

# YouGov Survey Results

Sample Size: 910 Conservative Party Members

Fieldwork: 6th - 15th August 2024

|                          | Age        |       |       | Gender |      | 2016 EU Ref |        | Region |       |          |      |        |       |       | Nation   |         |       | Vote in 2022 contest |       |       |            |   |
|--------------------------|------------|-------|-------|--------|------|-------------|--------|--------|-------|----------|------|--------|-------|-------|----------|---------|-------|----------------------|-------|-------|------------|---|
|                          | Total      | 18-49 | 50-64 | 65+    | Male | Female      | Remain | Leave  | North | Midlands | East | London | South | Wales | Scotland | England | Wales | Scotland             | Truss | Sunak | Non-voters |   |
| <b>Weighted Sample</b>   | <b>910</b> | 346   | 218   | 346    | 510  | 400         | 345    | 514    | 97    | 62       | 136  | 100    | 382   | 46    | 86       | 778     | 46    | 86                   | 409   | 300   | 127        |   |
| <b>Unweighted Sample</b> | <b>910</b> | 216   | 267   | 427    | 578  | 332         | 259    | 610    | 151   | 99       | 127  | 96     | 322   | 46    | 69       | 795     | 46    | 69                   | 462   | 286   | 119        |   |
|                          | %          | %     | %     | %      | %    | %           | %      | %      | %     | %        | %    | %      | %     | %     | %        | %       | %     | %                    | %     | %     | %          | % |

Six candidates have put themselves forward to be the next leader of the Conservative Party. From that list of candidates, who do you think should take over as leader?

[Excluding respondents who refused, n=903]

|                |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|----------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Robert Jenrick | <b>12</b> | 10 | 13 | 14 | 11 | 15 | 8  | 14 | 7  | 12 | 19 | 6  | 13 | 16 | 11 | 12 | 16 | 11 | 14 | 10 | 7  |
| Kemi Badenoch  | <b>24</b> | 24 | 29 | 22 | 26 | 22 | 20 | 28 | 34 | 33 | 19 | 29 | 22 | 18 | 21 | 25 | 18 | 21 | 30 | 18 | 26 |
| James Cleverly | <b>14</b> | 14 | 11 | 16 | 15 | 13 | 15 | 13 | 9  | 12 | 14 | 21 | 13 | 19 | 13 | 14 | 19 | 13 | 10 | 20 | 14 |
| Tom Tugendhat  | <b>16</b> | 23 | 14 | 12 | 15 | 18 | 22 | 13 | 12 | 15 | 15 | 18 | 18 | 11 | 22 | 16 | 11 | 22 | 13 | 23 | 12 |
| Priti Patel    | <b>11</b> | 13 | 12 | 10 | 13 | 10 | 7  | 15 | 16 | 5  | 17 | 7  | 12 | 10 | 5  | 12 | 10 | 5  | 17 | 5  | 12 |
| Mel Stride     | <b>2</b>  | 1  | 2  | 3  | 2  | 2  | 3  | 1  | 1  | 1  | 1  | 3  | 2  | 2  | 2  | 2  | 2  | 2  | 1  | 3  | 0  |
| Don't know     | <b>19</b> | 15 | 19 | 24 | 19 | 20 | 25 | 16 | 20 | 21 | 16 | 16 | 19 | 23 | 27 | 18 | 23 | 27 | 16 | 20 | 29 |

Suppose the following two candidates made it to the party members' stage of the contest. Which of them would you personally vote for to lead the Conservative Party?

[Shown to a randomly selected group of respondents, n=258]

|                  |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Robert Jenrick   | <b>33</b> | 31 | 40 | 30 | 26 | 42 | 36 | 29 | 43 | 30 | 28 | 21 | 33 | 63 | 34 | 31 | 63 | 34 | 34 | 37 | 20 |
| Kemi Badenoch    | <b>48</b> | 47 | 46 | 50 | 49 | 46 | 44 | 51 | 34 | 60 | 55 | 54 | 47 | 15 | 48 | 50 | 15 | 48 | 44 | 47 | 58 |
| I would not vote | <b>8</b>  | 13 | 4  | 6  | 9  | 6  | 7  | 10 | 3  | 5  | 7  | 11 | 9  | 8  | 9  | 8  | 8  | 9  | 7  | 7  | 13 |
| Don't know       | <b>11</b> | 10 | 10 | 14 | 16 | 6  | 14 | 10 | 20 | 5  | 10 | 13 | 11 | 14 | 9  | 12 | 14 | 9  | 15 | 8  | 9  |

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Fieldwork: 6th - 15th August 2024

|                                        | Age   |       |     | Gender |        | 2016 EU Ref |       | Region |          |      |        |       |       | Nation   |         |       | Vote in 2022 contest |       |       |            |   |
|----------------------------------------|-------|-------|-----|--------|--------|-------------|-------|--------|----------|------|--------|-------|-------|----------|---------|-------|----------------------|-------|-------|------------|---|
| Total                                  | 18-49 | 50-64 | 65+ | Male   | Female | Remain      | Leave | North  | Midlands | East | London | South | Wales | Scotland | England | Wales | Scotland             | Truss | Sunak | Non-voters |   |
| <b>Weighted Sample</b><br><b>910</b>   | 346   | 218   | 346 | 510    | 400    | 345         | 514   | 97     | 62       | 136  | 100    | 382   | 46    | 86       | 778     | 46    | 86                   | 409   | 300   | 127        |   |
| <b>Unweighted Sample</b><br><b>910</b> | 216   | 267   | 427 | 578    | 332    | 259         | 610   | 151    | 99       | 127  | 96     | 322   | 46    | 69       | 795     | 46    | 69                   | 462   | 286   | 119        |   |
|                                        | %     | %     | %   | %      | %      | %           | %     | %      | %        | %    | %      | %     | %     | %        | %       | %     | %                    | %     | %     | %          | % |

Suppose the following two candidates made it to the party members' stage of the contest. Which of them would you personally vote for to lead the Conservative Party?

[Shown to a randomly selected group of respondents, n=272]

|                  |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Kemi Badenoch    | <b>47</b> | 50 | 50 | 42 | 46 | 47 | 39 | 51 | 49 | 55 | 48 | 31 | 52 | 30 | 34 | 49 | 30 | 34 | 55 | 23 | 47 |
| James Cleverly   | <b>38</b> | 42 | 32 | 37 | 38 | 37 | 50 | 30 | 23 | 36 | 34 | 57 | 35 | 52 | 49 | 36 | 52 | 49 | 30 | 59 | 36 |
| I would not vote | <b>5</b>  | 3  | 3  | 6  | 5  | 4  | 2  | 6  | 3  | 4  | 13 | 0  | 4  | 5  | 5  | 4  | 5  | 5  | 4  | 6  | 5  |
| Don't know       | <b>11</b> | 5  | 15 | 14 | 10 | 12 | 10 | 13 | 25 | 6  | 5  | 12 | 10 | 13 | 12 | 11 | 13 | 12 | 11 | 12 | 11 |

Suppose the following two candidates made it to the party members' stage of the contest. Which of them would you personally vote for to lead the Conservative Party?

[Shown to a randomly selected group of respondents, n=273]

|                  |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Robert Jenrick   | <b>48</b> | 49 | 51 | 44 | 46 | 49 | 57 | 42 | 44 | 39 | 44 | 50 | 49 | 32 | 61 | 47 | 32 | 61 | 41 | 60 | 30 |
| Priti Patel      | <b>32</b> | 33 | 32 | 31 | 33 | 30 | 20 | 39 | 39 | 32 | 44 | 31 | 31 | 39 | 11 | 34 | 39 | 11 | 39 | 19 | 45 |
| I would not vote | <b>7</b>  | 5  | 8  | 8  | 5  | 10 | 8  | 6  | 8  | 6  | 0  | 6  | 7  | 16 | 13 | 6  | 16 | 13 | 4  | 10 | 11 |
| Don't know       | <b>13</b> | 12 | 9  | 17 | 16 | 10 | 15 | 13 | 10 | 23 | 12 | 12 | 13 | 13 | 15 | 13 | 13 | 15 | 15 | 11 | 14 |

Suppose the following two candidates made it to the party members' stage of the contest. Which of them would you personally vote for to lead the Conservative Party?

[Shown to a randomly selected group of respondents, n=292]

|                  |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Kemi Badenoch    | <b>55</b> | 63 | 51 | 51 | 63 | 46 | 49 | 57 | 58 | 56 | 43 | 71 | 53 | 47 | 60 | 55 | 47 | 60 | 53 | 55 | 53 |
| Priti Patel      | <b>26</b> | 31 | 25 | 22 | 21 | 32 | 24 | 27 | 28 | 22 | 34 | 21 | 28 | 30 | 12 | 27 | 30 | 12 | 27 | 22 | 40 |
| I would not vote | <b>6</b>  | 1  | 6  | 11 | 2  | 11 | 9  | 5  | 5  | 9  | 7  | 2  | 6  | 13 | 5  | 6  | 13 | 5  | 6  | 9  | 0  |
| Don't know       | <b>13</b> | 6  | 18 | 16 | 14 | 11 | 17 | 11 | 9  | 12 | 15 | 6  | 13 | 10 | 23 | 12 | 10 | 23 | 14 | 14 | 7  |

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Sample Size: 910 Conservative Party Members

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|                                        | Age   |       |     | Gender |        | 2016 EU Ref |       | Region |          |      |        |       |       | Nation   |         |       | Vote in 2022 contest |       |       |            |   |
|----------------------------------------|-------|-------|-----|--------|--------|-------------|-------|--------|----------|------|--------|-------|-------|----------|---------|-------|----------------------|-------|-------|------------|---|
| Total                                  | 18-49 | 50-64 | 65+ | Male   | Female | Remain      | Leave | North  | Midlands | East | London | South | Wales | Scotland | England | Wales | Scotland             | Truss | Sunak | Non-voters |   |
| <b>Weighted Sample</b><br><b>910</b>   | 346   | 218   | 346 | 510    | 400    | 345         | 514   | 97     | 62       | 136  | 100    | 382   | 46    | 86       | 778     | 46    | 86                   | 409   | 300   | 127        |   |
| <b>Unweighted Sample</b><br><b>910</b> | 216   | 267   | 427 | 578    | 332    | 259         | 610   | 151    | 99       | 127  | 96     | 322   | 46    | 69       | 795     | 46    | 69                   | 462   | 286   | 119        |   |
|                                        | %     | %     | %   | %      | %      | %           | %     | %      | %        | %    | %      | %     | %     | %        | %       | %     | %                    | %     | %     | %          | % |

Suppose the following two candidates made it to the party members' stage of the contest. Which of them would you personally vote for to lead the Conservative Party?

[Shown to a randomly selected group of respondents, n=257]

|                  |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Robert Jenrick   | <b>50</b> | 49 | 37 | 59 | 47 | 53 | 57 | 44 | 56 | 46 | 54 | 70 | 40 | 32 | 64 | 49 | 32 | 64 | 49 | 55 | 35 |
| Priti Patel      | <b>29</b> | 32 | 45 | 16 | 29 | 30 | 24 | 32 | 27 | 26 | 21 | 24 | 38 | 31 | 17 | 31 | 31 | 17 | 33 | 20 | 40 |
| I would not vote | <b>7</b>  | 3  | 8  | 11 | 10 | 2  | 8  | 6  | 5  | 4  | 6  | 4  | 11 | 5  | 0  | 8  | 5  | 0  | 5  | 10 | 8  |
| Don't know       | <b>14</b> | 15 | 10 | 15 | 14 | 14 | 11 | 17 | 11 | 24 | 19 | 2  | 11 | 32 | 19 | 12 | 32 | 19 | 14 | 15 | 17 |

Suppose the following two candidates made it to the party members' stage of the contest. Which of them would you personally vote for to lead the Conservative Party?

[Shown to a randomly selected group of respondents, n=278]

|                  |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Kemi Badenoch    | <b>49</b> | 46 | 52 | 50 | 49 | 50 | 36 | 62 | 63 | 54 | 51 | 41 | 49 | 38 | 37 | 51 | 38 | 37 | 60 | 38 | 45 |
| Tom Tugendhat    | <b>31</b> | 32 | 35 | 29 | 35 | 27 | 41 | 22 | 19 | 28 | 41 | 39 | 26 | 27 | 50 | 29 | 27 | 50 | 23 | 50 | 15 |
| I would not vote | <b>6</b>  | 5  | 5  | 7  | 5  | 8  | 5  | 7  | 9  | 5  | 5  | 18 | 4  | 11 | 3  | 6  | 11 | 3  | 6  | 7  | 8  |
| Don't know       | <b>13</b> | 17 | 8  | 14 | 12 | 16 | 18 | 8  | 9  | 13 | 3  | 3  | 20 | 24 | 11 | 13 | 24 | 11 | 11 | 5  | 33 |

Suppose the following two candidates made it to the party members' stage of the contest. Which of them would you personally vote for to lead the Conservative Party?

[Shown to a randomly selected group of respondents, n=288]

|                  |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Robert Jenrick   | <b>38</b> | 38 | 40 | 38 | 34 | 45 | 30 | 44 | 41 | 35 | 29 | 45 | 41 | 44 | 32 | 39 | 44 | 32 | 45 | 34 | 25 |
| Tom Tugendhat    | <b>36</b> | 38 | 41 | 30 | 41 | 28 | 45 | 29 | 28 | 39 | 40 | 36 | 38 | 15 | 35 | 37 | 15 | 35 | 26 | 53 | 39 |
| I would not vote | <b>8</b>  | 7  | 7  | 10 | 11 | 5  | 6  | 11 | 15 | 11 | 8  | 8  | 5  | 25 | 5  | 8  | 25 | 5  | 11 | 3  | 13 |
| Don't know       | <b>18</b> | 17 | 12 | 22 | 15 | 22 | 19 | 17 | 16 | 15 | 23 | 11 | 17 | 17 | 27 | 17 | 17 | 27 | 18 | 11 | 24 |

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Sample Size: 910 Conservative Party Members

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|                                        | Age   |       |     | Gender |        | 2016 EU Ref |       | Region |          |      |        |       |       |          | Nation  |       |          | Vote in 2022 contest |       |            |   |
|----------------------------------------|-------|-------|-----|--------|--------|-------------|-------|--------|----------|------|--------|-------|-------|----------|---------|-------|----------|----------------------|-------|------------|---|
| Total                                  | 18-49 | 50-64 | 65+ | Male   | Female | Remain      | Leave | North  | Midlands | East | London | South | Wales | Scotland | England | Wales | Scotland | Truss                | Sunak | Non-voters |   |
| <b>Weighted Sample</b><br><b>910</b>   | 346   | 218   | 346 | 510    | 400    | 345         | 514   | 97     | 62       | 136  | 100    | 382   | 46    | 86       | 778     | 46    | 86       | 409                  | 300   | 127        |   |
| <b>Unweighted Sample</b><br><b>910</b> | 216   | 267   | 427 | 578    | 332    | 259         | 610   | 151    | 99       | 127  | 96     | 322   | 46    | 69       | 795     | 46    | 69       | 462                  | 286   | 119        |   |
|                                        | %     | %     | %   | %      | %      | %           | %     | %      | %        | %    | %      | %     | %     | %        | %       | %     | %        | %                    | %     | %          | % |

Suppose the following two candidates made it to the party members' stage of the contest.

Which of them would you personally vote for to lead the Conservative Party?

[Shown to a randomly selected group of respondents, n=267]

|                  |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Robert Jenrick   | <b>50</b> | 44 | 49 | 57 | 47 | 54 | 50 | 50 | 48 | 17 | 54 | 58 | 52 | 35 | 55 | 50 | 35 | 55 | 51 | 54 | 35 |
| Mel Stride       | <b>15</b> | 20 | 14 | 11 | 14 | 17 | 16 | 14 | 15 | 16 | 11 | 14 | 18 | 18 | 13 | 16 | 18 | 13 | 8  | 23 | 19 |
| I would not vote | <b>10</b> | 6  | 15 | 12 | 9  | 12 | 8  | 12 | 8  | 7  | 6  | 8  | 12 | 36 | 9  | 9  | 36 | 9  | 15 | 4  | 16 |
| Don't know       | <b>24</b> | 29 | 23 | 20 | 29 | 17 | 27 | 23 | 28 | 60 | 29 | 20 | 19 | 11 | 23 | 25 | 11 | 23 | 26 | 18 | 31 |

Suppose the following two candidates made it to the party members' stage of the contest.

Which of them would you personally vote for to lead the Conservative Party?

[Shown to a randomly selected group of respondents, n=262]

|                  |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| James Cleverly   | <b>51</b> | 53 | 50 | 49 | 52 | 50 | 70 | 38 | 39 | 55 | 56 | 59 | 48 | 32 | 64 | 50 | 32 | 64 | 35 | 75 | 33 |
| Priti Patel      | <b>36</b> | 37 | 37 | 36 | 35 | 38 | 21 | 46 | 36 | 31 | 42 | 27 | 40 | 42 | 25 | 37 | 42 | 25 | 50 | 17 | 48 |
| I would not vote | <b>5</b>  | 2  | 3  | 9  | 4  | 5  | 3  | 6  | 2  | 7  | 2  | 8  | 3  | 9  | 11 | 4  | 9  | 11 | 4  | 4  | 8  |
| Don't know       | <b>8</b>  | 9  | 10 | 6  | 9  | 7  | 7  | 10 | 22 | 7  | 0  | 6  | 9  | 17 | 0  | 9  | 17 | 0  | 11 | 4  | 10 |