

LORD ASHCROFT KCMG PC

CONSERVATIVE LEADERSHIP POLL – JULY 2019

8,223 adults were interviewed online between 24 and 28 June 2019.

Data have been weighted to be representative of all adults in Great Britain. Full data tables are available at LordAshcroftPolls.com

Split sample A

- As you may know, JEREMY HUNT and BORIS JOHNSON are in the final round of a leadership election to decide who becomes leader of the Conservative Party and Prime Minister. Imagine JEREMY HUNT becomes leader of the Conservative Party and Prime Minister. If that were to happen, how likely do you think you would be to vote for each of the following parties at the next election, where 0 means you will definitely not vote for that party and 100 means you definitely will vote for that party.

Likelihood/100 <i>JEREMY HUNT as PM</i>	ALL	2017 GE vote			EU ref vote		2017 GE + EU ref vote			
		Con	Lab	Lib Dem	Remain	Leave	Con Remain	Con Leave	Lab Remain	Lab Leave
Conservative	22.0	48.7	5.4	10.0	17.3	29.9	57.9	44.9	3.9	8.4
Brexit Party	20.5	36.7	9.6	6.6	1.9	43.0	4.8	50.4	0.7	28.4
Labour	19.9	2.5	44.3	11.9	31.2	9.7	4.6	1.4	50.5	31.2
Lib Dem	18.3	9.7	24.5	60.6	31.9	6.3	25.7	3.7	30.9	10.8
Green	14.6	5.2	21.8	21.1	22.1	6.7	9.5	3.6	26.4	12.4
Another party	5.6	4.0	5.6	5.2	4.4	6.6	3.5	4.1	4.2	8.4

Split sample B

As you may know, JEREMY HUNT and BORIS JOHNSON are in the final round of a leadership election to decide who becomes leader of the Conservative Party and Prime Minister. Imagine BORIS JOHNSON becomes leader of the Conservative Party and Prime Minister. If that were to happen, how likely do you think you would be to vote for each of the following parties at the next election, where 0 means you will definitely not vote for that party and 100 means you definitely will vote for that party.

Likelihood /100 <i>BORIS JOHNSON</i> as PM	ALL	2017 GE vote			EU ref vote		2017 GE + EU ref vote			
		Con	Lab	Lib Dem	Remain	Leave	Con Remain	Con Leave	Lab Remain	Lab Leave
Conservative	24.5	56.2	5.1	8.3	13.2	40.8	46.7	60.4	3.0	9.6
Labour	20.7	3.0	47.8	13.1	31.7	10.5	6.0	1.9	51.4	38.1
Lib Dem	19.6	12.2	25.2	65.4	35.8	6.6	32.4	4.7	33.2	8.8
Brexit Party	16.4	28.8	7.0	4.9	2.4	34.0	6.7	37.8	1.1	21.2
Green	15.0	6.2	23.2	19.3	22.7	7.8	11.5	4.5	26.5	15.6
Another party	5.5	3.6	5.8	5.1	5.3	5.1	5.0	3.2	5.0	6.7

2. Which do you think would make the better Prime Minister?

%	ALL	2017 GE vote			EU ref vote		2017 GE + EU ref vote			
		Con	Lab	Lib Dem	Remain	Leave	Con Remain	Con Leave	Lab Remain	Lab Leave
JEREMY HUNT	34	29	43	59	53	19	57	19	52	23
BORIS JOHNSON	27	47	14	11	8	49	19	58	5	33
Don't know	39	24	44	30	38	31	24	23	43	45

3. And which do you think it most likely to be chosen by members of the Conservative Party?

	%	ALL	2017 GE vote			EU ref vote		2017 GE + EU ref vote			
			Con	Lab	Lib Dem	Remain	Leave	Con Remain	Con Leave	Lab Remain	Lab Leave
JEREMY HUNT	8	8	8	9	6	8	8	8	8	8	9
BORIS JOHNSON	67	74	74	70	75	71	71	74	75	72	67
<i>Don't know</i>	25	18	18	21	20	21	21	19	17	20	23

4. Which of the following do you think would make the better Prime Minister?

	%	ALL	2017 GE vote			EU ref vote		2017 GE + EU ref vote			
			Con	Lab	Lib Dem	Remain	Leave	Con Remain	Con Leave	Lab Remain	Lab Leave
JEREMY HUNT	47	81	23	53	39	63	85	81	20	31	
Jeremy Corbyn	19	2	41	13	30	8	2	2	47	26	
<i>Don't know</i>	34	17	36	34	31	28	13	18	33	43	

5. Which of the following do you think would make the better Prime Minister?

	%	ALL	2017 GE vote			EU ref vote		2017 GE + EU ref vote			
			Con	Lab	Lib Dem	Remain	Leave	Con Remain	Con Leave	Lab Remain	Lab Leave
BORIS JOHNSON	42	79	16	25	21	69	62	86	7	35	
Jeremy Corbyn	24	3	49	31	41	8	6	2	59	26	
<i>Don't know</i>	34	18	36	44	38	23	32	12	34	39	

Those who think JEREMY HUNT will be chosen as Conservative Party leader and PM

6. What do you think will make members of the Conservative Party choose JEREMY HUNT as the leader? Please choose up to three reasons.

	% naming in top three	ALL
They think his character is best suited to the job of Prime Minister		39
They think he is the most competent		33
They think he would have the best chance of winning a general election for the Conservatives		25
They think he would do the best job of negotiating a sensible Brexit outcome		24
They think he would make the best Prime Minister for the country		23
His outlook on life is most in tune with that of Conservative Party members		16
They like him more personally		15
His view on Brexit is closest to the views of Conservative Party members		15
They think he has the best plans on a broad range of policies issues		13

Those who think BORIS JOHNSON will be chosen as Conservative Party leader and PM

7. What do you think will make members of the Conservative Party choose BORIS JOHNSON as the leader? Please choose up to three reasons.

	% naming in top three	ALL
They think he would have the best chance of winning a general election for the Conservatives		46
His view on Brexit is closest to the views of Conservative Party members		39
They like him more personally		31
They think he would do the best job of negotiating a sensible Brexit outcome		24
His outlook on life is most in tune with that of Conservative Party members		21
They think he would make the best Prime Minister for the country		15
They think his character is best suited to the job of Prime Minister		12
They think he is the most competent		7
They think he has the best plans on a broad range of policies issues		6

8. Which of the following statements comes closer to your own view?

	%	2017 GE vote			EU ref vote		2017 GE + EU ref vote			
		Con	Lab	Lib Dem	Remain	Leave	Con Remain	Con Leave	Lab Remain	Lab Leave
JEREMY HUNT and BORIS JOHNSON would be very different Prime Ministers and it could make a great deal of difference to Britain which one is chosen	50	65	45	52	51	57	66	65	47	43
What happens in Britain over the next few years will be pretty much the same whether JEREMY HUNT or BORIS JOHNSON is Prime Minister	29	24	34	32	31	27	22	25	34	32
<i>Don't know</i>	22	12	21	16	18	16	12	10	18	25

9. If they became leader of the Conservative Party and Prime Minister, do you think JEREMY HUNT or BORIS JOHNSON would be more likely to...:

	%	Hunt much more likely	Hunt somewhat more likely	TOTAL HUNT MORE LIKELY	Equally likely	Equally unlikely	Johnson somewhat more likely	Johnson much more likely	TOTAL JOHNSON MORE LIKELY	Don't know
Win a general election for the Conservatives		5	7	12	11	22	17	13	30	26
Achieve a good Brexit deal for the UK		5	7	12	7	38	9	11	20	22
Take the UK out of the EU with no deal		2	1	3	13	9	19	33	52	22
Be <u>unable</u> to deliver Brexit		10	9	19	29	19	5	5	10	24
Bring new ideas to the table		5	7	12	16	27	13	8	21	24
Be a strong leader		6	10	16	12	25	14	11	25	22
Have a clear idea what he wants to achieve		8	14	22	17	21	10	9	19	22
Make promises he knows he <u>can't or won't</u> deliver		4	4	8	32	9	12	19	31	19
Be a credible and effective leader for the UK on the world stage		12	19	31	10	23	9	7	16	20
Unite leave and remain voters		4	7	11	6	51	5	4	9	23
Win the respect of people who don't vote for him		8	16	24	8	30	9	6	15	23
Deal with important issues <u>other than</u> Brexit		9	16	25	17	24	7	6	13	22
Communicate effectively		12	20	32	15	19	8	6	14	20
Be honest with the public		9	13	22	8	39	7	6	13	19
Build and lead a team effectively in government		8	16	24	13	24	9	7	16	23
Make the right decisions even when they are unpopular		7	12	19	13	26	11	8	19	23
Put country before party		6	9	15	11	36	8	7	15	23
Deliver what he promises		7	11	18	8	37	9	7	16	21
Represent the whole country, not just some types of people		6	11	17	10	39	7	6	13	21
Take a reasonable and sensible approach to problems		13	24	37	14	19	6	4	10	20
Care about people like me		5	7	12	9	47	6	5	11	21

10. How positively or negatively do you feel about each of the following, where -5 means you feel very negative indeed and +5 means you feel very positive indeed? [Randomise]

	Mean -5/ +5	ALL	2017 GE vote			EU ref vote		2017 GE + EU ref vote			
			Con	Lab	Lib Dem	Remain	Leave	Con Remain	Con Leave	Lab Remain	Lab Leave
The Green Party	0.0		-1.7	1.5	1.6	1.5	-1.6	-0.4	-2.3	2.2	-0.1
The Liberal Democrats	-0.7		-1.9	0.1	2.5	0.9	-2.5	0.4	-2.8	0.9	-1.7
Plaid Cymru	-1.1		-2.1	-0.3	-0.1	-0.1	-2.1	-1.4	-2.3	0.2	-1.4
JEREMY HUNT	-1.2		0.3	-2.2	-1.5	-1.6	-0.6	1.1	0.2	-2.4	-1.8
BORIS JOHNSON	-1.2		1.1	-3.1	-3.2	-3.3	1.0	-1.2	2.0	-4.0	-1.0
Jo Swinson	-1.2		-1.9	-0.3	1.1	0.2	-2.3	-0.5	-2.5	0.4	-1.7
The Brexit Party	-1.4		0.8	-3.1	-3.6	-4.0	1.5	-2.9	2.2	-4.4	-0.2
Theresa May	-1.5		0.0	-2.7	-1.8	-1.9	-1.1	0.8	-0.4	-2.9	-2.4
The Conservative Party	-1.7		0.8	-3.6	-3.1	-2.8	-0.5	0.5	0.8	-3.9	-3.0
Nigel Farage	-1.7		0.3	-3.4	-3.8	-4.2	0.9	-3.2	1.7	-4.5	-1.0
The Labour Party	-1.8		-4.0	0.7	-1.9	-0.5	-3.3	-3.4	-4.3	1.1	-0.4
Nicola Sturgeon	-1.8		-3.6	-0.4	-0.3	-0.1	-3.5	-2.6	-4.0	0.5	-2.5
The SNP	-1.9		-3.6	-0.8	-0.7	-0.5	-3.4	-2.8	-3.9	0.0	-2.5
Change UK/The Independent Group	-2.0		-2.7	-1.7	-0.8	-1.4	-2.8	-1.8	-3.1	-1.4	-2.3
Tony Blair	-2.2		-3.3	-1.2	-1.0	-1.1	-3.5	-1.9	-3.9	-0.7	-2.2
Jeremy Corbyn	-2.3		-4.4	-0.2	-2.4	-1.2	-3.7	-4.1	-4.6	0.3	-1.3
David Cameron	-2.6		-1.8	-3.4	-2.8	-2.8	-2.6	-1.1	-2.1	-3.4	-3.4
Donald Trump	-2.7		-1.2	-4.0	-4.3	-4.2	-1.1	-3.2	-0.4	-4.5	-2.7

11. Who would you rather:

% JEREMY HUNT / % BORIS JOHNSON	ALL	2017 GE vote			EU ref vote		2017 GE + EU ref vote			
		Con	Lab	Lib Dem	Remain	Leave	Con Remain	Con Leave	Lab Remain	Lab Leave
Allow to babysit your children	32/10	35/16	35/6	48/6	43/4	26/18	53/5	29/20	40/3	26/13
Have round for dinner	19/38	17/58	21/26	29/28	28/24	11/56	32/41	11/65	26/19	14/40
Trust with an important secret	32/9	35/15	34/5	47/3	42/3	26/17	55/5	28/19	37/2	26/13
Lend money to and expect to get it back	35/10	38/16	39/6	51/5	46/4	29/17	57/5	31/20	43/3	31/12
Allow to drive your daughter or the daughter of a friend home after a party	40/8	45/12	43/4	56/2	50/3	35/13	62/5	39/14	48/2	33/10

12. Which three of the following words and phrases best describe JEREMY HUNT / BORIS JOHNSON?

Determined / Weak / Down to earth / Out of touch / Principled / Indecisive / Up to the job / Out of his depth / Competent / Dishonest / Doesn't listen / Shares my values / Weird / Likeable / Ruthless / Fair / Stands up for Britain / On my side / Arrogant / Smug / Amusing / Dangerous / Tolerant / Human / Unreliable

Top 5 words JEREMY HUNT	Top 5 words BORIS JOHNSON
Smug (23%)	Arrogant (26%)
Out of his depth (19%)	Dishonest (24%)
Competent (19%)	Dangerous (22%)
Out of touch (18%)	Unreliable (22%)
Arrogant (18%)	Amusing (21%)

13. If you had to choose, which would you rather have?

	%	2017 GE vote			EU ref vote		2017 GE + EU ref vote			
		Con	Lab	Lib Dem	Remain	Leave	Con Remain	Con Leave	Lab Remain	Lab Leave
A Conservative Government with JEREMY HUNT as Prime Minister	60	96	28	57	43	80	95	97	20	44
A Labour Government with JEREMY CORBYN as Prime Minister	40	4	72	43	57	20	5	3	80	56

14. If you had to choose, which would you rather have?

	%	2017 GE vote			EU ref vote		2017 GE + EU ref vote			
		Con	Lab	Lib Dem	Remain	Leave	Con Remain	Con Leave	Lab Remain	Lab Leave
A Conservative Government with BORIS JOHNSON as Prime Minister	54	93	20	37	30	81	83	97	9	44
A Labour Government with JEREMY CORBYN as Prime Minister	46	7	80	63	70	19	17	3	91	56