

YouGov / News of the World Survey Results

Sample Size: 2031
Fieldwork: 6th - 8th August 2008

News of the World	Voting Intention				Gender		Age					Social Grade		Region				
	Total	Con	Lab	Lib Dem	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 +	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
All GB Adults	2031	710	399	258	975	1056	223	387	360	339	721	1097	934	255	655	437	502	182
Unweighted Sample	2031	719	485	237	992	1039	164	370	361	353	783	1219	812	218	663	394	561	195
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Excluding Don't Knows and Wouldn't Vote]

Con	46	100	0	0	46	46	36	51	45	46	47	51	40	44	58	50	42	15
Lab	26	0	100	0	26	26	31	23	28	32	23	22	31	33	16	27	35	23
Lib Dem	17	0	0	100	16	17	21	17	15	14	17	17	17	17	19	16	16	15
Other	11	0	0	0	12	10	11	10	11	9	13	10	13	6	7	7	8	47

Other Parties Voting Intention

[Excluding Don't Knows and Wouldn't Vote]

SNP / PCY	5	0	0	0	6	4	3	3	7	3	7	5	6	0	0	2	0	43
Green	2	0	0	0	1	3	3	2	2	2	2	2	2	3	2	2	2	1
UKIP	2	0	0	0	2	1	1	1	0	1	3	2	2	0	4	1	2	0
BNP	2	0	0	0	3	2	3	2	2	2	1	1	3	2	1	2	4	1
Respect	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	1	1	0	0	0	1	0	1	0	0	1	0	1

Non Voters

Would Not Vote	9	0	0	0	9	9	18	13	10	5	5	7	11	10	7	11	11	4
Don't know	16	0	0	0	12	19	14	16	16	18	14	12	19	15	18	16	15	8

Do you generally think of yourself as a little closer to one of the parties than the others? If yes please tell us which party?

Labour	29	5	91	14	31	27	26	24	31	38	28	28	30	36	23	27	37	26
Conservative	27	70	1	3	28	27	17	25	24	30	32	33	21	27	35	27	25	8
Liberal Democrat	11	4	2	60	12	11	14	12	10	10	12	12	10	10	13	9	11	10
Scottish National Party (SNP)	3	0	0	0	4	2	2	2	2	1	5	3	3	0	0	0	0	32
British National Party (BNP)	3	1	0	1	4	1	2	4	1	4	2	1	4	2	3	2	4	1
United Kingdom Independence Party (UKIP)	3	3	1	1	3	2	1	1	2	2	4	2	3	2	3	3	2	2
Green Party	2	1	1	4	2	3	5	2	3	1	2	2	3	4	3	2	2	0
Plaid Cymru	1	0	0	0	0	1	0	0	0	0	1	1	1	0	0	2	0	0
Other	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	1	0	1
No - None	17	12	4	16	15	20	20	22	23	12	14	13	22	17	16	21	16	16
Don't know	4	3	1	2	2	6	9	8	5	2	2	4	4	2	5	6	3	4

News of the World

All GB Adults
Unweighted Sample

Total	Voting Intention			Gender		Age					Social Grade		Region				
	Con	Lab	Lib Dem	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 +	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
2031	710	399	258	975	1056	223	387	360	339	721	1097	934	255	655	437	502	182
2031	719	485	237	992	1039	164	370	361	353	783	1219	812	218	663	394	561	195
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Please think of a scale that runs from 0 to 10, where 0 means 'very unlikely' and 10 means 'very likely'. How likely or unlikely is it that you would vote if there was an election tomorrow?

0 – Very unlikely	7	0	2	2	7	7	15	11	7	5	4	5	10	8	7	8	7	5
1	2	0	1	0	2	2	4	2	1	2	1	1	3	3	2	1	2	1
2	2	1	1	1	1	2	2	2	2	1	1	2	2	0	1	3	2	0
3	3	1	2	3	2	3	6	3	5	2	1	2	4	1	4	2	4	0
4	2	1	1	1	2	3	3	3	4	1	1	2	3	3	1	4	3	0
5	6	4	5	5	4	7	8	9	6	5	3	4	7	8	4	6	7	2
6	3	3	2	4	3	4	4	3	3	4	2	3	3	4	3	2	4	2
7	5	4	6	7	5	5	8	8	6	5	2	6	5	4	6	5	5	6
8	7	7	8	9	8	7	9	9	7	8	5	7	8	8	7	8	6	6
9	6	7	7	6	6	7	6	5	7	6	7	6	6	8	5	8	6	6
10 – Very likely	56	72	64	62	60	53	33	42	51	60	71	62	49	55	58	52	53	70
Don't know	2	0	1	0	1	2	3	3	1	2	1	1	2	1	2	1	2	2

The next general election may be held in 2 years from now. Have you definitely made up your mind whether to vote, and if so how to vote, or will you wait until nearer the election before finally deciding?

I have definitely made up my mind about whether or not and how to vote	47	65	57	38	51	43	37	41	42	47	55	49	44	45	48	48	42	53
I will wait until nearer the election before finally deciding	49	34	41	60	46	51	54	51	51	50	44	47	51	51	47	45	53	46
Not sure	5	1	2	2	3	7	9	8	7	4	2	5	5	4	5	7	5	2

Would you be more or less likely to vote for the Labour Party if Gordon Brown was NOT their leader?

I'd be more likely to vote for the Labour Party	21	19	19	25	21	21	27	24	24	18	18	21	22	24	20	23	24	14
I'd be less likely to vote for the Labour Party	7	5	11	9	8	6	10	7	7	6	6	7	7	7	6	7	6	13
It would make no difference - I would vote for the Labour Party anyway	15	2	63	6	15	15	17	11	15	18	15	14	16	20	11	16	17	16
It would make no difference - I would NOT vote for the Labour Party anyway	42	70	1	50	43	41	25	39	40	44	49	45	38	33	48	41	38	46
Don't know	15	4	8	10	12	17	21	19	14	14	12	13	16	16	17	13	14	12

News of the World	Voting Intention				Gender		Age					Social Grade		Region				
	Total	Con	Lab	Lib Dem	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 +	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
All GB Adults	2031	710	399	258	975	1056	223	387	360	339	721	1097	934	255	655	437	502	182
Unweighted Sample	2031	719	485	237	992	1039	164	370	361	353	783	1219	812	218	663	394	561	195
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

What is it about Gordon Brown that makes it more likely you'd vote for the Labour Party if he was NOT their leader? [Please tick all that apply]

[Excluding those that did not say they would be more likely to vote Labour if Gordon Brown was not their leader]

He's not a good leader	68	73	48	70	71	64	62	67	65	71	71	71	64	64	67	75	65	58
His lack of charisma	52	62	31	53	52	51	53	46	47	56	56	55	48	61	50	59	44	42
He's out of touch with the country	50	58	20	59	55	45	50	36	48	51	60	48	51	50	50	58	47	28
His handling of the economy	48	61	15	39	41	55	59	51	45	38	47	42	55	44	48	55	45	45
The fact he wasn't elected leader of the party	46	50	32	53	43	49	43	36	46	36	60	49	44	57	47	42	47	29
The crime situation	27	31	13	19	22	32	30	24	26	28	29	22	33	30	24	25	30	30
The state of the health service	22	29	5	19	17	28	21	21	21	20	26	20	25	26	23	26	17	24
He's been in power as Chancellor and Prime Minister for too long	20	24	9	31	20	20	7	20	20	26	24	20	20	24	24	20	13	25
The state of education	15	19	5	7	12	19	26	17	10	8	16	13	18	14	12	19	17	11
Other	6	3	3	6	7	5	0	5	10	4	7	7	4	6	4	6	4	18
Don't know	3	2	14	0	4	3	4	6	3	5	0	2	5	0	5	2	4	3

In your opinion, which, if any, of the following Labour MPs would make the best Prime Minister?

David Miliband	12	14	15	15	14	10	9	12	15	11	12	14	9	15	12	10	12	13
Gordon Brown	10	1	32	6	11	8	8	7	10	10	11	10	9	10	7	8	10	23
Jack Straw	7	9	6	9	8	6	5	6	7	5	9	7	6	6	7	6	9	5
Alan Johnson	3	3	3	2	4	2	1	1	4	3	4	4	2	3	3	3	3	2
Harriet Harman	3	2	6	4	3	4	3	3	5	3	3	2	4	4	3	3	3	3
Ed Balls	1	1	2	2	1	1	2	0	1	1	1	1	1	0	1	2	1	1
Jon Cruddas	1	1	1	1	1	0	2	1	0	2	0	1	1	1	1	1	1	0
None of the above	33	48	8	30	36	30	27	26	30	38	38	33	33	31	35	36	29	30
Don't know	31	22	28	31	23	39	45	44	28	28	24	28	35	29	32	32	34	24

News of the World

All GB Adults
Unweighted Sample

Total	Voting Intention			Gender		Age					Social Grade		Region				
	Con	Lab	Lib Dem	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 +	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
2031	710	399	258	975	1056	223	387	360	339	721	1097	934	255	655	437	502	182
2031	719	485	237	992	1039	164	370	361	353	783	1219	812	218	663	394	561	195
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In light of the current political and economic climate, do you think Gordon Brown should stand down as Prime Minister?

Yes he should stand down as PM	46	65	19	51	47	45	39	44	41	47	52	45	48	38	47	53	48	35
No he should not stand down as PM	36	24	68	35	41	32	32	33	40	35	38	40	31	43	35	28	35	53
Don't know	18	11	13	14	12	23	29	23	19	18	10	15	21	20	18	19	17	12

In general, thinking of their performance as Prime Minister, would you say that you prefer Tony Blair or Gordon Brown?

I prefer Gordon Brown	13	9	27	16	14	13	8	8	12	14	18	15	11	12	11	11	13	30
I prefer Tony Blair	49	48	57	54	52	47	51	57	55	48	42	49	49	51	48	51	51	39
No preference/ don't know	38	44	17	31	35	41	41	35	33	39	40	36	40	37	40	38	36	32

Using a scale of 1 to 5 where 1 is "I don't trust him at all" and 5 is "I trust him completely", to what extent do you trust Gordon Brown to manage the economy?

1 – I don't trust him at all	32	50	3	25	32	31	27	28	27	31	38	30	34	26	34	34	31	27
2	19	29	5	16	19	20	16	22	21	20	17	20	18	20	20	19	20	13
3	24	16	31	36	23	25	22	23	28	25	23	26	22	24	25	22	26	24
4	14	4	37	16	17	12	15	12	15	16	14	15	13	18	12	14	13	21
5 – I trust him completely	5	1	20	3	6	4	4	4	6	6	6	5	5	6	3	4	6	13
Don't know	6	1	4	4	3	8	17	12	3	3	2	4	8	7	7	7	5	2
Net trust	19	5	57	19	23	16	18	16	20	22	20	20	18	24	15	18	19	34
Net distrust	51	79	9	42	51	50	43	50	48	51	55	50	51	46	54	53	51	40

In your opinion, when will Gordon Brown lose his position as Prime Minister?

Within the next 3 months	13	17	5	14	12	14	11	8	12	14	16	14	12	13	13	12	15	10
Longer than 3 months from now but within 6 months from now	20	27	11	21	20	20	16	18	17	23	23	23	17	21	21	21	19	16
Longer than 6 months from now but within 1 year from now	20	20	18	19	20	20	21	26	22	20	15	17	23	19	20	20	21	16
Longer than 1 year from now but within 2 years from now (i.e. at the next general election)	25	27	29	30	29	22	28	26	29	23	24	27	23	23	27	22	24	35
Longer than 2 years from now (i.e. beyond the next general election)	6	2	19	4	7	4	4	5	4	4	9	7	5	4	5	5	7	12
Don't know	16	8	19	13	12	20	21	19	15	16	14	12	20	20	14	20	14	11

YouGov Weighting Data

In addition to weighting by age, gender, social class and region (weighted and unweighted figures shown in the tables), YouGov also weighted its raw data by newspaper readership and political party identification:

	Unweighted no.	Weighted no.
Age and Gender		
Male 18 to 24	49	73
Male 25 to 39	164	186
Male 40 to 54	174	165
Male 55 +	256	214
Female 18 to 24	57	73
Female 25 to 39	195	194
Female 40 to 54	169	167
Female 55 +	265	258
Region		
London	234	252
Rest of South	285	304
Midlands and Wales	272	291
North	397	354
Scotland	141	128
Social Grade		
ABC1	792	717
C2DE	537	612
Newspaper Type		
Express / Mail	341	212
Sun / Star	195	292
Mirror / Record	165	212
Guardian / Independent	79	53
FT / Times / Telegraph	125	126
Other Paper	165	166
No Paper	258	266
Political Party Identification		
Lab	591	439
Con	361	332
Lib Dem	118	146
Others	43	40
None	192	339
Don't know	24	33