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%)

Q) If a General Election was held today, what is the most important issue to you that would influence if and how you vote? That issue could be about the parties, the candidates, or international, national or local issues.

<table>
<thead>
<tr>
<th>Issue</th>
<th>Total</th>
<th>Soft Voters</th>
<th>Conservative Defectors</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL BREXIT</td>
<td>46%</td>
<td>49%</td>
<td>65%</td>
</tr>
<tr>
<td>Brexit - not specified whether for or against</td>
<td>21%</td>
<td>23%</td>
<td></td>
</tr>
<tr>
<td>Brexit - pro</td>
<td>15%</td>
<td>19%</td>
<td></td>
</tr>
<tr>
<td>Brexit - against / 2nd referendum</td>
<td>3%</td>
<td>8%</td>
<td>10%</td>
</tr>
<tr>
<td>NHS</td>
<td>3%</td>
<td>8%</td>
<td>12%</td>
</tr>
<tr>
<td>Party or policy</td>
<td>3%</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>Political instability / current mess</td>
<td>3%</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
<td>2%</td>
<td></td>
</tr>
<tr>
<td>Nothing</td>
<td>4%</td>
<td>4%</td>
<td>10%</td>
</tr>
<tr>
<td>Don't know</td>
<td>3%</td>
<td>5%</td>
<td>9%</td>
</tr>
</tbody>
</table>

Proportion from T1
Satisfaction with Government Handling of Brexit

Q) To what extent are you satisfied with the way in which the Conservative Government has handled Brexit?

- Very satisfied: 3% (Total), 1% (Soft Voters), 5% (Conservative Defectors)
- Somewhat satisfied: 10% (Total), 9% (Soft Voters), 11% (Conservative Defectors)
- Neutral: 11% (Total), 17% (Conservative Defectors)
- Somewhat dissatisfied: 19% (Total), 13% (Soft Voters), 22% (Conservative Defectors)
- Very dissatisfied: 44% (Total), 44% (Soft Voters), 57% (Conservative Defectors)
- Don’t know: 1% (Total), 0% (Soft Voters), 0% (Conservative Defectors)
General Election Voting Intention
Regardless of how likely you would be to actually vote, if a General Election was held today, which party would receive your vote? Would it be the Conservatives, the Labour Party, the Liberal Democrats, UKIP, an independent, or some other minor party candidate?
Q) Regardless of how likely you would be to actually vote, if a General Election was held today, which party would receive your vote? Would it be the Conservatives, the Labour Party, the Liberal Democrats, UKIP, an independent, or some other minor party candidate?
Conservative Defectors Current Voting Intention

Q) Regardless of how likely you would be to actually vote, if a General Election was held today, which party would receive your vote? Would it be the Conservatives, the Labour Party, the Liberal Democrats, UKIP, an independent, or some other minor party candidate?
Conservative Defectors’ EU Referendum Vote

Q) And how did you vote in the 2016 EU Referendum?

- Leave: 81%
- Remain: 19%

Proportion from T1
Q) Thinking again about your vote for [PARTY NOMINATED], how likely is it that you would change your mind and vote for a different party before the next general election?

<table>
<thead>
<tr>
<th>Party</th>
<th>Hard</th>
<th>Soft</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>70%</td>
<td>30%</td>
</tr>
<tr>
<td>The Labour Party</td>
<td>79%</td>
<td>21%</td>
</tr>
<tr>
<td>The Conservative Party</td>
<td>77%</td>
<td>23%</td>
</tr>
</tbody>
</table>
Rebuilding Conservative Support
Preferred Future Relationship with the EU

Q) Out of the following options only which is your preferred option for the UK’s future relationship with the EU?

- No Deal Brexit
- Theresa May's Brexit Deal
- Customs Union
- Second Referendum
- Other
- Don’t know

Propotion from T1

<table>
<thead>
<tr>
<th>Total</th>
<th>Soft Voters</th>
<th>Leave Voters</th>
<th>Remain Voters</th>
<th>Conservative Defectors</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

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Q) Do you believe that the next leader of the Conservative Party should be a Leaver or a Remainer when it comes to Brexit?

**Total a Leaver**
- Total: 82%
- Soft Voters: 41%
- Leave Voters: 17%
- Remain Voters: 23%
- Conservative Defectors: 2%

**Total a Remainer**
- Total: 46%
- Soft Voters: 25%
- Leave Voters: 16%
- Remain Voters: 23%
- Conservative Defectors: 2%

**No difference/Does not matter**
- Total: 75%
- Soft Voters: 34%
- Leave Voters: 24%
- Remain Voters: 31%
- Conservative Defectors: 15%

**Don’t know**
- Total: 75%
- Soft Voters: 34%
- Leave Voters: 24%
- Remain Voters: 31%
- Conservative Defectors: 0%

Proportion from T1
Q) Out of the following options only, which one comes closest to describing the kind of leader you would like to see lead the Conservative Party?

- An MP with a completely new vision for the country: 22% Total, 18% Soft Voters, 26% Conservative Defectors
- An MP with the experience in government to make the current system work: 17% Total, 8% Soft Voters, 22% Conservative Defectors
- An MP with both experience in government and a new vision for the country: 55% Total, 51% Soft Voters, 63% Conservative Defectors
- Don’t know: 6% Total, 9% Soft Voters, 3% Conservative Defectors
Name Recognition & Net Favourability
Q) I will now read out the names of some people who are active in national life or your local area. Please say if you have a favourable, neutral or unfavourable view of them. If you don’t know the name of the person, that’s alright, just say so.
Conservative Leadership Preferences
Q) If Theresa May stands down as Prime Minister, who do you believe should become the next leader of the Conservative Party?

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Conservative Leader Preference: All Options (>4%)

- Boris Johnson: 31% (Total), 20% (Soft Voters), 8% (Leave Voters), 18% (Remain Voters), 20% (Conservative Defectors)
- Sajid Javid: 40% (Total), 18% (Soft Voters), 10% (Leave Voters), 8% (Remain Voters), 3% (Conservative Defectors)
- Jacob Rees-Mogg: 13% (Total), 10% (Soft Voters), 6% (Leave Voters), 6% (Remain Voters), 2% (Conservative Defectors)
- Michael Gove: 10% (Total), 5% (Soft Voters), 5% (Leave Voters), 3% (Remain Voters), 3% (Conservative Defectors)
- Ruth Davidson: 6% (Total), 3% (Soft Voters), 6% (Leave Voters), 2% (Remain Voters), 2% (Conservative Defectors)
- Philip Hammond: 4% (Total), 4% (Soft Voters), 4% (Leave Voters), 3% (Remain Voters), 3% (Conservative Defectors)
- Other: 6% (Total), 6% (Soft Voters), 8% (Leave Voters), 5% (Remain Voters), 5% (Conservative Defectors)
- Don’t know: 42% (Total), 37% (Soft Voters), 32% (Leave Voters), 30% (Remain Voters), 24% (Conservative Defectors)
Impact on Likelihood to Vote Conservative (Conservative Defectors)

Q) Supposing any of the following people become the next leader of the Conservative party, please indicate whether each person leader would make you more or less likely to vote for the Conservative party.

- **Definitely more likely to vote Conservative**
- **Somewhat more likely to vote Conservative**
- **Neutral**
- **Somewhat less likely to vote Conservative**
- **Definitely less likely to vote Conservative**
- **Don’t know / Never heard of them**

<table>
<thead>
<tr>
<th>Leader</th>
<th>GAIN VOTE</th>
<th>Lose Vote</th>
<th>Proportion from T2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boris Johnson (+11)</td>
<td>28%</td>
<td>37%</td>
<td>22%</td>
</tr>
<tr>
<td>Dominic Raab (-10)</td>
<td>5%</td>
<td>37%</td>
<td>11%</td>
</tr>
<tr>
<td>Michael Gove (-14)</td>
<td>10%</td>
<td>29%</td>
<td>22%</td>
</tr>
<tr>
<td>Sajid Javid (-16)</td>
<td>5%</td>
<td>37%</td>
<td>19%</td>
</tr>
<tr>
<td>Andrea Leadsom (-18)</td>
<td>4%</td>
<td>37%</td>
<td>15%</td>
</tr>
<tr>
<td>Matt Hancock (-19)</td>
<td>4%</td>
<td>41%</td>
<td>11%</td>
</tr>
<tr>
<td>Jeremy Hunt (-21)</td>
<td>2%</td>
<td>43%</td>
<td>16%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Leader Name</th>
<th>Proportion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boris Johnson (+36)</td>
<td>32%</td>
</tr>
<tr>
<td>Michael Gove (-6)</td>
<td>13%</td>
</tr>
<tr>
<td>Dominic Raab (-10)</td>
<td>7%</td>
</tr>
<tr>
<td>Andrea Leadsom (-15)</td>
<td>5%</td>
</tr>
<tr>
<td>Sajid Javid (-16)</td>
<td>5%</td>
</tr>
<tr>
<td>Matt Hancock (-27)</td>
<td>4%</td>
</tr>
<tr>
<td>Jeremy Hunt (-28)</td>
<td>3%</td>
</tr>
</tbody>
</table>

- **Definitely more likely to vote Conservative**
- **Somewhat more likely to vote Conservative**
- **Neutral**
- **Somewhat less likely to vote Conservative**
- **Definitely less likely to vote Conservative**

Proportion from T2

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Q) Supposing any of the following people become the next leader of the Conservative party, please indicate whether each person leader would make you more or less likely to vote for the Conservative party.
## Impact on Likelihood to Vote Conservative (Leave Voters)

<table>
<thead>
<tr>
<th>Leader</th>
<th>GAIN VOTE</th>
<th>VOTE</th>
<th>LOSE VOTE</th>
<th>Proportion from T2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boris Johnson (+13)</td>
<td>25%</td>
<td>19%</td>
<td>23%</td>
<td>4% 11% 20%</td>
</tr>
<tr>
<td>Andrea Leadsom (-5)</td>
<td>6%</td>
<td>14%</td>
<td>43%</td>
<td>13% 11% 14%</td>
</tr>
<tr>
<td>Dominic Raab (-7)</td>
<td>5%</td>
<td>12%</td>
<td>43%</td>
<td>17% 12% 11%</td>
</tr>
<tr>
<td>Sajid Javid (-8)</td>
<td>6%</td>
<td>17%</td>
<td>37%</td>
<td>10% 15% 15%</td>
</tr>
<tr>
<td>Matt Hancock (-8)</td>
<td>3%</td>
<td>9%</td>
<td>43%</td>
<td>24% 8% 13%</td>
</tr>
<tr>
<td>Michael Gove (-10)</td>
<td>10%</td>
<td>13%</td>
<td>38%</td>
<td>7% 16% 17%</td>
</tr>
<tr>
<td>Jeremy Hunt (-11)</td>
<td>7%</td>
<td>15%</td>
<td>38%</td>
<td>7% 16% 17%</td>
</tr>
</tbody>
</table>

- **GAIN VOTE**: Definitely more likely to vote Conservative
- **VOTE**: Somewhat more likely to vote Conservative
- **LOSE VOTE**: Neutral
- **Proportion from T2**: Somewhat less likely to vote Conservative
- **Definitely less likely to vote Conservative**

Q) Supposing any of the following people become the next leader of the Conservative party, please indicate whether each person leader would make you more or less likely to vote for the Conservative party.
Q) And finally, who do you think would be best placed, as Conservative leader, to defeat Jeremy Corbyn and the Labour Party in a general election?