

YouGov / Daily Telegraph survey

Sample 1886; fieldwork 28-29 June 2007

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	%
Voting intention	
Labour	38
Conservative	35
Liberal Democrat	15
Some other party	12

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

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

Approve	28
Disapprove	56
Don't know	16

Who would make the best Prime Minister?

Gordon Brown	35
David Cameron	23
Sir Menzies Campbell	5
Don't know	38

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

Better	23
Stay the same	34
Worse	38
Don't know	5

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

Conservative	27
Labour	35
Neither	24
Don't know	14

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	36
Labour Government led by Gordon Brown	43
Don't know	21

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	14
I am reasonably optimistic about his premiership	29
I am not very optimistic about his premiership	25
I am not at all optimistic about his premiership	24
Don't know	8

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

He is an asset	48
He is a liability	25
Don't know	27

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

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	52
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	37
Don't know	11

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	27
No, it won't	43
Don't know	30

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	55
No, I don't	17
Don't know	28

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'	29
Because he fears that Labour under his leadership lacks appeal and wants to give the impression that he leads a non-party Government	39
Both equally	15
Neither	4
Don't know	13

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	29
No, I very much doubt it	57
Don't know	14

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	69
Ministers being willing to admit that they have made mistakes	48
The Cabinet having proper discussions and not just approving the Prime Minister's decisions	39
Bringing together small groups of ordinary citizens – so-called 'citizens' juries' to take evidence on and debate major policy issues	32
Introducing a system of proportional representation instead of the present first-past-the-post system	23
Reforming the House of Lords so that it is largely or wholly elected	16
Giving more power to Parliament, including to the Opposition and backbench Members of Parliament	12
None of the above	3
Don't know	8

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	35
There will be even more spin and sleaze	8
There will be less spin and sleaze	33
Don't know	24

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	51
No, there shouldn't	35
Don't know	14

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

Yes, there will	8
No, there won't	73
Don't know	19

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	16
No, he is not	39
Don't know	45

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

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

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