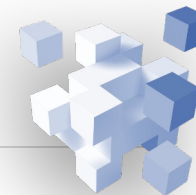




**Towards the Conservative Party  
leadership election**  
**Membership sample**

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  
(Conservative Party Membership)



#### FIELD

August 2<sup>nd</sup> - August 12<sup>th</sup> 2024



#### INTERVIEWS

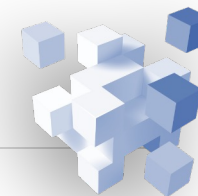
805 interviews  
Web (CAWI) and phone (CATI)



#### WEIGHTING VARIABLES

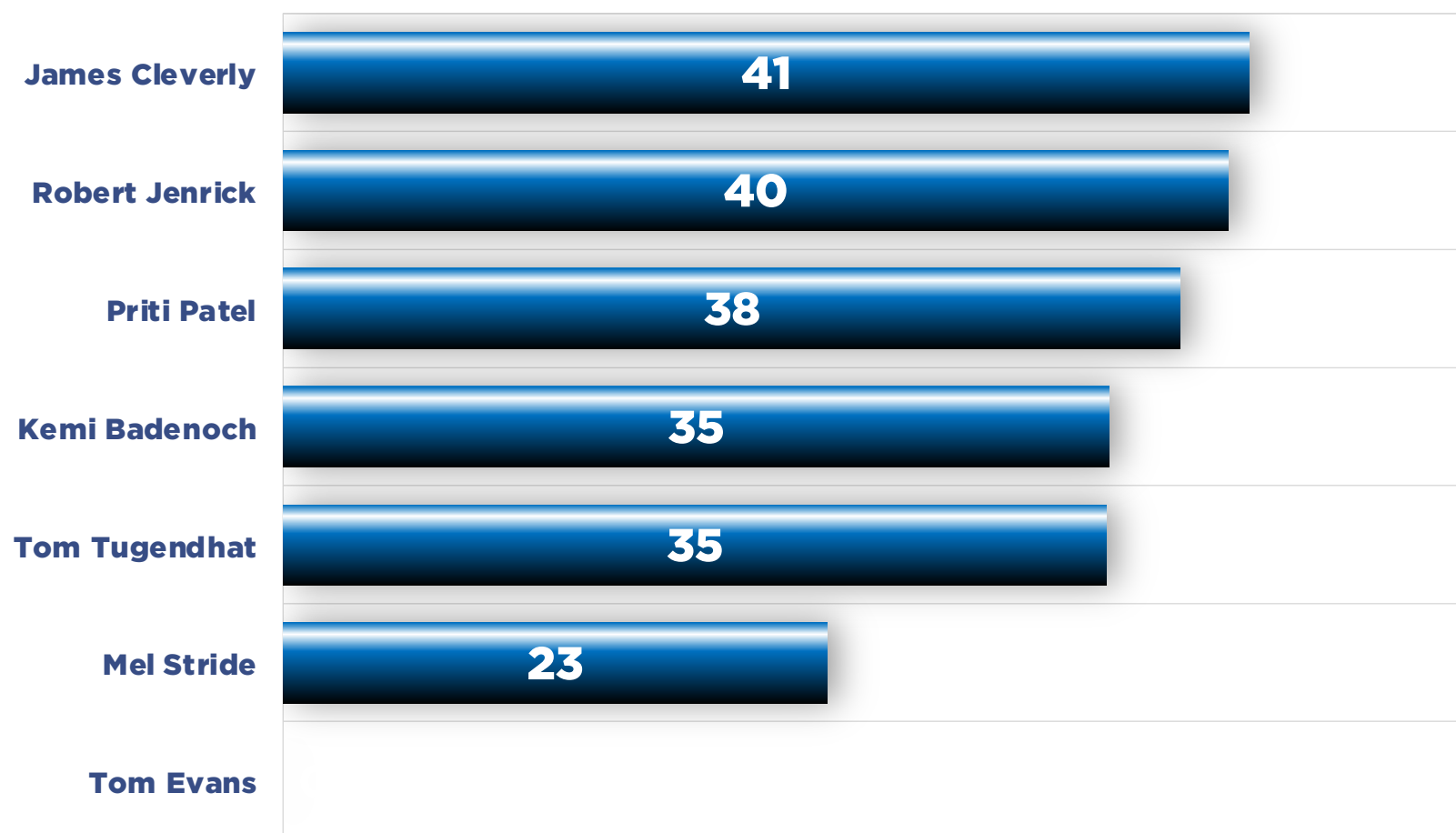
Region, sex, age, income

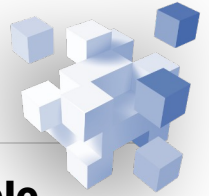
|               |                                       |     |     | Margin of error          |       |       |       |       |
|---------------|---------------------------------------|-----|-----|--------------------------|-------|-------|-------|-------|
|               |                                       |     |     | respondents' frequencies |       |       |       |       |
|               |                                       |     |     | 90%                      | 80%   | 70%   | 60%   | 50%   |
|               |                                       |     |     | 10%                      | 20%   | 30%   | 40%   | 50%   |
| Great Britain |                                       | 805 | 805 | 2,1%                     | 2,8%  | 3,2%  | 3,4%  | 3,5%  |
| Region        | North                                 | 143 | 144 | 4,9%                     | 6,6%  | 7,5%  | 8,0%  | 8,2%  |
|               | Midland                               | 125 | 120 | 5,3%                     | 7,0%  | 8,0%  | 8,6%  | 8,8%  |
|               | South                                 | 333 | 334 | 3,2%                     | 4,3%  | 4,9%  | 5,3%  | 5,4%  |
|               | London                                | 97  | 96  | 6,0%                     | 8,0%  | 9,1%  | 9,7%  | 10,0% |
|               | Wales                                 | 31  | 32  | 10,6%                    | 14,1% | 16,1% | 17,2% | 17,6% |
|               | Scotland                              | 76  | 80  | 6,7%                     | 9,0%  | 10,3% | 11,0% | 11,2% |
| Gender        | Male                                  | 559 | 564 | 2,5%                     | 3,3%  | 3,8%  | 4,1%  | 4,1%  |
|               | Female                                | 246 | 241 | 3,7%                     | 5,0%  | 5,7%  | 6,1%  | 6,2%  |
| Age class     | 18/34 years                           | 121 | 137 | 5,3%                     | 7,1%  | 8,2%  | 8,7%  | 8,9%  |
|               | 35/44 years                           | 97  | 89  | 6,0%                     | 8,0%  | 9,1%  | 9,7%  | 10,0% |
|               | 45/54 years                           | 143 | 137 | 4,9%                     | 6,6%  | 7,5%  | 8,0%  | 8,2%  |
|               | 55/64 years                           | 150 | 145 | 4,8%                     | 6,4%  | 7,3%  | 7,8%  | 8,0%  |
|               | Over 64yo                             | 294 | 298 | 3,4%                     | 4,6%  | 5,2%  | 5,6%  | 5,7%  |
| Education     | Postgraduate Level, Bachelor/S Degree | 403 | 410 | 2,9%                     | 3,9%  | 4,5%  | 4,8%  | 4,9%  |
|               | A-Levels/Apprenticeship               | 270 | 268 | 3,6%                     | 4,8%  | 5,5%  | 5,8%  | 6,0%  |
|               | Gcse/No Title                         | 132 | 127 | 5,1%                     | 6,8%  | 7,8%  | 8,4%  | 8,5%  |
| Professional  | Employed                              | 480 | 478 | 2,7%                     | 3,6%  | 4,1%  | 4,4%  | 4,5%  |
|               | Retired                               | 305 | 307 | 3,4%                     | 4,5%  | 5,1%  | 5,5%  | 5,6%  |
|               | Other Condition                       | 20  | 20  | 13,1%                    | 17,5% | 20,1% | 21,5% | 21,9% |
| Income        | Up to £60,000/year                    | 304 | 286 | 3,4%                     | 4,5%  | 5,2%  | 5,5%  | 5,6%  |
|               | Over £60,000/year                     | 501 | 519 | 2,6%                     | 3,5%  | 4,0%  | 4,3%  | 4,4%  |
| Ref. 2016     | Remain                                | 317 | 318 | 3,3%                     | 4,4%  | 5,0%  | 5,4%  | 5,5%  |
|               | Leave                                 | 363 | 359 | 3,1%                     | 4,1%  | 4,7%  | 5,0%  | 5,1%  |



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

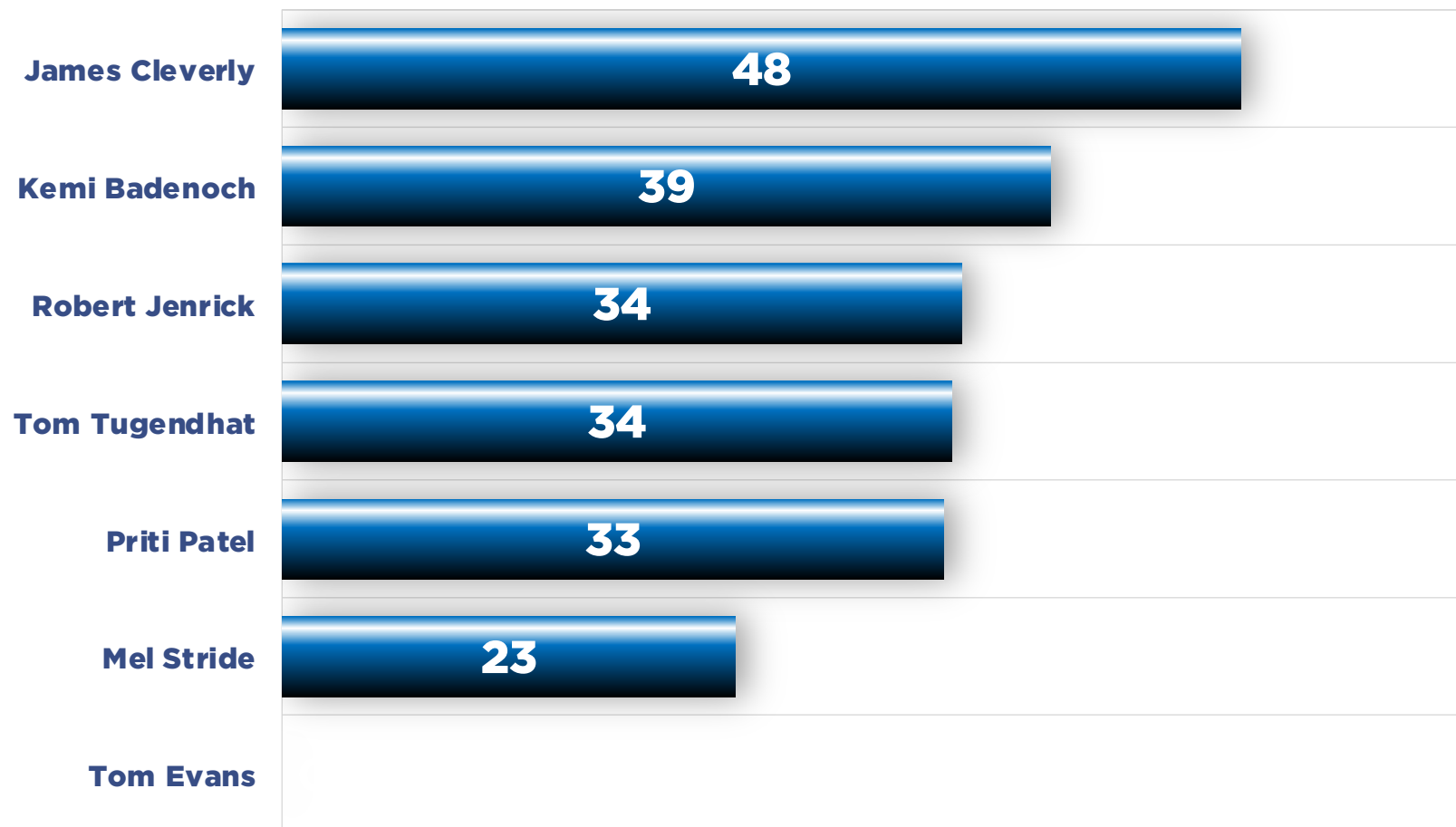
Considering only "i like" response

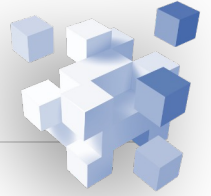




**Which of the below Conservative leadership candidates do you think would be capable of the job as leader of the opposition - irrespective of your personal politics?**

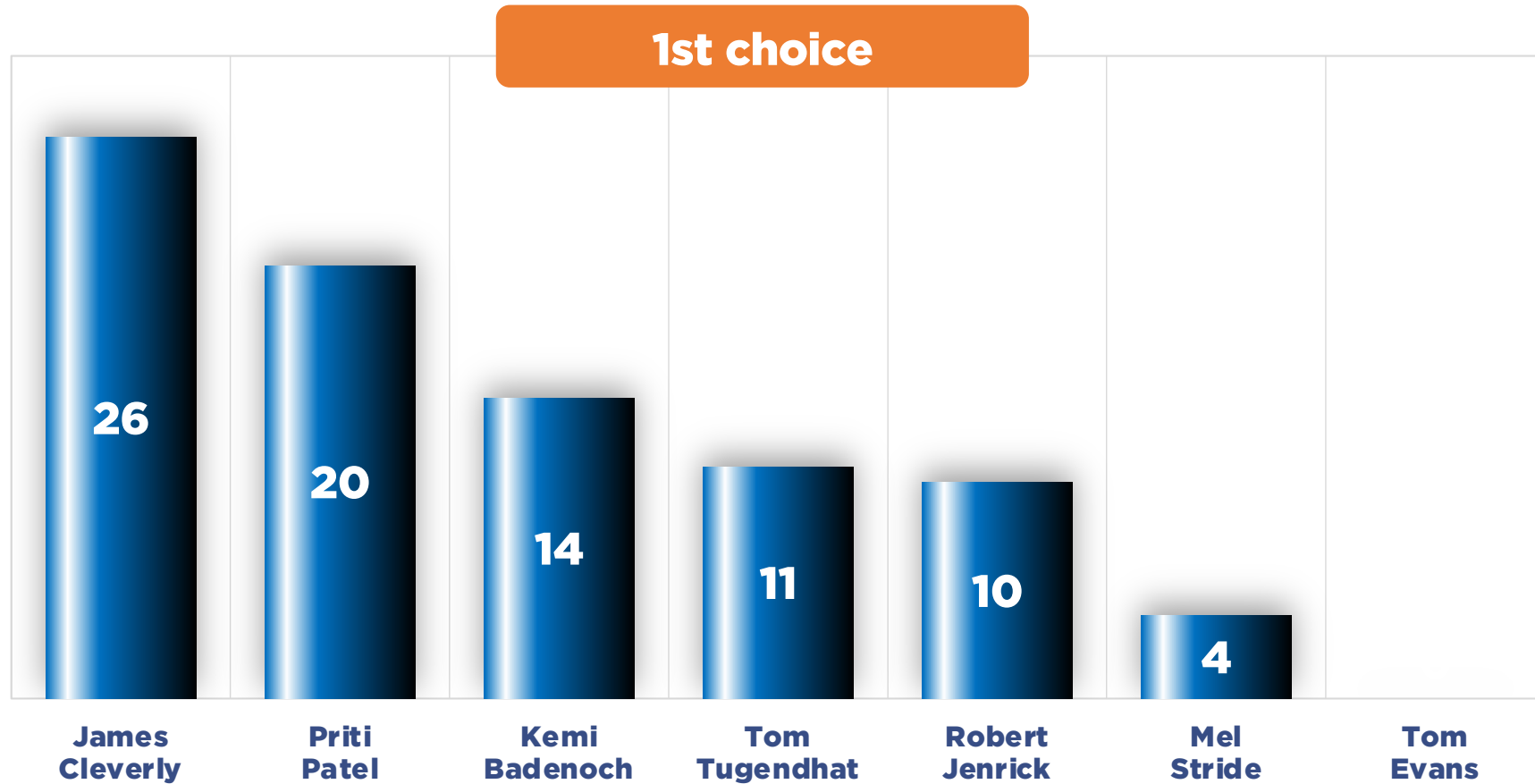
Considering only "Capable of being leader of the opposition" response

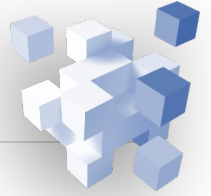




## If there was a Conservative Party leadership contest vote tomorrow, who would you vote for?

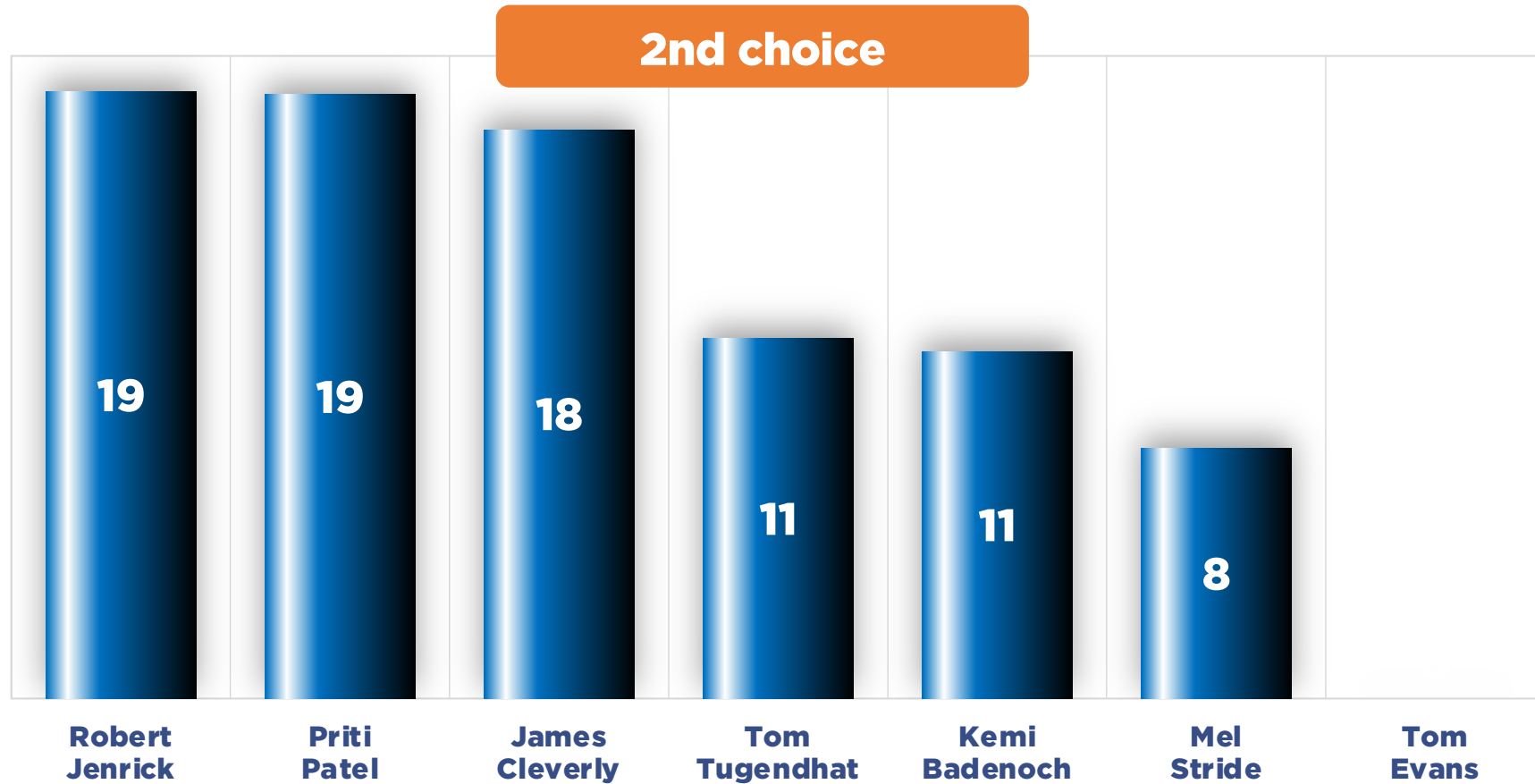
Choose 4 in order of preference

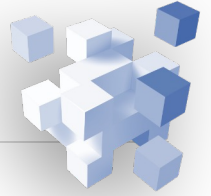




## If there was a Conservative Party leadership contest vote tomorrow, who would you vote for?

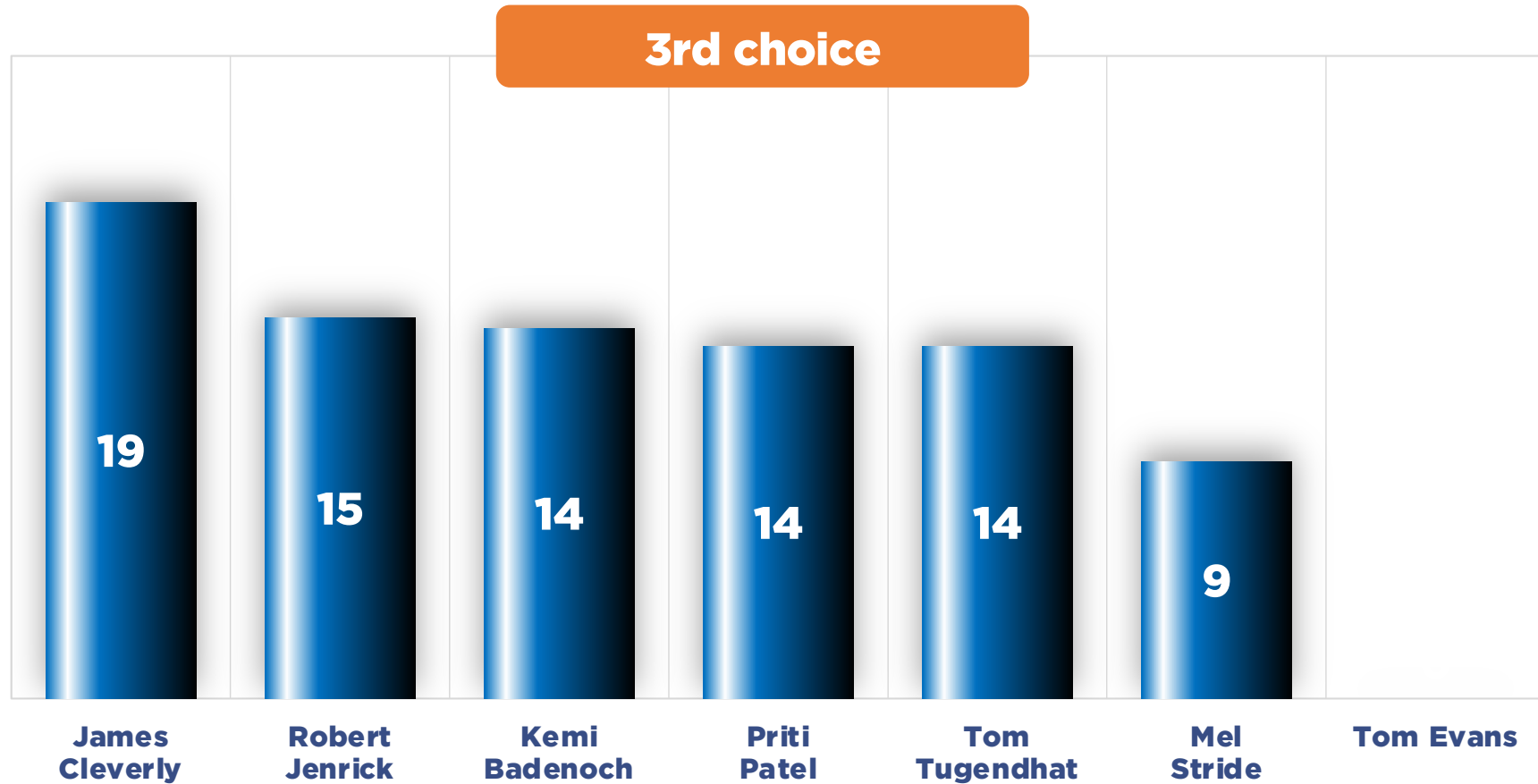
Choose 4 in order of preference

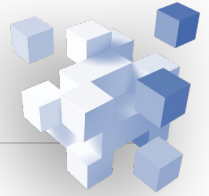




## If there was a Conservative Party leadership contest vote tomorrow, who would you vote for?

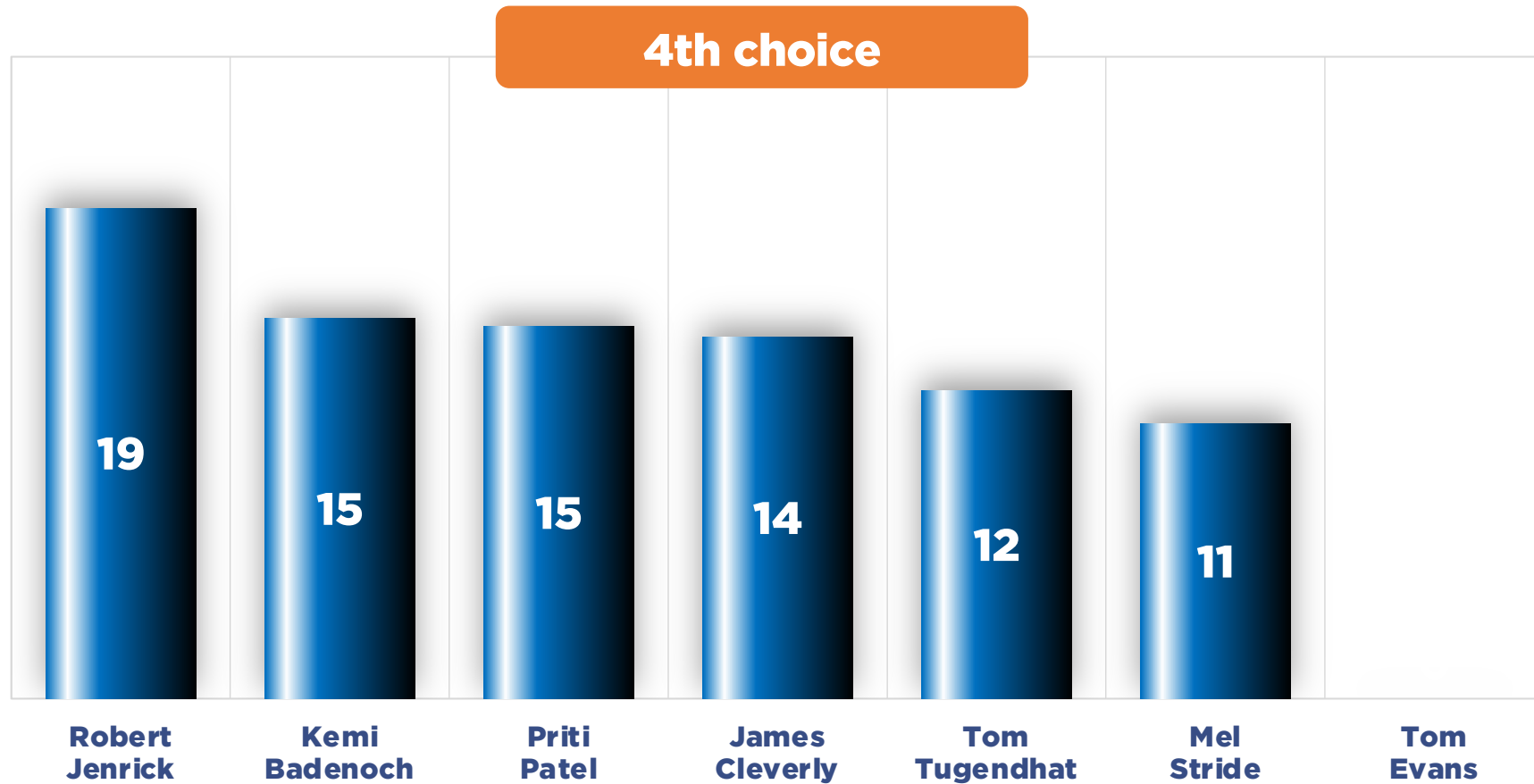
Choose 4 in order of preference





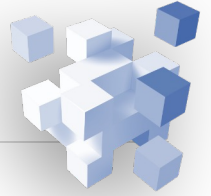
## If there was a Conservative Party leadership contest vote tomorrow, who would you vote for?

Choose 4 in order of preference



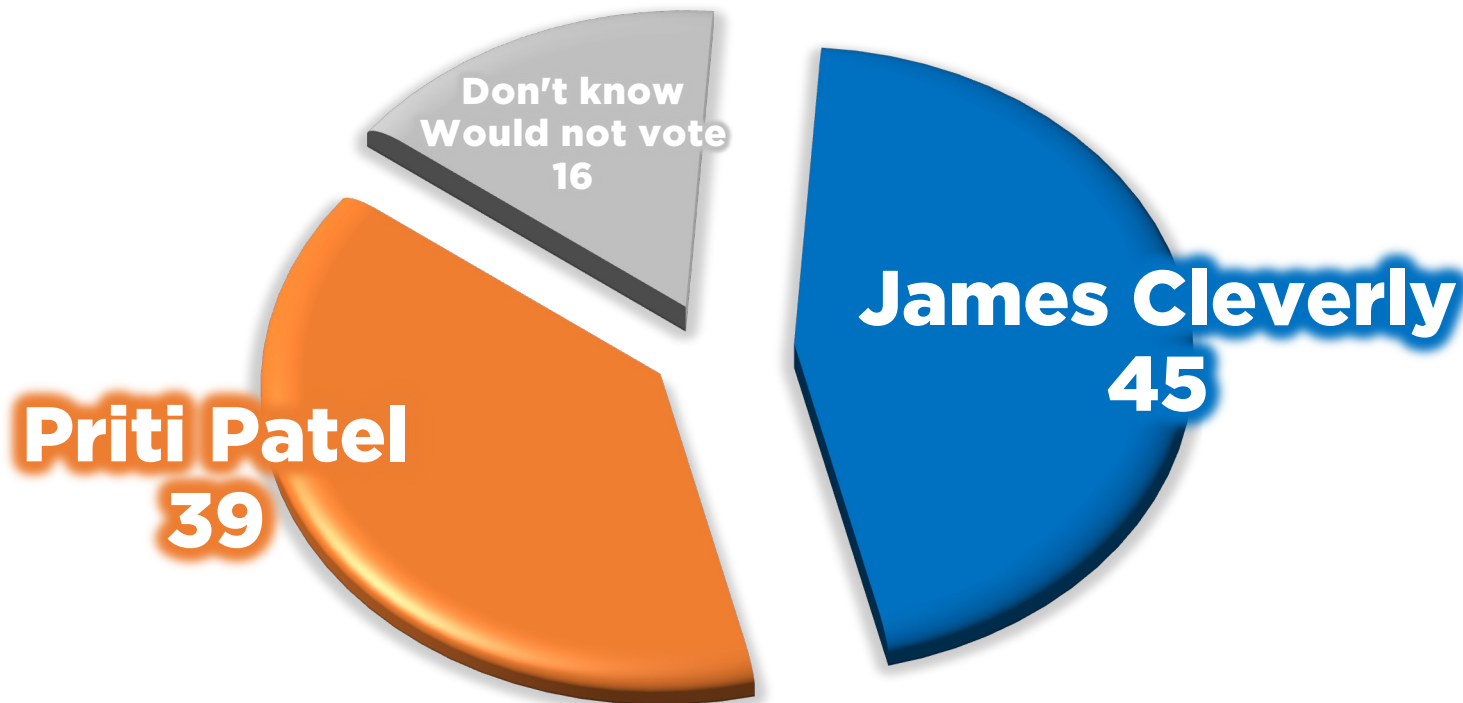
*Due to rounding, the sum may be different from 100%*

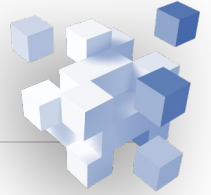




**If there was Conservative Party Leadership vote tomorrow,  
please choose who you would wish to be the next leader of the Conservative Party  
between the following two listed candidates.**

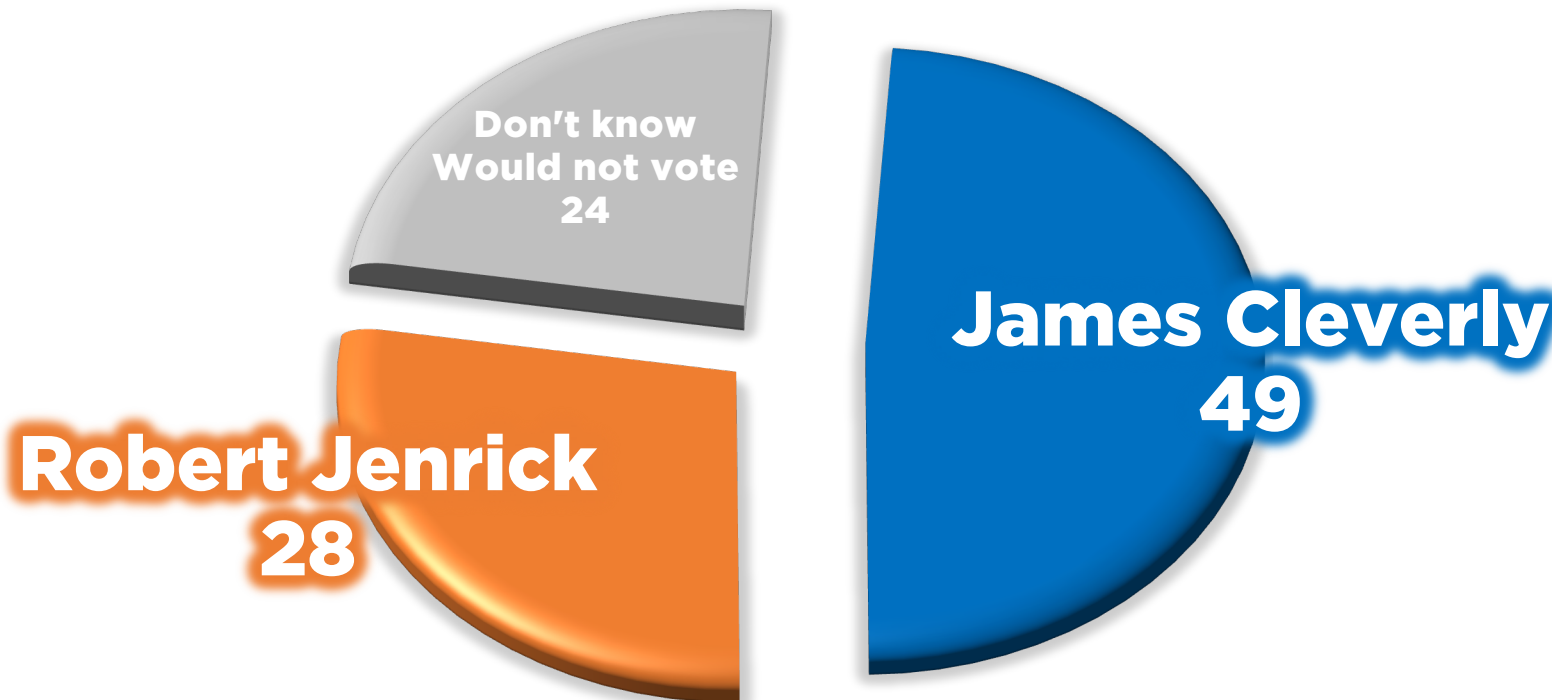
**Scenario 1**

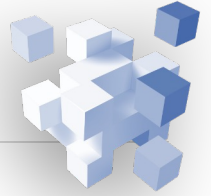




**If there was Conservative Party Leadership vote tomorrow,  
please choose who you would wish to be the next leader of the Conservative Party  
between the following two listed candidates.**

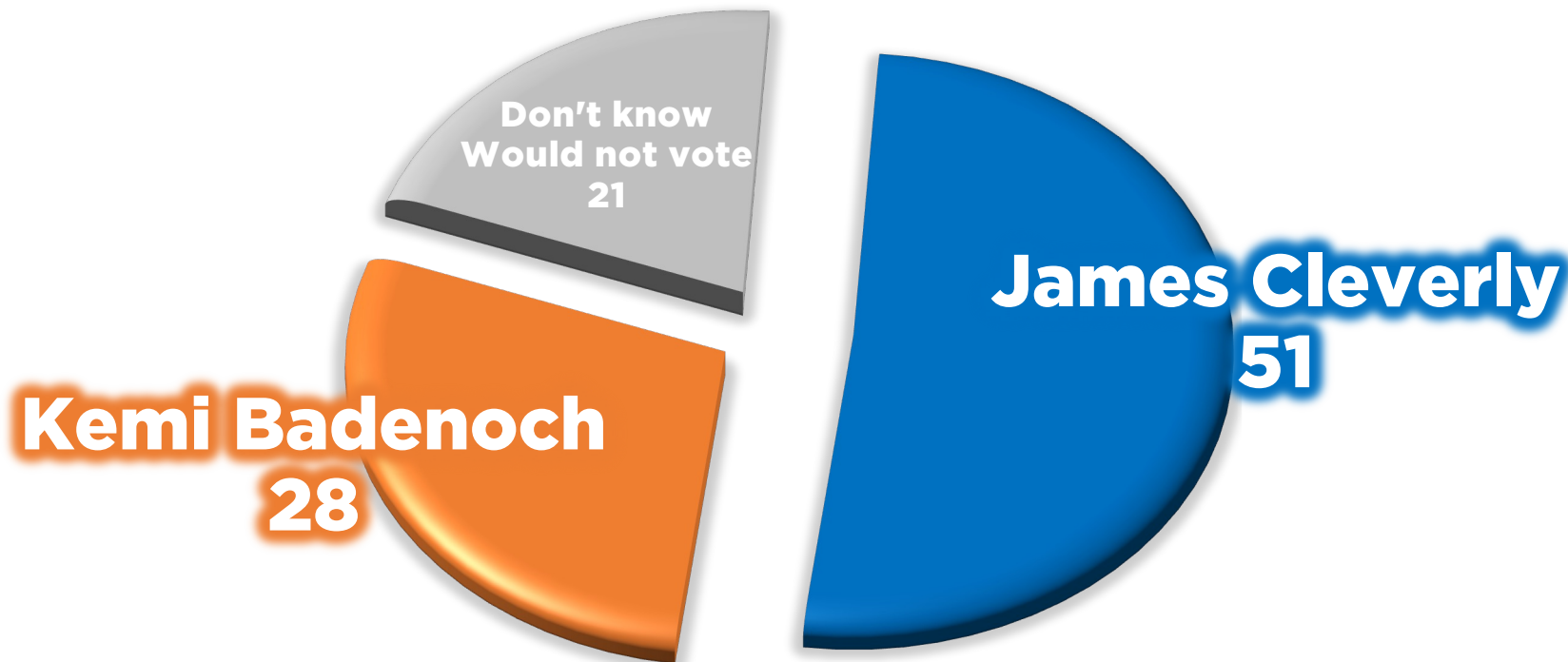
**Scenario 2**

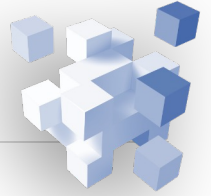




**If there was Conservative Party Leadership vote tomorrow,  
please choose who you would wish to be the next leader of the Conservative Party  
between the following two listed candidates.**

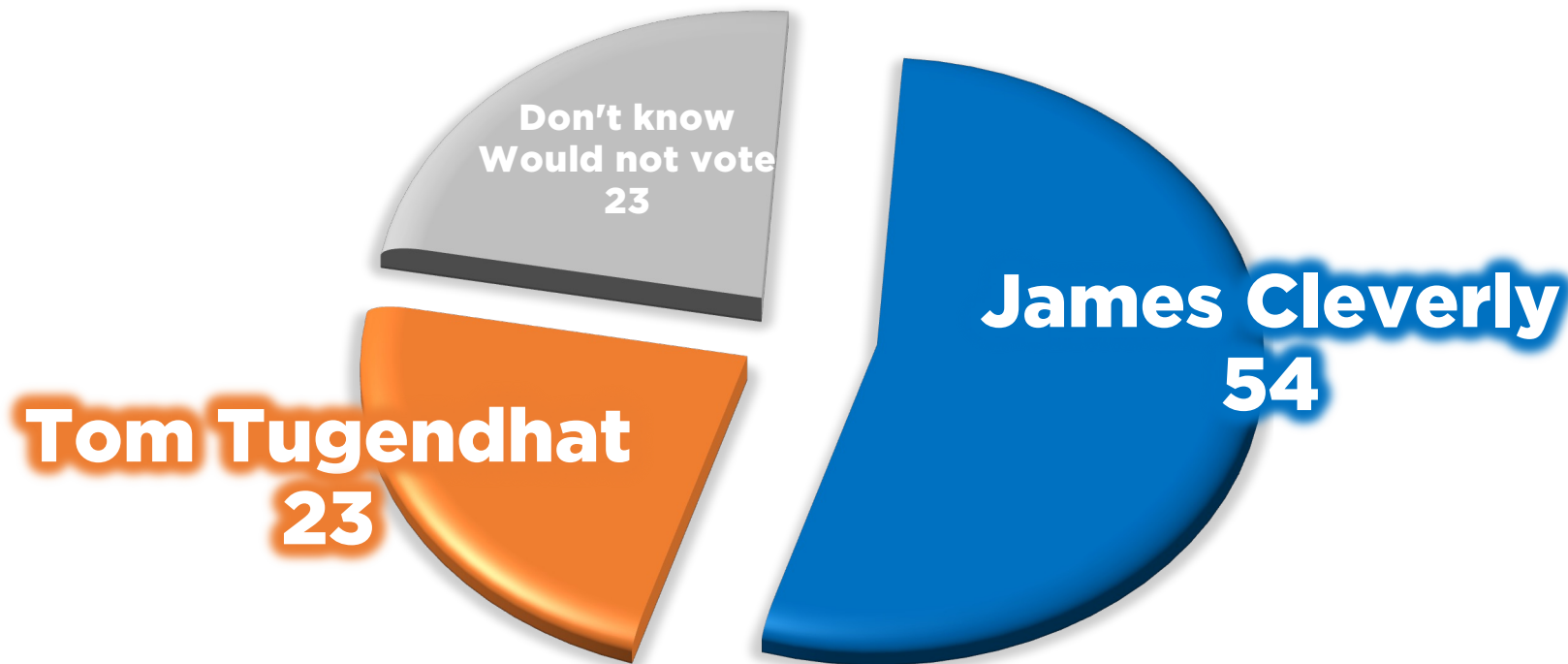
**Scenario 3**

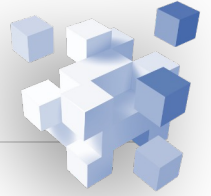




**If there was Conservative Party Leadership vote tomorrow,  
please choose who you would wish to be the next leader of the Conservative Party  
between the following two listed candidates.**

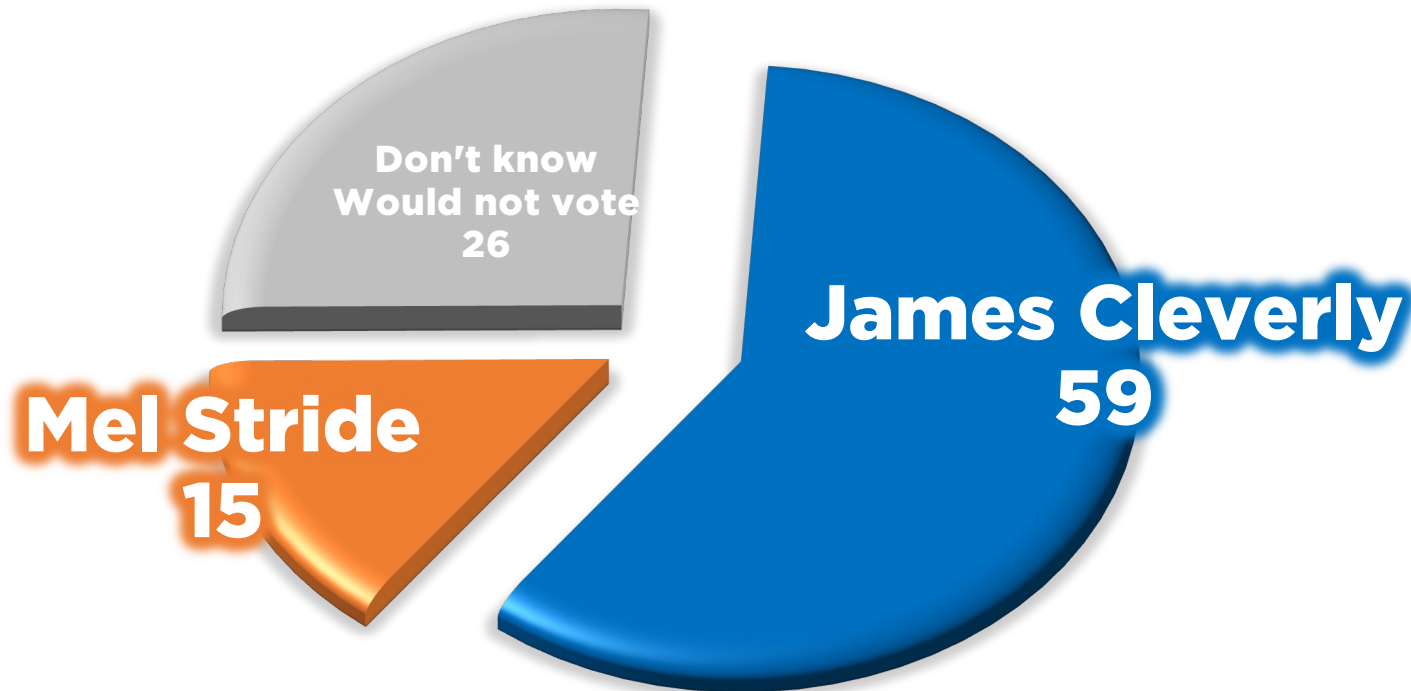
**Scenario 4**

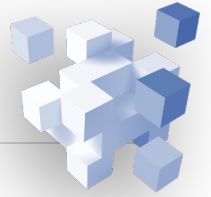




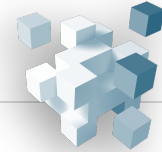
**If there was Conservative Party Leadership vote tomorrow,  
please choose who you would wish to be the next leader of the Conservative Party  
between the following two listed candidates.**

**Scenario 5**





# STATISTICAL ATTACHMENTS

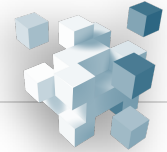


**Thinking about the Conservative leadership candidates below, what word best describes how you feel about each candidate?**

Considering only "i like" response

|                |    |
|----------------|----|
| James Cleverly | 41 |
| Robert Jenrick | 40 |
| Priti Patel    | 38 |
| Kemi Badenoch  | 35 |
| Tom Tugendhat  | 35 |
| Mel Stride     | 23 |
| Tom Evans      | .  |

| Region or country |         |       |        |       |          | Gender |        |             | Age class   |             |             |           |                                       | Education               |               |          | Profession |                 |                    | Income            |        | Ref 2016 |  |
|-------------------|---------|-------|--------|-------|----------|--------|--------|-------------|-------------|-------------|-------------|-----------|---------------------------------------|-------------------------|---------------|----------|------------|-----------------|--------------------|-------------------|--------|----------|--|
| 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 | Remain | Leave    |  |
| 51                | 22      | 41    | 56     | 36    | 33       | 45     | 31     | 44          | 59          | 48          | 28          | 37        | 45                                    | 40                      | 27            | 42       | 38         | 51              | 34                 | 44                | 51     | 36       |  |
| 47                | 38      | 36    | 61     | 25    | 26       | 43     | 31     | 56          | 59          | 35          | 31          | 33        | 42                                    | 43                      | 26            | 41       | 36         | 60              | 34                 | 43                | 53     | 31       |  |
| 52                | 32      | 32    | 52     | 26    | 31       | 38     | 37     | 52          | 56          | 31          | 32          | 32        | 43                                    | 38                      | 20            | 40       | 32         | 71              | 33                 | 40                | 45     | 33       |  |
| 36                | 36      | 31    | 60     | 19    | 23       | 37     | 29     | 50          | 52          | 27          | 27          | 30        | 36                                    | 39                      | 23            | 37       | 30         | 50              | 31                 | 37                | 43     | 29       |  |
| 31                | 24      | 33    | 62     | 35    | 31       | 39     | 25     | 52          | 59          | 25          | 29          | 26        | 39                                    | 35                      | 21            | 39       | 27         | 35              | 29                 | 38                | 50     | 25       |  |
| 30                | 19      | 19    | 36     | 19    | 17       | 25     | 17     | 36          | 44          | 28          | 18          | 10        | 27                                    | 23                      | 9             | 30       | 12         | 35              | 19                 | 25                | 34     | 14       |  |
| .                 | .       | .     | .      | .     | .        | .      | .      | .           | .           | .           | .           | .         | .                                     | .                       | .             | .        | .          | .               | .                  | .                 | .      | .        |  |



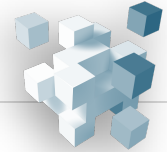
**Which of the below Conservative leadership candidates do you think would be capable of the job as leader of the opposition - irrespective of your personal politics?**

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

|                |    |
|----------------|----|
| James Cleverly | 48 |
| Kemi Badenoch  | 39 |
| Robert Jenrick | 34 |
| Tom Tugendhat  | 34 |
| Priti Patel    | 33 |
| Mel Stride     | 23 |
| Tom Evans      | .  |

| Region or country |         |       |        |       |          | Gender |        | Age class   |             |             |             |           | Education                             |                         |               | Profession |         |                 | Income             |                   | Ref    | 2016  |
|-------------------|---------|-------|--------|-------|----------|--------|--------|-------------|-------------|-------------|-------------|-----------|---------------------------------------|-------------------------|---------------|------------|---------|-----------------|--------------------|-------------------|--------|-------|
| 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 | Remain | Leave |
| 53                | 29      | 48    | 70     | 48    | 46       | 53     | 38     | 54          | 56          | 45          | 49          | 45        | 53                                    | 48                      | 35            | 49         | 45      | 85              | 42                 | 52                | 59     | 44    |
| 36                | 26      | 40    | 66     | 20    | 34       | 41     | 33     | 53          | 54          | 31          | 29          | 36        | 43                                    | 39                      | 25            | 40         | 37      | 35              | 34                 | 41                | 49     | 32    |
| 34                | 28      | 36    | 46     | 30    | 27       | 35     | 32     | 50          | 49          | 29          | 25          | 29        | 39                                    | 36                      | 16            | 38         | 28      | 46              | 28                 | 38                | 49     | 25    |
| 39                | 19      | 31    | 45     | 42    | 44       | 37     | 26     | 39          | 54          | 30          | 25          | 31        | 38                                    | 34                      | 19            | 35         | 31      | 56              | 31                 | 35                | 45     | 27    |
| 42                | 21      | 32    | 43     | 26    | 32       | 34     | 32     | 37          | 48          | 29          | 30          | 31        | 35                                    | 37                      | 20            | 34         | 31      | 54              | 29                 | 36                | 38     | 32    |
| 33                | 9       | 19    | 34     | 32    | 25       | 24     | 19     | 38          | 41          | 21          | 24          | 11        | 26                                    | 25                      | 9             | 30         | 11      | 41              | 15                 | 28                | 31     | 13    |
| .                 | .       | .     | .      | .     | .        | .      | .      | .           | .           | .           | .           | .         | .                                     | .                       | .             | .          | .       | .               | .                  | .                 | .      | .     |





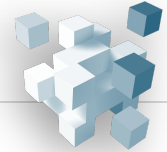
## If there was a Conservative Party leadership contest vote tomorrow, who would you vote for?

Choose 4 in order of preference

### 1st choice

|                |    |
|----------------|----|
| James Cleverly | 26 |
| Priti Patel    | 20 |
| Kemi Badenoch  | 14 |
| Tom Tugendhat  | 11 |
| Robert Jenrick | 10 |
| Mel Stride     | 4  |
| Tom Evans      | .  |

| Region or country |         |       |        |       |          | Gender |        | Age class   |             |             |             |           | Education                             |                         | Profession    |          |         | Income          |                    | Ref 2016          |        |       |
|-------------------|---------|-------|--------|-------|----------|--------|--------|-------------|-------------|-------------|-------------|-----------|---------------------------------------|-------------------------|---------------|----------|---------|-----------------|--------------------|-------------------|--------|-------|
| 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 | Remain | Leave |
| 24                | 27      | 28    | 24     | 13    | 30       | 30     | 17     | 22          | 34          | 32          | 26          | 23        | 32                                    | 20                      | 19            | 28       | 24      | 25              | 23                 | 28                | 35     | 23    |
| 20                | 17      | 18    | 31     | 16    | 21       | 22     | 17     | 27          | 18          | 23          | 21          | 17        | 21                                    | 20                      | 19            | 22       | 17      | 24              | 19                 | 21                | 13     | 25    |
| 13                | 22      | 13    | 15     | 6     | 9        | 11     | 21     | 13          | 13          | 16          | 14          | 14        | 14                                    | 12                      | 19            | 15       | 14      | 5               | 13                 | 15                | 12     | 16    |
| 13                | 10      | 10    | 13     | 10    | 10       | 12     | 9      | 14          | 14          | 6           | 7           | 13        | 12                                    | 11                      | 5             | 11       | 12      | .               | 9                  | 12                | 16     | 6     |
| 17                | 8       | 9     | 9      | 12    | 8        | 10     | 10     | 11          | 11          | 6           | 11          | 11        | 7                                     | 15                      | 9             | 8        | 12      | 26              | 13                 | 9                 | 12     | 9     |
| 3                 | 2       | 5     | 4      | 9     | 1        | 3      | 5      | 7           | 6           | 4           | 4           | 2         | 2                                     | 7                       | 2             | 5        | 3       | 10              | 5                  | 4                 | 6      | 2     |
| .                 | .       | .     | .      | .     | .        | .      | .      | .           | .           | .           | .           | .         | .                                     | .                       | .             | .        | .       | .               | .                  | .                 | .      | .     |



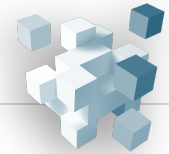
**If there was a Conservative Party leadership contest vote tomorrow, who would you vote for?**

Choose 4 in order of preference

**2nd choice**

|                |    |
|----------------|----|
| Robert Jenrick | 19 |
| Priti Patel    | 19 |
| James Cleverly | 18 |
| Tom Tugendhat  | 11 |
| Kemi Badenoch  | 11 |
| Mel Stride     | 8  |
| Tom Evans      | .  |

| Region or country |         |       |        |       |          | Gender |        | Age class   |             |             |             |           | Education                             |                         |               | Profession |         |                 | Income             |                   | Ref 2016 |       |
|-------------------|---------|-------|--------|-------|----------|--------|--------|-------------|-------------|-------------|-------------|-----------|---------------------------------------|-------------------------|---------------|------------|---------|-----------------|--------------------|-------------------|----------|-------|
| 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 | Remain   | Leave |
| 16                | 24      | 20    | 23     | 13    | 9        | 17     | 23     | 20          | 18          | 23          | 13          | 20        | 19                                    | 20                      | 17            | 19         | 20      | .               | 18                 | 19                | 17       | 20    |
| 24                | 23      | 16    | 21     | 9     | 14       | 20     | 17     | 22          | 27          | 24          | 15          | 15        | 22                                    | 16                      | 13            | 20         | 15      | 37              | 18                 | 19                | 20       | 19    |
| 20                | 14      | 20    | 17     | 10    | 15       | 19     | 14     | 21          | 16          | 16          | 24          | 14        | 17                                    | 19                      | 17            | 19         | 16      | 19              | 17                 | 18                | 20       | 17    |
| 10                | 5       | 10    | 8      | 35    | 21       | 11     | 12     | 13          | 13          | 6           | 14          | 11        | 10                                    | 13                      | 13            | 11         | 11      | 25              | 13                 | 10                | 12       | 10    |
| 11                | 11      | 10    | 13     | .     | 14       | 12     | 8      | 9           | 17          | 9           | 10          | 11        | 11                                    | 13                      | 7             | 11         | 11      | 9               | 10                 | 11                | 15       | 8     |
| 8                 | 8       | 7     | 15     | .     | 5        | 9      | 6      | 8           | 6           | 9           | 8           | 8         | 11                                    | 4                       | 5             | 8          | 7       | .               | 5                  | 10                | 10       | 5     |
| .                 | .       | .     | .      | .     | .        | .      | .      | .           | .           | .           | .           | .         | .                                     | .                       | .             | .          | .       | .               | .                  | .                 | .        | .     |



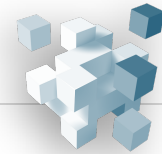
**If there was a Conservative Party leadership contest vote tomorrow, who would you vote for?**

Choose 4 in order of preference

**3rd choice**

|                |    |
|----------------|----|
| James Cleverly | 19 |
| Robert Jenrick | 15 |
| Kemi Badenoch  | 14 |
| Priti Patel    | 14 |
| Tom Tugendhat  | 14 |
| Mel Stride     | 9  |
| Tom Evans      | .  |

| Region or country |         |       |        |       |          | Gender |        | Age class   |             |             |             |           | Education                             |                         |               | Profession |         |                 | Income             |                   | Ref 2016 |       |
|-------------------|---------|-------|--------|-------|----------|--------|--------|-------------|-------------|-------------|-------------|-----------|---------------------------------------|-------------------------|---------------|------------|---------|-----------------|--------------------|-------------------|----------|-------|
| 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 | Remain   | Leave |
| 23                | 27      | 12    | 31     | 25    | 16       | 19     | 20     | 23          | 22          | 20          | 11          | 21        | 20                                    | 23                      | 11            | 18         | 21      | 24              | 22                 | 18                | 18       | 18    |
| 13                | 18      | 15    | 18     | 3     | 15       | 17     | 9      | 17          | 19          | 10          | 21          | 12        | 17                                    | 12                      | 16            | 16         | 12      | 20              | 11                 | 17                | 18       | 14    |
| 7                 | 14      | 16    | 17     | 6     | 22       | 16     | 11     | 13          | 13          | 16          | 10          | 17        | 14                                    | 15                      | 16            | 13         | 17      | 11              | 14                 | 15                | 16       | 15    |
| 13                | 5       | 18    | 14     | 23    | 8        | 14     | 13     | 14          | 19          | 13          | 15          | 12        | 13                                    | 14                      | 16            | 15         | 12      | .               | 11                 | 15                | 21       | 9     |
| 21                | 13      | 13    | 7      | 10    | 15       | 13     | 17     | 7           | 14          | 17          | 17          | 14        | 16                                    | 11                      | 11            | 13         | 15      | 20              | 14                 | 14                | 13       | 17    |
| 12                | 10      | 10    | 9      | .     | 4        | 9      | 10     | 19          | 9           | 11          | 9           | 4         | 10                                    | 11                      | 3             | 12         | 4       | 15              | 9                  | 9                 | 8        | 8     |
| .                 | .       | .     | .      | .     | .        | .      | .      | .           | .           | .           | .           | .         | .                                     | .                       | .             | .          | .       | .               | .                  | .                 | .        | .     |

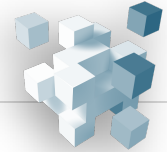


**If there was a Conservative Party leadership contest vote tomorrow, who would you vote for? Choose 4 in order of preference**

**4th choice**

|                |    |
|----------------|----|
| Robert Jenrick | 19 |
| Kemi Badenoch  | 15 |
| Priti Patel    | 15 |
| James Cleverly | 14 |
| Tom Tugendhat  | 12 |
| Mel Stride     | 11 |
| Tom Evans      | .  |

| Region or country |         |       |        |       |          | Gender |        | Age class   |             |             |             |           | Education                             |                         |               | Profession |         |                 | Income             |                   | Ref 2016 |       |
|-------------------|---------|-------|--------|-------|----------|--------|--------|-------------|-------------|-------------|-------------|-----------|---------------------------------------|-------------------------|---------------|------------|---------|-----------------|--------------------|-------------------|----------|-------|
| 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 | Remain   | Leave |
| 16                | 18      | 20    | 25     | 26    | 15       | 21     | 16     | 16          | 25          | 30          | 11          | 18        | 22                                    | 20                      | 10            | 20         | 17      | 29              | 16                 | 21                | 21       | 18    |
| 16                | 13      | 14    | 28     | 6     | 7        | 17     | 10     | 24          | 17          | 13          | 13          | 11        | 18                                    | 13                      | 9             | 16         | 12      | 20              | 15                 | 15                | 21       | 8     |
| 13                | 20      | 14    | 13     | 13    | 13       | 15     | 14     | 17          | 15          | 11          | 17          | 14        | 14                                    | 18                      | 8             | 16         | 13      | 5               | 14                 | 15                | 16       | 12    |
| 16                | 12      | 16    | 16     | .     | 11       | 12     | 20     | 20          | 15          | 11          | 15          | 12        | 14                                    | 14                      | 14            | 15         | 13      | 22              | 11                 | 16                | 14       | 12    |
| 12                | 15      | 10    | 8      | 9     | 20       | 12     | 11     | 11          | 15          | 8           | 15          | 12        | 12                                    | 11                      | 14            | 12         | 12      | 15              | 14                 | 11                | 12       | 14    |
| 16                | 8       | 10    | 6      | 13    | 13       | 12     | 9      | 4           | 10          | 13          | 12          | 12        | 10                                    | 9                       | 17            | 10         | 13      | .               | 11                 | 11                | 9        | 15    |
| .                 | .       | .     | .      | .     | .        | .      | .      | .           | .           | .           | .           | .         | .                                     | .                       | .             | .          | .       | .               | .                  | .                 | .        | .     |

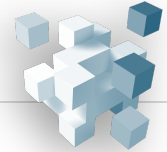


**If there was Conservative Party Leadership vote tomorrow, please choose who you would wish to be the next leader of the Conservative Party between the following two listed candidates.**

**Scenario 1**

|                |    |
|----------------|----|
| James Cleverly | 45 |
| Priti Patel    | 39 |
| Don't know     | 9  |
| Would not vote | 7  |

| Region or country |         |       |        |       |          | Gender |        | Age class   |             |             |             |           | Education                             |                         |               | Profession |         |                 | Income             |                   | Ref 2016 |       |
|-------------------|---------|-------|--------|-------|----------|--------|--------|-------------|-------------|-------------|-------------|-----------|---------------------------------------|-------------------------|---------------|------------|---------|-----------------|--------------------|-------------------|----------|-------|
| 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 | Remain   | Leave |
| 41                | 40      | 51    | 44     | 23    | 46       | 49     | 35     | 39          | 48          | 46          | 45          | 47        | 51                                    | 39                      | 39            | 44         | 47      | 35              | 38                 | 49                | 61       | 37    |
| 44                | 39      | 35    | 54     | 41    | 33       | 38     | 42     | 51          | 47          | 42          | 37          | 31        | 39                                    | 41                      | 35            | 43         | 32      | 50              | 39                 | 39                | 32       | 43    |
| 10                | 12      | 9     | 2      | 20    | 9        | 7      | 14     | 6           | 4           | 8           | 9           | 13        | 5                                     | 14                      | 13            | 8          | 11      | 15              | 12                 | 8                 | 4        | 11    |
| 6                 | 9       | 6     | .      | 16    | 13       | 6      | 9      | 4           | 1           | 4           | 10          | 9         | 5                                     | 6                       | 13            | 5          | 9       | .               | 10                 | 5                 | 3        | 10    |

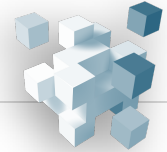


**If there was Conservative Party Leadership vote tomorrow, please choose who you would wish to be the next leader of the Conservative Party between the following two listed candidates.**

### Scenario 2

|                |    |
|----------------|----|
| James Cleverly | 49 |
| Robert Jenrick | 28 |
| Don't know     | 16 |
| Would not vote | 8  |

| Region or country |         |       |        |       |          | Gender |        | Age class   |             |             |             |           | Education                             |                         |               | Profession |         |                 | Income             |                   | Ref 2016 |       |
|-------------------|---------|-------|--------|-------|----------|--------|--------|-------------|-------------|-------------|-------------|-----------|---------------------------------------|-------------------------|---------------|------------|---------|-----------------|--------------------|-------------------|----------|-------|
| 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 | Remain   | Leave |
| 52                | 40      | 50    | 52     | 33    | 54       | 55     | 35     | 51          | 58          | 48          | 50          | 45        | 55                                    | 42                      | 45            | 51         | 45      | 44              | 42                 | 53                | 57       | 47    |
| 30                | 25      | 26    | 40     | 32    | 18       | 25     | 34     | 35          | 32          | 24          | 23          | 27        | 28                                    | 32                      | 17            | 27         | 27      | 41              | 26                 | 29                | 31       | 23    |
| 7                 | 22      | 18    | 8      | 26    | 16       | 14     | 19     | 8           | 8           | 18          | 18          | 19        | 11                                    | 19                      | 23            | 14         | 18      | 15              | 20                 | 13                | 11       | 19    |
| 12                | 13      | 6     | .      | 9     | 13       | 7      | 12     | 6           | 2           | 10          | 10          | 10        | 7                                     | 7                       | 16            | 8          | 9       | .               | 13                 | 6                 | 2        | 12    |

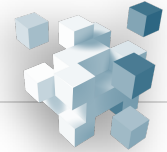


**If there was Conservative Party Leadership vote tomorrow, please choose who you would wish to be the next leader of the Conservative Party between the following two listed candidates.**

### Scenario 3

|                |    |
|----------------|----|
| James Cleverly | 51 |
| Kemi Badenoch  | 28 |
| Don't know     | 14 |
| Would not vote | 7  |

| Region or country |         |       |        |       |          | Gender |        | Age class   |             |             |             |           | Education                             |                         |               | Profession |         |                 | Income             |                   | Ref 2016 |       |
|-------------------|---------|-------|--------|-------|----------|--------|--------|-------------|-------------|-------------|-------------|-----------|---------------------------------------|-------------------------|---------------|------------|---------|-----------------|--------------------|-------------------|----------|-------|
| 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 | Remain   | Leave |
| 57                | 42      | 51    | 52     | 43    | 56       | 57     | 37     | 53          | 61          | 54          | 55          | 44        | 61                                    | 42                      | 38            | 55         | 45      | 55              | 43                 | 55                | 60       | 48    |
| 27                | 37      | 26    | 40     | 19    | 21       | 24     | 38     | 34          | 30          | 24          | 24          | 30        | 27                                    | 31                      | 27            | 28         | 30      | 21              | 28                 | 28                | 30       | 26    |
| 11                | 14      | 16    | 6      | 23    | 12       | 13     | 16     | 9           | 8           | 13          | 14          | 18        | 7                                     | 20                      | 21            | 12         | 17      | 15              | 17                 | 12                | 8        | 19    |
| 6                 | 7       | 7     | 2      | 15    | 11       | 6      | 9      | 4           | 1           | 9           | 8           | 9         | 5                                     | 6                       | 14            | 6          | 8       | 10              | 11                 | 5                 | 3        | 8     |



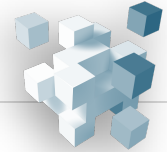
**If there was Conservative Party Leadership vote tomorrow, please choose who you would wish to be the next leader of the Conservative Party between the following two listed candidates.**

#### Scenario 4

|                |    |
|----------------|----|
| James Cleverly | 54 |
| Tom Tugendhat  | 23 |
| Don't know     | 16 |
| Would not vote | 7  |

| Region or country |         |       |        |       |          | Gender |        | Age class   |             |             |             |           | Education                             |                         |               | Profession |         |                 | Income             |                   | Ref 2016 |       |
|-------------------|---------|-------|--------|-------|----------|--------|--------|-------------|-------------|-------------|-------------|-----------|---------------------------------------|-------------------------|---------------|------------|---------|-----------------|--------------------|-------------------|----------|-------|
| 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 | Remain   | Leave |
| 56                | 49      | 53    | 58     | 40    | 60       | 58     | 44     | 58          | 62          | 56          | 56          | 47        | 62                                    | 48                      | 39            | 57         | 49      | 60              | 47                 | 58                | 64       | 49    |
| 25                | 17      | 23    | 34     | 26    | 17       | 23     | 25     | 26          | 29          | 16          | 19          | 26        | 23                                    | 25                      | 20            | 22         | 25      | 25              | 22                 | 24                | 26       | 19    |
| 10                | 25      | 17    | 8      | 23    | 12       | 14     | 20     | 12          | 8           | 20          | 16          | 18        | 11                                    | 21                      | 22            | 15         | 17      | 15              | 20                 | 14                | 9        | 20    |
| 9                 | 9       | 7     | .      | 12    | 11       | 6      | 11     | 4           | 1           | 8           | 9           | 10        | 5                                     | 6                       | 18            | 6          | 10      | .               | 12                 | 5                 | 1        | 12    |





**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 | 59 |
| Mel Stride     | 15 |
| Don't know     | 18 |
| Would not vote | 9  |

| Region or country |         |       |        |       |          | Gender |        | Age class   |             |             |             |           | Education                             |                         |               | Profession |         |                 | Income             |                   | Ref 2016 |       |
|-------------------|---------|-------|--------|-------|----------|--------|--------|-------------|-------------|-------------|-------------|-----------|---------------------------------------|-------------------------|---------------|------------|---------|-----------------|--------------------|-------------------|----------|-------|
| 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 | Remain   | Leave |
| 64                | 58      | 59    | 63     | 46    | 58       | 64     | 49     | 63          | 75          | 60          | 56          | 55        | 68                                    | 52                      | 47            | 62         | 56      | 50              | 49                 | 65                | 69       | 57    |
| 16                | 7       | 14    | 25     | 19    | 12       | 12     | 19     | 24          | 17          | 11          | 15          | 11        | 13                                    | 21                      | 7             | 16         | 11      | 30              | 16                 | 14                | 17       | 8     |
| 12                | 20      | 21    | 8      | 26    | 20       | 17     | 19     | 6           | 7           | 17          | 21          | 25        | 11                                    | 20                      | 32            | 14         | 24      | 15              | 21                 | 16                | 12       | 23    |
| 9                 | 16      | 7     | 4      | 9     | 11       | 7      | 13     | 8           | 2           | 12          | 9           | 10        | 8                                     | 7                       | 14            | 8          | 9       | 5               | 14                 | 6                 | 2        | 11    |