

YouGov Survey Results

Sample Size: 855 Conservative party members

Fieldwork: 12-14 July 2022

| | Age | | | Gender | | 2016 EU Ref vote | | Nation | | | |
|------------------------|------------|-------|-----|--------|--------|------------------|-------|---------|----------|-------|----|
| Total | 18-49 | 50-64 | 65+ | Male | Female | Remain | Leave | England | Scotland | Wales | |
| Weighted sample | 855 | 299 | 197 | 359 | 539 | 316 | 145 | 675 | 744 | 77 | 34 |
| Unweighted Sample | 855 | 221 | 220 | 414 | 535 | 320 | 158 | 670 | 746 | 67 | 42 |
| | % | % | % | % | % | % | % | % | % | % | % |

What are you looking for in the new leader of the Conservative Party?

[Open ended question, responses categorised]

| | | | | | | | | | | | |
|---------------------------------------|-----------|----|----|----|----|----|----|----|----|----|----|
| Personality traits | 52 | 52 | 47 | 54 | 51 | 52 | 67 | 49 | 51 | 54 | 58 |
| Conventional conservatism | 32 | 34 | 35 | 28 | 35 | 25 | 26 | 33 | 31 | 35 | 29 |
| Deliver Brexit | 19 | 14 | 19 | 23 | 18 | 20 | 9 | 21 | 20 | 12 | 15 |
| Policy proposals | 19 | 13 | 21 | 24 | 19 | 20 | 8 | 22 | 19 | 20 | 25 |
| Combatting woke agenda | 8 | 8 | 8 | 8 | 7 | 10 | 3 | 9 | 9 | 4 | 4 |
| Continuing/returning to Boris Johnson | 7 | 5 | 7 | 7 | 5 | 9 | 3 | 8 | 7 | 7 | 6 |
| Unifying the party | 4 | 5 | 5 | 3 | 4 | 4 | 7 | 4 | 4 | 5 | 8 |
| Electability | 3 | 3 | 4 | 3 | 3 | 4 | 5 | 3 | 3 | 6 | 4 |
| Don't know/no response | 7 | 15 | 4 | 3 | 6 | 9 | 7 | 6 | 8 | 4 | 2 |

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| | % | % | % | % | % | % | % | % | % | % | % |

What are you looking for in the new leader of the Conservative Party?

[Of those responses which gave an answer categorised as about "Personality traits", n=427]

| | | | | | | | | | | | |
|--|----|----|----|----|----|----|----|----|----|----|----|
| Honesty / integrity | 51 | 48 | 52 | 52 | 54 | 44 | 66 | 47 | 50 | 59 | 49 |
| Strong personal character | 34 | 40 | 34 | 29 | 36 | 31 | 40 | 32 | 34 | 33 | 41 |
| Strong leader / leadership skills | 25 | 24 | 26 | 24 | 22 | 29 | 22 | 26 | 25 | 22 | 23 |
| Intellectual strength | 14 | 18 | 17 | 8 | 14 | 13 | 17 | 13 | 14 | 10 | 20 |
| Good communicator | 10 | 8 | 6 | 14 | 9 | 12 | 5 | 11 | 10 | 12 | 11 |
| Bring party together | 5 | 2 | 1 | 9 | 3 | 8 | 6 | 5 | 5 | 8 | 4 |
| Make tough / unpopular decisions | 3 | 1 | 4 | 5 | 3 | 5 | 1 | 4 | 4 | 0 | 0 |
| Charisma / presence | 2 | 1 | 5 | 1 | 2 | 2 | 1 | 3 | 2 | 5 | 5 |
| Hard working / good work ethic | 2 | 1 | 3 | 2 | 1 | 3 | 3 | 2 | 2 | 0 | 0 |
| Stand up to media | 2 | 2 | 6 | 1 | 1 | 5 | 1 | 3 | 3 | 0 | 3 |
| Ability to think and act strategically | 1 | 0 | 0 | 2 | 0 | 2 | 0 | 1 | 1 | 0 | 0 |
| Can lead on world stage | 1 | 1 | 1 | 1 | 0 | 2 | 1 | 1 | 1 | 0 | 4 |
| Creative | 1 | 1 | 2 | 1 | 1 | 1 | 0 | 1 | 1 | 0 | 0 |
| Loyal | 1 | 1 | 1 | 1 | 0 | 2 | 1 | 1 | 1 | 0 | 0 |
| Other personality traits | 30 | 26 | 35 | 30 | 31 | 27 | 32 | 29 | 28 | 34 | 48 |

What are you looking for in the new leader of the Conservative Party?

[Of those responses which gave an answer categorised as about "Conventional conservatism", n=266]

| | | | | | | | | | | | |
|---|----|----|----|----|----|----|----|----|----|----|----|
| Reduce tax and spend | 32 | 37 | 31 | 27 | 32 | 32 | 23 | 34 | 32 | 41 | 7 |
| True to conservative values | 22 | 27 | 17 | 20 | 24 | 17 | 18 | 22 | 22 | 26 | 15 |
| Economic prosperity / management | 16 | 9 | 25 | 17 | 17 | 13 | 33 | 13 | 18 | 2 | 18 |
| Control immigration | 11 | 7 | 10 | 15 | 11 | 11 | 8 | 12 | 11 | 5 | 16 |
| Patriotism | 7 | 6 | 6 | 10 | 6 | 10 | 7 | 7 | 6 | 19 | 7 |
| Pro-Union | 4 | 6 | 2 | 4 | 4 | 4 | 0 | 5 | 4 | 0 | 16 |
| More personal responsibility | 2 | 4 | 1 | 1 | 3 | 0 | 0 | 3 | 1 | 12 | 0 |
| Other conventional conservative aspects | 26 | 26 | 24 | 28 | 23 | 34 | 32 | 25 | 25 | 30 | 38 |