%	26 15%	26 23%	6 8%	105 51%	6 4%	8 8%
Ming Campbell	76 10%	48 14%	27 7%	12 15%	8 7%	8 7%	16 11%	12 10%	18 11%	25 15%	24 11%	18 11%	9 5%	16 8%	21 11%	12 7%	17 15%	10 14%	18 9%	5 3%	33 35%
None of these	152 20%	79 23%	72 18%	9 11%	22 19%	25 20%	41 29%	32 25%	24 15%	28 17%	49 22%	39 24%	36 19%	42 21%	46 24%	28 15%	20 17%	17 24%	39 19%	12 7%	18 19%
Refused	9 1%	3 1%	6 2%	- -	1 1%	2 1%	5 3%	- -	2 1%	1 1%	4 2%	1 1%	3 2%	5 2%	1 1%	1 1%	2 2%	1 1%	1 1%	- -	- -
Don't know	103 14%	30 9%	73 18%	9 11%	25 22%	24 19%	18 12%	9 7%	18 11%	17 10%	35 15%	26 16%	25 13%	38 19%	15 8%	28 15%	13 12%	9 13%	17 8%	15 9%	9 9%

Prepared on behalf of The Times by Populus



Times Poll

Fieldwork : May 11th-13th 2007

Absolutes/col percents

Table 12

Q.7 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 ...?

Likeable

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	752	332	420	57	99	125	156	155	160	200	194	140	218	194	186	175	120	77	189	186	86
Weighted base	750	345	405	78	115	127	143	126	162	166	228	163	194	202	188	178	112	69	205	164	95
Tony Blair	170	75	95	26	27	30	27	30	29	44	39	38	48	36	38	55	21	19	19	82	16
	23%	22%	23%	33%	23%	24%	19%	24%	18%	26%	17%	24%	25%	18%	20%	31%	19%	28%	9%	50%	17%
Gordon Brown	98	50	48	8	7	19	19	14	30	20	21	24	32	12	27	31	15	11	8	49	13
	13%	14%	12%	10%	7%	15%	13%	11%	19%	12%	9%	15%	17%	6%	15%	18%	14%	16%	4%	30%	14%
David Cameron	225	107	118	16	38	32	39	45	55	51	89	32	53	74	59	41	38	13	131	11	27
	30%	31%	29%	20%	33%	25%	27%	36%	34%	31%	39%	19%	27%	37%	31%	23%	34%	19%	64%	6%	29%
Ming Campbell	62	34	28	8	7	5	13	9	20	15	20	13	13	19	16	13	7	6	18	2	24
	8%	10%	7%	10%	6%	4%	9%	7%	13%	9%	9%	8%	7%	10%	8%	7%	7%	9%	9%	1%	25%
None of these	108	57	51	10	13	22	28	16	18	21	28	30	29	32	26	21	18	10	19	10	10
	14%	16%	13%	13%	12%	18%	20%	13%	11%	12%	12%	18%	15%	16%	14%	12%	16%	15%	9%	6%	11%
Refused	10	2	7	-	1	3	3	-	2	2	5	1	1	4	1	2	3	-	-	-	-
	1%	1%	2%	-	1%	2%	2%	-	1%	1%	2%	1%	1%	2%	1%	1%	2%	-	-	-	-
Don't know	79	21	58	10	22	15	13	12	7	13	26	25	16	25	20	15	10	9	10	10	5
	11%	6%	14%	13%	19%	12%	9%	10%	5%	8%	11%	15%	8%	12%	11%	9%	9%	13%	5%	6%	5%

Prepared on behalf of The Times by Populus



Times Poll
Fieldwork : May 11th-13th 2007

Absolutes/col percents

Table 13

Q.7 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 ...?

In touch with modern Britain

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	752	332	420	57	99	125	156	155	160	200	194	140	218	194	186	175	120	77	189	186	86
Weighted base	750	345	405	78	115	127	143	126	162	166	228	163	194	202	188	178	112	69	205	164	95
Tony Blair	144 19%	59 17%	85 21%	25 32%	22 19%	33 26%	21 15%	19 15%	23 14%	27 17%	45 20%	33 20%	38 20%	35 17%	36 19%	40 22%	23 21%	9 13%	14 7%	74 45%	7 8%
Gordon Brown	114 15%	48 14%	66 16%	8 11%	12 11%	22 17%	15 10%	19 15%	37 23%	25 15%	18 8%	25 15%	46 24%	14 7%	36 19%	35 19%	14 12%	15 22%	14 7%	54 33%	21 22%
David Cameron	232 31%	125 36%	107 26%	15 20%	37 32%	29 23%	40 28%	48 38%	62 38%	57 35%	90 39%	41 25%	43 22%	77 38%	58 31%	46 26%	36 32%	14 21%	138 67%	10 6%	25 27%
Ming Campbell	34 5%	17 5%	17 4%	5 6%	3 2%	5 4%	9 6%	6 4%	7 4%	9 5%	13 6%	4 3%	8 4%	8 4%	9 5%	7 4%	9 8%	2 3%	4 2%	3 2%	12 13%
None of these	112 15%	61 18%	50 12%	10 13%	14 12%	20 16%	32 23%	20 16%	14 9%	27 16%	31 14%	22 13%	32 16%	37 18%	27 15%	21 12%	14 13%	12 17%	22 11%	8 5%	19 20%
Refused	9 1%	2 1%	7 2%	- -	1 1%	4 3%	2 1%	1 1%	1 1%	2 1%	5 2%	1 1%	1 *	4 2%	- -	1 1%	4 4%	- -	- -	- -	1 1%
Don't know	106 14%	33 10%	73 18%	14 18%	25 22%	14 11%	23 16%	13 10%	17 10%	18 11%	26 11%	37 23%	25 13%	28 14%	21 11%	28 16%	12 10%	17 24%	12 6%	16 10%	10 10%

Prepared on behalf of The Times by Populus



Times Poll

Fieldwork : May 11th-13th 2007

Absolutes/col percents

Table 14

Q.7 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 ...?

Has what it takes to be a good 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	752	332	420	57	99	125	156	155	160	200	194	140	218	194	186	175	120	77	189	186	86
Weighted base	750	345	405	78	115	127	143	126	162	166	228	163	194	202	188	178	112	69	205	164	95
Tony Blair	128 17%	60 17%	68 17%	21 27%	15 13%	25 19%	29 21%	23 18%	16 10%	29 18%	40 17%	25 15%	34 18%	29 15%	30 16%	38 21%	21 19%	10 14%	18 9%	60 37%	11 12%
Gordon Brown	172 23%	80 23%	93 23%	22 28%	24 21%	33 26%	23 16%	26 21%	44 27%	39 24%	36 16%	40 24%	57 30%	31 16%	50 27%	47 26%	22 20%	22 31%	15 8%	76 47%	23 25%
David Cameron	173 23%	98 28%	75 19%	13 17%	25 22%	22 17%	37 26%	35 27%	42 26%	42 25%	59 26%	31 19%	41 21%	54 27%	39 21%	39 22%	28 25%	12 18%	113 55%	4 2%	18 19%
Ming Campbell	39 5%	22 6%	17 4%	7 9%	4 3%	10 8%	9 6%	5 4%	5 3%	8 5%	17 8%	11 7%	3 2%	9 4%	13 7%	6 4%	9 8%	2 3%	8 4%	1 1%	22 23%
None of these	114 15%	47 13%	67 17%	7 10%	17 15%	18 14%	25 17%	21 17%	25 16%	23 14%	36 16%	27 16%	28 14%	39 19%	33 18%	17 10%	16 14%	8 12%	29 14%	11 6%	10 11%
Refused	7 1%	2 1%	5 1%	- -	1 1%	3 2%	1 1%	- -	2 1%	1 1%	4 2%	- -	2 1%	4 2%	1 1%	1 1%	1 1%	- -	1 1%	- -	- -
Don't know	116 16%	37 11%	79 20%	8 10%	29 25%	17 13%	19 13%	17 13%	28 17%	24 14%	35 16%	30 18%	28 14%	35 17%	22 11%	30 17%	14 12%	16 23%	21 10%	12 7%	10 11%

Prepared on behalf of The Times by Populus



Times Poll
Fieldwork : May 11th-13th 2007

Absolutes/col percents

Table 15

Q.8 If, as expected, Gordon Brown takes over as Prime Minister in a few weeks time, do you think that under his leadership the following things will change for the better, change for the worse, or not really change at all, compared with how they've been under Tony Blair?

The state of the economy

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	752	364	388	71	137	156	124	118	146	247	180	133	192	198	207	179	104	64	157	199	83
Weighted base	754	381	373	86	144	167	113	101	143	214	212	154	173	209	203	182	99	60	167	181	96
Change for the better	146 19%	81 21%	66 18%	23 27%	41 28%	22 13%	22 19%	19 19%	20 14%	37 17%	44 21%	26 17%	39 22%	37 18%	38 19%	33 18%	19 19%	19 32%	14 9%	66 37%	24 25%
Will not really change at all	393 52%	195 51%	198 53%	42 49%	68 47%	96 58%	49 44%	53 53%	84 59%	120 56%	108 51%	84 55%	81 47%	112 54%	103 51%	90 50%	57 58%	29 49%	95 57%	94 52%	47 49%
Change for the worse	185 25%	97 25%	88 24%	17 20%	30 21%	43 26%	39 35%	27 27%	29 20%	54 25%	49 23%	38 24%	44 25%	51 24%	57 28%	52 28%	18 18%	8 13%	56 33%	15 9%	23 24%
Refused	1 *	-	1 *	-	1 1%	-	-	-	-	-	1 1%	-	-	-	-	-	-	1 2%	-	-	-
Don't know	29 4%	9 2%	19 5%	4 5%	4 3%	6 4%	3 2%	2 2%	10 7%	3 1%	9 4%	7 4%	10 6%	9 4%	5 2%	7 4%	5 6%	3 4%	2 1%	5 3%	2 2%

Times Poll
Fieldwork : May 11th-13th 2007

Absolutes/col percents

Table 16

Q.8 If, as expected, Gordon Brown takes over as Prime Minister in a few weeks time, do you think that under his leadership the following things will change for the better, change for the worse, or not really change at all, compared with how they've been under Tony Blair?

The situation in Iraq

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	752	364	388	71	137	156	124	118	146	247	180	133	192	198	207	179	104	64	157	199	83
Weighted base	754	381	373	86	144	167	113	101	143	214	212	154	173	209	203	182	99	60	167	181	96
Change for the better	207 27%	112 29%	94 25%	28 33%	36 25%	47 28%	27 24%	31 31%	37 26%	56 26%	65 31%	40 26%	46 26%	49 24%	47 23%	53 29%	32 32%	25 42%	36 22%	79 44%	26 27%
Will not really change at all	381 51%	188 49%	192 52%	45 52%	77 54%	87 52%	53 47%	53 53%	66 46%	125 58%	102 48%	73 47%	80 46%	104 50%	108 53%	92 50%	53 53%	25 42%	97 58%	65 36%	51 53%
Change for the worse	129 17%	67 18%	62 17%	10 12%	24 16%	24 15%	28 25%	11 11%	32 23%	31 14%	34 16%	31 20%	33 19%	46 22%	34 17%	30 16%	10 10%	9 15%	30 18%	26 15%	17 18%
Refused	5 1%	2 1%	3 1%	1 1%	1 1%	2 1%	- -	1 1%	- -	1 *	3 2%	- -	1 *	1 *	1 *	2 1%	1 1%	1 2%	- -	- -	- -
Don't know	33 4%	11 3%	21 6%	3 3%	6 4%	7 4%	6 5%	3 3%	7 5%	2 1%	7 3%	10 7%	13 8%	9 4%	13 7%	6 3%	4 4%	- -	4 2%	10 6%	1 1%

Times Poll
Fieldwork : May 11th-13th 2007

Absolutes/col percents

Table 17

Q.8 If, as expected, Gordon Brown takes over as Prime Minister in a few weeks time, do you think that under his leadership the following things will change for the better, change for the worse, or not really change at all, compared with how they've been under Tony Blair?

The NHS

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 Dem-ocrat
Unweighted base	752	364	388	71	137	156	124	118	146	247	180	133	192	198	207	179	104	64	157	199	83
Weighted base	754	381	373	86	144	167	113	101	143	214	212	154	173	209	203	182	99	60	167	181	96
Change for the better	219 29%	112 29%	107 29%	27 31%	42 29%	37 22%	32 28%	29 29%	53 37%	59 28%	66 31%	39 25%	54 31%	59 28%	57 28%	46 25%	33 33%	24 40%	29 17%	85 47%	30 32%
Will not really change at all	379 50%	189 49%	190 51%	39 45%	73 51%	90 54%	51 45%	56 55%	69 48%	115 54%	98 46%	92 60%	73 42%	97 46%	107 53%	94 52%	53 53%	28 46%	96 58%	73 40%	46 48%
Change for the worse	137 18%	72 19%	65 17%	15 17%	25 17%	38 23%	26 23%	15 15%	17 12%	38 18%	38 18%	20 13%	42 24%	45 21%	35 17%	38 21%	13 13%	7 12%	42 25%	17 9%	19 19%
Refused	1 *	-	1 *	-	1 1%	-	-	-	-	-	1 1%	-	-	-	-	-	-	1 2%	-	-	-
Don't know	18 2%	9 2%	10 3%	5 6%	3 2%	1 1%	4 4%	1 1%	4 3%	2 1%	8 4%	4 3%	4 3%	8 4%	5 2%	5 3%	1 1%	-	-	5 3%	2 2%

Times Poll
Fieldwork : May 11th-13th 2007

Absolutes/col percents

Table 18

Q.8 If, as expected, Gordon Brown takes over as Prime Minister in a few weeks time, do you think that under his leadership the following things will change for the better, change for the worse, or not really change at all, compared with how they've been under Tony Blair?

Standards in schools

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	752	364	388	71	137	156	124	118	146	247	180	133	192	198	207	179	104	64	157	199	83
Weighted base	754	381	373	86	144	167	113	101	143	214	212	154	173	209	203	182	99	60	167	181	96
Change for the better	236 31%	111 29%	125 33%	35 40%	50 35%	46 28%	30 27%	30 30%	45 31%	62 29%	84 40%	38 24%	52 30%	59 28%	68 34%	55 30%	27 28%	26 43%	30 18%	97 53%	36 37%
Will not really change at all	404 54%	215 56%	189 51%	38 44%	75 52%	92 55%	65 57%	58 57%	77 54%	126 59%	94 44%	102 66%	82 47%	107 51%	109 53%	98 54%	60 60%	31 52%	102 61%	66 37%	53 55%
Change for the worse	90 12%	47 12%	43 12%	11 13%	14 9%	25 15%	15 13%	12 12%	14 10%	22 10%	29 14%	12 8%	28 16%	33 16%	18 9%	27 15%	10 10%	2 4%	31 18%	16 9%	7 7%
Refused	1 *	-	1 *	-	1 *	-	-	-	-	-	-	-	1 *	-	1 *	-	-	-	-	-	-
Don't know	23 3%	8 2%	15 4%	3 3%	4 3%	4 3%	3 3%	1 1%	8 5%	5 2%	5 2%	3 2%	11 6%	10 5%	7 3%	3 2%	3 3%	1 1%	5 3%	2 1%	1 1%

Times Poll
Fieldwork : May 11th-13th 2007

Absolutes/col percents

Table 19

Q.8 If, as expected, Gordon Brown takes over as Prime Minister in a few weeks time, do you think that under his leadership the following things will change for the better, change for the worse, or not really change at all, compared with how they've been under Tony Blair?

Relations with America**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 Dem-ocrat
Unweighted base	752	364	388	71	137	156	124	118	146	247	180	133	192	198	207	179	104	64	157	199	83
Weighted base	754	381	373	86	144	167	113	101	143	214	212	154	173	209	203	182	99	60	167	181	96
Change for the better	92 12%	48 13%	44 12%	13 15%	17 12%	19 11%	10 9%	10 10%	23 16%	23 11%	23 11%	14 9%	32 18%	22 10%	28 14%	24 13%	10 10%	8 14%	18 11%	28 16%	13 13%
Will not really change at all	462 61%	227 59%	235 63%	53 62%	84 58%	102 61%	73 64%	55 55%	95 66%	134 62%	133 63%	94 61%	101 59%	130 62%	105 52%	122 67%	64 64%	41 69%	102 61%	111 61%	50 52%
Change for the worse	161 21%	94 25%	68 18%	18 20%	34 24%	35 21%	23 20%	32 32%	21 14%	51 24%	42 20%	39 25%	30 17%	41 20%	62 30%	29 16%	21 21%	9 15%	44 27%	31 17%	33 35%
Refused	1 *	1 *	-	-	-	-	-	1 1%	-	-	1 *	-	-	1 *	-	-	-	-	-	-	-
Don't know	38 5%	12 3%	26 7%	3 3%	9 6%	11 7%	7 7%	2 2%	5 3%	7 3%	13 6%	8 5%	10 6%	15 7%	9 4%	7 4%	5 5%	2 3%	3 2%	11 6%	1 1%

Times Poll
Fieldwork : May 11th-13th 2007

Absolutes/col percents

Table 20

Q.8 If, as expected, Gordon Brown takes over as Prime Minister in a few weeks time, do you think that under his leadership the following things will change for the better, change for the worse, or not really change at all, compared with how they've been under Tony Blair?

Standards in public life

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	752	364	388	71	137	156	124	118	146	247	180	133	192	198	207	179	104	64	157	199	83
Weighted base	754	381	373	86	144	167	113	101	143	214	212	154	173	209	203	182	99	60	167	181	96
Change for the better	183 24%	105 27%	78 21%	23 27%	28 19%	41 25%	25 22%	30 30%	36 25%	46 22%	60 28%	28 18%	49 28%	55 26%	44 22%	47 26%	18 19%	17 29%	31 18%	81 45%	22 23%
Will not really change at all	414 55%	202 53%	212 57%	49 57%	87 61%	87 52%	60 53%	53 53%	77 54%	121 57%	111 52%	90 58%	92 53%	112 53%	115 57%	98 54%	58 59%	31 52%	94 56%	83 46%	56 58%
Change for the worse	132 18%	65 17%	67 18%	11 13%	24 17%	34 20%	24 21%	17 17%	22 16%	42 20%	32 15%	31 20%	27 16%	36 17%	35 17%	35 19%	18 18%	9 14%	42 25%	13 7%	14 14%
Refused	2 *	-	2 1%	-	2 1%	-	-	-	-	1 *	1 1%	-	-	1 *	-	-	-	1 2%	-	-	-
Don't know	23 3%	9 2%	13 4%	3 4%	3 2%	4 3%	4 3%	1 1%	7 5%	4 2%	8 4%	5 3%	5 3%	5 3%	9 4%	3 1%	4 4%	2 3%	-	4 2%	4 5%

Times Poll
Fieldwork : May 11th-13th 2007

Absolutes/col percents

Table 21

Q.8 If, as expected, Gordon Brown takes over as Prime Minister in a few weeks time, do you think that under his leadership the following things will change for the better, change for the worse, or not really change at all, compared with how they've been under Tony Blair?

Tackling crime & anti-social behaviour

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	752	364	388	71	137	156	124	118	146	247	180	133	192	198	207	179	104	64	157	199	83
Weighted base	754	381	373	86	144	167	113	101	143	214	212	154	173	209	203	182	99	60	167	181	96
Change for the better	205 27%	100 26%	105 28%	25 29%	42 29%	43 25%	31 28%	29 29%	36 25%	45 21%	62 29%	39 25%	59 34%	61 29%	56 28%	41 23%	26 26%	21 35%	34 20%	81 45%	25 26%
Will not really change at all	405 54%	213 56%	192 51%	44 51%	78 54%	95 57%	53 47%	61 60%	75 52%	135 63%	111 52%	79 51%	80 46%	105 50%	108 53%	103 57%	59 59%	30 50%	100 60%	73 41%	61 63%
Change for the worse	122 16%	62 16%	60 16%	17 19%	21 15%	23 14%	25 22%	11 11%	25 18%	30 14%	33 16%	30 19%	30 17%	34 16%	35 17%	35 19%	12 12%	6 9%	32 19%	22 12%	11 11%
Refused	1 *	-	1 *	-	1 1%	-	-	-	-	-	1 1%	-	-	-	-	-	-	1 2%	-	-	-
Don't know	21 3%	7 2%	14 4%	1 1%	2 2%	6 4%	5 4%	-	7 5%	5 2%	5 2%	7 4%	5 3%	8 4%	4 2%	3 2%	3 3%	3 4%	1 *	4 2%	-

Times Poll
Fieldwork : May 11th-13th 2007

Absolutes/col percents

Table 22

Q.8 If, as expected, Gordon Brown takes over as Prime Minister in a few weeks time, do you think that under his leadership the following things will change for the better, change for the worse, or not really change at all, compared with how they've been under Tony Blair?

The level of taxes

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	752	364	388	71	137	156	124	118	146	247	180	133	192	198	207	179	104	64	157	199	83
Weighted base	754	381	373	86	144	167	113	101	143	214	212	154	173	209	203	182	99	60	167	181	96
Change for the better	88 12%	48 13%	40 11%	17 19%	19 13%	15 9%	12 10%	11 11%	14 10%	18 8%	31 15%	13 9%	26 15%	28 13%	22 11%	16 9%	8 8%	15 25%	9 5%	36 20%	10 10%
Will not really change at all	285 38%	134 35%	151 41%	23 27%	51 35%	63 37%	47 42%	34 34%	67 47%	70 32%	83 39%	65 42%	68 39%	76 37%	79 39%	66 36%	41 41%	23 38%	50 30%	86 48%	41 43%
Change for the worse	356 47%	195 51%	161 43%	44 51%	69 48%	84 50%	51 46%	54 53%	54 38%	123 57%	92 43%	72 46%	69 40%	99 47%	96 47%	95 52%	46 46%	20 33%	106 64%	53 30%	45 47%
Refused	1 *	-	1 *	-	1 1%	-	-	-	-	-	1 1%	-	-	-	-	-	-	1 2%	-	-	-
Don't know	24 3%	5 1%	18 5%	2 2%	4 3%	5 3%	3 2%	1 1%	9 6%	4 2%	4 2%	5 3%	10 6%	6 3%	6 3%	6 3%	4 4%	2 3%	2 1%	6 3%	1 1%

Times Poll

Fieldwork : May 11th-13th 2007

Absolutes/col percents

Table 23

Q.9 Based on your own impression of Liberal Democrat leader Ming Campbell and how he comes across, do you think the Lib Dems should keep him as their leader or do you think they would do better if they got rid of him and chose a different leader?

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 Demo-crat
Unweighted base	1504	696	808	128	236	281	280	273	306	447	374	273	410	392	393	354	224	141	346	385	169
Weighted base	1504	727	777	164	259	294	256	227	305	380	440	317	367	411	391	361	211	130	372	345	191
Keep him as a leader	500 33%	248 34%	252 32%	73 45%	76 29%	97 33%	83 33%	69 30%	102 34%	127 33%	146 33%	108 34%	119 32%	131 32%	128 33%	124 34%	74 35%	44 34%	141 38%	113 33%	75 39%
Get rid of him and choose a different leader	684 45%	371 51%	313 40%	60 37%	111 43%	129 44%	127 50%	119 52%	138 45%	194 51%	195 44%	138 44%	157 43%	175 43%	192 49%	166 46%	93 44%	59 46%	174 47%	169 49%	103 54%
Neither	13 1%	6 1%	7 1%	- -	2 1%	3 1%	3 1%	2 1%	4 1%	2 1%	5 1%	3 1%	3 1%	7 2%	3 1%	1 *	3 1%	- -	3 1%	3 1%	- -
Refused	7 *	3 *	4 1%	- -	- -	2 1%	2 1%	2 1%	1 *	1 *	2 1%	- -	3 1%	3 1%	1 *	1 *	1 *	1 1%	- -	1 *	- -
Don't know	300 20%	99 14%	201 26%	30 18%	71 27%	64 22%	40 16%	36 16%	59 19%	56 15%	91 21%	67 21%	85 23%	96 23%	68 17%	69 19%	41 20%	26 20%	54 15%	60 17%	13 7%

Times Poll
Fieldwork : May 11th-13th 2007

Absolutes/col percents

Table 24
Classification
Base: All respondents

		<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base		1504	1504
Weighted base		1504	1504
<u>Sex</u>			
Male		696 46%	722 48%
Female		808 54%	782 52%
<u>Age</u>			
18-24	(21)	128 9%	166 11%
25-34	(29.5)	236 16%	256 17%
35-44	(39.5)	281 19%	301 20%
45-54	(49.5)	280 19%	256 17%
55-64	(59.5)	273 18%	225 15%
65+	(70)	306 20%	301 20%
Average age		48.05	46.56

Prepared on behalf of The Times by Populus



Times Poll
Fieldwork : May 11th-13th 2007

Absolutes/col percents

Table 24
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1504	1504
<u>Social Class</u>		
AB	447 30%	376 25%
C1	374 25%	436 29%
C2	273 18%	316 21%
DE	410 27%	376 25%
<u>Region</u>		
North	495 33%	502 33%
Midlands	480 32%	469 31%
South	529 35%	533 35%

Times Poll
Fieldwork : May 11th-13th 2007

Absolutes/col percents

Table 24
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1504	1504
<u>Working status</u>		
Full-time	682 45%	668 44%
Part-time	195 13%	168 11%
Not working but seeking work or temporarily unemployed/sick	69 5%	79 5%
Not working/not seeking work	126 8%	144 10%
Retired	376 25%	368 24%
Student	56 4%	76 5%

Times Poll
Fieldwork : May 11th-13th 2007

Absolutes/col percents

Table 24
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1504	1504
<u>Tenure</u>		
Own outright	472 31%	481 32%
Own with a mortgage	572 38%	616 41%
Council	147 10%	196 13%
Housing Assoc.	75 5%	50 3%
Rented from someone else	146 10%	101 7%
Rent free	26 2%	17 1%
Refused	66 4%	43 3%

Times Poll
Fieldwork : May 11th-13th 2007

Absolutes/col percents

Table 24
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	900 60%	932 62%
No	604 40%	572 38%
<u>Number of cars</u>		
None	281 19%	304 20%
1	691 46%	654 44%
2	414 28%	424 28%
3+	118 8%	122 8%

Times Poll
Fieldwork : May 11th-13th 2007

Absolutes/col percents

Table 24
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1504	1504
<u>Internet Access</u>		
At all	1076 72%	1097 73%
At home (net)	967 64%	990 66%
At work (net)	529 35%	523 35%
At home	509 34%	533 35%
At work	71 5%	67 4%
Both at home and at work	458 30%	456 30%
Somewhere else	38 3%	41 3%
Not at all	428 28%	407 27%

Times Poll
Fieldwork : May 11th-13th 2007

Absolutes/col percents

Table 24
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1504	1504
<u>What is the highest educational level that you have achieved to date?</u>		
Secondary/ high school/ NVQ 1-3	779 52%	799 53%
University degree or equivalent professional qualification/ NVQ4	432 29%	433 29%
Higher university degree/ Doctorate/ MBA/ NVQ 5 or equivalent	103 7%	100 7%
None of these	131 9%	129 9%
Refused	59 4%	43 3%

Times Poll
Fieldwork : May 11th-13th 2007

Absolutes/col percents

Table 24
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1504	1504
<u>Marital Status</u>		
Single	308 20%	347 23%
Married/ co-habiting	880 59%	871 58%
Widowed/ separated/ divorced	263 17%	252 17%
Refused	53 4%	35 2%
<u>Children</u>		
None aged 18 or under	1023 68%	1016 68%
NET: Yes	425 28%	450 30%
NET: Yes any aged 15 or under	370 25%	395 26%
- Aged under 5	149 10%	165 11%
- Aged 5-10	177 12%	193 13%
- Aged 11-15	179 12%	181 12%
- Aged 16-18	102 7%	104 7%
Refused	56 4%	39 3%

Prepared on behalf of The Times by Populus



Times Poll
Fieldwork : May 11th-13th 2007

Absolutes/col percents

Table 24
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	1018 68%	1001 67%
I regularly do the main grocery shop	1099 73%	1084 72%
I regularly do top up grocery shopping (buy items or a basket of items as they are needed)	1166 78%	1166 78%
I do not do grocery shopping	164 11%	174 12%
Refused	31 2%	20 1%

Times Poll
Fieldwork : May 11th-13th 2007

Absolutes/col percents

Table 25

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	272 18%	308 20%
Labour	453 30%	374 25%
Liberal Democrat	157 10%	202 13%
SNP	16 1%	12 1%
Other	58 4%	56 4%
Did not vote	422 28%	434 29%
Refused	74 5%	67 4%
Don't know	52 3%	50 3%