

YouGov/Sky AI Topic Quantifier Results

Fieldwork: 20th - 29th September 2024

Sample: 802 Conservative party members

	EU Ref 2016		Country			Vote in 2022			
	Leave	Remain	England	Scotland	Wales	Truss	Sunak	Non-voters	
Weighted Sample	802	453	304	686	76	40	399	74	280
Unweighted Sample	802	529	226	706	62	34	406	73	271
	%	%	%	%	%	%	%	%	%

What is the most important thing you personally are looking for in the next Conservative leader?

Respondents answered in their own words, which YouGov's AI language model has categorised into the below categories

Integrity and honesty	22	21	25	22	14	25	23	19	15
Conservative values	15	20	9	15	18	14	16	14	12
Strong leadership	9	9	9	9	10	0	9	10	9
Unites the party	8	6	9	7	10	13	7	9	3
Strength of character/appeal	8	8	9	7	11	11	10	5	9
Competence	6	5	8	6	6	3	7	7	2
A clear vision	5	4	5	4	6	6	5	4	4
Centre right ideology	4	1	7	4	3	2	4	5	2
Tackles immigration	4	5	2	4	3	2	3	4	3
Listens to voters	3	1	4	2	3	3	2	2	9
Winning the next general election	2	4	0	2	1	6	2	3	0
British values	2	2	2	2	0	4	3	2	1
Focus on the economy	2	2	2	2	1	5	1	2	16
Provides strong opposition	2	3	1	1	4	3	2	2	0
Other	10	10	9	10	10	3	8	12	14

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.