

## YouGov Survey Results

Sample Size: 2173 GB Adults  
Fieldwork: 12th - 13th July 2010

	Voting intention			Gender		Age				Social grade		Region					
Total	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
<b>Weighted Sample</b>	<b>2173</b>	731	619	256	1055	1118	262	558	741	612	1112	1058	279	708	466	531	190
Unweighted Sample	2173	700	598	273	1041	1132	169	535	859	610	1263	908	299	686	433	543	212
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**In general, do you think it is right or wrong for politicians to make money by writing their memoirs after leaving office?**

Right - if politicians have an interesting story to tell and people want to buy their book, there is no reason why they shouldn't make money from it	<b>53</b>	55	52	68	57	49	52	60	51	51	59	47	58	53	55	50	49
Wrong - politicians should not be able to make money after leaving office by writing their memoirs	<b>37</b>	38	39	26	36	38	32	28	40	43	33	42	32	37	33	43	41
Don't know	<b>10</b>	7	9	6	7	12	16	12	9	7	8	12	10	10	12	7	10

**The following political figures are intending to or have recently published their diaries or memoirs. For each one please say how interested, if at all, you would be in reading their account of their experiences in politics.**

### Tony Blair

Very interested	<b>5</b>	3	9	3	6	4	6	6	5	2	6	4	8	4	5	4	5
Fairly interested	<b>16</b>	13	27	17	19	13	13	19	18	12	17	15	20	13	16	18	16
<b>TOTAL INTERESTED</b>	<b>21</b>	<b>16</b>	<b>36</b>	<b>20</b>	<b>25</b>	<b>17</b>	<b>19</b>	<b>25</b>	<b>23</b>	<b>14</b>	<b>23</b>	<b>19</b>	<b>28</b>	<b>17</b>	<b>21</b>	<b>22</b>	<b>21</b>
Not very interested	<b>17</b>	16	19	25	16	19	21	21	15	15	19	15	15	18	18	18	15
Not interested at all	<b>59</b>	68	42	55	57	61	50	50	61	69	56	62	56	62	58	57	61
<b>TOTAL NOT INTERESTED</b>	<b>76</b>	<b>84</b>	<b>61</b>	<b>80</b>	<b>73</b>	<b>80</b>	<b>71</b>	<b>71</b>	<b>76</b>	<b>84</b>	<b>75</b>	<b>77</b>	<b>71</b>	<b>80</b>	<b>76</b>	<b>75</b>	<b>76</b>
Don't know	<b>3</b>	1	3	0	2	3	10	3	1	1	1	4	1	3	4	2	3

### Peter Mandelson

Very interested	<b>3</b>	3	4	4	5	2	3	3	4	3	4	3	7	2	3	2	4
Fairly interested	<b>11</b>	11	17	12	14	9	9	11	11	12	13	10	12	10	12	13	10
<b>TOTAL INTERESTED</b>	<b>14</b>	<b>14</b>	<b>21</b>	<b>16</b>	<b>19</b>	<b>11</b>	<b>12</b>	<b>14</b>	<b>15</b>	<b>15</b>	<b>17</b>	<b>13</b>	<b>19</b>	<b>12</b>	<b>15</b>	<b>15</b>	<b>14</b>
Not very interested	<b>18</b>	15	24	21	18	19	15	23	19	15	21	15	18	17	20	19	20
Not interested at all	<b>64</b>	71	51	64	61	67	61	60	65	69	61	68	61	68	61	64	63
<b>TOTAL NOT INTERESTED</b>	<b>82</b>	<b>86</b>	<b>75</b>	<b>85</b>	<b>79</b>	<b>86</b>	<b>76</b>	<b>83</b>	<b>84</b>	<b>84</b>	<b>82</b>	<b>83</b>	<b>79</b>	<b>85</b>	<b>81</b>	<b>83</b>	<b>83</b>
Don't know	<b>3</b>	0	4	0	2	3	12	4	1	1	1	5	1	3	4	2	4

	Voting intention			Gender		Age				Social grade		Region					
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<b>Weighted Sample</b>	<b>2173</b>	<b>731</b>	<b>619</b>	<b>256</b>	<b>1055</b>	<b>1118</b>	<b>262</b>	<b>558</b>	<b>741</b>	<b>612</b>	<b>1112</b>	<b>1058</b>	<b>279</b>	<b>708</b>	<b>466</b>	<b>531</b>	<b>190</b>
Unweighted Sample	2173	700	598	273	1041	1132	169	535	859	610	1263	908	299	686	433	543	212
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Gordon Brown**

Very interested	4	2	8	2	4	3	5	4	4	2	4	3	6	4	3	3	6
Fairly interested	14	6	28	11	13	15	14	15	15	11	16	12	17	11	13	13	23
<b>TOTAL INTERESTED</b>	<b>18</b>	<b>8</b>	<b>36</b>	<b>13</b>	<b>17</b>	<b>18</b>	<b>19</b>	<b>19</b>	<b>19</b>	<b>13</b>	<b>20</b>	<b>15</b>	<b>23</b>	<b>15</b>	<b>16</b>	<b>16</b>	<b>29</b>
Not very interested	18	15	20	27	19	17	20	22	16	14	20	16	17	17	19	18	17
Not interested at all	62	76	41	61	61	63	51	56	64	71	59	65	59	66	61	63	50
<b>TOTAL NOT INTERESTED</b>	<b>80</b>	<b>91</b>	<b>61</b>	<b>88</b>	<b>80</b>	<b>80</b>	<b>71</b>	<b>78</b>	<b>80</b>	<b>85</b>	<b>79</b>	<b>81</b>	<b>76</b>	<b>83</b>	<b>80</b>	<b>81</b>	<b>67</b>
Don't know	3	0	3	0	3	3	10	3	1	1	1	4	1	2	4	3	4

**Sarah Brown**

Very interested	2	1	4	1	1	3	2	2	2	2	2	2	2	3	2	1	2
Fairly interested	9	6	16	6	5	13	9	10	10	9	10	8	10	8	9	8	17
<b>TOTAL INTERESTED</b>	<b>11</b>	<b>7</b>	<b>20</b>	<b>7</b>	<b>6</b>	<b>16</b>	<b>11</b>	<b>12</b>	<b>12</b>	<b>11</b>	<b>12</b>	<b>10</b>	<b>12</b>	<b>11</b>	<b>11</b>	<b>9</b>	<b>19</b>
Not very interested	17	13	23	23	18	16	17	20	16	15	19	15	18	15	17	19	19
Not interested at all	69	79	53	70	73	65	60	65	71	73	67	70	68	71	68	70	60
<b>TOTAL NOT INTERESTED</b>	<b>86</b>	<b>92</b>	<b>76</b>	<b>93</b>	<b>91</b>	<b>81</b>	<b>77</b>	<b>85</b>	<b>87</b>	<b>88</b>	<b>86</b>	<b>85</b>	<b>86</b>	<b>86</b>	<b>85</b>	<b>89</b>	<b>79</b>
Don't know	3	1	3	1	2	4	11	4	1	1	1	5	1	3	4	3	3

**Alastair Campbell**

Very interested	3	1	6	3	4	2	3	3	3	2	3	3	2	3	3	4	2
Fairly interested	12	9	19	10	13	10	7	13	13	11	14	9	17	7	12	14	14
<b>TOTAL INTERESTED</b>	<b>15</b>	<b>10</b>	<b>25</b>	<b>13</b>	<b>17</b>	<b>12</b>	<b>10</b>	<b>16</b>	<b>16</b>	<b>13</b>	<b>17</b>	<b>12</b>	<b>19</b>	<b>10</b>	<b>15</b>	<b>18</b>	<b>16</b>
Not very interested	18	15	22	21	19	17	18	23	16	16	20	16	19	17	18	18	18
Not interested at all	64	74	49	65	61	68	60	57	67	70	61	68	62	70	62	61	62
<b>TOTAL NOT INTERESTED</b>	<b>82</b>	<b>89</b>	<b>71</b>	<b>86</b>	<b>80</b>	<b>85</b>	<b>78</b>	<b>80</b>	<b>83</b>	<b>86</b>	<b>81</b>	<b>84</b>	<b>81</b>	<b>87</b>	<b>80</b>	<b>79</b>	<b>80</b>
Don't know	3	0	4	1	2	4	12	4	1	2	2	5	1	3	5	2	4