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Conservative Leadership: State of Play Analysis

5th June 2019

Methodology

- ❖ Two surveys each of n=2,400 eligible voters.
- ❖ Max margin of error of +/-2.0 percent at a 95 percent confidence interval.
- ❖ Respondents were residents of the **48 most marginal Conservative held seats** in the UK.
- ❖ 50 respondents were surveyed from each seat.
- ❖ Minimum quotas set by age, gender, tenure, region, education, occupation, ethnicity and past vote.
- ❖ Mixed modal online and CATI poll from 10th – 24th April conducted by IQR and Research Interactive.
- ❖ Online poll from 1st – 9th May 2019 conducted by Research Interactive.

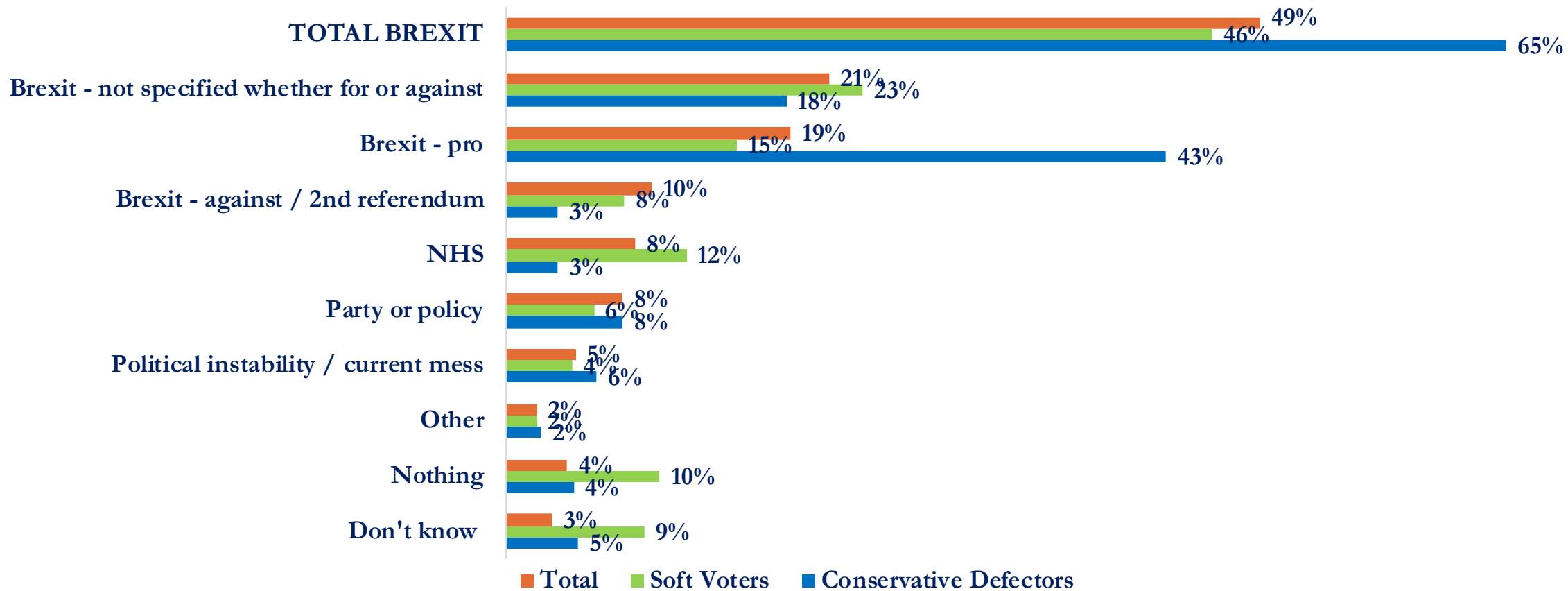


Analysis Groups

- ❖ All Voters are all respondents in the survey and representative of the country as a whole.
- ❖ Soft Voters are undecided who they will vote for, or are likely to change their mind about their current voting intention.
- ❖ Conservative Defectors voted Conservative in the 2017 General Election but would not vote Conservative if an election was held today.
- ❖ Leave Voters are those who voted to Leave at the 2016 EU Referendum.
- ❖ Remain Voters are those who voted to Remain at the 2016 EU Referendum.
- ❖ Conservative Voters are those who would vote Conservative if a General Election was held today.

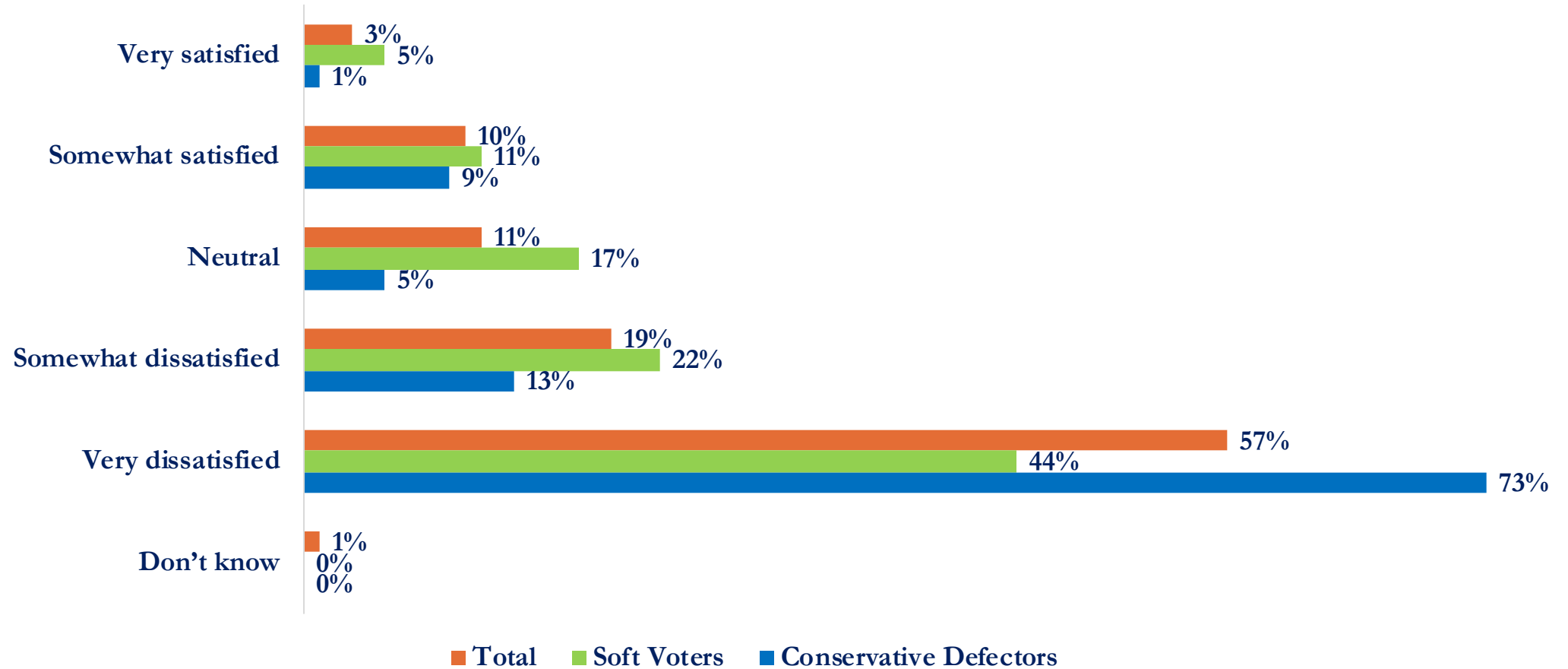
Political Context

National Issue Agenda (>4%)



Proportion from T1

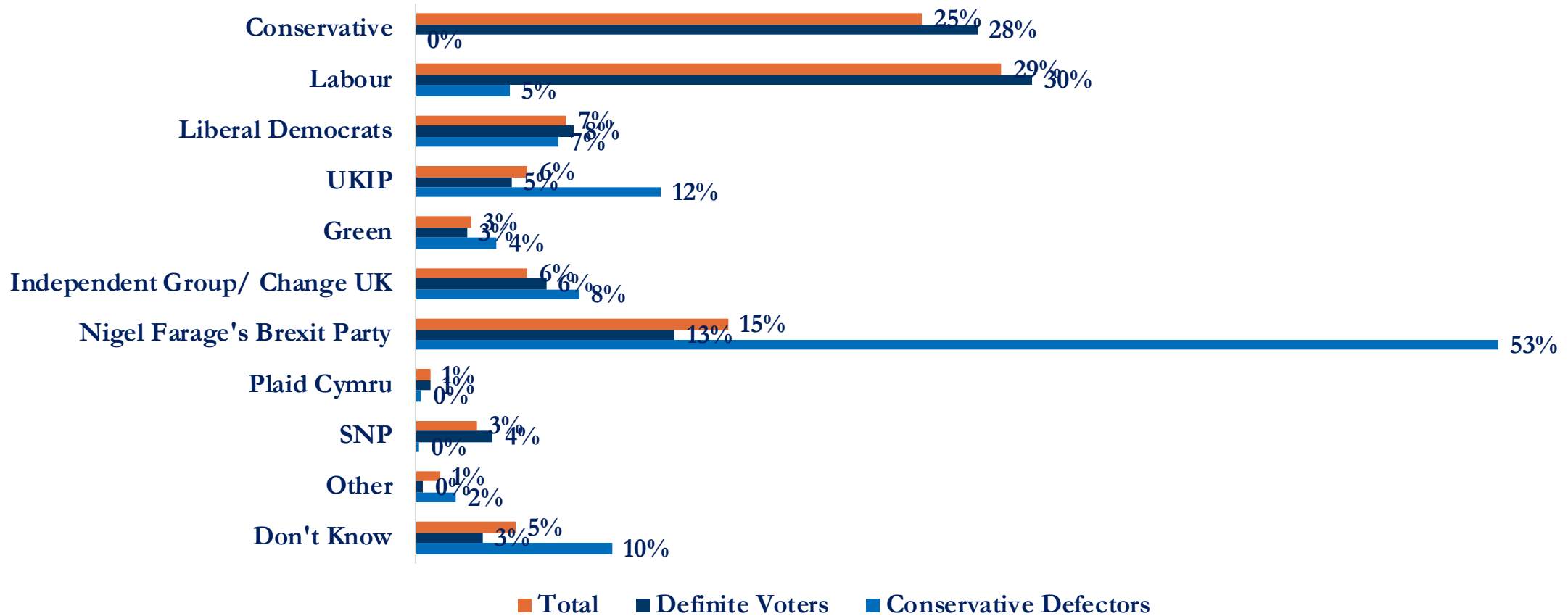
Satisfaction with Government Handling of Brexit



Proportion from T1

General Election Voting Intention

Current General Election Voting Intention

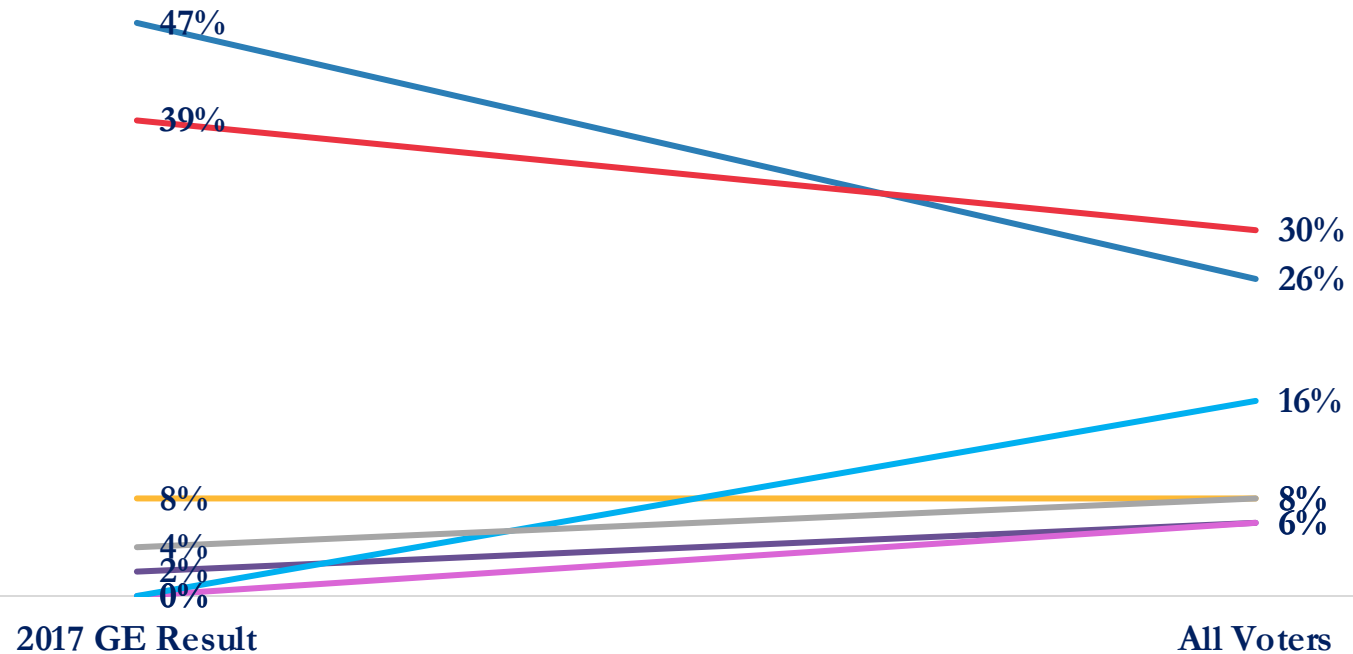


Proportion from T1

General Election Voting Intention Trend (Gave Voting Intention)



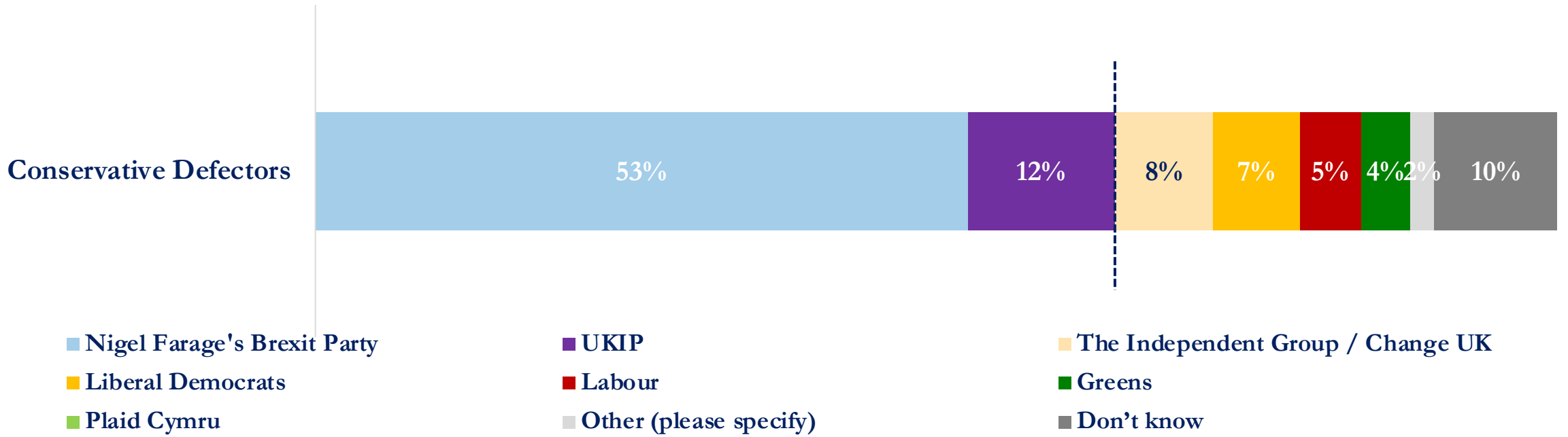
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- Conservative
- Labour
- Liberal Democrats
- UKIP
- Independent Group/ Change UK
- Nigel Farage's Brexit Party
- Other

Proportion from T1

Conservative Defectors Current Voting Intention

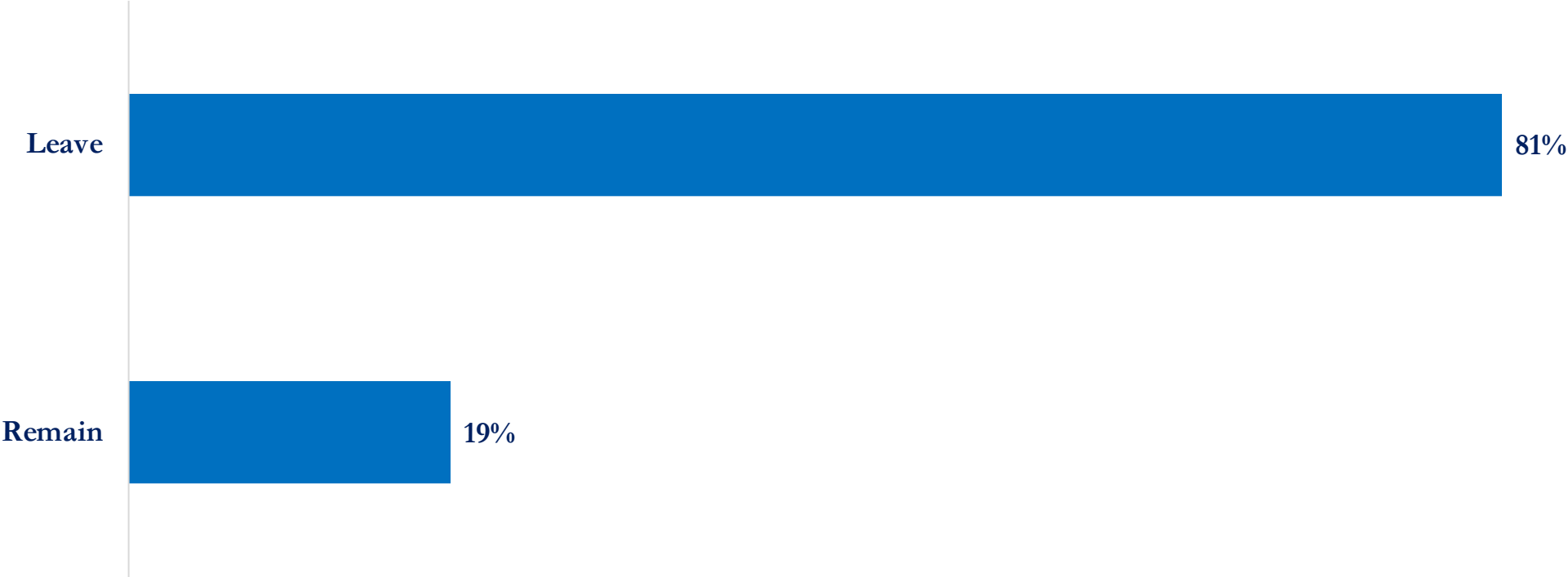


Proportion from T1

Conservative Defectors' EU Referendum Vote

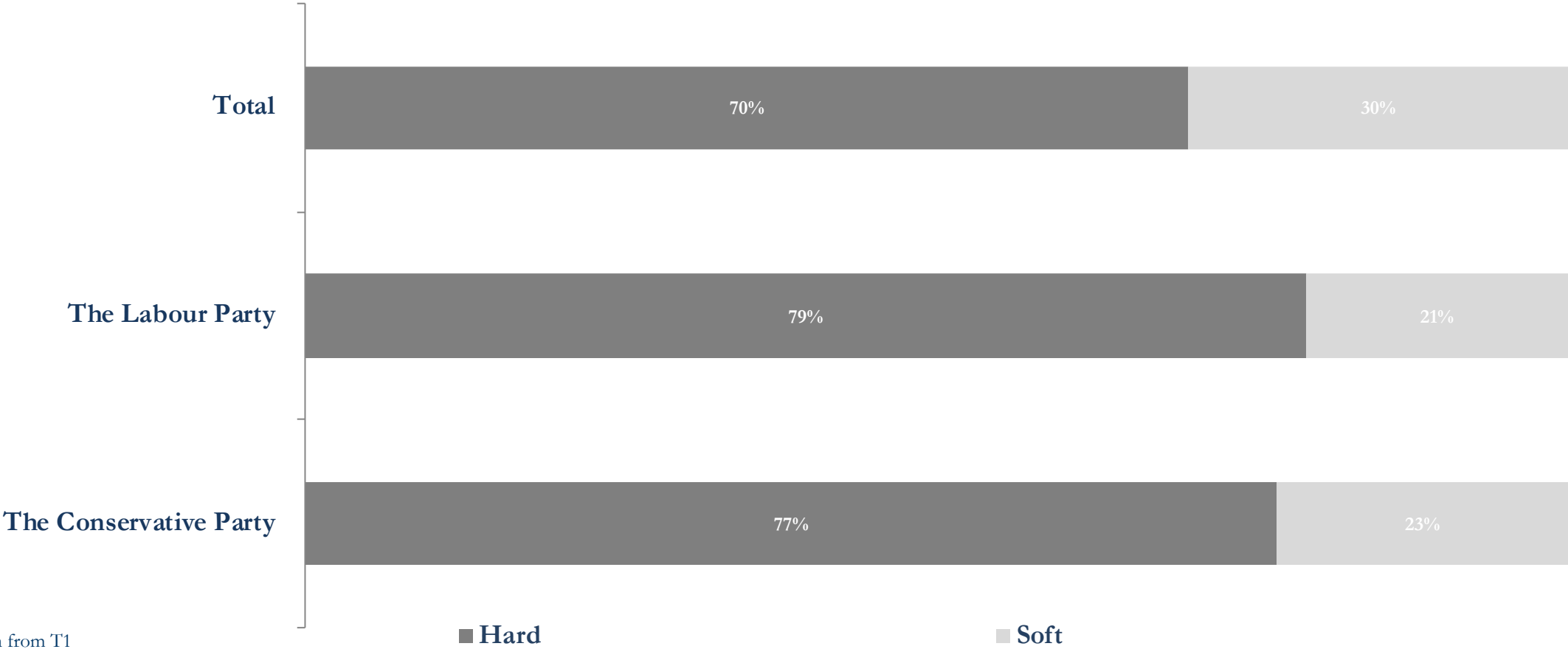


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Proportion from T1

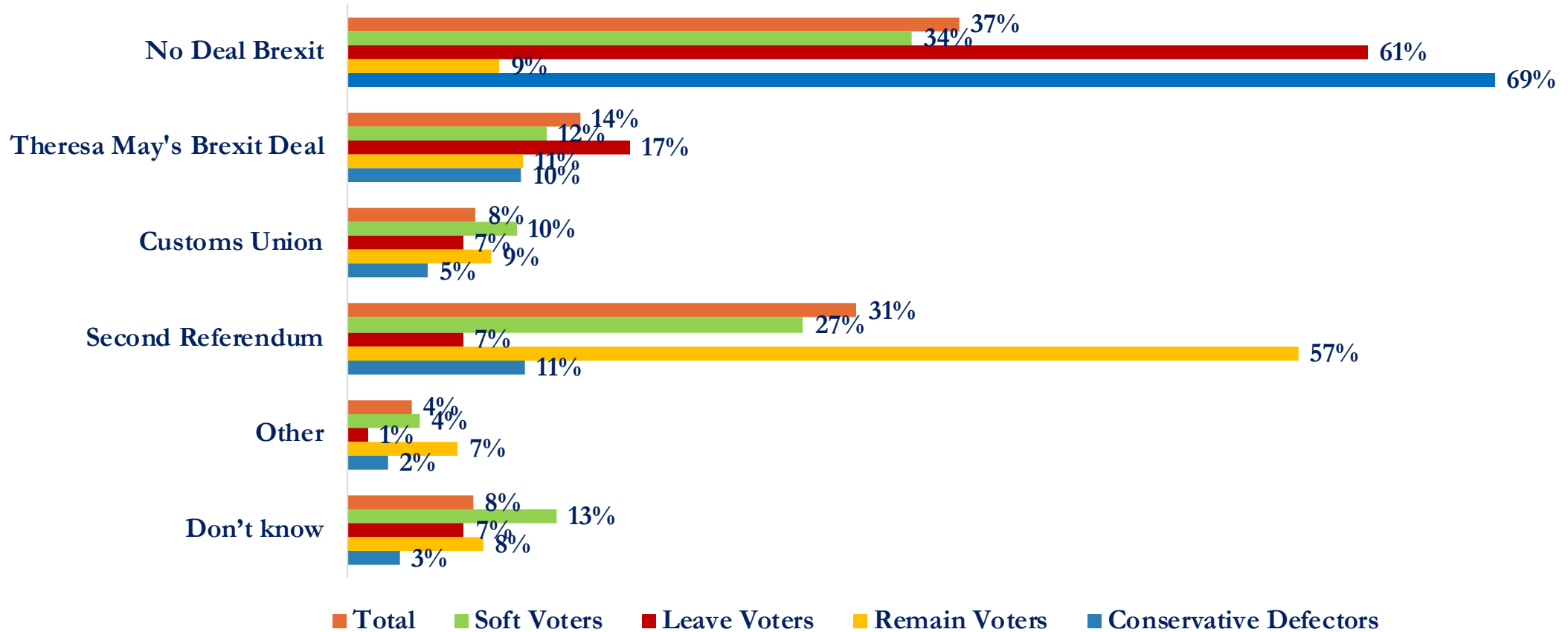
How Likely Voters Are To Switch



Proportion from T1

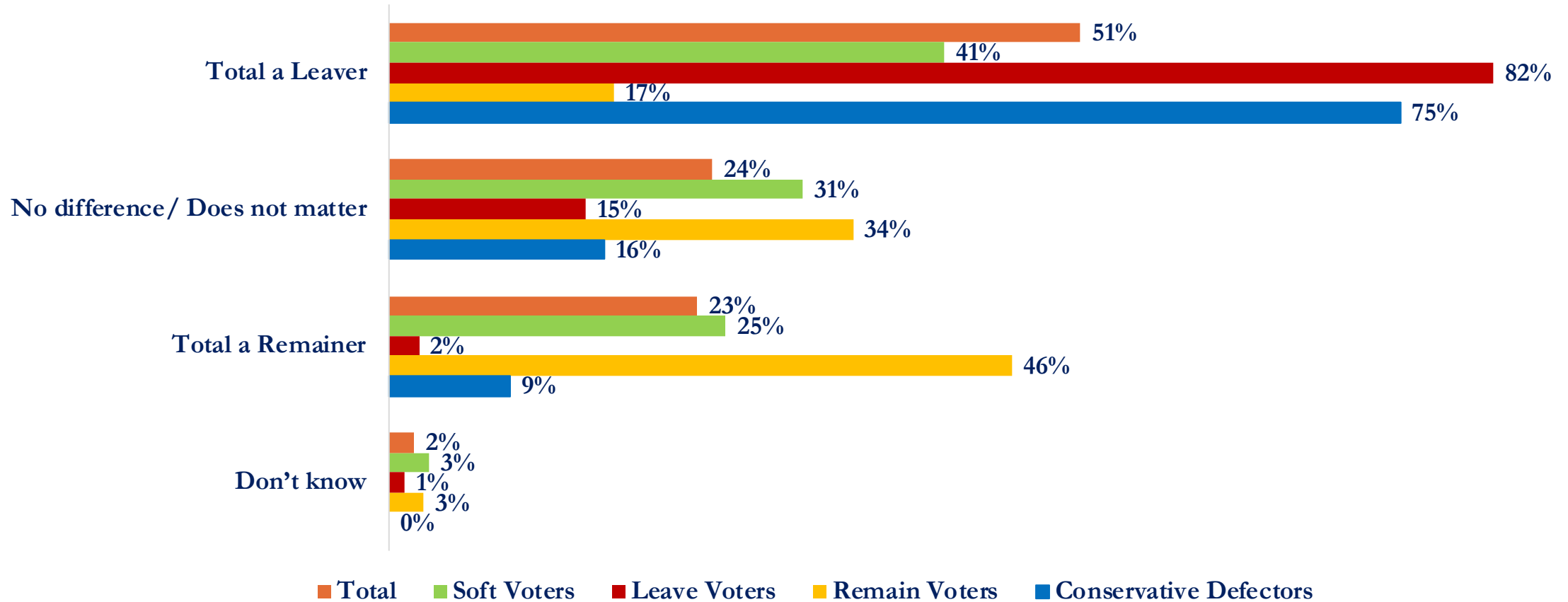
Rebuilding Conservative Support

Preferred Future Relationship with the EU



Proportion from T1

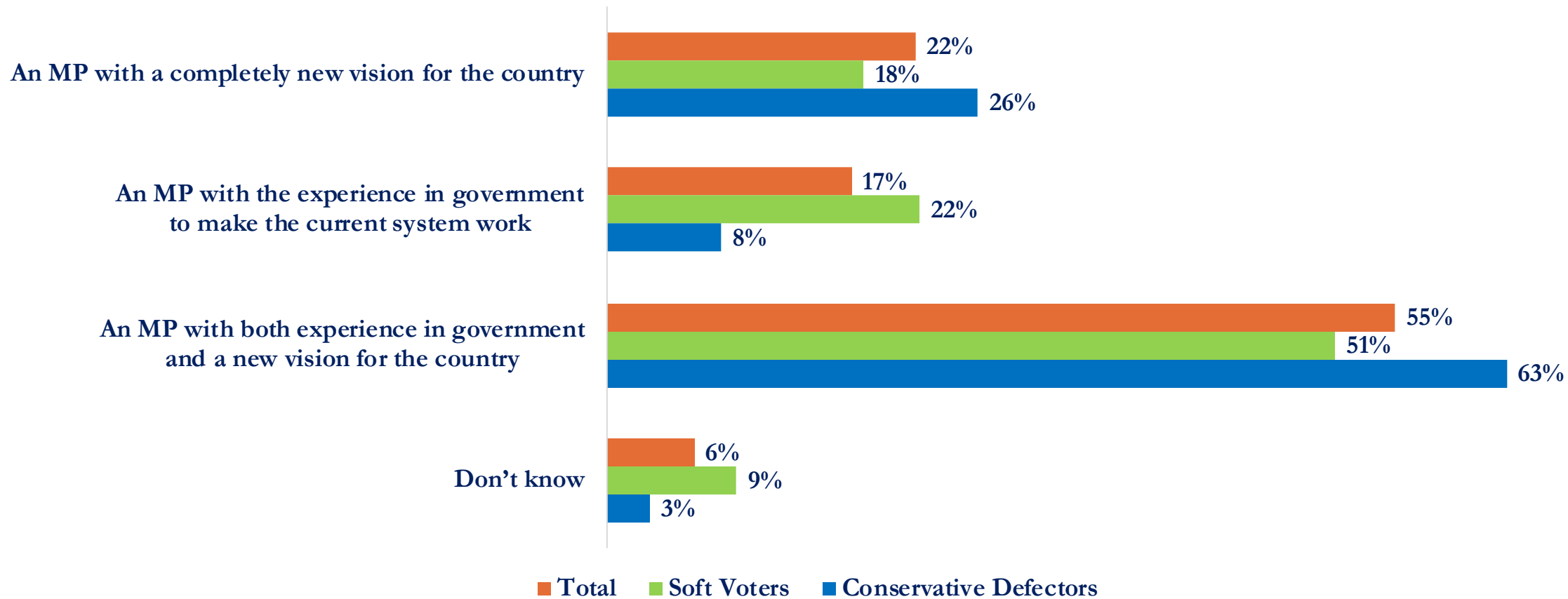
Next Conservative Leader: EU Views



Proportion from T1



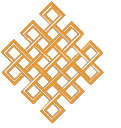
Next Conservative Leader: Type



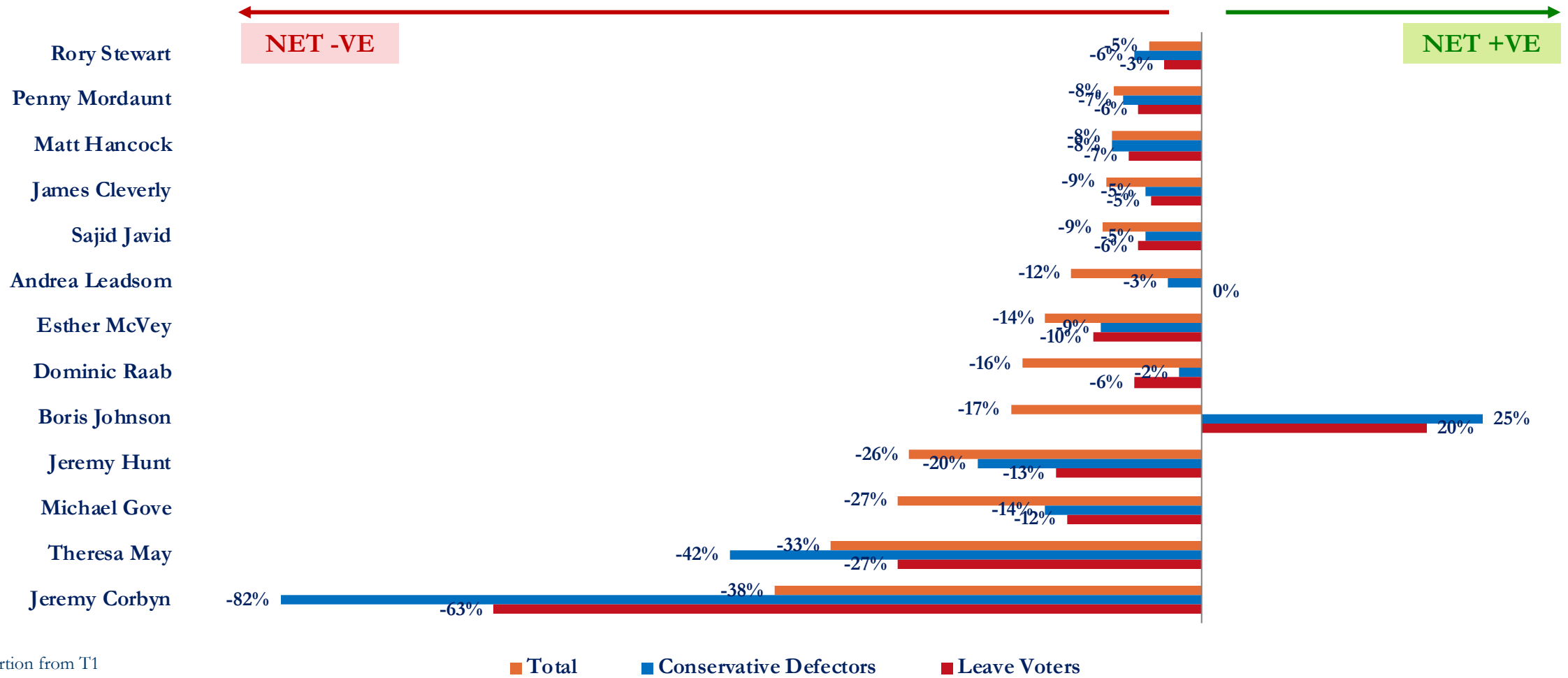
Proportion from T1

Name Recognition & Net Favourability

Net Favourability

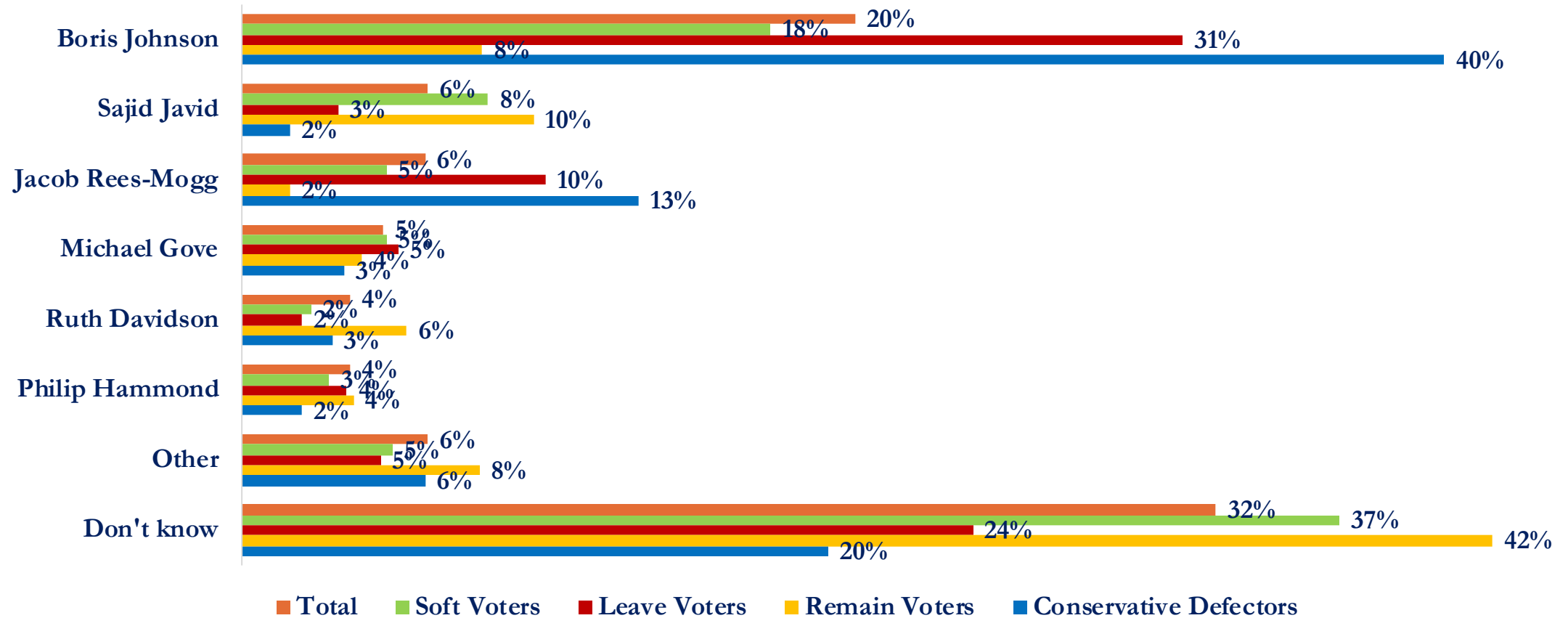


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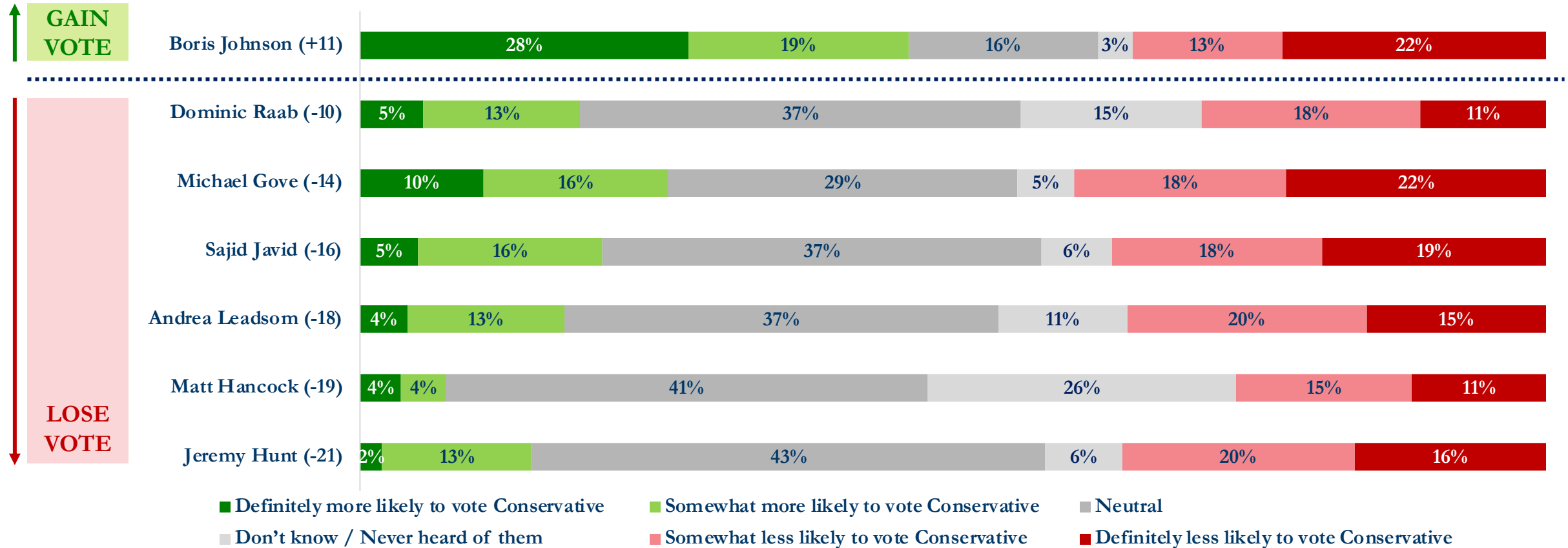
Conservative Leadership Preferences

Conservative Leader Preference: All Options (>4%)



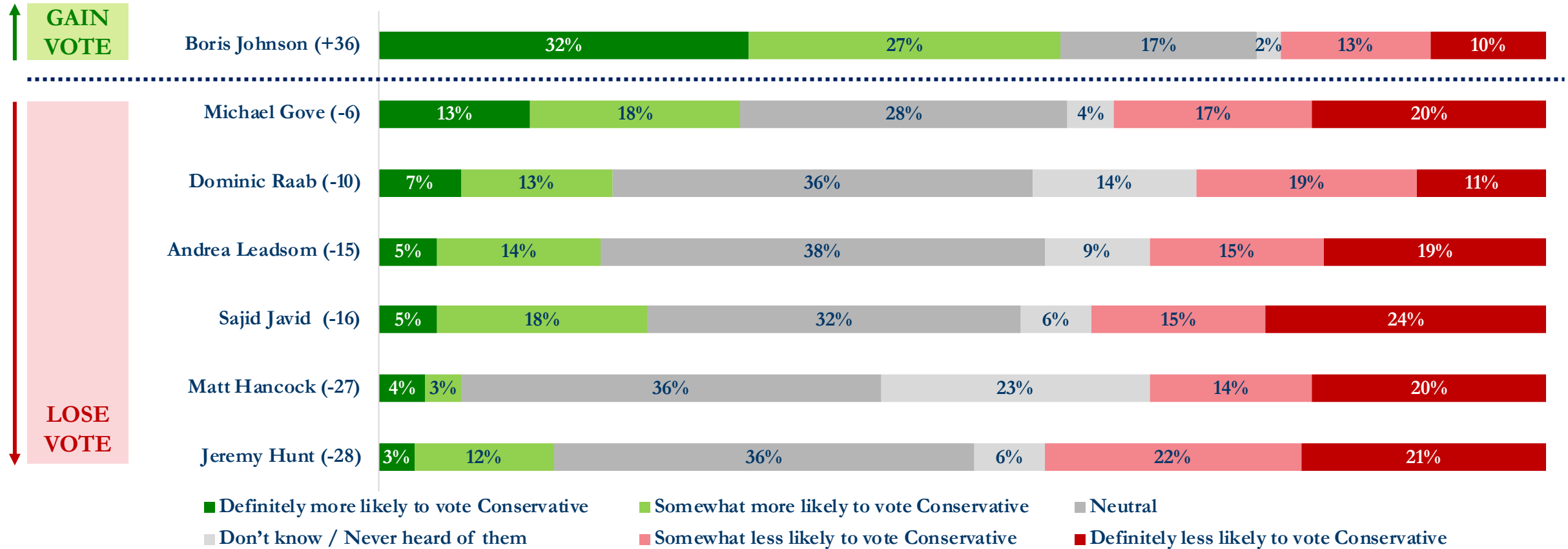
Proportion from T1

Impact on Likelihood to Vote Conservative (Conservative Defectors)



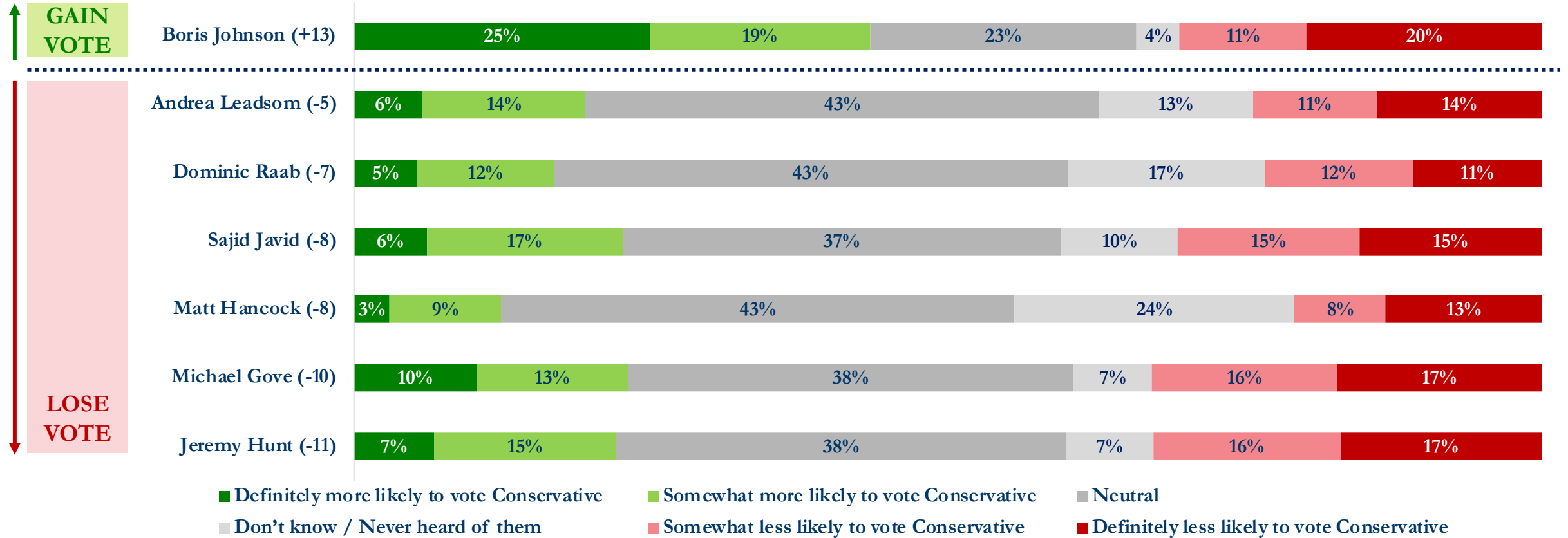
Proportion from T2

Impact on Likelihood to Vote Conservative (Brexit Party and UKIP voters)



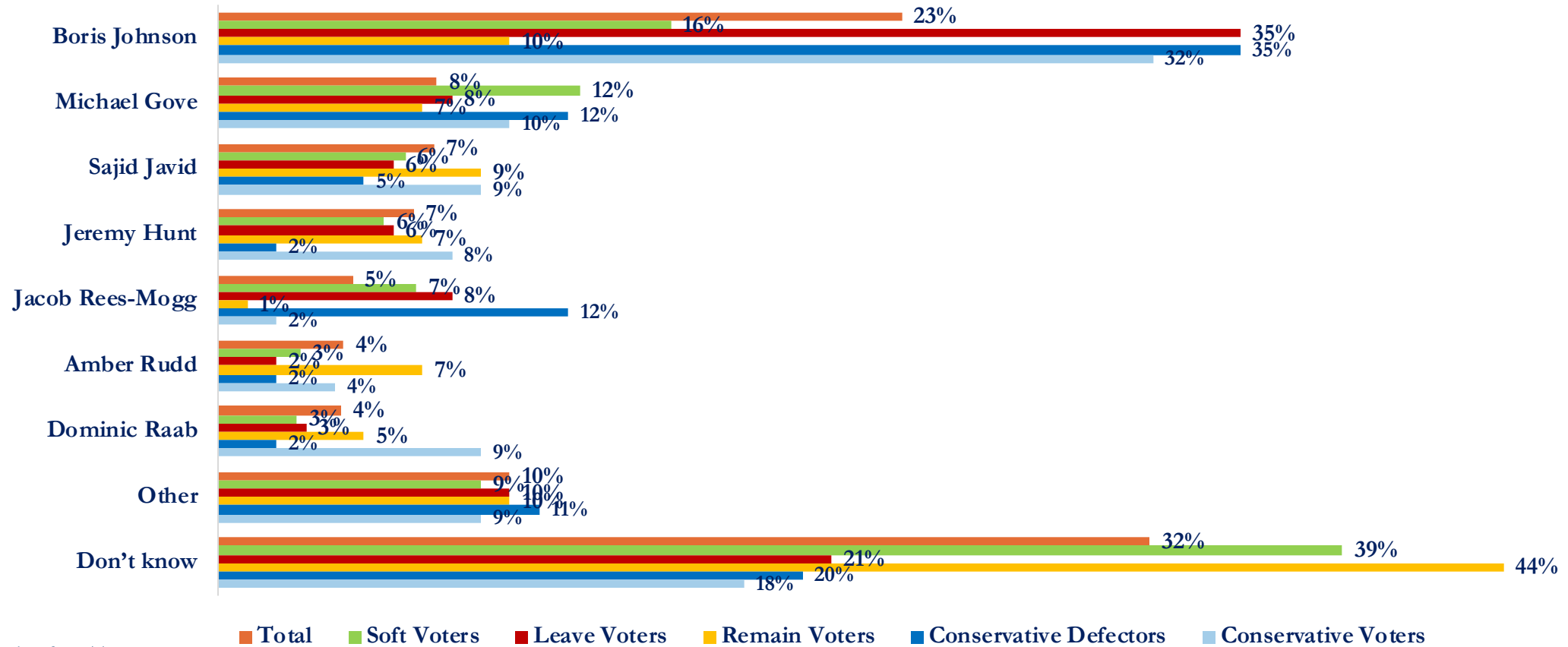
Proportion from T2

Impact on Likelihood to Vote Conservative (Leave Voters)

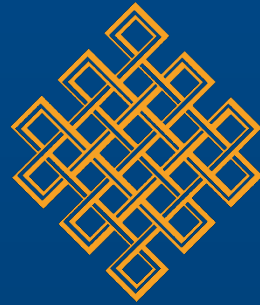


Proportion from T2

Best Candidate To Defeat Corbyn (>4%)



Proportion from T2



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