

Number of cases

	UK JULY 21 <sup>st</sup>	UK JULY 28 <sup>th</sup>	Gender		Age class						Highest educational title:				Professional activity				Socio-economic grade			General Elections 2019				Ref 2016	
			Male	Female	18 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	Over 64 years	Higher Degree - Postgraduate Degree - Master - Doctorate	First Degree - Undergraduate Degree - Bachelor	Tertiary Education	Secondary Education	Primary Education - No title	Self employed	Employees	Retired	Other condition	1/2/3/4	5/6	7/8/9/10	Conservative and Unionist Party	Labour Party	Liberal Democrats	Green Party	Remain	Leave
Unweighted Sample	1629	1649	813	836	458	264	282	256	389	267	457	326	539	58	163	913	377	196	424	462	755	457	353	148	60	542	617
Weighted Sample	1625	1645	806	839	460	266	283	253	383	248	450	326	557	63	167	918	373	187	426	448	765	484	356	128	30	558	602

If there were a General Election tomorrow, would you go to vote? Use a scale of 1 to 10, where 1 means that you would not vote and 10 means that you would certainly vote.

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1/2/3/4	22%	20%	17%	23%	33%	19%	16%	18%	10%	8%	14%	26%	25%	35%	28%	21%	8%	30%	29%	16%	17%	6%	4%	7%	17%	7%	14%
5/6	9%	11%	10%	13%	10%	8%	14%	11%	13%	7%	10%	13%	13%	10%	9%	10%	15%	12%	14%	11%	10%	11%	3%	12%	3%	7%	12%
7/8	23%	22%	20%	23%	26%	30%	21%	14%	16%	21%	26%	21%	18%	30%	15%	26%	15%	22%	16%	28%	21%	22%	24%	16%	35%	18%	23%
9/10	46%	47%	53%	41%	31%	43%	49%	57%	61%	64%	50%	40%	44%	25%	48%	43%	62%	36%	41%	45%	52%	61%	69%	65%	45%	68%	51%
Don't know/Prefer not to say																											
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Unweighted Sample	1629	1649	813	836	458	264	282	256	389	267	457	326	539	58	163	913	377	196	424	462	755	457	353	148	60	542	617
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## Which political party would you vote for?

[all cases]

	UK JULY 21 <sup>st</sup>	UK JULY 28 <sup>th</sup>	Gender		Age class						Highest educational title:				Professional activity				Socio-economic grade			General Elections 2019				Ref 2016	
			Male	Female	18 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	Over 64 years	Higher Degree - Postgraduate Degree - Master - Doctorate	First Degree - Undergraduate Degree - Bachelor	Tertiary Education	Secondary Education	Primary Education - No title	Self employed	Employees	Retired	Other condition	1/2/3/4	5/6	7/8/9/10	Conservative and Unionist Party	Labour Party	Liberal Democrats	Green Party	Remain	Leave
Labour Party	28%	27%	29%	26%	25%	30%	29%	26%	28%	36%	32%	28%	21%	11%	28%	26%	29%	31%	25%	32%	26%	6%	80%	31%	6%	44%	17%
Conservative and Unionist Party	22%	23%	24%	22%	16%	22%	22%	26%	30%	24%	25%	18%	24%	22%	24%	22%	30%	11%	17%	23%	27%	65%	3%	6%	2%	17%	41%
Liberal Democrats	8%	9%	9%	8%	6%	7%	8%	11%	10%	8%	11%	6%	9%	4%	5%	9%	10%	7%	6%	7%	11%	11%	5%	40%	4%	12%	8%
Green Party	4%	4%	4%	4%	5%	5%	3%	3%	2%	5%	5%	2%	3%	8%	4%	4%	2%	5%	4%	5%	3%	1%	6%	3%	68%	6%	3%
Scottish National Party	3%	3%	3%	2%	2%	4%	3%	2%	2%	4%	3%	4%	1%	3%	1%	3%	2%	4%	1%	3%	3%			1%		4%	1%
Other party	4%	3%	5%	2%	3%	3%	3%	3%	4%	4%	3%	5%	3%	4%	3%	4%	3%	2%	3%	4%	3%	3%	0%	1%		3%	5%
Wouldn't vote	21%	20%	17%	23%	33%	17%	17%	17%	10%	9%	13%	25%	26%	35%	27%	21%	9%	30%	29%	16%	17%	6%	3%	5%	15%	6%	14%
Uncertain	10%	12%	10%	14%	9%	11%	15%	11%	14%	11%	10%	14%	13%	14%	9%	11%	16%	11%	15%	11%	11%	9%	3%	12%	5%	7%	12%
Prefer not to say					1%																						
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

## Which political party would you vote for?

[only who indicates a pol party]

	UK JULY 21 <sup>st</sup>	UK JULY 28 <sup>th</sup>	Gender		Age class						Highest educational title:				Professional activity				Socio-economic grade			General Elections 2019				Ref 2016	
			Male	Female	18 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	Over 64 years	Higher Degree - Postgraduate Degree - Master - Doctorate	First Degree - Undergraduate Degree - Bachelor	Tertiary Education	Secondary Education	Primary Education - No title	Self employed	Employees	Retired	Other condition	1/2/3/4	5/6	7/8/9/10	Conservative and Unionist Party	Labour Party	Liberal Democrats	Green Party	Remain	Leave
Labour Party	41%	40%	40%	40%	43%	42%	42%	36%	37%	45%	41%	45%	35%	22%	44%	38%	38%	52%	45%	44%	36%	7%	85%	38%	8%	51%	22%
Conservative and Unionist Party	32%	33%	33%	34%	27%	31%	33%	37%	39%	29%	32%	29%	39%	43%	37%	32%	40%	19%	30%	31%	37%	77%	3%	8%	2%	20%	54%
Liberal Democrats	12%	12%	12%	13%	11%	10%	12%	15%	14%	10%	14%	9%	15%	8%	7%	13%	13%	11%	11%	10%	15%	13%	5%	49%	4%	14%	11%
Green Party	6%	6%	5%	6%	9%	7%	5%	4%	3%	7%	6%	3%	5%	15%	6%	6%	2%	8%	8%	6%	4%	1%	6%	3%	85%	7%	3%
Scottish National Party	4%	4%	4%	4%	4%	5%	4%	3%	3%	5%	3%	6%	2%	6%	1%	4%	3%	7%	2%	4%	4%			1%		5%	2%
Other party	5%	5%	6%	3%	6%	5%	4%	5%	4%	4%	4%	8%	4%	6%	5%	7%	4%	3%	4%	5%	4%	2%	1%	1%	1%	3%	8%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Number of cases

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	UK JULY 21 <sup>st</sup>	UK JULY 28 <sup>th</sup>																											
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If you had to choose the leader of the Conservatives, who would you choose between:

If you had to choose the leader of the Conservatives, who would you choose between:			Gender		Age class						Highest educational title:					Professional activity			Socio-economic grade			General Elections 2019				Ref 2016	
			Male	Female	18 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	Over 64 years	Higher Degree - Postgraduate Degree - Master - Doctorate	First Degree - Undergraduate Degree - Bachelor	Tertiary Education	Secondary Education	Primary Education - No title	Self employed	Employees	Retired	Other condition	1/2/3/4	5/6	7/8/9/10	Conservative and Unionist Party	Labour Party	Liberal Democrats	Green Party	Remain	Leave
	UK JULY 28th	TREND																									
Rishi Sunak	33%	=	33%	33%	34%	34%	34%	32%	31%	38%	37%	26%	32%	33%	35%	35%	30%	28%	24%	35%	38%	42%	27%	27%	43%	33%	36%
Liz Truss	35%	+ 2%	34%	35%	28%	32%	34%	38%	44%	34%	34%	33%	36%	43%	29%	33%	42%	33%	42%	33%	31%	45%	32%	27%	23%	33%	46%
Don't know	32%	- 2%	33%	32%	38%	34%	32%	30%	25%	28%	29%	41%	32%	24%	36%	32%	28%	39%	34%	32%	31%	13%	41%	46%	34%	34%	18%
Total	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

CONS. SUPPORTERS (a)

	UK JULY 28 <sup>th</sup>	TREND
Rishi Sunak	43%	- 1%
Liz Truss	48%	+ 2%
Don't know	9%	- 1%
Total	100%	

(a) Voters of the Conservative and Unionist Party (today and in 2019 General Election), active supporters of politics' activities (grade 9-10)

Number of cases: 257