

Guardian Opinion Poll

Fieldwork : August 13th-15th 2004

Absolutes/col percents

Table 1
Q.AA How likely you be to vote in an immediate general election?
Base: All respondents

	Total	Sex		Age				Social Class				Voting Intention				Region			
		Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	North	Mid- lands	South	
Unweighted base	1005	491	514	98	149	554	204	303	247	170	285	194	237	140	74	330	316	359	
Weighted base	1005	484	521	106	168	528	203	252	290	212	251	205	230	143	71	336	313	356	
Absolutely certain to vote	(10)	484 48%	231 48%	253 49%	18 17%	57 34%	277 52%	133 65%	133 53%	149 51%	88 41%	114 45%	140 68%	120 52%	68 48%	33 46%	162 48%	153 49%	170 48%
	(9)	64 6%	32 7%	31 6%	6 6%	14 8%	32 6%	11 6%	26 10%	14 5%	9 4%	14 6%	8 4%	17 7%	19 14%	2 2%	14 4%	23 7%	26 7%
	(8)	102 10%	40 8%	63 12%	18 17%	19 11%	51 10%	15 7%	19 8%	33 11%	26 12%	24 10%	17 8%	25 11%	21 15%	12 17%	39 12%	25 8%	39 11%
	(7)	52 5%	32 7%	20 4%	8 7%	14 8%	22 4%	9 4%	13 5%	13 4%	11 5%	15 6%	12 6%	19 8%	9 6%	- -	19 6%	16 5%	17 5%
	(6)	31 3%	16 3%	15 3%	5 5%	8 5%	14 3%	4 2%	9 4%	9 3%	5 3%	7 3%	9 4%	10 4%	7 5%	2 3%	10 3%	10 3%	11 3%
	(5)	74 7%	40 8%	33 6%	13 13%	16 10%	34 6%	11 5%	18 7%	20 7%	17 8%	20 8%	7 3%	18 8%	10 7%	12 17%	32 10%	19 6%	22 6%
	(4)	30 3%	15 3%	15 3%	5 5%	6 4%	16 3%	2 1%	8 3%	8 3%	5 2%	9 3%	8 4%	2 1%	4 3%	1 2%	7 2%	8 3%	14 4%
	(3)	28 3%	13 3%	15 3%	6 5%	6 4%	15 3%	1 1%	4 2%	5 2%	10 5%	9 3%	4 2%	5 2%	1 *	3 4%	7 2%	9 3%	12 3%
	(2)	20 2%	6 1%	14 3%	10 10%	4 3%	4 1%	2 1%	4 1%	4 1%	7 3%	6 2%	- -	9 4%	1 1%	4 5%	7 2%	8 3%	5 1%
Certain not to vote	(1)	105 10%	51 10%	54 10%	14 13%	20 12%	60 11%	12 6%	18 7%	29 10%	29 14%	29 11%	- -	- -	- -	- -	34 10%	35 11%	36 10%
Don't know		15 1%	7 2%	7 1%	2 2%	4 2%	4 1%	- 2%	- 2%	6 2%	5 2%	4 1%	- 2%	5 2%	3 2%	2 3%	4 1%	6 2%	4 1%
Mean		7.57	7.56	7.59	5.81	6.96	7.72	8.61	8.01	7.79	7.02	7.34	8.91	8.35	8.54	7.76	7.57	7.54	7.61
Standard deviation		3.13	3.11	3.16	3.15	3.16	3.15	2.56	2.85	3.05	3.38	3.23	1.90	2.27	1.89	2.66	3.09	3.22	3.10
Standard error		0.10	0.14	0.14	0.32	0.26	0.13	0.18	0.16	0.20	0.26	0.19	0.14	0.15	0.16	0.31	0.17	0.18	0.17

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Table 2
Published Vote Intention Figures - The Guardian, August 2004

	<u>Total</u>
Conservative	33%
Labour	36%
Liberal Democrat	22%
Other	9%

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Table 3

Q.A If there were to be a general election tomorrow which party do you think you would vote for?

Base: All respondents expressing an intention to vote

Turnout weighted

NOTE: THIS TABLE IS PRODUCED BEFORE MANUAL ADJUSTMENT. AT TOP LINE LEVEL, THIS TABLE MIGHT SHOW SLIGHT DIFFERENCES TO THE PUBLISHED VOTE INTENTION FIGURES. ANY DIFFERENCE BETWEEN THE TWO SETS OF FIGURES IS ENTIRELY EXPLAINED BY THE ADJUSTMENT PROCEDURE, WHICH AIMS TO MAKE AN ALLOWANCE FOR SOME OF THE DON'T KNOWS.

	Sex			Age				Social Class				Voting Intention				Region		
	Total	Male	Fe-male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	North	Mid-lands	South
Unweighted base	520	261	259	39	64	292	125	176	123	75	146	167	189	116	48	175	161	184
Weighted base	523	257	267	43	73	281	126	146	150	100	127	178	182	117	47	181	160	182
Conservative	178 34%	83 32%	95 35%	9 20%	18 24%	96 34%	55 44%	53 36%	58 39%	33 33%	34 27%	178 100%	-	-	-	52 28%	49 31%	77 42%
Labour	182 35%	91 35%	91 34%	12 27%	35 48%	94 33%	41 33%	43 30%	41 27%	41 41%	56 44%	-	182 100%	-	-	75 41%	55 34%	52 28%
Liberal Democrat/ Liberal	117 22%	51 20%	66 25%	17 38%	15 21%	62 22%	24 19%	38 26%	42 28%	14 14%	23 18%	-	-	117 100%	-	34 19%	44 27%	40 22%
Others (net)	47 9%	31 12%	15 6%	6 14%	5 7%	29 10%	6 5%	12 8%	9 6%	12 12%	14 11%	-	-	-	47 100%	21 12%	12 7%	14 8%
Scottish National Party/SNP	13 2%	11 4%	2 1%	3 8%	1 2%	7 3%	1 1%	2 2%	5 4%	3 3%	2 2%	-	-	-	13 28%	13 7%	-	-
Plaid Cymru	3 1%	2 1%	1 *	1 2%	1 1%	-	1 1%	1 1%	-	1 1%	1 1%	-	-	-	3 6%	-	3 2%	-
Green Party	10 2%	3 1%	7 3%	1 3%	2 3%	7 2%	-	3 2%	-	4 4%	3 2%	-	-	-	10 22%	4 2%	3 2%	3 2%
UKIP	6 1%	4 1%	3 1%	1 2%	-	5 2%	1 1%	3 2%	1 1%	-	3 2%	-	-	-	6 14%	-	3 2%	4 2%
Other	14 3%	11 4%	3 1%	-	1 1%	10 4%	3 2%	3 2%	3 2%	3 3%	5 4%	-	-	-	14 30%	4 2%	3 2%	8 4%

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Table 4

Q.7. Now thinking about the next election and the issues that will be important in your own decision on how to vote. Which two or three of the following will be most important in your own decision on which party you will vote for ...

Base: All respondents

	Sex		Age				Social Class				Voting Intention				Region			
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	North	Mid- lands	South
Unweighted base	1005	491	514	98	149	554	204	303	247	170	285	194	237	140	74	330	316	359
Weighted base	1005	484	521	106	168	528	203	252	290	212	251	205	230	143	71	336	313	356
The economy generally	210 21%	110 23%	100 19%	13 12%	33 20%	119 22%	45 22%	57 23%	62 21%	40 19%	51 20%	37 18%	46 20%	36 25%	12 16%	68 20%	65 21%	77 22%
Taxation and government spending	344 34%	177 37%	166 32%	39 37%	69 41%	182 34%	53 26%	89 35%	94 32%	87 41%	73 29%	84 41%	72 31%	43 30%	30 42%	123 37%	113 36%	107 30%
Jobs	164 16%	79 16%	85 16%	36 34%	24 15%	89 17%	14 7%	27 11%	42 15%	50 24%	45 18%	27 13%	48 21%	22 15%	16 22%	60 18%	46 15%	57 16%
Interest rates	130 13%	57 12%	73 14%	21 20%	25 15%	61 11%	24 12%	34 13%	43 15%	31 15%	23 9%	36 18%	41 18%	14 10%	4 5%	39 12%	53 17%	39 11%
National Health Service	593 59%	253 52%	340 65%	49 47%	92 55%	309 59%	142 70%	148 58%	164 56%	112 53%	170 68%	118 57%	159 69%	79 56%	39 55%	207 62%	180 58%	205 58%
Education	422 42%	173 36%	249 48%	49 46%	78 46%	229 43%	67 33%	110 43%	123 43%	91 43%	98 39%	75 37%	130 57%	58 40%	24 33%	153 45%	133 43%	137 38%
Asylum seekers	205 20%	112 23%	93 18%	14 13%	44 26%	109 21%	39 19%	42 16%	63 22%	58 27%	43 17%	61 30%	25 11%	24 16%	22 30%	54 16%	68 22%	84 24%
Law and order	348 35%	174 36%	174 33%	21 20%	42 25%	189 36%	96 47%	73 29%	111 38%	62 29%	103 41%	84 41%	84 37%	51 36%	22 31%	111 33%	109 35%	128 36%
Iraq	118 12%	65 13%	52 10%	18 17%	16 10%	68 13%	15 8%	37 15%	36 12%	21 10%	24 9%	18 9%	19 8%	35 25%	13 18%	36 11%	38 12%	44 12%
The European Union	156 15%	82 17%	74 14%	21 20%	16 10%	91 17%	28 14%	54 21%	55 19%	22 10%	24 10%	38 19%	19 8%	40 28%	8 11%	47 14%	43 14%	66 18%
None of these	19 2%	9 2%	11 2%	3 3%	2 1%	12 2%	2 1%	6 2%	2 1%	7 3%	4 2%	- -	- -	- -	1 2%	10 3%	6 2%	4 1%
Don't know	18 2%	15 3%	4 1%	2 2%	6 3%	5 1%	5 3%	5 2%	5 2%	3 2%	5 2%	- -	2 1%	1 *	1 2%	6 2%	6 2%	7 2%