

## YouGov / Daily Telegraph survey

Sample 1886; fieldwork 28-29 June 2007

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	%
<b>Voting intention</b>	
Labour	<b>38</b>
Conservative	<b>35</b>
Liberal Democrat	<b>15</b>
Some other party	<b>12</b>

(figures exclude Would not vote, 7%; don't know 15%)

### Do you approve or disapprove of the Government's record to date?

Approve	<b>28</b>
Disapprove	<b>56</b>
Don't know	<b>16</b>

### Who would make the best Prime Minister?

Gordon Brown	<b>35</b>
David Cameron	<b>23</b>
Sir Menzies Campbell	<b>5</b>
Don't know	<b>38</b>

### How do you think the financial situation of your household will change over the next 12 months?

Better	<b>23</b>
Stay the same	<b>34</b>
Worse	<b>38</b>
Don't know	<b>5</b>

### Which party do you think is more likely to run Britain's economy well – the Conservatives or Labour?

Conservative	<b>27</b>
Labour	<b>35</b>
Neither	<b>24</b>
Don't know	<b>14</b>

### If you had to choose, which would you prefer to see after the next election, a Conservative Government led by David Cameron or a Labour Government led by Gordon Brown?

Conservative Government led by David Cameron	<b>36</b>
Labour Government led by Gordon Brown	<b>43</b>
Don't know	<b>21</b>

**As you know, Gordon Brown, the former Chancellor, has just become Prime Minister. How do you feel about that?**

I am optimistic of Gordon Brown's premiership	<b>14</b>
I am reasonably optimistic about his premiership	<b>29</b>
I am not very optimistic about his premiership	<b>25</b>
I am not at all optimistic about his premiership	<b>24</b>
Don't know	<b>8</b>

**Taking everything into account, do you think Gordon Brown is an asset or a liability to the Labour Party?**

He is an asset	<b>48</b>
He is a liability	<b>25</b>
Don't know	<b>27</b>

**Do you think Gordon Brown will prove a better Prime Minister than Tony Blair, a worse Prime Minister, or will he be neither better nor worse?**

Mr Brown will probably prove a better Prime Minister	<b>23</b>
Mr Brown will probably prove a worse Prime Minister	<b>19</b>
Mr Brown will probably be neither better nor worse	<b>48</b>
Don't know	<b>10</b>

**Which ONE of the following statements comes closest to your own view?**

Even though Labour has been in power for 10 years, it should certainly be POSSIBLE for the Government under Mr Brown to make a fresh start	<b>52</b>
Because Labour has been in power for 10 years, it will be almost IMPOSSIBLE for the Government under Mr Brown to make a really fresh start	<b>37</b>
Don't know	<b>11</b>

**Mr Brown said at a Labour conference last weekend: 'The party I lead must have more than policies – we must have soul.'**

**Do you think the Labour Party under Mr Brown will have soul or not?**

Yes, it will	<b>27</b>
No, it won't	<b>43</b>
Don't know	<b>30</b>

**When Mr Brown spoke for the first time as Prime Minister, he emphasised that one of the main aims of his new Government would be ‘change’.**

**Why do you think he spoke so frequently about the need for change?**

Because he wants his new Government to have both new policies and a new style	17
Because he wants to distance himself as far as he can from Tony Blair and his Government	47
Both equally	25
Neither	3
Don't know	7

**As time goes on, do you think Mr Brown's Government will...?**

Make changes that, on balance, make things better	30
Make changes that, on balance, make things worse	17
Not really make significant changes at all	41
Don't know	12

**In his first speech he also said that he wanted to ‘meet the concerns and aspirations of our whole country’. Do you think he really does want to meet the concerns and aspirations of the whole country?**

Yes, he does	40
No, he doesn't	40
Don't know	20

**Why do you think he laid such emphasis on his speech on addressed the concerns of ‘the whole country’?**

Because he believes the nation is divided and wants to bring it together again	17
Because he fears Labour risks losing the support of middle-class voters, especially in England	50
Both equally	19
Neither	4
Don't know	10

**A considerable number of Tony Blair's ministers have been dropped from Mr Brown's new Cabinet and the new Prime Minister has introduced a considerable number of new faces.**

**What is your initial reaction to the new Cabinet?**

It does look fresh and more attractive than the old one	28
Despite the new faces, it looks much the same as the old one	37
Don't know	35

**Mr Brown is bringing into the Government a number of junior ministers – ministers outside the Cabinet – who are from outside politics and don't belong to any party. Do you welcome that development or not?**

Yes, I do welcome it	<b>55</b>
No, I don't	<b>17</b>
Don't know	<b>28</b>

**Which ONE of the following do you think is Mr Brown's main reason for bringing in these people as junior ministers?**

Because he genuinely wants to 'reach out beyond narrow party interest' and 'build a Government that uses all the talents'	<b>29</b>
Because he fears that Labour under his leadership lacks appeal and wants to give the impression that he leads a non-party Government	<b>39</b>
Both equally	<b>15</b>
Neither	<b>4</b>
Don't know	<b>13</b>

**Mr Brown says that one of his aims is to restore the public's trust in politics and Government generally. Do you think the public's trust can be restored?**

Yes, I think it can	<b>29</b>
No, I very much doubt it	<b>57</b>
Don't know	<b>14</b>

**Which, if any, of the following do you think would do the most to restore trust? [Please tick up to THREE options]**

Ministers no longer 'spinning' and instead giving straight answers to straight questions	<b>69</b>
Ministers being willing to admit that they have made mistakes	<b>48</b>
The Cabinet having proper discussions and not just approving the Prime Minister's decisions	<b>39</b>
Bringing together small groups of ordinary citizens – so-called 'citizens' juries' to take evidence on and debate major policy issues	<b>32</b>
Introducing a system of proportional representation instead of the present first-past-the-post system	<b>23</b>
Reforming the House of Lords so that it is largely or wholly elected	<b>16</b>
Giving more power to Parliament, including to the Opposition and backbench Members of Parliament	<b>12</b>
None of the above	<b>3</b>
Don't know	<b>8</b>

**Tony Blair's time in office was marked by frequent accusations of 'spin' and 'sleaze'. What do you think Gordon Brown's Government will be like?**

It will spin just as much as Tony Blair's Government and be just as sleazy	<b>35</b>
There will be even more spin and sleaze	<b>8</b>
There will be less spin and sleaze	<b>33</b>
Don't know	<b>24</b>

**In your view, now that there is a new Prime Minister should a new general election be held before the end of the year?**

Yes, there should be a new election before the end of the year	<b>51</b>
No, there shouldn't	<b>35</b>
Don't know	<b>14</b>

**Do you think that there WILL be another general election before they end of the year?**

Yes, there will	<b>8</b>
No, there won't	<b>73</b>
Don't know	<b>19</b>

**Do you think that Sir Menzies Campbell is, or is not, proving a good leader of the Liberal Democratic Party?**

Yes, he is proving a good leader of the Liberal Democrats	<b>16</b>
No, he is not	<b>39</b>
Don't know	<b>45</b>

**Suppose that after the next general election, whenever it's held, no-one party has an overall majority in the House of Commons and Liberal Democrat MPs hold the balance of power. Which would you personally prefer to see?**

The Liberal Democrats supporting or going into a coalition with Labour under Gordon Brown	<b>31</b>
The Liberal Democrats supporting or going into a coalition with the Conservatives under David Cameron	<b>16</b>
The Liberal Democrats refusing to do a deal with either major party and forcing a new election	<b>30</b>
Not sure	<b>22</b>

**What is your response to the fact that the Labour Party has elected a woman as its Deputy Leader?**

I am pleased	<b>30</b>
I am displeased	<b>3</b>
I am not bothered one way or the other	<b>62</b>
Don't know	<b>5</b>