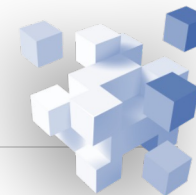




**Towards the Conservative Party
leadership election**
GB voters sample

TechneUK is a member of the British Polling Council
and a MRS Company Partner

August 2024



Methodology

Unweighted sample, weighted sample and margin of error for the main variables used with a confidence level of 95%



AREA

Great Britain



SAMPLE

Probabilistic sample
(+18yo population)



FIELD

August 2nd - August 12th 2024



INTERVIEWS

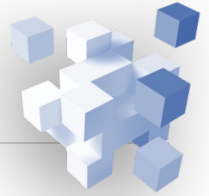
1,003 interviews
Web (CAWI) and phone (CATI)



WEIGHTING VARIABLES

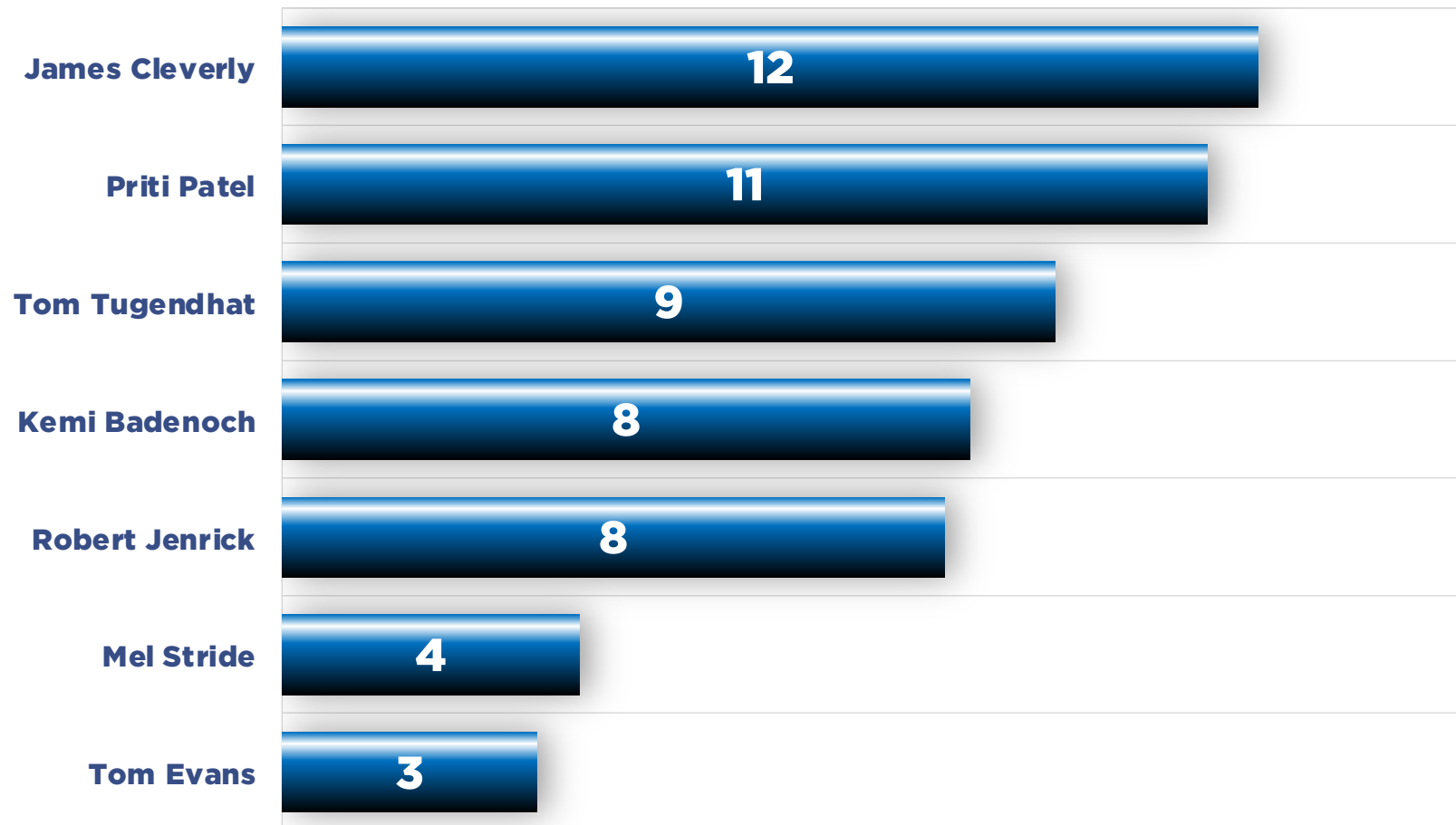
Region, sex, age, income,
political party voted
at 2024 General Election

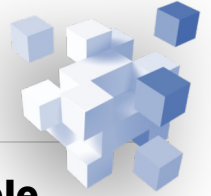
				Margin of error respondents' frequencies				
		Unweighted Sample	Weighted Sample	90% 10%	80% 20%	70% 30%	60% 40%	50% 50%
Great Britain		1003	1003	1,9%	2,5%	2,8%	3,0%	3,1%
Region	North	245	245	3,8%	5,0%	5,7%	6,1%	6,3%
	Midland	167	167	4,6%	6,1%	7,0%	7,4%	7,6%
	South	334	334	3,2%	4,3%	4,9%	5,3%	5,4%
	London	119	119	5,4%	7,2%	8,2%	8,8%	9,0%
	Wales	51	51	8,2%	11,0%	12,6%	13,4%	13,7%
Gender	Scotland	87	87	6,3%	8,4%	9,6%	10,3%	10,5%
	Male	493	491	2,6%	3,5%	4,0%	4,3%	4,4%
Age class	Female	510	512	2,6%	3,5%	4,0%	4,3%	4,3%
	18/34 years	237	280	3,8%	5,1%	5,8%	6,2%	6,4%
	35/44 years	153	162	4,8%	6,3%	7,3%	7,8%	7,9%
	45/54 years	186	173	4,3%	5,7%	6,6%	7,0%	7,2%
	55/64 years	190	154	4,3%	5,7%	6,5%	7,0%	7,1%
Education	Over 64yo	237	234	3,8%	5,1%	5,8%	6,2%	6,4%
	Postgraduate Level, Bachelor's Degree	494	481	2,6%	3,5%	4,0%	4,3%	4,4%
	A-Levels/Apprenticeship	257	263	3,7%	4,9%	5,6%	6,0%	6,1%
Professional	Gcse/No Title	246	254	3,7%	5,0%	5,7%	6,1%	6,2%
	Employed	676	694	2,3%	3,0%	3,5%	3,7%	3,8%
	Retired	249	243	3,7%	5,0%	5,7%	6,1%	6,2%
Income	Other Condition	78	66	6,7%	8,9%	10,2%	10,9%	11,1%
	Up to £60.000/year	800	783	2,1%	2,8%	3,2%	3,4%	3,5%
	Over £60.000/year	203	220	4,1%	5,5%	6,3%	6,7%	6,9%
GE 2024	Conservative	168	146	4,5%	6,0%	6,9%	7,4%	7,6%
	Labour	319	208	3,3%	4,4%	5,0%	5,4%	5,5%
	Liberal Democrats	91	75	6,2%	8,2%	9,4%	10,1%	10,3%
	Reform UK	116	88	5,5%	7,3%	8,3%	8,9%	9,1%
GE 2019	Conservative	332	311	3,2%	4,3%	4,9%	5,3%	5,4%
	Labour	231	174	3,9%	5,2%	5,9%	6,3%	6,4%
	Liberal Democrats	77	59	6,7%	8,9%	10,2%	10,9%	11,2%
	Brexit Party	33	31	10,2%	13,6%	15,6%	16,7%	17,1%



**Thinking about the Conservative leadership candidates below,
what word best describes how you feel about each candidate?**

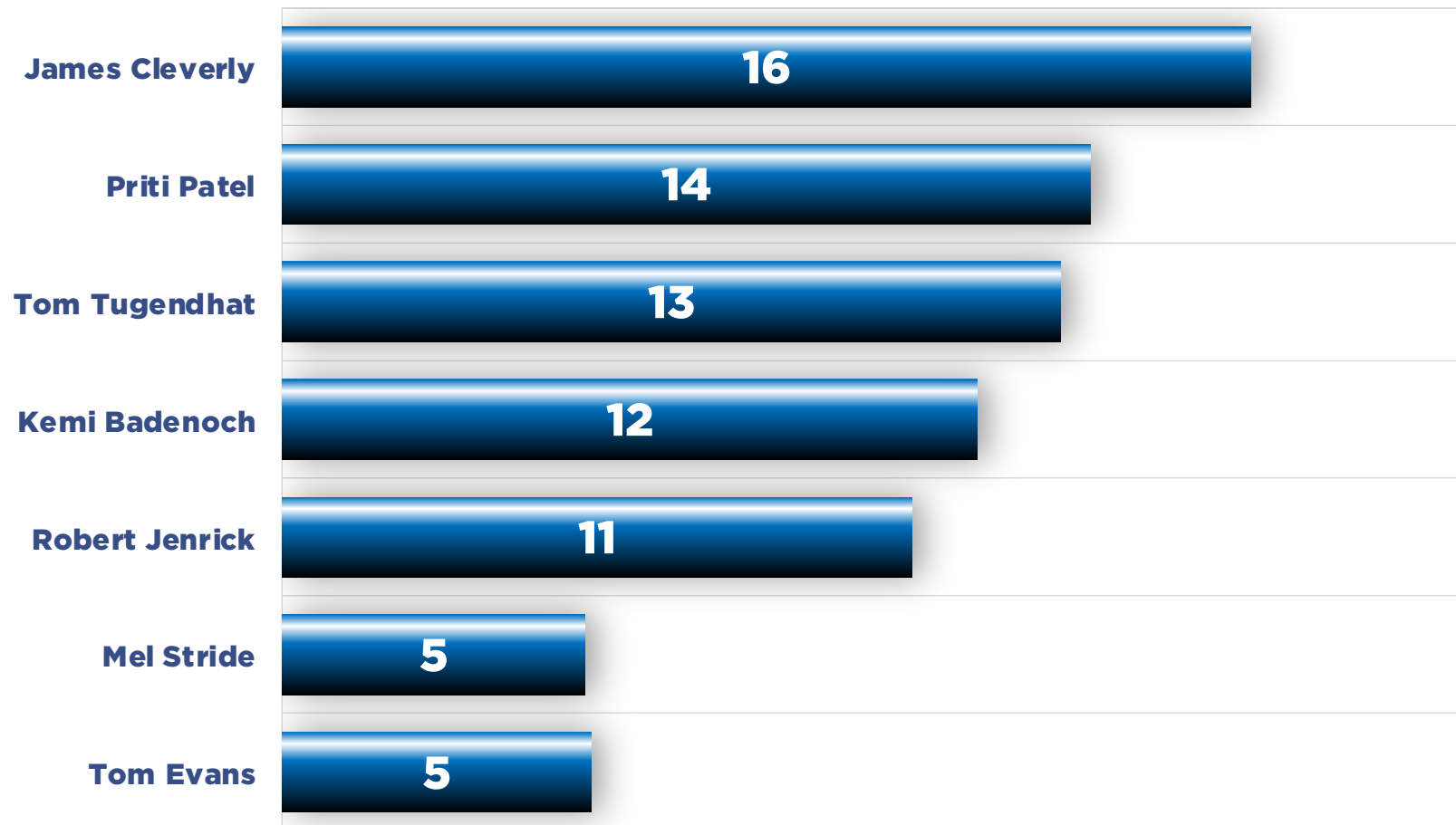
Considering only "i like" response

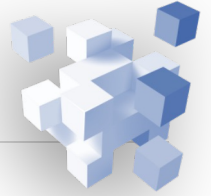




Which of the below Conservative leadership candidates do you think would be capable of the job as leader of the opposition - irrespective of your personal politics?

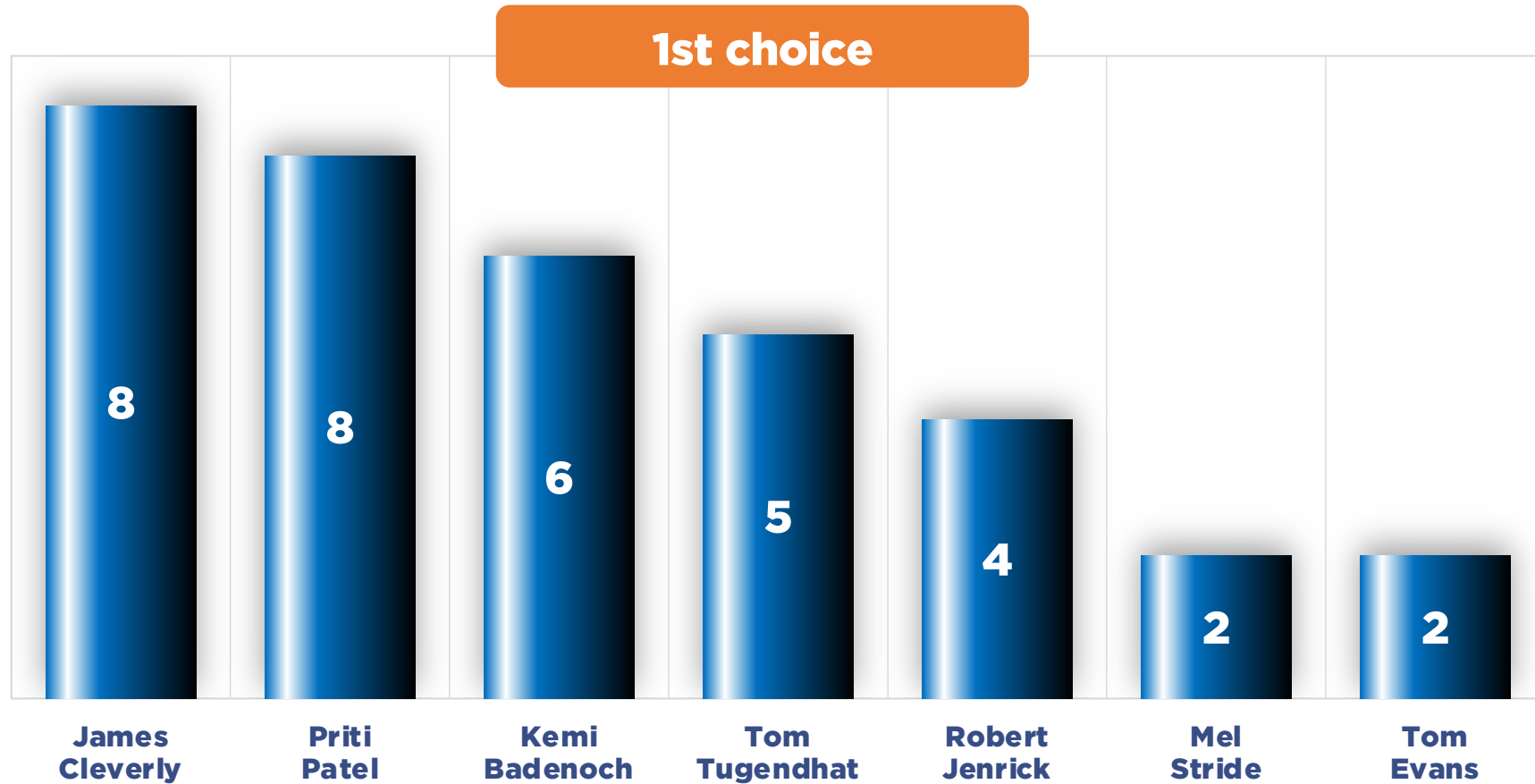
Considering only "Capable of being leader of the opposition" response

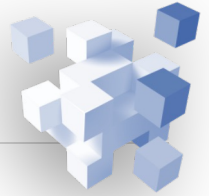




If there was a Conservative Party leadership contest vote tomorrow, who would you vote for?

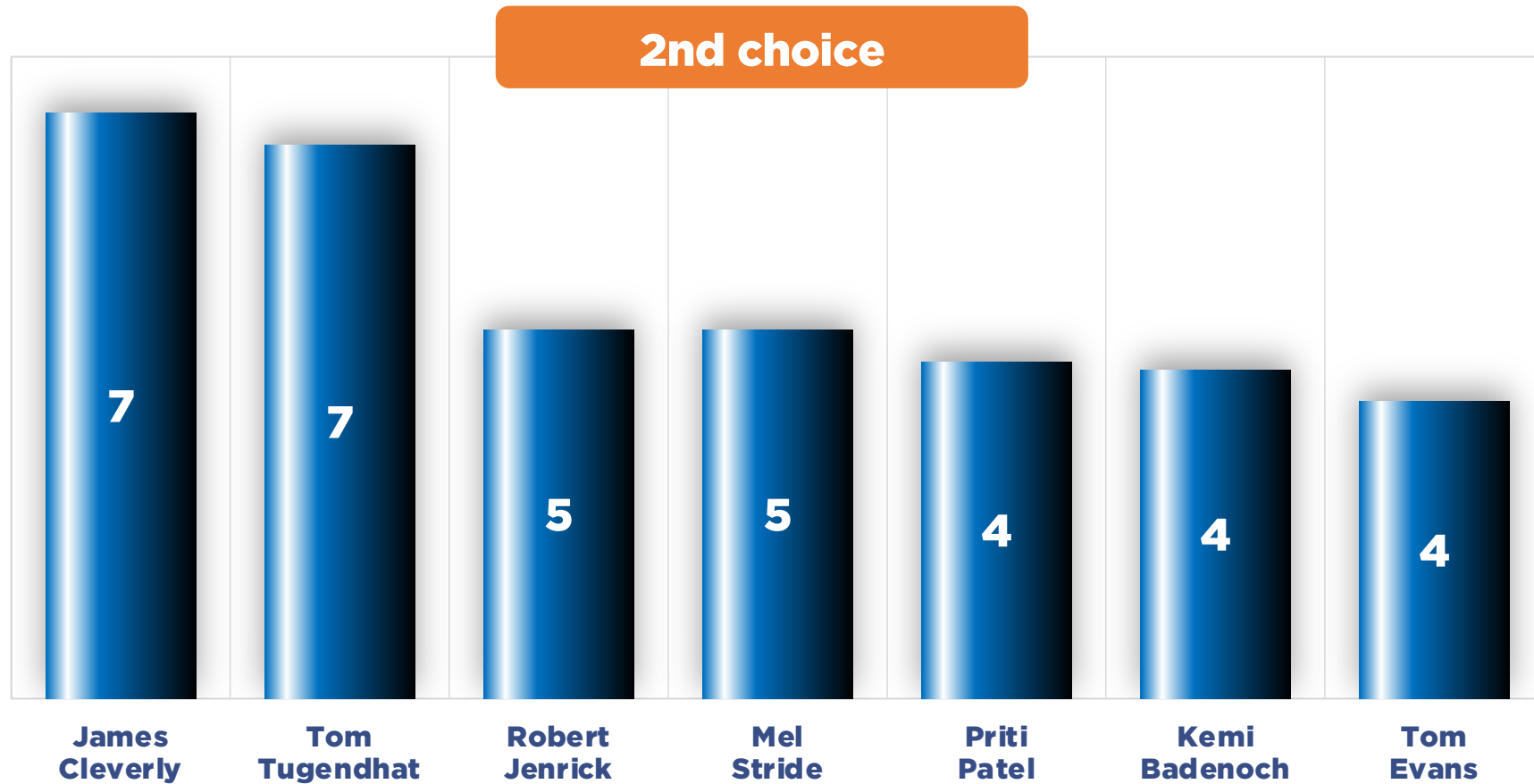
Choose 4 in order of preference

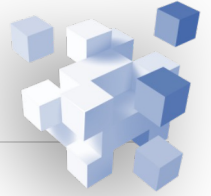




If there was a Conservative Party leadership contest vote tomorrow, who would you vote for?

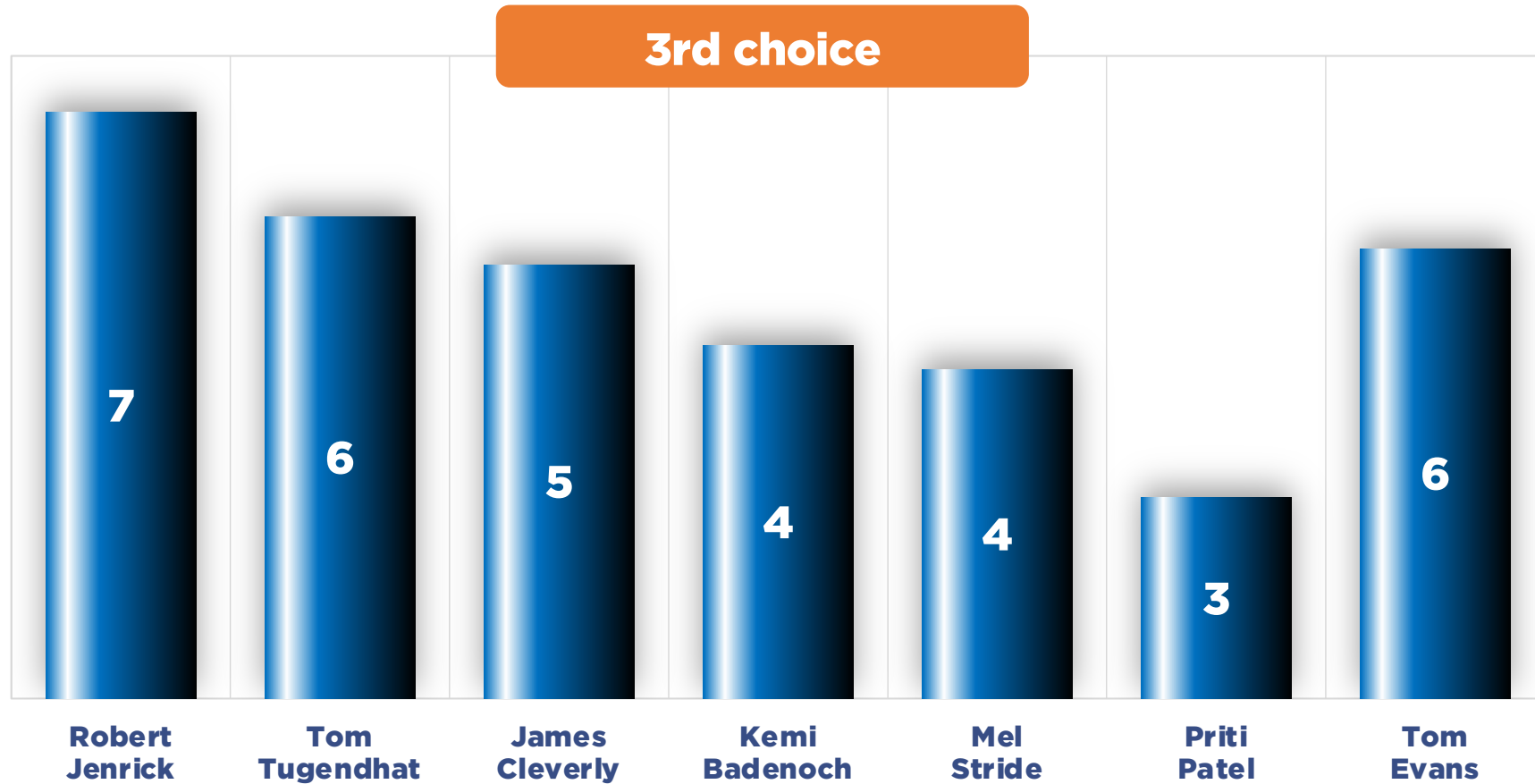
Choose 4 in order of preference

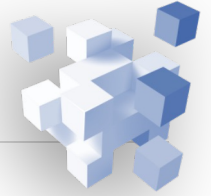




If there was a Conservative Party leadership contest vote tomorrow, who would you vote for?

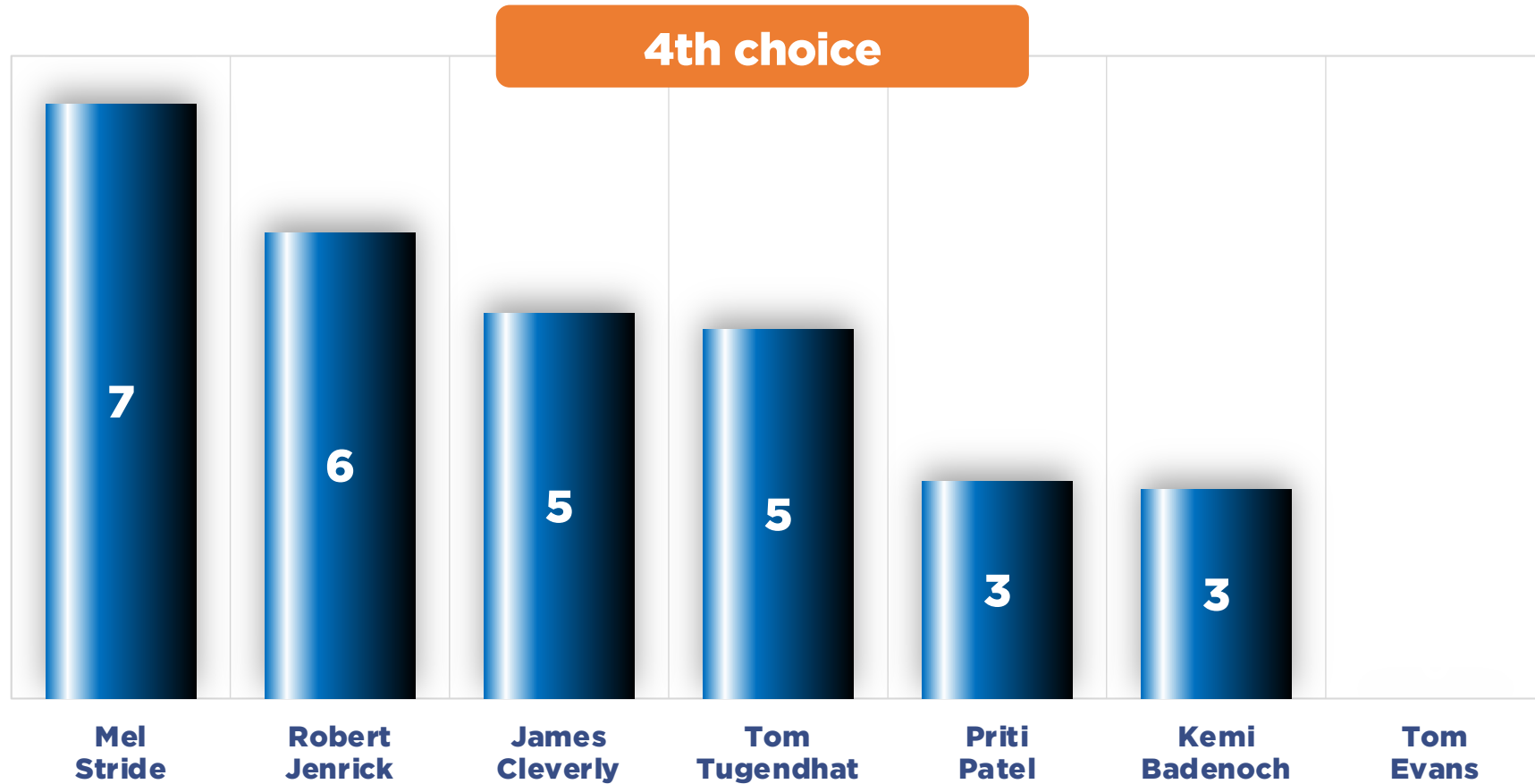
Choose 4 in order of preference



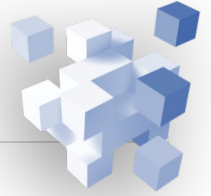


If there was a Conservative Party leadership contest vote tomorrow, who would you vote for?

Choose 4 in order of preference

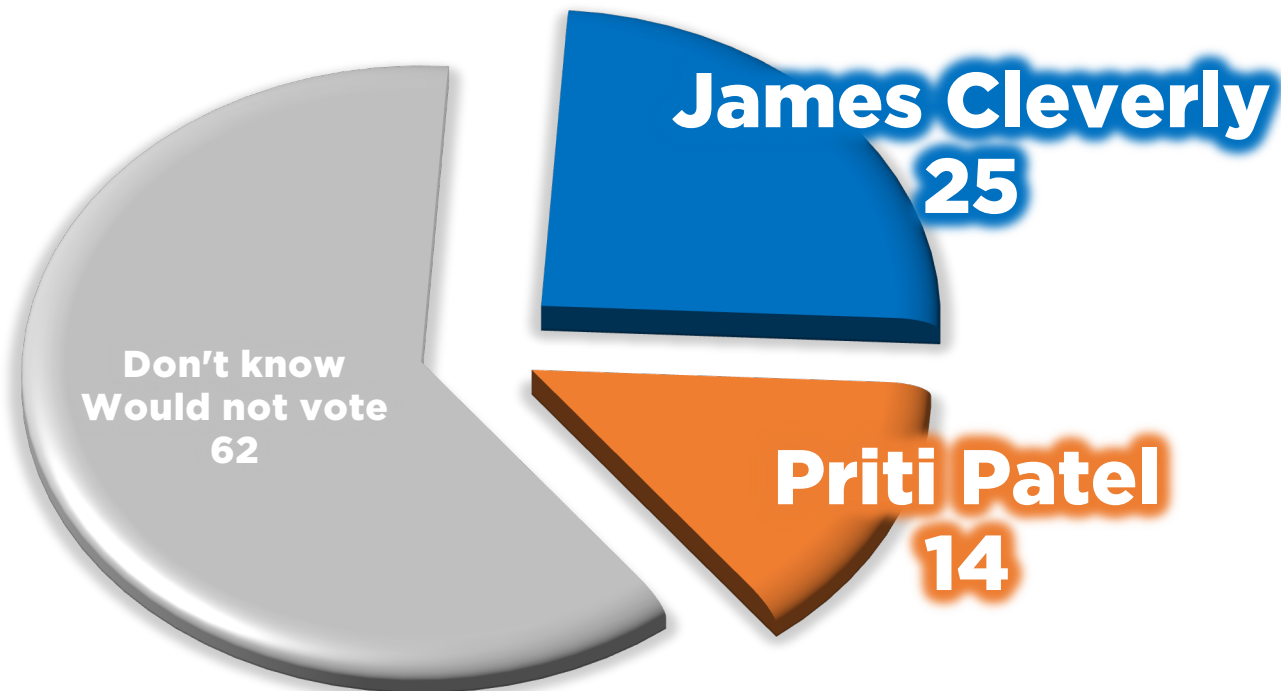


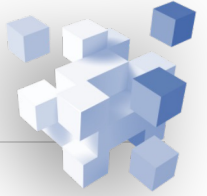
Due to rounding, the sum may be different from 100%



**If there was Conservative Party Leadership vote tomorrow,
please choose who you would wish to be the next leader of the Conservative Party
between the following two listed candidates.**

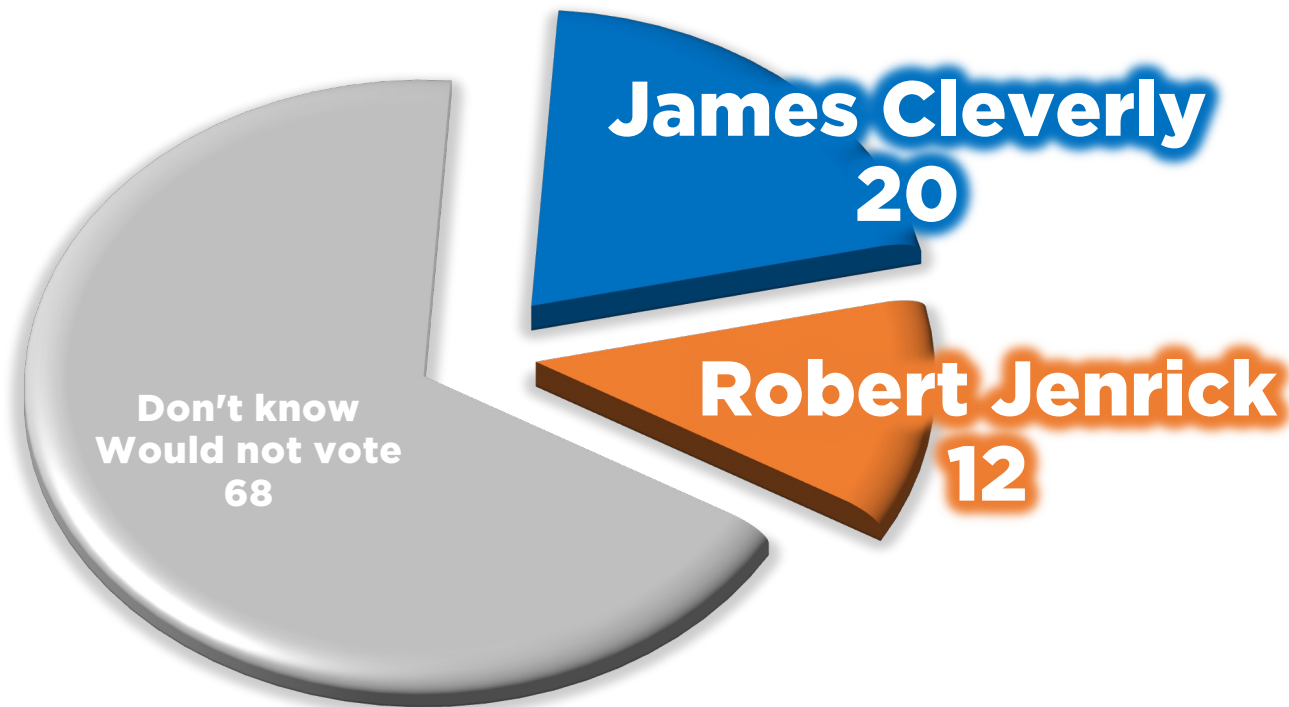
Scenario 1

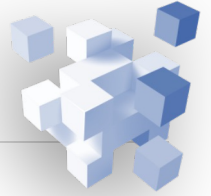




**If there was Conservative Party Leadership vote tomorrow,
please choose who you would wish to be the next leader of the Conservative Party
between the following two listed candidates.**

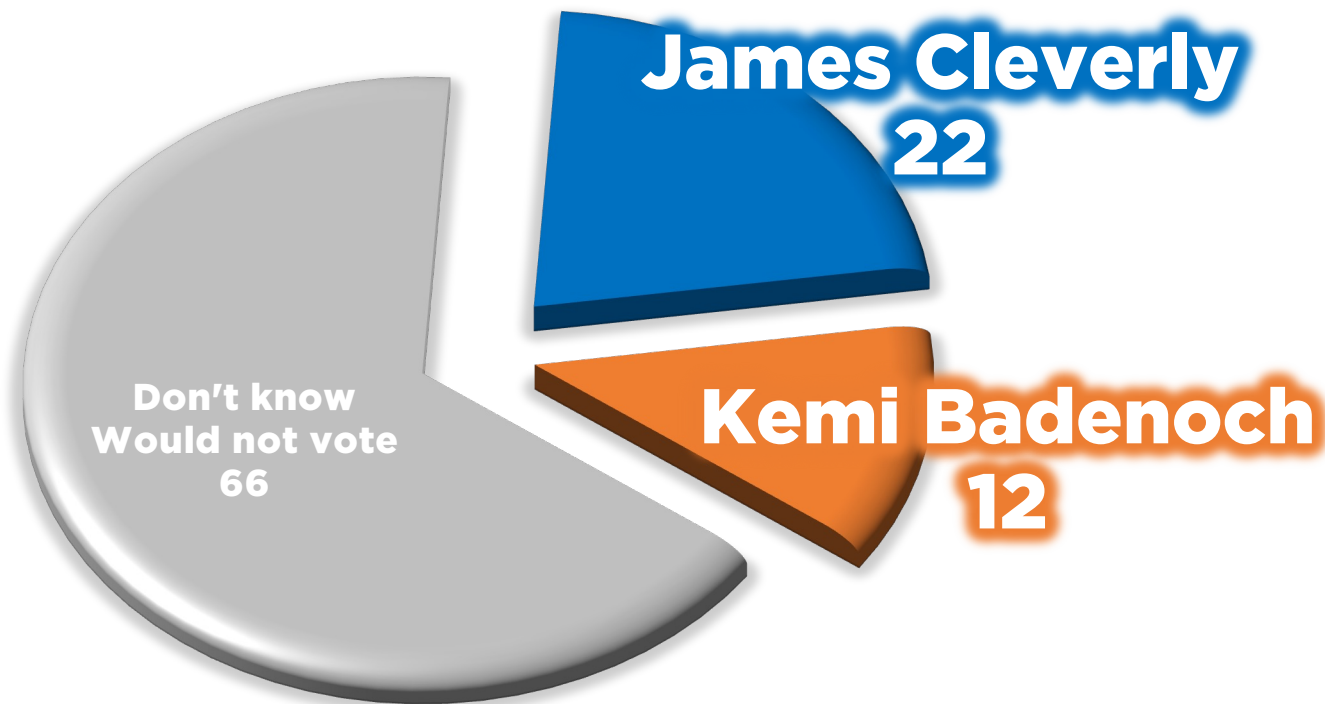
Scenario 2

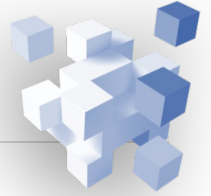




**If there was Conservative Party Leadership vote tomorrow,
please choose who you would wish to be the next leader of the Conservative Party
between the following two listed candidates.**

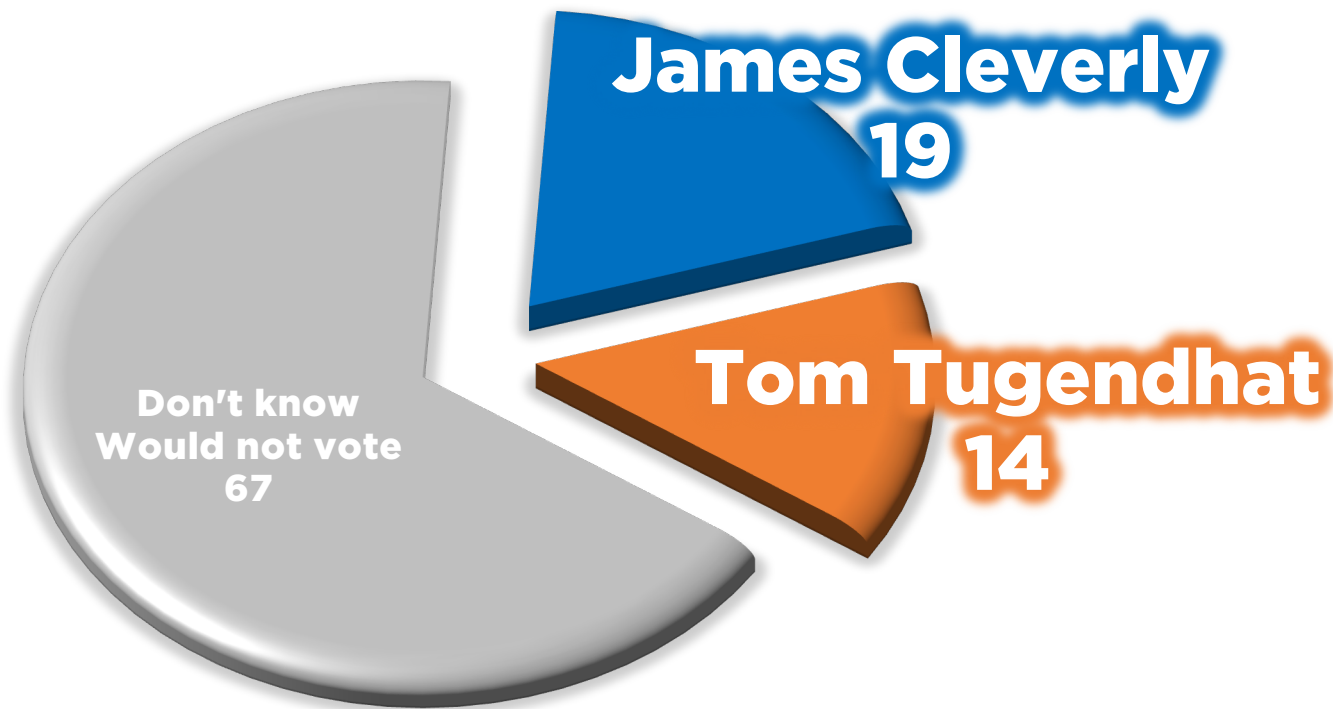
Scenario 3

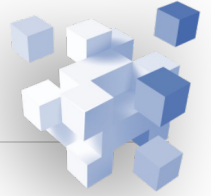




**If there was Conservative Party Leadership vote tomorrow,
please choose who you would wish to be the next leader of the Conservative Party
between the following two listed candidates.**

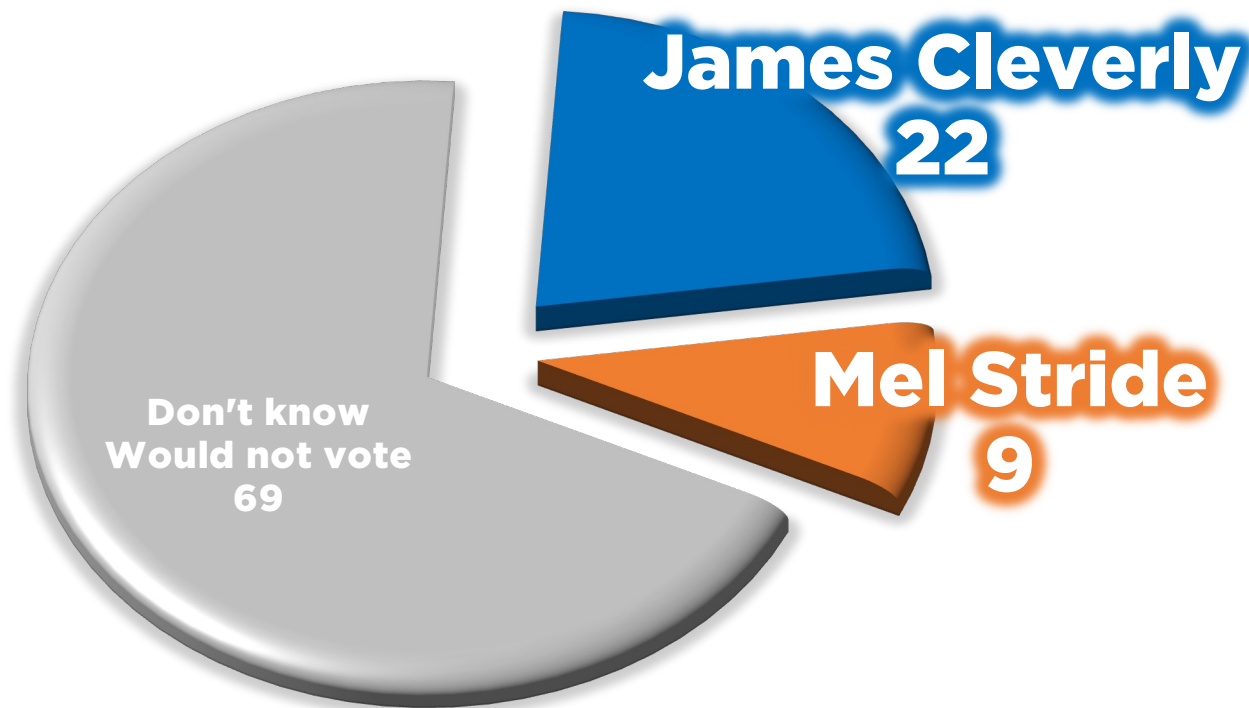
Scenario 4

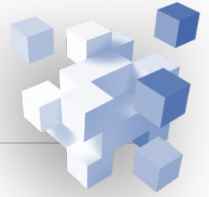




**If there was Conservative Party Leadership vote tomorrow,
please choose who you would wish to be the next leader of the Conservative Party
between the following two listed candidates.**

Scenario 5





STATISTICAL ATTACHMENTS



Unweighted Sample	1003
Weighted Sample	1003

Region or country						Gender		Age class					Education		Profession		Income		GE 2024					GE 2019				
North	Midland	South	London	Wales	Scotland	Male	Female	18/34 years	35/44 years	45/54 years	55/64 years	Over 64yo	Postgraduate level, Bachelor's Degree	A-Levels/Apprenticeship	Gcse/No Title	Employed	Retired	Other Condition	Up to £60,000/year	Over £60,000/year	Conservative	Labour	Liberal Democrats	Reform Uk	Conservative	Labour	Liberal Democrats	Brexit Party
245	167	334	119	51	87	493	510	237	153	186	190	237	494	257	246	676	249	78	800	203	168	319	91	116	332	231	77	33
245	167	334	119	51	87	491	512	280	162	173	154	234	481	263	254	694	243	66	783	220	146	208	75	88	311	174	59	31

Thinking about the Conservative leadership candidates below, what word best describes how you feel about each candidate?

Considering only "i like" response

James Cleverly	12
Priti Patel	11
Tom Tugendhat	9
Kemi Badenoch	8
Robert Jenrick	8
Mel Stride	4
Tom Evans	3

Region or country						Gender		Age class					Education		Profession		Income		GE 2024				GE 2019					
North	Midland	South	London	Wales	Scotland	Male	Female	18/34 years	35/44 years	45/54 years	55/64 years	Over 64yo	Postgraduate Level, Bachelor'S Degree	A-Levels/Apprenticeship	Gcse/No Title	Employed	Retired	Other Condition	Up to £60,000/year	Over £60,000/year	Conservative	Labour	Liberal Democrats	Reform Uk	Conservative	Labour	Liberal Democrats	Brexit Party
10	8	15	12	7	11	15	8	11	5	8	16	16	13	11	9	10	16	9	10	17	24	9	22	16	23	8	6	5
12	12	8	17	5	10	14	8	10	7	8	14	15	12	10	10	10	12	16	11	12	23	9	7	22	21	4	7	18
7	9	12	8	3	8	10	8	5	4	9	10	17	11	7	8	8	14	6	8	12	19	7	15	11	18	5	10	12
8	8	7	13	4	8	10	7	7	4	8	9	12	10	5	8	8	10	4	7	13	17	8	5	15	16	4	7	10
8	10	8	9	2	4	9	6	8	4	4	9	12	8	7	8	6	12	12	7	12	20	6	8	13	16	3	4	3
3	4	3	6	2	4	5	2	3	8	2	3	3	4	3	3	4	3	3	3	5	8	5	5	3	6	4	1	.
3	1	3	9	.	4	5	1	5	4	2	1	2	4	1	4	4	2	0	2	5	2	5	7	2	4	3	1	.



Unweighted Sample	1003
Weighted Sample	1003

Region or country						Gender		Age class					Education			Profession			Income		GE 2024					GE 2019		
North	Midland	South	London	Wales	Scotland	Male	Female	18/34 years	35/44 years	45/54 years	55/64 years	Over 64yo	Postgraduate Level, Bachelor's Degree	A-Levels/Apprenticeship	Gcse/No Title	Employed	Retired	Other Condition	Up to £60,000/year	Over £60,000/year	Conservative	Labour	Liberal Democrats	Reform UK	Conservative	Labour	Liberal Democrats	Brexit Party
245	167	334	119	51	87	493	510	237	153	186	190	237	494	257	246	676	249	78	800	203	168	319	91	116	332	231	77	33
245	167	334	119	51	87	491	512	280	162	173	154	234	481	263	254	694	243	66	783	220	146	208	75	88	311	174	59	31

Which of the below Conservative leadership candidates do you think would be capable of the job as leader of the opposition - irrespective of your personal politics?

Considering only "Capable of being leader of the opposition" response

James Cleverly	16
Priti Patel	14
Tom Tugendhat	13
Kemi Badenoch	12
Robert Jenrick	11
Mel Stride	5
Tom Evans	5

Region or country						Gender		Age class					Education			Profession			Income		GE 2024					GE 2019		
North	Midland	South	London	Wales	Scotland	Male	Female	18/34 years	35/44 years	45/54 years	55/64 years	Over 64yo	Postgraduate Level, Bachelor's Degree	A-Levels/Apprenticeship	Gcse/No Title	Employed	Retired	Other Condition	Up to £60,000/year	Over £60,000/year	Conservative	Labour	Liberal Democrats	Reform UK	Conservative	Labour	Liberal Democrats	Brexit Party
16	17	17	18	12	15	21	12	12	8	16	25	22	18	16	14	15	22	12	14	23	36	14	24	16	32	10	13	12
15	16	11	18	8	15	16	11	8	8	14	18	21	14	14	14	12	19	12	14	13	27	11	15	26	26	7	12	19
11	13	14	13	15	14	15	11	8	6	10	16	24	16	13	9	10	21	16	12	18	24	13	22	15	23	12	15	9
9	17	11	13	9	12	14	10	9	8	10	13	18	13	9	12	10	16	9	11	15	21	12	13	18	21	10	13	14
12	12	10	10	10	10	13	8	7	6	10	12	18	11	10	10	9	16	8	10	13	24	10	13	19	21	8	8	2
4	4	5	11	8	4	6	4	6	4	5	5	5	7	4	3	5	5	4	5	7	11	8	7	5	9	4	9	.
4	6	4	7	6	9	7	4	8	4	4	4	5	6	5	3	6	4	5	5	8	8	8	8	6	8	3	5	1



		Region or country						Gender		Age class				Education		Profession		Income		GE 2024				GE 2019						
		North	Midland	South	London	Wales	Scotland	Male	Female	18/34 years	35/44 years	45/54 years	55/64 years	Over 64yo	Postgraduate Level, Bachelor's Degree	A-Levels/Apprenticeship	Gcse/No Title	Employed	Retired	Other Condition	Up to £60,000/year	Over £60,000/year	Conservative	Labour	Liberal Democrats	Reform Uk	Conservative	Labour	Liberal Democrats	Brexit Party
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Weighted Sample	1003	245	167	334	119	51	87	491	512	280	162	173	154	234	481	263	254	694	243	66	783	220	146	208	75	88	311	174	59	31

If there was a Conservative Party leadership contest vote tomorrow, who would you vote for?

Choose 4 in order of preference

1st choice

James Cleverly	8
Priti Patel	8
Kemi Badenoch	6
Tom Tugendhat	5
Robert Jenrick	4
Mel Stride	2
Tom Evans	2

		Region or country					Gender		Age class					Education			Profession		Income		GE 2024				GE 2019			
North	Midland	South	London	Wales	Scotland	Male	Female	18/34 years	35/44 years	45/54 years	55/64 years	Over 64yo	Postgraduate Level, Bachelor'S Degree	A-Levels/Apprenticeship	Gcse/No Title	Employed	Retired	Other Condition	Up to £60,000/year	Over £60,000/year	Conservative	Labour	Liberal Democrats	Reform Uk	Conservative	Labour	Liberal Democrats	Brexit Party
6	11	10	7	3	8	10	6	6	4	9	17	9	8	9	8	9	8	6	7	11	21	5	14	8	18	2	3	10
7	7	6	17	2	8	10	5	9	6	7	11	6	10	6	6	8	6	12	7	10	19	6	6	13	14	4	5	13
7	5	7	7	6	4	6	6	5	6	4	6	9	8	3	6	6	8	3	6	7	9	8	5	12	12	3	4	7
3	3	7	9	5	5	5	5	3	4	4	8	7	7	4	3	5	8	2	5	6	8	4	12	6	7	5	12	6
5	6	3	3	.	2	4	4	3	1	4	4	7	3	4	5	3	7	2	4	4	9	2	1	8	9	2	.	5
1	4	3	1	2	1	2	2	2	3	2	3	1	2	2	2	2	2	1	2	1	2	5	2	1	2	3	2	3
1	4	3	4	.	1	2	2	5	3	1	1	1	2	2	3	3	1	1	2	3	1	2	6	2	1	2	2	3



		Region or country						Gender		Age class				Education		Profession		Income		GE 2024				GE 2019						
		North	Midland	South	London	Wales	Scotland	Male	Female	18/34 years	35/44 years	45/54 years	55/64 years	Over 64yo	Postgraduate Level, Bachelor's Degree	A-Levels/Apprenticeship	Gcse/No Title	Employed	Retired	Other Condition	Up to £60,000/year	Over £60,000/year	Conservative	Labour	Liberal Democrats	Reform Uk	Conservative	Labour	Liberal Democrats	Brexit Party
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If there was a Conservative Party leadership contest vote tomorrow, who would you vote for?

Choose 4 in order of preference

2nd choice

James Cleverly	7
Tom Tugendhat	7
Robert Jenrick	5
Mel Stride	5
Priti Patel	4
Kemi Badenoch	4
Tom Evans	4

Region or country							Gender	Age class					Education	Profession	Income	GE 2024				GE 2019								
North	Midland	South	London	Wales	Scotland	Male	Female	18/34 years	35/44 years	45/54 years	55/64 years	Over 64yo	Postgraduate Level, Bachelor'S Degree	A-Levels/Apprenticeship	Gcse/No Title	Employed	Retired	Other Condition	Up to £60,000/year	Over £60,000/year	Conservative	Labour	Liberal Democrats	Reform Uk	Conservative	Labour	Liberal Democrats	Brexit Party
5	8	8	8	3	9	9	6	7	5	7	12	6	7	8	7	7	7	7	6	10	17	5	11	12	13	3	6	6
5	5	11	5	3	5	9	5	5	4	8	9	9	8	6	6	6	9	5	6	11	11	5	10	8	14	3	1	9
3	4	4	13	5	4	4	5	4	3	2	5	8	6	3	4	4	7	4	5	4	11	4	5	8	8	1	5	2
3	6	5	6	2	1	4	5	4	6	4	5	5	5	3	5	4	5	5	4	5	7	5	11	4	5	5	6	10
6	7	4	1	.	3	4	4	4	2	3	6	6	4	4	5	4	5	3	4	4	11	4	.	8	10	2	.	4
2	8	3	6	1	5	6	3	4	5	6	6	2	5	5	3	5	2	3	4	5	9	1	4	5	6	2	5	8
4	2	3	7	3	3	4	3	5	2	2	6	4	6	2	2	4	3	.	4	3	4	6	4	6	5	3	5	6



		Region or country						Gender		Age class				Education		Profession		Income		GE 2024				GE 2019						
		North	Midland	South	London	Wales	Scotland	Male	Female	18/34 years	35/44 years	45/54 years	55/64 years	Over 64yo	Postgraduate Level, Bachelor's Degree	A-Levels/Apprenticeship	Gcse/No Title	Employed	Retired	Other Condition	Up to £60,000/year	Over £60,000/year	Conservative	Labour	Liberal Democrats	Reform Uk	Conservative	Labour	Liberal Democrats	Brexit Party
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If there was a Conservative Party leadership contest vote tomorrow, who would you vote for?

Choose 4 in order of preference

3rd choice

Robert Jenrick	7
Tom Tugendhat	6
James Cleverly	5
Kemi Badenoch	4
Mel Stride	4
Priti Patel	3
Tom Evans	6

Region or country						Gender		Age class					Education			Profession		Income		GE 2024				GE 2019				
North	Midland	South	London	Wales	Scotland	Male	Female	18/34 years	35/44 years	45/54 years	55/64 years	Over 64yo	Postgraduate Level, Bachelor'S Degree	A-Levels/Apprenticeship	Gcse/No Title	Employed	Retired	Other Condition	Up to £60,000/year	Over £60,000/year	Conservative	Labour	Liberal Democrats	Reform Uk	Conservative	Labour	Liberal Democrats	Brexit Party
5	10	9	7	2	6	8	6	7	6	5	11	8	7	6	10	8	7	5	8	6	11	4	5	12	14	2	2	4
6	6	7	7	3	4	6	6	4	6	5	8	7	8	4	5	6	7	6	6	6	13	7	4	8	12	2	3	3
7	8	4	8	.	2	6	5	6	5	4	7	6	7	6	3	6	5	2	5	7	7	7	6	5	7	6	7	13
3	7	5	5	.	5	4	5	4	4	5	3	6	5	5	4	4	6	7	4	6	14	2	8	4	8	1	3	7
5	3	5	4	4	2	5	3	4	2	2	6	5	4	5	3	4	5	2	4	5	6	3	9	12	5	3	9	3
2	2	2	6	4	2	2	3	4	3	2	1	3	3	1	3	2	3	4	2	3	5	2	6	5	4	3	.	10
3	3	7	10	4	8	8	4	4	2	8	12	4	7	4	5	6	5	1	4	11	15	6	6	4	11	4	4	5



		Region or country						Gender		Age class					Education		Profession			Income		GE 2024			GE 2019					
		North	Midland	South	London	Wales	Scotland	Male	Female	18/34 years	35/44 years	45/54 years	55/64 years	Over 64yo	Postgraduate level, Bachelor's Degree	A-Levels/Apprenticeship	Gcse/No Title	Employed	Retired	Other Condition	Up to £60,000/year	Over £60,000/year	Conservative	Labour	Liberal Democrats	Reform Uk	Conservative	Labour	Liberal Democrats	Brexit Party
Unweighted Sample	1003	245	167	334	119	51	87	493	510	237	153	186	190	237	494	257	246	676	249	78	800	203	168	319	91	116	332	231	77	33
Weighted Sample	1003	245	167	334	119	51	87	491	512	280	162	173	154	234	481	263	254	694	243	66	783	220	146	208	75	88	311	174	59	31

If there was a Conservative Party leadership contest vote tomorrow, who would you vote for?

Choose 4 in order of preference

4th choice

Mel Stride	7
Robert Jenrick	6
James Cleverly	5
Tom Tugendhat	5
Priti Patel	3
Kemi Badenoch	3
Tom Evans	.

Region or country							Gender	Age class					Education		Profession	Income	GE 2024				GE 2019							
North	Midland	South	London	Wales	Scotland	Male	Female	18/34 years	35/44 years	45/54 years	55/64 years	Over 64yo	Postgraduate Level, Bachelor'S Degree	A-Levels/Apprenticeship	Gcse/No Title	Employed	Retired	Other Condition	Up to £60,000/year	Over £60,000/year	Conservative	Labour	Liberal Democrats	Reform Uk	Conservative	Labour	Liberal Democrats	Brexit Party
6	7	7	14	3	6	9	6	8	6	6	14	5	10	3	7	8	6	3	6	12	13	5	6	4	13	1	2	4
6	4	6	6	2	10	7	4	4	4	7	10	6	8	6	3	6	5	5	5	8	16	6	8	8	11	5	5	8
5	2	6	9	.	5	5	4	5	3	5	5	5	7	2	4	5	5	5	4	6	6	5	4	8	7	3	4	8
4	9	3	4	4	4	5	4	4	4	4	6	6	3	6	5	4	5	5	5	5	10	3	4	11	9	2	1	8
2	4	3	3	1	0	3	3	3	3	2	2	4	3	4	1	2	4	1	3	3	8	2	4	2	5	1	2	5
1	5	2	3	4	3	4	2	4	1	2	4	2	2	2	5	3	3	1	3	2	4	3	7	4	4	3	1	5



Unweighted Sample	1003
Weighted Sample	1003

Region or country						Gender		Age class					Education		Profession		Income		GE 2024					GE 2019				
North	Midland	South	London	Wales	Scotland	Male	Female	18/34 years	35/44 years	45/54 years	55/64 years	Over 64yo	Postgraduate Level, Bachelor's Degree	A-Levels/Apprenticeship	Gcse/No Title	Employed	Retired	Other Condition	Up to £60,000/year	Over £60,000/year	Conservative	Labour	Liberal Democrats	Reform Uk	Conservative	Labour	Liberal Democrats	Brexit Party
245	167	334	119	51	87	493	510	237	153	186	190	237	494	257	246	676	249	78	800	203	168	319	91	116	332	231	77	33
245	167	334	119	51	87	491	512	280	162	173	154	234	481	263	254	694	243	66	783	220	146	208	75	88	311	174	59	31

If there was Conservative Party Leadership vote tomorrow, please choose who you would wish to be the next leader of the Conservative Party between the following two listed candidates.

Scenario 1

James Cleverly	25
Priti Patel	14
Don't know	11
Would not vote	51

Region or country						Gender		Age class					Education			Profession		Income		GE 2024				GE 2019							
North	Midland			South		London	Wales	Scotland	Male	Female	18/34 years	35/44 years	45/54 years	55/64 years	Over 64yo	Postgraduate Level, Bachelor's Degree	A-Levels/Apprenticeship	Gcse/No Title	Employed	Retired	Other Condition	Up to £60,000/year	Over £60,000/year	Conservative	Labour	Liberal Democrats	Reform Uk	Conservative	Labour	Liberal Democrats	Brexit Party
21	25	27	26	25	22	28	22	24	13	11	13	11	22	33	29	28	25	19	24	29	15	23	32	40	21	46	22	40	20	34	16
13	13	12	26	2	15	16	11	13	11	11	16	11	11	16	18	16	10	13	13	16	16	13	16	31	12	7	26	25	6	7	20
8	13	12	12	11	9	7	14	11	11	16	11	5	11	11	11	8	13	11	10	9	10	13	16	10	9	12	14	7	6	26	
59	48	49	35	62	54	49	53	52	59	56	47	42	45	57	55	52	46	60	54	40	13	57	38	41	21	67	54	38			



Unweighted Sample	1003
Weighted Sample	1003

Region or country						Gender		Age class					Education			Profession			Income		GE 2024					GE 2019		
North	Midland	South	London	Wales	Scotland	Male	Female	18/34 years	35/44 years	45/54 years	55/64 years	Over 64yo	Postgraduate Level, Bachelor's Degree	A-Levels/Apprenticeship	Gcse/No Title	Employed	Retired	Other Condition	Up to £60,000/year	Over £60,000/year	Conservative	Labour	Liberal Democrats	Reform UK	Conservative	Labour	Liberal Democrats	Brexit Party
245	167	334	119	51	87	493	510	237	153	186	190	237	494	257	246	676	249	78	800	203	168	319	91	116	332	231	77	33
245	167	334	119	51	87	491	512	280	162	173	154	234	481	263	254	694	243	66	783	220	146	208	75	88	311	174	59	33

If there was Conservative Party Leadership vote tomorrow, please choose who you would wish to be the next leader of the Conservative Party between the following two listed candidates.

Scenario 2

James Cleverly	20
Robert Jenrick	12
Don't know	17
Would not vote	50

Region or country						Gender		Age class					Education			Profession			Income		GE 2024					GE 2019		
North	Midland	South	London	Wales	Scotland	Male	Female	18/34 years	35/44 years	45/54 years	55/64 years	Over 64yo	Postgraduate Level, Bachelor's Degree	A-Levels/Apprenticeship	Gcse/No Title	Employed	Retired	Other Condition	Up to £60,000/year	Over £60,000/year	Conservative	Labour	Liberal Democrats	Reform UK	Conservative	Labour	Liberal Democrats	Brexit Party
17	19	24	23	16	20	26	15	21	11	21	29	20	25	18	15	22	19	9	18	28	38	18	36	20	35	14	21	13
10	14	13	17	8	5	13	11	11	12	10	11	16	14	9	11	11	15	10	11	13	24	9	8	21	22	8	8	12
14	19	17	21	16	21	12	23	16	21	17	11	21	18	16	18	16	18	24	17	19	21	16	18	13	21	13	15	33
59	48	47	39	60	55	49	52	52	57	53	49	43	44	57	56	51	47	57	54	39	18	57	38	47	22	66	56	42



Unweighted Sample	1003
Weighted Sample	1003

Region or country						Gender		Age class					Education		Profession		Income		GE 2024					GE 2019				
North	Midland	South	London	Wales	Scotland	Male	Female	18/34 years	35/44 years	45/54 years	55/64 years	Over 64yo	Postgraduate level, Bachelor's Degree	A-Levels/Apprenticeship	Gcse/No Title	Employed	Retired	Other Condition	Up to £60,000/year	Over £60,000/year	Conservative	Labour	Liberal Democrats	Reform Uk	Conservative	Labour	Liberal Democrats	Brexit Party
245	167	334	119	51	87	493	510	237	153	186	190	237	494	257	246	676	249	78	800	203	168	319	91	116	332	231	77	33
245	167	334	119	51	87	491	512	280	162	173	154	234	481	263	254	694	243	66	783	220	146	208	75	88	311	174	59	31

If there was Conservative Party Leadership vote tomorrow, please choose who you would wish to be the next leader of the Conservative Party between the following two listed candidates.

Scenario 3

James Cleverly	22
Kemi Badenoch	12
Don't know	15
Would not vote	51

Region or country						Gender		Age class					Education			Profession			Income		GE 2024					GE 2019			
North	Midland	South	London	Wales	Scotland	Male	Female	18/34 years	35/44 years	45/54 years	55/64 years	Over 64yo	Postgraduate Level, Bachelor'S Degree	A-Levels/Apprenticeship	Gcse/No Title	Employed	Retired	Other Condition	Up to £60,000/year	Over £60,000/year	Conservative	Labour	Liberal Democrats	Reform Uk	Conservative	Labour	Liberal Democrats	Brexit Party	
20	24	23	22	16	20	27	17	20	12	18	33	26	23	22	19	21	25	14	19	30	44	15	38	23	39	14	21	19	
10	12	13	18	11	10	12	12	12	10	12	9	16	17	7	9	13	13	5	11	15	20	13	8	21	20	7	9	18	
10	16	15	22	16	19	10	20	15	19	14	8	18	16	14	15	15	16	19	15	14	19	15	12	10	18	11	12	27	
60	48	50	39	57	52	52	51	54	59	55	50	41	45	57	57	52	46	62	54	41	17	57	43	46	23	69	59	37	



Unweighted Sample	1003
Weighted Sample	1003

Region or country						Gender		Age class					Education		Profession		Income		GE 2024					GE 2019				
North	Midland	South	London	Wales	Scotland	Male	Female	18/34 years	35/44 years	45/54 years	55/64 years	Over 64yo	Postgraduate Level, Bachelor's Degree	A-Levels/Apprenticeship	Gcse/No Title	Employed	Retired	Other Condition	Up to £60,000/year	Over £60,000/year	Conservative	Labour	Liberal Democrats	Reform Uk	Conservative	Labour	Liberal Democrats	Brexit Party
245	167	334	119	51	87	493	510	237	153	186	190	237	494	257	246	676	249	78	800	203	168	319	91	116	332	231	77	33
245	167	334	119	51	87	491	512	280	162	173	154	234	481	263	254	694	243	66	783	220	146	208	75	88	311	174	59	33

If there was Conservative Party Leadership vote tomorrow, please choose who you would wish to be the next leader of the Conservative Party between the following two listed candidates.

Scenario 4

James Cleverly	19
Tom Tugendhat	14
Don't know	17
Would not vote	50

Region or country						Gender		Age class					Education			Profession		Income		GE 2024					GE 2019											
North	Midland			South	London	Wales	Scotland	Male	Female	18/34 years	35/44 years	45/54 years	55/64 years	Over 64yo	Postgraduate Level, Bachelor's Degree	A-Levels/Apprenticeship	Gcse/No Title	Employed	Retired	Other Condition		Up to £60,000/year		Over £60,000/year		Conservative		Labour	Liberal Democrats		Reform Uk	Conservative	Labour	Liberal Democrats		Brexit Party
18	22	19	24	12	19	25	13	22	10	9	18	29	18	21	19	17	20	18	14	14	17	26	40	15	30	21	34	12	11	12						
11	14	17	18	10	9	15	13	10	11	13	14	21	17	10	13	13	13	19	6	13	16	21	17	18	20	23	13	21	9							
13	15	18	23	16	21	11	23	14	21	18	9	21	19	14	17	16	19	15	16	19	21	14	16	13	21	10	18	37								
59	48	47	35	62	51	49	51	54	58	52	48	39	43	58	54	51	43	64	53	39	18	54	37	46	23	66	51	42								



Unweighted Sample	1003
Weighted Sample	1003

Region or country						Gender		Age class					Education		Profession		Income		GE 2024					GE 2019				
North	Midland	South	London	Wales	Scotland	Male	Female	18/34 years	35/44 years	45/54 years	55/64 years	Over 64yo	Postgraduate Level, Bachelor's Degree	A-Levels/Apprenticeship	Gcse/No Title	Employed	Retired	Other Condition	Up to £60,000/year	Over £60,000/year	Conservative	Labour	Liberal Democrats	Reform Uk	Conservative	Labour	Liberal Democrats	Brexit Party
245	167	334	119	51	87	493	510	237	153	186	190	237	494	257	246	676	249	78	800	203	168	319	91	116	332	231	77	33
245	167	334	119	51	87	491	512	280	162	173	154	234	481	263	254	694	243	66	783	220	146	208	75	88	311	174	59	33

If there was Conservative Party Leadership vote tomorrow, please choose who you would wish to be the next leader of the Conservative Party between the following two listed candidates.

Scenario 5

James Cleverly	22
Mel Stride	9
Don't know	18
Would not vote	51

Region or country						Gender		Age class					Education		Profession		Income		GE 2024				GE 2019																		
North	Midland			South		London	Wales	Scotland	Male	Female	18/34 years		35/44 years		45/54 years		55/64 years		Over 64yo	Postgraduate Level, Bachelor's Degree	A-Levels/Apprenticeship	Gcse/No Title	Employed	Retired	Other Condition		Up to £60,000/year		Over £60,000/year		Conservative		Labour	Liberal Democrats		Reform Uk	Conservative	Labour	Liberal Democrats		Brexit Party
20	21	23	29	13	19	28	16	21	12	22	30	24	25	19	18	23	22	11	19	31	47	15	35	24	42	11	17	16													
7	9	11	11	9	6	10	9	9	10	7	10	10	11	6	8	9	10	9	9	12	12	15	9	9	11	8	17	10													
13	21	18	23	19	20	12	23	15	21	17	12	24	20	16	16	17	20	18	18	18	25	16	17	19	24	15	16	32													
60	50	48	38	60	56	50	52	55	58	54	48	42	43	58	58	52	48	62	55	40	16	55	39	49	24	65	51	42													