

**Political Poll for the News of the World  
Topline Findings 18.04.09**

- Ipsos MORI interviewed a representative sample of 1,021 adults in Great Britain aged 18+
- Interviews were conducted by telephone on 17 April 2009
- Data are weighted to match the profile of the population
- Where percentages do not sum to 100, this may be due to computer rounding, the exclusion of "don't know" categories, or multiple answers.
- Throughout the volume, an asterisk (\*) denotes any value of less than half of one per cent

**Q1. You've probably heard about the recent controversy about a senior Downing Street advisor planning an internet smear campaign against Conservative politicians.**

**Some people have said that Gordon Brown's leadership style, meaning the way he runs the Government, is to blame for this incident. To what extent do you agree or disagree that Brown's leadership style is to blame for the actions of those planning the smear campaign?**

	ALL	Conservative supporters (305)	Labour supporters (291)
Base:	(1,021)	%	%
Strongly agree	22	36	7
Tend to agree	17	21	14
Neither agree nor disagree	17	15	21
Tend to disagree	19	18	25
Strongly disagree	16	5	27
Don't know	9	5	5
<b>TOTAL: Agree</b>	<b>39</b>	<b>57</b>	<b>21</b>
<b>TOTAL: Disagree</b>	<b>35</b>	<b>23</b>	<b>52</b>

**Q2. And has this recent controversy affected your trust in the Labour Government?  
READ OUT**

	ALL	Conservative supporters (305)	Labour supporters (291)
Base:	(1,021)	%	%
It has increased my trust in the Labour Government	1	2	1
It has not changed my trust in the Labour Government	59	51	73
It has reduced my trust in the Labour Government	37	47	25
Don't know	3	1	1

Q3. In your view, is the Labour Party more likely than the Conservative Party to engage in this type of behaviour, for example personal smear campaigns, or are Labour less likely to engage in this type of behaviour, or is there no difference between the parties?

	ALL	Conservative supporters	Labour supporters
Base:	(1,021) %	(305) %	(291) %
The Labour Party is MORE likely than the Conservative Party to engage in this kind of behaviour	16	32	7
The Labour Party is LESS likely than the Conservative Party to engage in this kind of behaviour	6	3	11
There is no difference between the parties	72	61	74
Don't know	6	3	8

Q4. How important would you say issues like this are to you when you decide which party to vote for?

	ALL	Conservative supporters	Labour supporters
Base:	(1,021) %	(305) %	(291) %
Very important	25	30	14
Fairly important	29	36	27
Not very important	23	18	35
Not at all important	19	15	21
Don't know	3	*	3
<b>TOTAL: Important</b>	<b>54</b>	<b>66</b>	<b>41</b>
<b>TOTAL: Not important</b>	<b>42</b>	<b>33</b>	<b>56</b>