

Brown Survey for The Sun (August 2007)

J31548 - Please note - age 18+

Table 1

Q.A/Q.B Combined Voting Intention

Base : All

	Q.A/B. Combined voting intention																	Unwtd Total
	Total Voting	Conservative	Labour	Liberal Democrats (Lib Dem)	Scottish Nationalist	Plaid Cymru	Green Party	UKIP	Scottish Socialist Party	British National Party	Independent Candidate	Other	"Conservative Lead over Labour"	Undecided	Would not vote	Refused		
Wtd Total																		
1010	831	259	333	128	21	10	32	10	-	-	-	38	-74	59	97	23	1010	
1010	828	239	344	132	17	11	34	13	-	-	-	38	-105	57	100	26	1010	
828	828	239	344	132	17	11	34	13	-	-	-	38	-105	-	-	-	831	
239	239	239	-	-	-	-	-	-	-	-	-	-	239	-	-	-	259	
29%	29%	100%	-	-	-	-	-	-	-	-	-	-	-228%	-	-	-	31%	
344	344	-	344	-	-	-	-	-	-	-	-	-	-344	-	-	-	333	
42%	42%	-	100%	-	-	-	-	-	-	-	-	-	328%	-	-	-	40%	
132	132	-	-	132	-	-	-	-	-	-	-	-	0	-	-	-	128	
16%	16%	-	-	100%	-	-	-	-	-	-	-	-	0%	-	-	-	15%	
17	17	-	-	-	17	-	-	-	-	-	-	-	0	-	-	-	21	
2%	2%	-	-	-	100%	-	-	-	-	-	-	-	0%	-	-	-	3%	
11	11	-	-	-	-	11	-	-	-	-	-	-	0	-	-	-	10	
1%	1%	-	-	-	-	100%	-	-	-	-	-	-	0%	-	-	-	1%	
34	34	-	-	-	-	-	34	-	-	-	-	-	0	-	-	-	32	
4%	4%	-	-	-	-	-	100%	-	-	-	-	-	0%	-	-	-	4%	
13	13	-	-	-	-	-	-	13	-	-	-	-	0	-	-	-	10	
2%	2%	-	-	-	-	-	-	100%	-	-	-	-	0%	-	-	-	1%	
-	-	-	-	-	-	-	-	-	-	-	-	-	0	-	-	-	-	
-	-	-	-	-	-	-	-	-	-	-	-	-	0%	-	-	-	-	
-	-	-	-	-	-	-	-	-	-	-	-	-	0	-	-	-	-	
-	-	-	-	-	-	-	-	-	-	-	-	-	0%	-	-	-	-	
-	-	-	-	-	-	-	-	-	-	-	-	-	0	-	-	-	-	
-	-	-	-	-	-	-	-	-	-	-	-	-	0%	-	-	-	-	
38	38	-	-	-	-	-	-	-	-	-	-	38	0	-	-	-	38	
5%	5%	-	-	-	-	-	-	-	-	-	-	100%	0%	-	-	-	5%	
-105	-105	239	-344	0	0	0	0	0	0	0	0	0	583	0	0	0	-74	
-13%	-13%	100%	-100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	-556%	0%	0%	0%	-9%	
57	-	-	-	-	-	-	-	-	-	-	-	-	0	57	-	-	59	
6%	-	-	-	-	-	-	-	-	-	-	-	-	0%	100%	-	-	6%	
100	-	-	-	-	-	-	-	-	-	-	-	-	0	-	100	-	97	
10%	-	-	-	-	-	-	-	-	-	-	-	-	0%	-	100%	-	10%	
26	-	-	-	-	-	-	-	-	-	-	-	-	0	-	-	26	23	
3%	-	-	-	-	-	-	-	-	-	-	-	-	0%	-	-	100%	2%	

Fieldwork dates : (All fieldwork) 8th to 9th August 2007

Respondent Type : GB adults aged 18+ interviewed by telephone

Source : Ipsos MORI

*=Less than 0.5%

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Table 2

Q.A/Q.B Combined Voting Intention

Base : All

WGT total	UNWGT total	Sun reader	Gender		Age			Social Class		Region (GOR)			Work Status		Voting Intention							Newspaper readership	
		Yes	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midland s	South	Full-time	Not full-time	Conserv ative	Labour	Lib Dem	Other	Not Labour	Not Labour (including Non-voters)	Tabloid	Broad sheet	
1010	1010	287	447	563	265	364	381	578	432	369	296	345	457	553	259	333	128	73	460	677	434	244	
1010	1010	280	488	522	288	364	358	553	457	338	313	359	459	551	239	344	132	75	446	666	378	202	
828	831	223	403	425	228	310	290	459	369	270	270	288	375	453	239	344	132	75	446	484	308	178	
239	259	56	122	118	50	98	92	136	103	55	75	109	111	128	239	-	-	-	239	239	98	63	
29%	31%	25%	30%	28%	22%	31%	32%	30%	28%	20%	28%	38%	30%	28%	100%	-	-	-	54%	49%	32%	36%	
344	333	97	163	181	106	124	114	192	152	126	105	113	156	188	-	344	-	-	-	-	133	66	
42%	40%	44%	40%	43%	46%	40%	39%	42%	41%	47%	39%	39%	42%	42%	-	100%	-	-	-	-	43%	37%	
132	128	29	60	72	41	51	40	75	57	46	44	42	52	80	-	-	132	-	132	132	35	25	
16%	15%	13%	15%	17%	18%	16%	14%	16%	15%	17%	16%	15%	14%	18%	-	-	100%	-	30%	27%	11%	14%	
17	21	9	8	8	6	6	5	8	9	17	-	-	7	10	-	-	-	17	17	17	9	2	
2%	3%	4%	2%	2%	2%	2%	2%	2%	2%	6%	-	-	2%	2%	-	-	-	22%	4%	3%	3%	1%	
11	10	5	5	6	1	7	3	5	6	-	11	-	8	4	-	-	-	11	11	11	5	1	
1%	1%	2%	1%	2%	1%	2%	1%	1%	2%	-	4%	-	2%	1%	-	-	-	15%	3%	2%	2%	1%	
34	32	9	14	20	14	14	5	22	11	15	8	11	18	15	-	-	-	34	34	34	4	15	
4%	4%	4%	3%	5%	6%	5%	2%	5%	3%	5%	3%	4%	5%	3%	-	-	-	45%	8%	7%	1%	8%	
13	10	3	8	5	1	1	11	6	7	2	7	4	2	11	-	-	-	13	13	13	5	*	
2%	1%	2%	2%	1%	1%	*	4%	1%	2%	1%	3%	1%	1%	2%	-	-	-	18%	3%	3%	2%	*	
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
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-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
38	38	14	24	14	9	10	19	15	23	10	19	10	21	17	-	-	-	-	-	38	18	5	
5%	5%	6%	6%	3%	4%	3%	7%	3%	6%	4%	7%	3%	6%	4%	-	-	-	-	-	8%	6%	3%	
-105	-74	-41	-41	-64	-56	-27	-22	-56	-48	-70	-30	-4	-45	-60	239	-344	0	0	239	239	-35	-3	
-13%	-9%	-18%	-10%	-15%	-25%	-9%	-8%	-12%	-13%	-26%	-11%	-2%	-12%	-13%	100%	-100%	0%	0%	54%	49%	-11%	-2%	
57	59	16	22	34	17	16	24	33	23	20	12	25	23	33	-	-	-	-	-	57	21	7	
6%	6%	6%	5%	7%	6%	4%	7%	6%	5%	6%	4%	7%	5%	6%	-	-	-	-	-	9%	5%	3%	
100	97	35	49	50	40	33	27	48	52	38	26	36	51	49	-	-	-	-	-	100	40	14	
10%	10%	13%	10%	10%	14%	9%	7%	9%	11%	11%	8%	10%	11%	9%	-	-	-	-	-	15%	11%	7%	
26	23	6	13	13	3	5	17	13	12	10	6	10	10	15	-	-	-	-	-	26	9	4	
3%	2%	2%	3%	2%	1%	1%	5%	2%	3%	3%	2%	3%	2%	3%	-	-	-	-	-	4%	2%	2%	

Fieldwork dates : (All fieldwork) 8th to 9th August 2007

Respondent Type : GB adults aged 18+ interviewed by telephone

Source : Ipsos MORI

*=Less than 0.5%

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Table 3

Q.A/Q.B Combined Voting Intention

Base : All certain to vote

WGT total	UNWGT total	Sun reader	Gender		Age			Social Class		Region (GOR)			Work Status		Voting Intention							Newspaper readership	
		Yes	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midland s	South	Full-time	Not full-time	Conserv ative	Labour	Lib Dem	Other	Not Labour	Not Labour (including Non-voters)	Tabloid	Broad sheet	
531	531	110	237	294	85	180	266	322	209	196	150	185	208	323	174	174	66	42	282	357	226	160	
519	531	100	253	266	90	181	248	306	212	174	159	187	205	314	155	177	68	42	266	341	184	130	
466	478	88	230	235	83	168	215	275	190	153	147	166	187	279	155	177	68	42	266	288	163	121	
155 33%	174 36%	31 35%	85 37%	70 30%	16 20%	66 40%	72 34%	93 34%	62 33%	37 24%	46 31%	72 44%	71 38%	84 30%	155 100%	-	-	-	155 58%	155 54%	64 39%	48 40%	
177 38%	174 36%	33 38%	83 36%	95 40%	33 39%	62 37%	83 39%	107 39%	70 37%	64 42%	56 38%	58 35%	60 32%	117 42%	-	177 100%	-	-	-	-	61 37%	43 36%	
68 15%	66 14%	10 12%	28 12%	40 17%	16 19%	23 14%	29 14%	40 15%	28 15%	25 16%	21 14%	23 14%	28 15%	40 14%	-	-	68 100%	-	68 26%	68 24%	15 9%	16 14%	
11 2%	15 3%	4 4%	4 2%	7 3%	3 4%	4 3%	4 2%	7 3%	4 2%	11 7%	-	-	4 2%	8 3%	-	-	-	11 27%	11 4%	11 4%	4 3%	2 2%	
5 1%	5 1%	-	2 1%	3 1%	1 2%	2 1%	2 1%	3 1%	2 1%	-	5 4%	-	4 2%	1 *	-	-	-	5 12%	5 2%	5 2%	2 1%	1 1%	
14 3%	14 3%	1 2%	5 2%	9 4%	8 9%	5 3%	2 1%	8 3%	6 3%	8 5%	3 2%	3 2%	7 3%	8 3%	-	-	-	14 34%	14 5%	14 5%	1 1%	6 5%	
11 2%	8 2%	2 2%	8 3%	3 1%	-	1 *	11 5%	6 2%	5 3%	2 1%	6 4%	4 2%	1 *	11 4%	-	-	-	11 27%	11 4%	11 4%	5 3%	-	
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
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22 5%	22 5%	6 7%	16 7%	7 3%	5 6%	5 3%	13 6%	11 4%	12 6%	6 4%	11 8%	6 3%	12 7%	10 4%	-	-	-	-	-	22 8%	11 7%	3 3%	
-22 -5%	0 0%	-2 -3%	2 1%	-24 -10%	-16 -19%	5 3%	-10 -5%	-14 -5%	-8 -4%	-26 -17%	-10 -7%	14 9%	11 6%	-33 -12%	155 100%	-177 -100%	0 0%	0 0%	155 58%	155 54%	3 2%	5 4%	
29 6%	30 6%	6 6%	9 4%	19 7%	6 6%	6 3%	17 7%	17 6%	11 5%	12 7%	7 5%	10 5%	8 4%	20 6%	-	-	-	-	-	29 8%	11 6%	5 4%	
2 *	3 1%	-	2 1%	1 *	-	2 1%	1 *	2 1%	1 *	1 *	-	2 1%	1 1%	1 *	-	-	-	-	-	2 1%	1 *	1 1%	
22 4%	20 4%	6 6%	11 4%	11 4%	1 2%	5 3%	16 6%	12 4%	10 5%	8 5%	4 2%	10 5%	9 4%	13 4%	-	-	-	-	-	22 7%	9 5%	4 3%	

Fieldwork dates : (All fieldwork) 8th to 9th August 2007

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*=Less than 0.5%

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Table 4

Q.A. How would you vote if there were a General Election tomorrow?

Base : All

WGT total	UNWGT total	Sun reader	Gender		Age			Social Class		Region (GOR)			Work Status		Voting Intention							Newspaper readership	
		Yes	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midland s	South	Full-time	Not full-time	Conservative	Labour	Lib Dem	Other	Not Labour	Not Labour (including Non-voters)	Tabloid	Broad sheet	
1010	1010	287	447	563	265	364	381	578	432	369	296	345	457	553	259	333	128	73	460	677	434	244	
1010	1010	280	488	522	288	364	358	553	457	338	313	359	459	551	239	344	132	75	446	666	378	202	
879	1010	258	390	495	236	322	323	506	376	322	257	304	404	475	222	294	114	62	398	585	388	210	
208 21%	223 22%	48 17%	111 23%	97 19%	44 15%	82 23%	81 23%	117 21%	91 20%	47 14%	67 21%	94 26%	98 21%	110 20%	208 87%	-	-	-	208 47%	208 31%	84 22%	57 28%	
307	299	87	142	164	97	113	96	175	132	113	95	98	138	169	-	307	-	-	-	-	117	59	
30%	30%	31%	29%	31%	34%	31%	27%	32%	29%	33%	30%	27%	30%	31%	-	89%	-	-	-	-	31%	29%	
116 12%	113 11%	26 9%	52 11%	64 12%	37 13%	41 11%	38 11%	63 11%	53 12%	36 11%	42 13%	38 11%	43 9%	73 13%	-	-	116 88%	-	116 26%	116 17%	33 9%	25 12%	
17 2%	21 2%	9 3%	8 2%	8 2%	6 2%	6 2%	5 1%	8 1%	9 2%	17 5%	-	-	7 2%	10 2%	-	-	-	17 22%	17 4%	17 2%	9 2%	2 1%	
11 1%	9 1%	5 2%	4 1%	6 1%	1 1%	7 2%	2 1%	4 1%	6 1%	-	11 3%	-	7 2%	4 1%	-	-	-	11 14%	11 2%	11 2%	4 1%	1 1%	
26 3%	26 3%	8 3%	10 2%	15 3%	12 4%	10 3%	4 1%	17 3%	8 2%	10 3%	7 2%	8 2%	15 3%	11 2%	-	-	-	26 34%	26 6%	26 4%	4 1%	13 7%	
11 1%	8 1%	3 1%	7 1%	3 1%	1 *	-	9 3%	3 1%	7 2%	2 1%	5 2%	3 1%	1 *	9 2%	-	-	-	11 14%	11 2%	11 2%	4 1%	* *	
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-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
33 3%	33 3%	11 4%	22 5%	11 2%	9 3%	8 2%	16 4%	13 2%	20 4%	9 3%	15 5%	9 2%	19 4%	13 2%	-	-	-	-	-	33 5%	16 4%	5 3%	
147 15%	151 15%	38 13%	64 13%	83 16%	35 12%	52 14%	60 17%	88 16%	58 13%	52 15%	33 10%	63 17%	69 15%	78 14%	29 12%	36 11%	14 11%	9 13%	52 12%	110 17%	51 13%	21 11%	
97 10%	93 9%	35 12%	48 10%	49 9%	38 13%	32 9%	27 7%	45 8%	52 11%	37 11%	25 8%	35 10%	49 11%	48 9%	-	-	-	-	-	97 15%	39 10%	14 7%	
40 4%	34 3%	10 4%	18 4%	22 4%	8 3%	12 3%	20 6%	19 3%	21 5%	16 5%	13 4%	11 3%	13 3%	27 5%	3 1%	1 *	2 1%	2 2%	6 1%	39 6%	15 4%	4 2%	

Fieldwork dates : (All fieldwork) 8th to 9th August 2007

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Source : Ipsos MORI

*=Less than 0.5%

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Table 5

Q.B. Which party are you most inclined to support?

Base : All undecided or refused

	WGT total	UNWGT total	Sun reader	Gender		Age			Social Class		Region (GOR)			Work Status		Voting Intention						Newspaper readership	
			Yes	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	Full-time	Not full-time	Conservative	Labour	Lib Dem	Other	Not Labour	Not Labour (including Non-voters)	Tabloid	Broad sheet
Unweighted Total	185	185	49	70	115	37	63	85	111	74	72	43	70	80	105	36	34	15	9	60	151	80	32
Weighted Total	187	185	48	82	105	42	65	80	107	79	67	46	73	82	104	31	38	16	11	59	149	66	25
Effective Base	158	185	43	60	101	32	55	72	95	63	60	38	61	69	89	32	30	13	8	52	129	73	27
Conservative	31	36	8	11	21	5	15	11	19	12	8	8	15	14	18	31	-	-	-	31	31	14	6
	17%	19%	18%	13%	20%	12%	23%	14%	18%	16%	12%	18%	20%	17%	17%	100%	-	-	-	54%	21%	21%	24%
Labour	38	34	10	20	17	9	11	18	17	20	12	10	15	18	19	-	38	-	-	-	-	16	7
	20%	18%	21%	25%	16%	21%	17%	23%	16%	25%	18%	22%	20%	22%	19%	-	100%	-	-	-	-	25%	28%
Liberal Democrats (Lib Dem)	16	15	2	7	9	4	9	3	12	4	10	2	4	9	7	-	-	16	-	16	16	2	-
	9%	8%	5%	9%	8%	10%	14%	3%	11%	5%	15%	4%	6%	10%	7%	-	-	100%	-	27%	11%	3%	-
Scottish Nationalist	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	1	1	-	1	-	-	-	1	1	-	-	1	-	1	-	-	-	-	1	1	1	1	-
	*	1%	-	1%	-	-	-	1%	1%	-	-	2%	-	1%	-	-	-	-	7%	1%	1%	1%	-
Green Party	8	6	1	3	5	2	5	1	5	3	5	1	2	3	5	-	-	-	8	8	8	-	1
	4%	3%	2%	4%	4%	6%	7%	1%	4%	4%	7%	3%	3%	4%	4%	-	-	-	70%	13%	5%	-	5%
UKIP	3	2	1	1	2	-	1	2	3	-	-	2	1	1	2	-	-	-	3	3	3	1	-
	1%	1%	2%	1%	2%	-	1%	2%	2%	-	-	4%	1%	1%	2%	-	-	-	23%	4%	2%	1%	-
Scottish Socialist Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Undecided	57	59	16	22	34	17	16	24	33	23	20	12	25	23	33	-	-	-	-	-	57	21	7
	30%	32%	33%	27%	33%	39%	25%	30%	31%	29%	30%	26%	33%	28%	32%	-	-	-	-	-	38%	31%	26%
Would not vote	3	4	1	1	2	2	1	-	3	-	1	1	1	2	1	-	-	-	-	-	3	1	*
	2%	2%	2%	1%	2%	5%	1%	-	3%	-	2%	1%	1%	2%	1%	-	-	-	-	-	2%	2%	1%
Refused	26	23	6	13	13	3	5	17	13	12	10	6	10	10	15	-	-	-	-	-	26	9	4
	14%	12%	12%	16%	12%	7%	8%	22%	12%	15%	15%	12%	13%	13%	15%	-	-	-	-	-	17%	14%	16%
Not stated	6	5	3	2	4	-	2	4	2	4	1	4	1	2	4	-	-	-	-	-	6	1	-
	3%	3%	6%	2%	4%	-	3%	4%	2%	5%	1%	8%	1%	2%	4%	-	-	-	-	-	4%	2%	-

Fieldwork dates : (All fieldwork) 8th to 9th August 2007

Respondent Type : GB adults aged 18+ interviewed by telephone

Source : Ipsos MORI

*=Less than 0.5%

Brown Survey for The Sun (August 2007)

J31548 - Please note - age 18+

Table 6

Q.C. And how likely will you be to vote in an immediate General Election, on a scale of 1 to 10, where 10 means you would be absolutely certain to vote and 1 that you would be absolutely certain NOT to vote?

Base : All

	WGT total	UNWGT total	Sun reader	Gender		Age			Social Class		Region (GOR)			Work Status		Voting Intention						Newspaper readership	
			Yes	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midland s	South	Full-time	Not full-time	Conservative	Labour	Lib Dem	Other	Not Labour	Not Labour (including Non-voters)	Tabloid	Broad sheet
Unweighted Total	1010	1010	287	447	563	265	364	381	578	432	369	296	345	457	553	259	333	128	73	460	677	434	244
Weighted Total	1010	1010	280	488	522	288	364	358	553	457	338	313	359	459	551	239	344	132	75	446	666	378	202
1 - Absolutely certain not to vote	93	91	32	40	53	35	32	27	43	50	38	28	28	43	51	7	7	3	-	10	86	35	14
	9%	9%	12%	8%	10%	12%	9%	8%	8%	11%	11%	9%	8%	9%	9%	3%	2%	2%	-	2%	13%	9%	7%
2	19	20	8	11	9	7	8	5	11	8	7	4	9	13	6	4	4	2	-	6	16	8	4
	2%	2%	3%	2%	2%	2%	2%	1%	2%	2%	2%	1%	2%	3%	1%	2%	1%	1%	-	1%	2%	2%	2%
3	18	18	6	10	9	13	2	3	10	8	5	8	5	12	7	4	9	-	2	6	9	5	1
	2%	2%	2%	2%	2%	5%	*	1%	2%	2%	2%	3%	1%	3%	1%	2%	3%	-	3%	1%	1%	1%	1%
4	22	22	7	10	13	15	6	2	11	11	8	8	6	13	9	5	7	6	-	11	15	10	2
	2%	2%	2%	2%	2%	5%	2%	1%	2%	2%	2%	3%	2%	3%	2%	2%	2%	5%	-	2%	2%	3%	1%
5	77	75	31	35	41	24	31	21	30	46	18	29	29	38	39	15	27	10	3	28	50	29	9
	8%	7%	11%	7%	8%	8%	9%	6%	6%	10%	5%	9%	8%	8%	7%	6%	8%	8%	4%	6%	8%	8%	4%
6	27	26	10	10	17	14	10	3	13	15	11	6	10	14	13	3	13	2	5	10	14	8	5
	3%	3%	4%	2%	3%	5%	3%	1%	2%	3%	3%	2%	3%	3%	2%	1%	4%	2%	6%	2%	2%	2%	2%
7	59	56	24	25	34	25	22	12	30	29	22	13	24	28	31	11	25	10	11	32	34	29	12
	6%	6%	9%	5%	7%	9%	6%	3%	5%	6%	7%	4%	7%	6%	6%	4%	7%	7%	15%	7%	5%	8%	6%
8	105	103	36	54	51	39	44	22	65	40	30	33	42	62	43	21	54	16	5	41	51	39	17
	10%	10%	13%	11%	10%	14%	12%	6%	12%	9%	9%	11%	12%	13%	8%	9%	16%	12%	6%	9%	8%	10%	9%
9	59	58	21	34	24	21	27	10	29	30	23	20	16	28	30	13	15	15	7	35	44	24	9
	6%	6%	7%	7%	5%	7%	8%	3%	5%	6%	7%	6%	4%	6%	6%	6%	4%	11%	9%	8%	7%	6%	4%
10 - Absolutely certain to vote	519	531	100	253	266	90	181	248	306	212	174	159	187	205	314	155	177	68	42	266	341	184	130
	51%	53%	36%	52%	51%	31%	50%	69%	55%	47%	51%	51%	52%	45%	57%	65%	52%	52%	56%	60%	51%	49%	64%
Don't know	10	9	6	5	4	4	1	5	4	6	2	4	4	2	8	1	6	-	-	1	4	8	-
	1%	1%	2%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	*	1%	*	2%	-	-	*	1%	2%	-
Refused	2	1	-	2	-	2	-	-	-	2	-	2	-	2	-	-	-	-	-	-	2	-	-
	*	*	-	*	-	1%	-	-	-	*	-	1%	-	*	-	-	-	-	-	-	*	-	-
Mean	7.80	7.85	7.09	7.91	7.70	6.82	7.87	8.52	8.06	7.49	7.72	7.78	7.90	7.51	8.05	8.63	8.26	8.36	8.70	8.56	7.57	7.75	8.43

Fieldwork dates : (All fieldwork) 8th to 9th August 2007

Respondent Type : GB adults aged 18+ interviewed by telephone

Source : Ipsos MORI

*=Less than 0.5%

Brown Survey for The Sun (August 2007)

J31548 - Please note - age 18+

Table 7

Q.1. In general would you describe each of the following politicians as trustworthy or not?

Gordon Brown

Base : All

	WGT total	UNWGT total	Sun reader	Gender		Age			Social Class		Region (GOR)			Work Status		Voting Intention						Newspaper readership	
			Yes	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	Full-time	Not full-time	Conservative	Labour	Lib Dem	Other	Not Labour	Not Labour (including Non-voters)	Tabloid	Broad sheet
Unweighted Total	1010	1010	287	447	563	265	364	381	578	432	369	296	345	457	553	259	333	128	73	460	677	434	244
Weighted Total	1010	1010	280	488	522	288	364	358	553	457	338	313	359	459	551	239	344	132	75	446	666	378	202
Trustworthy	549	539	145	260	289	165	190	194	318	231	198	166	185	250	299	86	280	73	34	193	269	207	110
	54%	53%	52%	53%	55%	57%	52%	54%	58%	51%	58%	53%	52%	54%	54%	36%	81%	56%	45%	43%	40%	55%	54%
Not trustworthy	371	376	106	188	184	90	149	133	189	182	109	120	143	173	198	131	48	44	35	211	324	137	75
	37%	37%	38%	38%	35%	31%	41%	37%	34%	40%	32%	38%	40%	38%	36%	55%	14%	33%	47%	47%	49%	36%	37%
Don't know	90	95	29	40	50	33	25	31	46	44	32	27	31	37	53	22	17	15	5	42	73	33	18
	9%	9%	10%	8%	9%	12%	7%	9%	8%	10%	9%	9%	9%	8%	10%	9%	5%	11%	7%	9%	11%	9%	9%
Net trustworthy	178	163	38	72	105	75	41	61	129	48	89	46	43	77	101	-46	232	29	-1	-18	-55	70	36
	18%	16%	14%	15%	20%	26%	11%	17%	23%	11%	26%	15%	12%	17%	18%	-19%	68%	22%	-2%	-4%	-8%	19%	18%

Fieldwork dates : (All fieldwork) 8th to 9th August 2007

Respondent Type : GB adults aged 18+ interviewed by telephone

Source : Ipsos MORI

*=Less than 0.5%

Brown Survey for The Sun (August 2007)

J31548 - Please note - age 18+

Table 8

Q.2. In general would you describe each of the following politicians as trustworthy or not?

David Cameron

Base : All

	WGT total	UNWGT total	Sun reader	Gender		Age			Social Class		Region (GOR)			Work Status		Voting Intention						Newspaper readership	
			Yes	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	Full-time	Not full-time	Conservative	Labour	Lib Dem	Other	Not Labour	Not Labour (including Non-voters)	Tabloid	Broad sheet
Unweighted Total	1010	1010	287	447	563	265	364	381	578	432	369	296	345	457	553	259	333	128	73	460	677	434	244
Weighted Total	1010	1010	280	488	522	288	364	358	553	457	338	313	359	459	551	239	344	132	75	446	666	378	202
Trustworthy	363	370	96	175	188	105	134	125	209	154	114	97	153	156	207	162	93	45	17	224	270	135	81
	36%	37%	34%	36%	36%	37%	37%	35%	38%	34%	34%	31%	43%	34%	38%	68%	27%	34%	23%	50%	41%	36%	40%
Not trustworthy	501	495	140	258	243	128	184	189	275	227	175	158	168	242	259	56	198	66	53	174	303	188	106
	50%	49%	50%	53%	47%	44%	51%	53%	50%	50%	52%	51%	47%	53%	47%	23%	58%	50%	70%	39%	46%	50%	52%
Don't know	145	145	44	54	91	55	46	44	70	76	50	58	38	62	84	21	53	22	5	48	93	55	15
	14%	14%	16%	11%	17%	19%	13%	12%	13%	17%	15%	18%	10%	13%	15%	9%	15%	16%	7%	11%	14%	15%	8%
Net trustworthy	-138	-125	-44	-83	-85	-22	-51	-65	-66	-72	-61	-61	-15	-86	-52	106	-105	-21	-36	50	-33	-53	-25
	-14%	-12%	-16%	-17%	-11%	-8%	-14%	-18%	-12%	-16%	-18%	-20%	-4%	-19%	-9%	44%	-30%	-16%	-48%	11%	-5%	-14%	-12%

Fieldwork dates : (All fieldwork) 8th to 9th August 2007

Respondent Type : GB adults aged 18+ interviewed by telephone

Source : Ipsos MORI

*=Less than 0.5%

Brown Survey for The Sun (August 2007)

J31548 - Please note - age 18+

Table 9

Q.2. In general would you describe each of the following politicians as trustworthy or not?

Menzies Campbell

Base : All

	WGT total	UNWGT total	Sun reader	Gender		Age			Social Class		Region (GOR)			Work Status		Voting Intention						Newspaper readership	
			Yes	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	Full-time	Not full-time	Conservative	Labour	Lib Dem	Other	Not Labour	Not Labour (including Non-voters)	Tabloid	Broad sheet
Unweighted Total	1010	1010	287	447	563	265	364	381	578	432	369	296	345	457	553	259	333	128	73	460	677	434	244
Weighted Total	1010	1010	280	488	522	288	364	358	553	457	338	313	359	459	551	239	344	132	75	446	666	378	202
Trustworthy	414	418	92	221	193	88	149	177	266	148	139	125	149	183	231	107	144	73	27	207	270	135	106
	41%	41%	33%	45%	37%	31%	41%	50%	48%	32%	41%	40%	42%	40%	42%	45%	42%	55%	36%	46%	41%	36%	52%
Not trustworthy	347	344	109	168	179	100	134	113	177	170	121	103	123	163	184	75	113	33	32	140	234	149	71
	34%	34%	39%	34%	34%	35%	37%	32%	32%	37%	36%	33%	34%	35%	33%	31%	33%	25%	43%	31%	35%	39%	35%
Don't know	250	248	79	99	151	100	82	67	110	139	78	85	87	114	135	57	87	26	16	99	162	95	25
	25%	25%	28%	20%	29%	35%	23%	19%	20%	30%	23%	27%	24%	25%	25%	24%	25%	20%	21%	22%	24%	25%	12%
Net trustworthy	67	74	-17	54	14	-12	15	64	89	-22	18	23	27	20	47	32	31	40	-5	66	36	-14	35
	7%	7%	-6%	11%	3%	-4%	4%	18%	16%	-5%	5%	7%	7%	4%	9%	13%	9%	30%	-7%	15%	5%	-4%	17%

Fieldwork dates : (All fieldwork) 8th to 9th August 2007

Respondent Type : GB adults aged 18+ interviewed by telephone

Source : Ipsos MORI

*=Less than 0.5%

Brown Survey for The Sun (August 2007)

J31548 - Please note - age 18+

Table 10

Q.4. In general, would you say you are more or less likely to vote Labour at the next election, now that Gordon Brown has replaced Tony Blair as Prime Minister?

Base : All

	WGT total	UNWGT total	Sun reader	Gender		Age			Social Class		Region (GOR)			Work Status		Voting Intention							Newspaper readership	
			Yes	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midland s	South	Full- time	Not full- time	Conserv ative	Labour	Lib Dem	Other	Not Labour	Not Labour (including Non- voters)	Tabloid	Broad sheet	
Unweighted Total	1010	1010	287	447	563	265	364	381	578	432	369	296	345	457	553	259	333	128	73	460	677	434	244	
Weighted Total	1010	1010	280	488	522	288	364	358	553	457	338	313	359	459	551	239	344	132	75	446	666	378	202	
More likely to vote Labour	373 37%	368 36%	101 36%	181 37%	191 37%	113 39%	135 37%	125 35%	203 37%	169 37%	132 39%	116 37%	124 35%	168 37%	204 37%	32 13%	203 59%	60 46%	18 24%	110 25%	170 26%	147 39%	82 41%	
Less likely to vote Labour	169 17%	172 17%	59 21%	75 15%	93 18%	52 18%	71 19%	46 13%	100 18%	69 15%	51 15%	46 15%	71 20%	75 16%	93 17%	70 29%	22 7%	29 22%	10 14%	109 24%	146 22%	63 17%	41 20%	
No change	229 23%	219 22%	61 22%	117 24%	112 21%	77 27%	80 22%	72 20%	135 24%	95 21%	87 26%	72 23%	71 20%	115 25%	114 21%	35 15%	110 32%	16 12%	14 18%	64 14%	120 18%	72 19%	36 18%	
I would not vote Labour in any case	207 20%	217 21%	50 18%	102 21%	105 20%	39 14%	68 19%	99 28%	103 19%	104 23%	56 17%	69 22%	81 23%	86 19%	121 22%	98 41%	1 *	24 18%	33 44%	155 35%	206 31%	80 21%	42 21%	
Don't know	33 3%	34 3%	9 3%	12 2%	20 4%	6 2%	11 3%	16 4%	13 2%	19 4%	12 3%	10 3%	11 3%	15 3%	17 3%	5 2%	9 3%	3 2%	- -	8 2%	24 4%	16 4%	1 1%	
Net more likely to vote Labour	204 20%	196 19%	42 15%	106 22%	98 19%	61 21%	64 18%	79 22%	103 19%	101 22%	81 24%	70 22%	53 15%	93 20%	111 20%	-38 -16%	180 52%	31 24%	8 10%	1 *	24 4%	84 22%	42 21%	

Fieldwork dates : (All fieldwork) 8th to 9th August 2007

Respondent Type : GB adults aged 18+ interviewed by telephone

Source : Ipsos MORI

*=Less than 0.5%

Brown Survey for The Sun (August 2007)

J31548 - Please note - age 18+

Table 11
Q.5. Which leader do you think best understands the problems facing Britain - Gordon Brown , David Cameron or Menzies Campbell?

Base : All

	WGT total	UNWGT total	Sun reader	Gender		Age			Social Class		Region (GOR)			Work Status		Voting Intention								Newspaper readership	
			Yes	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	Full-time	Not full-time	Conservative	Labour	Lib Dem	Other	Not Labour	Not Labour (including Non-voters)	Tabloid	Broad sheet		
Unweighted Total	1010	1010	287	447	563	265	364	381	578	432	369	296	345	457	553	259	333	128	73	460	677	434	244		
Weighted Total	1010	1010	280	488	522	288	364	358	553	457	338	313	359	459	551	239	344	132	75	446	666	378	202		
Gordon Brown	516	506	144	255	262	148	196	172	299	218	193	152	171	245	272	57	284	62	38	157	233	190	103		
	51%	50%	51%	52%	50%	51%	54%	48%	54%	48%	57%	49%	48%	53%	49%	24%	83%	47%	51%	35%	35%	50%	51%		
David Cameron	171	175	61	91	80	49	65	58	78	92	48	50	73	69	102	115	14	11	10	137	157	80	40		
	17%	17%	22%	19%	15%	17%	18%	16%	14%	20%	14%	16%	20%	15%	18%	48%	4%	9%	13%	31%	24%	21%	20%		
Menzies Campbell	82	88	16	47	35	17	29	36	47	35	26	22	33	28	54	13	12	30	10	53	70	24	22		
	8%	9%	6%	10%	7%	6%	8%	10%	8%	8%	8%	7%	9%	6%	10%	5%	4%	23%	13%	12%	10%	6%	11%		
Don't know	241	241	59	95	146	74	75	93	129	112	71	89	81	118	123	54	34	29	17	100	207	84	37		
	24%	24%	21%	19%	28%	26%	20%	26%	23%	24%	21%	28%	23%	26%	22%	23%	10%	22%	23%	22%	31%	22%	18%		

Fieldwork dates : (All fieldwork) 8th to 9th August 2007
Respondent Type : GB adults aged 18+ interviewed by telephone
Source : Ipsos MORI
*Less than 0.5%

Brown Survey for The Sun (August 2007)

J31548 - Please note - age 18+

Table 12

Q.6. Which leader do you think has the most personality - Gordon Brown or David Cameron, or Menzies Campbell?

Base : All

	WGT total	UNWGT total	Sun reader	Gender		Age			Social Class		Region (GOR)			Work Status		Voting Intention							Newspaper readership	
			Yes	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midland s	South	Full- time	Not full- time	Conserv ative	Labour	Lib Dem	Other	Not Labour	Not Labour (including Non- voters)	Tabloid	Broad sheet	
Unweighted Total	1010	1010	287	447	563	265	364	381	578	432	369	296	345	457	553	259	333	128	73	460	677	434	244	
Weighted Total	1010	1010	280	488	522	288	364	358	553	457	338	313	359	459	551	239	344	132	75	446	666	378	202	
Gordon Brown	314	308	95	164	150	83	115	116	158	156	119	107	89	136	178	40	154	35	19	94	161	135	55	
	31%	30%	34%	34%	29%	29%	32%	32%	29%	34%	35%	34%	25%	30%	32%	17%	45%	27%	26%	21%	24%	36%	27%	
David Cameron	426	419	112	212	213	143	155	128	249	177	119	120	187	198	228	158	120	49	32	239	306	155	97	
	42%	41%	40%	44%	41%	50%	42%	36%	45%	39%	35%	38%	52%	43%	41%	66%	35%	37%	43%	54%	46%	41%	48%	
Menzies Campbell	95	103	30	47	48	18	41	35	57	38	38	31	26	50	45	17	23	25	13	54	72	36	24	
	9%	10%	11%	10%	9%	6%	11%	10%	10%	8%	11%	10%	7%	11%	8%	7%	7%	19%	17%	12%	11%	10%	12%	
Don't know	175	180	43	64	111	44	54	78	90	85	62	55	58	76	99	25	47	23	11	59	128	51	27	
	17%	18%	15%	13%	21%	15%	15%	22%	16%	19%	18%	18%	16%	17%	18%	10%	14%	18%	14%	13%	19%	14%	13%	

Fieldwork dates : (All fieldwork) 8th to 9th August 2007

Respondent Type : GB adults aged 18+ interviewed by telephone

Source : Ipsos MORI

*=Less than 0.5%

Brown Survey for The Sun (August 2007)

J31548 - Please note - age 18+

Table 13

Q.7. Which leader do you think would be best in a crisis - Gordon Brown, David Cameron or Menzies Campbell?

Base : All

	WGT total	UNWGT total	Sun reader	Gender		Age			Social Class		Region (GOR)			Work Status		Voting Intention								Newspaper readership	
			Yes	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	Full-time	Not full-time	Conservative	Labour	Lib Dem	Other	Not Labour	Not Labour (including Non-voters)	Tabloid	Broad sheet		
Unweighted Total	1010	1010	287	447	563	265	364	381	578	432	369	296	345	457	553	259	333	128	73	460	677	434	244		
Weighted Total	1010	1010	280	488	522	288	364	358	553	457	338	313	359	459	551	239	344	132	75	446	666	378	202		
Gordon Brown	695	684	196	349	346	209	247	239	399	296	237	206	252	315	380	115	316	85	53	254	379	257	147		
	69%	68%	70%	72%	66%	73%	68%	67%	72%	65%	70%	66%	70%	69%	69%	48%	92%	65%	71%	57%	57%	68%	72%		
David Cameron	105	110	35	46	59	27	42	36	50	55	32	29	44	51	54	70	11	3	5	79	94	53	20		
	10%	11%	12%	10%	11%	9%	12%	10%	9%	12%	9%	9%	12%	11%	10%	29%	3%	3%	7%	18%	14%	14%	10%		
Menzies Campbell	65	66	13	38	27	16	17	33	35	30	18	22	25	22	43	16	3	24	7	47	62	23	13		
	6%	7%	5%	8%	5%	6%	5%	9%	6%	7%	5%	7%	7%	5%	8%	7%	1%	18%	10%	11%	9%	6%	6%		
Don't know	144	150	36	54	91	36	59	50	69	75	51	56	38	71	73	38	14	20	9	67	130	45	23		
	14%	15%	13%	11%	17%	13%	16%	14%	12%	17%	15%	18%	11%	15%	13%	16%	4%	15%	12%	15%	20%	12%	11%		

Fieldwork dates : (All fieldwork) 8th to 9th August 2007

Respondent Type : GB adults aged 18+ interviewed by telephone

Source : Ipsos MORI

*=Less than 0.5%

Brown Survey for The Sun (August 2007)

J31548 - Please note - age 18+

Table 14

Q.8. Overall, are you satisfied or dissatisfied with the way the Government is handling the Foot and Mouth outbreak?

Base : All

	WGT total	UNWGT total	Sun reader	Gender		Age			Social Class		Region (GOR)			Work Status		Voting Intention						Newspaper readership	
				Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	Full-time	Not full-time	Conservative	Labour	Lib Dem	Other	Not Labour	Not Labour (including Non-voters)	Tabloid	Broad sheet
Unweighted Total	1010	1010	287	447	563	265	364	381	578	432	369	296	345	457	553	259	333	128	73	460	677	434	244
Weighted Total	1010	1010	280	488	522	288	364	358	553	457	338	313	359	459	551	239	344	132	75	446	666	378	202
Very satisfied	213	222	54	122	91	45	74	94	121	92	87	61	65	104	109	46	94	30	13	89	119	82	54
	21%	22%	19%	25%	17%	16%	20%	26%	22%	20%	26%	19%	18%	23%	20%	19%	27%	23%	17%	20%	18%	22%	26%
Fairly satisfied	510	493	129	240	270	145	189	177	291	220	149	172	189	229	281	119	185	65	37	222	325	170	106
	51%	49%	46%	49%	52%	50%	52%	49%	53%	48%	44%	55%	53%	50%	51%	50%	54%	49%	50%	50%	49%	45%	52%
Neither satisfied nor dissatisfied	64	62	16	33	31	19	28	17	35	29	21	21	22	30	33	13	14	9	4	26	50	25	6
	6%	6%	6%	7%	6%	6%	8%	5%	6%	6%	6%	7%	6%	7%	6%	6%	4%	7%	5%	6%	8%	7%	3%
Fairly dissatisfied	82	89	33	32	51	31	29	22	39	44	28	17	37	36	46	22	23	9	7	38	60	41	16
	8%	9%	12%	7%	10%	11%	8%	6%	7%	10%	8%	5%	10%	8%	8%	9%	7%	7%	9%	9%	9%	11%	8%
Very dissatisfied	71	75	26	35	36	21	22	27	31	39	27	20	24	33	38	31	6	8	8	47	65	32	11
	7%	7%	9%	7%	7%	7%	6%	8%	6%	9%	8%	6%	7%	7%	7%	13%	2%	6%	11%	11%	10%	9%	6%
Don't know	70	69	23	26	44	27	22	21	36	33	26	23	21	27	42	7	23	11	6	24	47	28	9
	7%	7%	8%	5%	8%	9%	6%	6%	7%	7%	8%	7%	6%	6%	8%	3%	7%	8%	8%	5%	7%	7%	5%
Satisfied	723	715	183	362	361	190	263	271	412	311	236	233	255	333	391	166	279	95	50	311	445	252	159
	72%	71%	65%	74%	69%	66%	72%	76%	74%	68%	70%	74%	71%	72%	71%	69%	81%	72%	67%	70%	67%	67%	79%
Dissatisfied	153	164	59	67	86	52	52	49	70	83	55	37	61	69	84	53	29	17	15	85	125	74	27
	15%	16%	21%	14%	17%	18%	14%	14%	13%	18%	16%	12%	17%	15%	15%	22%	8%	13%	20%	19%	19%	20%	14%
Net satisfied	570	551	124	295	275	138	211	221	342	228	181	196	194	264	307	113	250	78	35	226	320	178	132
	56%	55%	44%	61%	53%	48%	58%	62%	62%	50%	53%	63%	54%	57%	56%	47%	73%	59%	47%	51%	48%	47%	65%

Fieldwork dates : (All fieldwork) 8th to 9th August 2007

Respondent Type : GB adults aged 18+ interviewed by telephone

Source : Ipsos MORI

*=Less than 0.5%

Brown Survey for The Sun (August 2007)

J31548 - Please note - age 18+

Table 15

Q.9. Overall, are you satisfied or dissatisfied with the way Gordon Brown, the Prime Minister, is handling the issue of standards in schools?

Base : All

	WGT total	UNWGT total	Sun reader	Gender		Age			Social Class		Region (GOR)			Work Status		Voting Intention						Newspaper readership	
			Yes	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	Full-time	Not full-time	Conservative	Labour	Lib Dem	Other	Not Labour (including Non-voters)		Tabloid	Broad sheet
Unweighted Total	1010	1010	287	447	563	265	364	381	578	432	369	296	345	457	553	259	333	128	73	460	677	434	244
Weighted Total	1010	1010	280	488	522	288	364	358	553	457	338	313	359	459	551	239	344	132	75	446	666	378	202
Very satisfied	90	95	34	49	41	26	23	41	44	47	34	26	30	30	61	7	55	10	5	22	35	45	15
	9%	9%	12%	10%	8%	9%	6%	11%	8%	10%	10%	8%	8%	6%	11%	3%	16%	8%	7%	5%	5%	12%	7%
Fairly satisfied	356	335	103	167	188	120	129	106	175	181	119	117	120	153	203	54	171	45	26	126	184	132	57
	35%	33%	37%	34%	36%	42%	35%	30%	32%	40%	35%	37%	33%	33%	37%	23%	50%	34%	34%	28%	28%	35%	28%
Neither satisfied nor dissatisfied	123	125	19	68	55	29	52	43	84	39	37	40	47	70	53	34	40	17	6	56	83	36	30
	12%	12%	7%	14%	11%	10%	14%	12%	15%	9%	11%	13%	13%	15%	10%	14%	12%	13%	8%	13%	12%	10%	15%
Fairly dissatisfied	132	128	42	63	68	37	50	45	73	58	35	36	60	64	68	49	22	20	12	81	110	47	27
	13%	13%	15%	13%	13%	13%	14%	13%	13%	13%	10%	12%	17%	14%	12%	20%	6%	15%	16%	18%	16%	13%	14%
Very dissatisfied	145	161	33	70	76	26	54	64	90	55	42	46	57	62	83	65	8	15	14	94	137	59	41
	14%	16%	12%	14%	14%	9%	15%	18%	16%	12%	12%	15%	16%	14%	15%	27%	2%	11%	19%	21%	21%	15%	20%
Don't know	164	166	48	70	94	49	56	58	87	77	71	48	45	81	83	31	48	25	12	68	116	59	32
	16%	16%	17%	14%	18%	17%	15%	16%	16%	17%	21%	15%	12%	18%	15%	13%	14%	19%	16%	15%	17%	16%	16%
Satisfied	446	430	138	217	229	146	153	147	219	227	153	143	150	182	264	61	226	56	31	148	220	177	72
	44%	43%	49%	44%	44%	51%	42%	41%	40%	50%	45%	46%	42%	40%	48%	26%	66%	42%	41%	33%	33%	47%	36%
Dissatisfied	277	289	75	133	144	63	104	110	164	113	77	82	118	126	151	114	30	35	26	174	247	106	68
	27%	29%	27%	27%	28%	22%	29%	31%	30%	25%	23%	26%	33%	27%	27%	47%	9%	26%	35%	39%	37%	28%	34%
Net satisfied	169	141	62	84	85	83	49	37	55	114	76	61	32	56	113	-52	196	21	5	-27	-27	71	4
	17%	14%	22%	17%	16%	29%	13%	10%	10%	25%	22%	20%	9%	12%	20%	-22%	57%	16%	7%	-6%	-4%	19%	2%

Fieldwork dates : (All fieldwork) 8th to 9th August 2007

Respondent Type : GB adults aged 18+ interviewed by telephone

Source : Ipsos MORI

*=Less than 0.5%

Brown Survey for The Sun (August 2007)

J31548 - Please note - age 18+

Table 16

Q.10. Who would you rather go to the pub for a drink with - David Cameron or Gordon Brown?

Base : All

	WGT total	UNWGT total	Sun reader	Gender		Age			Social Class		Region (GOR)			Work Status		Voting Intention						Newspaper readership	
			Yes	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	Full-time	Not full-time	Conservative	Labour	Lib Dem	Other	Not Labour	Not Labour (including Non-voters)	Tabloid	Broad sheet
Unweighted Total	1010	1010	287	447	563	265	364	381	578	432	369	296	345	457	553	259	333	128	73	460	677	434	244
Weighted Total	1010	1010	280	488	522	288	364	358	553	457	338	313	359	459	551	239	344	132	75	446	666	378	202
David Cameron	401	407	118	184	216	115	153	132	225	176	130	112	158	185	216	160	93	54	25	240	308	157	86
	40%	40%	42%	38%	41%	40%	42%	37%	41%	39%	38%	36%	44%	40%	39%	67%	27%	41%	33%	54%	46%	42%	42%
Gordon Brown	439	433	126	229	210	131	147	161	247	192	160	136	144	190	249	53	208	61	41	155	232	170	89
	43%	43%	45%	47%	40%	46%	40%	45%	45%	42%	47%	43%	40%	41%	45%	22%	60%	46%	55%	35%	35%	45%	44%
Don't know	170	170	36	74	96	41	64	65	82	88	49	65	56	84	86	26	44	17	9	52	126	51	28
	17%	17%	13%	15%	18%	14%	18%	18%	15%	19%	14%	21%	16%	18%	16%	11%	13%	13%	12%	12%	19%	13%	14%

Fieldwork dates : (All fieldwork) 8th to 9th August 2007

Respondent Type : GB adults aged 18+ interviewed by telephone

Source : Ipsos MORI

*=Less than 0.5%

Brown Survey for The Sun (August 2007)

J31548 - Please note - age 18+

Table 17

Q.11. Do you think that it would be better to allow Parliament to decide whether or not Britain should sign the EU Constitutional Treaty, or should it be put to the British public to decide in a Referendum?

Base : All

	WGT total	UNWGT total	Sun reader	Gender		Age			Social Class		Region (GOR)			Work Status		Voting Intention							Newspaper readership	
			Yes	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midland s	South	Full- time	Not full- time	Conserv ative	Labour	Lib Dem	Other	Not Labour	Not Labour (including Non- voters)	Tabloid	Broad sheet	
Unweighted Total	1010	1010	287	447	563	265	364	381	578	432	369	296	345	457	553	259	333	128	73	460	677	434	244	
Weighted Total	1010	1010	280	488	522	288	364	358	553	457	338	313	359	459	551	239	344	132	75	446	666	378	202	
Strongly think that Parliament should decide	102 10%	90 9%	13 5%	61 13%	41 8%	17 6%	42 12%	43 12%	75 14%	27 6%	27 8%	36 12%	38 11%	50 11%	52 9%	18 7%	55 16%	12 9%	4 5%	34 8%	46 7%	22 6%	35 17%	
Tend to think that Parliament should decide	67 7%	62 6%	11 4%	33 7%	35 7%	29 10%	24 6%	15 4%	45 8%	22 5%	21 6%	22 7%	25 7%	35 8%	32 6%	9 4%	27 8%	11 9%	5 7%	26 6%	41 6%	11 3%	17 8%	
Tend to think that it should be decided in a Referendum of the British people	154 15%	151 15%	43 15%	58 12%	96 18%	61 21%	60 17%	33 9%	97 18%	57 12%	51 15%	36 12%	67 19%	82 18%	73 13%	36 15%	64 19%	17 13%	14 18%	66 15%	90 14%	46 12%	40 20%	
Strongly think that it should be decided in a Referendum of the British people	666 66%	686 68%	210 75%	330 68%	337 64%	176 61%	233 64%	258 72%	328 59%	338 74%	230 68%	213 68%	223 62%	286 62%	380 69%	173 72%	191 55%	90 68%	51 68%	313 70%	475 71%	294 78%	108 53%	
Don't know	20 2%	21 2%	3 1%	6 1%	14 3%	5 2%	5 1%	10 3%	7 1%	13 3%	10 3%	6 2%	5 1%	7 2%	13 2%	4 2%	7 2%	2 1%	1 1%	7 1%	13 2%	6 2%	2 1%	
Parliament should decide	169 17%	152 15%	24 9%	94 19%	76 14%	46 16%	66 18%	58 16%	120 22%	49 11%	48 14%	58 19%	63 18%	85 18%	84 15%	27 11%	82 24%	24 18%	9 12%	60 13%	87 13%	32 9%	52 26%	
Should be decided by Referendum	821 81%	837 83%	253 90%	388 80%	433 83%	237 82%	293 80%	290 81%	426 77%	395 86%	281 83%	249 80%	291 81%	367 80%	453 82%	208 87%	255 74%	107 81%	65 86%	380 89%	566 89%	340 90%	148 73%	

Fieldwork dates : (All fieldwork) 8th to 9th August 2007

Respondent Type : GB adults aged 18+ interviewed by telephone

Source : Ipsos MORI

*=Less than 0.5%

Brown Survey for The Sun (August 2007)

J31548 - Please note - age 18+

Table 18

Q.12. Which of the statements I am going to read out best reflects your view of how you would vote if there were a Referendum on whether Britain should or should not adopt the proposed EU Constitutional Treaty...

Base : All

	WGT total	UNWGT total	Sun reader	Gender		Age			Social Class		Region (GOR)			Work Status		Voting Intention						Newspaper readership	
			Yes	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	Full-time	Not full-time	Conservative	Labour	Lib Dem	Other	Not Labour	(including Non-voters)	Tabloid	Broad sheet
Unweighted Total	1010	1010	287	447	563	265	364	381	578	432	369	296	345	457	553	259	333	128	73	460	677	434	244
Weighted Total	1010	1010	280	488	522	288	364	358	553	457	338	313	359	459	551	239	344	132	75	446	666	378	202
I am strongly against Britain adopting the EU Constitutional Treaty, and would certainly vote against it in a Referendum, and my mind is made up.	315 31%	327 32%	107 38%	185 38%	131 25%	50 17%	107 29%	159 44%	154 28%	161 35%	99 29%	109 35%	107 30%	135 29%	181 33%	111 46%	65 19%	27 20%	24 32%	162 36%	250 38%	161 43%	47 23%
I am slightly against Britain adopting the EU Constitutional Treaty, and would tend to vote against it in a Referendum, but I could be persuaded to change my mind	246 24%	242 24%	72 26%	110 23%	136 26%	92 32%	92 25%	62 17%	136 25%	110 24%	91 27%	74 24%	81 23%	127 28%	119 22%	65 27%	89 26%	32 24%	19 25%	115 26%	157 24%	87 23%	50 25%
I am slightly in favour of Britain adopting the EU Constitutional Treaty, and would tend to vote for it in a Referendum, but I could be persuaded to change my mind	277 27%	274 27%	69 25%	109 22%	168 32%	107 37%	107 29%	63 18%	171 31%	106 23%	89 26%	80 25%	108 30%	139 30%	138 25%	42 18%	115 33%	49 37%	21 28%	112 25%	162 24%	74 20%	67 33%
I am strongly for Britain adopting the EU Constitutional Treaty, and would certainly vote for it in a Referendum, and my mind is made up	105 10%	97 10%	19 7%	62 13%	43 8%	28 10%	38 11%	39 11%	68 12%	38 8%	31 9%	33 11%	41 11%	41 9%	64 12%	13 5%	56 16%	19 14%	5 7%	37 8%	49 7%	32 9%	29 14%
Don't know	67 7%	70 7%	14 5%	21 4%	45 9%	11 4%	20 5%	36 10%	25 4%	42 9%	28 8%	17 5%	22 6%	18 4%	48 9%	8 3%	19 6%	6 4%	6 9%	20 4%	48 7%	23 6%	9 5%
Against Britain adopting the EU Constitutional Treaty	561 56%	569 56%	179 64%	295 60%	266 51%	142 49%	199 55%	221 62%	290 52%	271 59%	190 56%	183 58%	188 52%	262 57%	300 54%	176 74%	154 45%	58 44%	42 57%	277 62%	407 61%	248 66%	97 48%
In favour of Britain adopting the EU Constitutional Treaty	382 38%	371 37%	88 31%	171 39%	210 40%	135 47%	146 40%	102 28%	239 43%	143 31%	120 36%	113 36%	149 41%	179 39%	203 37%	55 23%	171 50%	68 51%	26 39%	149 33%	211 32%	107 28%	96 47%
Could be persuaded	522 52%	516 51%	141 50%	219 45%	303 58%	199 69%	199 55%	125 35%	307 55%	216 47%	180 53%	154 49%	189 53%	266 58%	257 47%	107 45%	204 59%	81 61%	39 53%	228 51%	319 48%	161 43%	117 58%
Mind made up	421 42%	424 42%	126 45%	247 51%	174 33%	78 27%	145 40%	197 55%	222 40%	199 44%	130 38%	142 45%	148 41%	175 38%	245 45%	124 52%	121 35%	45 34%	29 39%	199 45%	299 45%	193 51%	76 38%

Fieldwork dates : (All fieldwork) 8th to 9th August 2007

Respondent Type : GB adults aged 18+ interviewed by telephone

Source : Ipsos MORI

*=Less than 0.5%