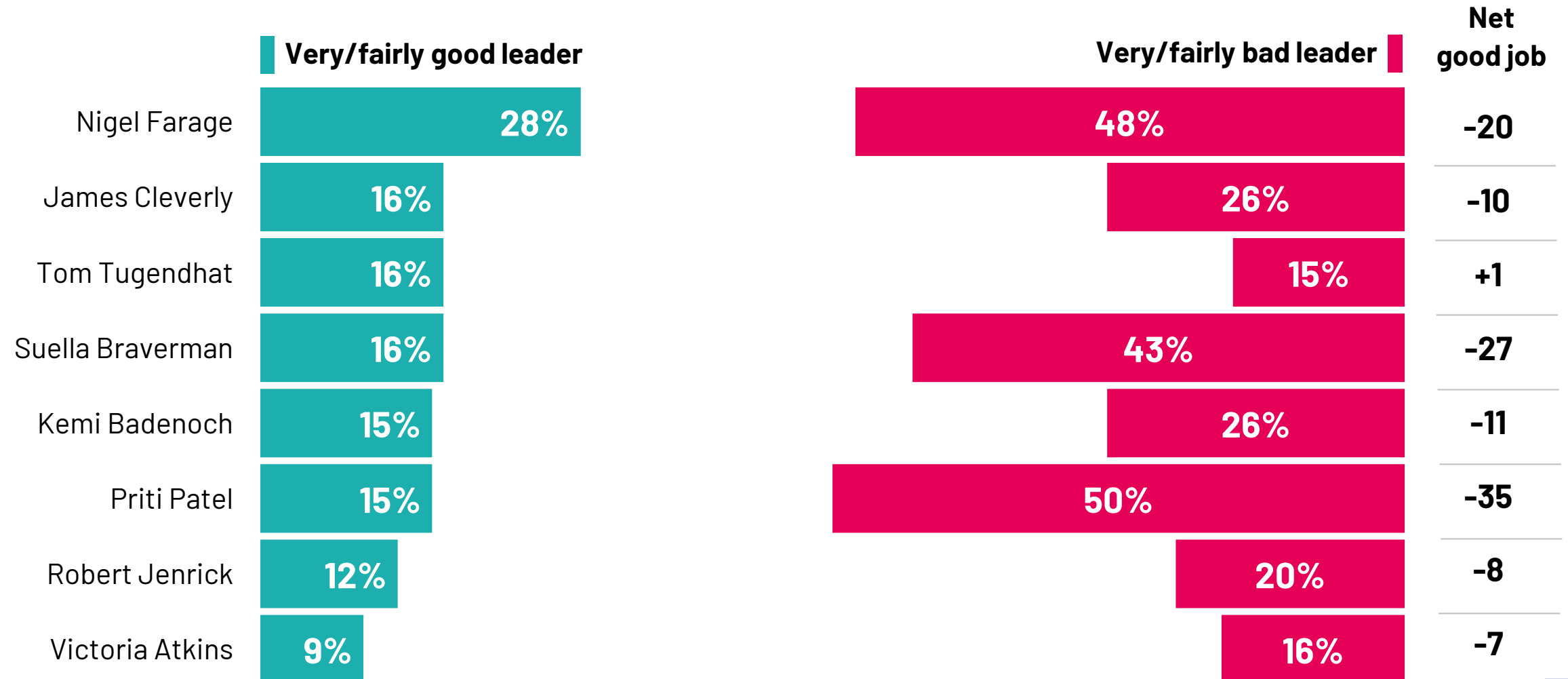


# Ipsos The Conservative Party Leadership

July 2024

# Who would do a good job as Conservative leader?

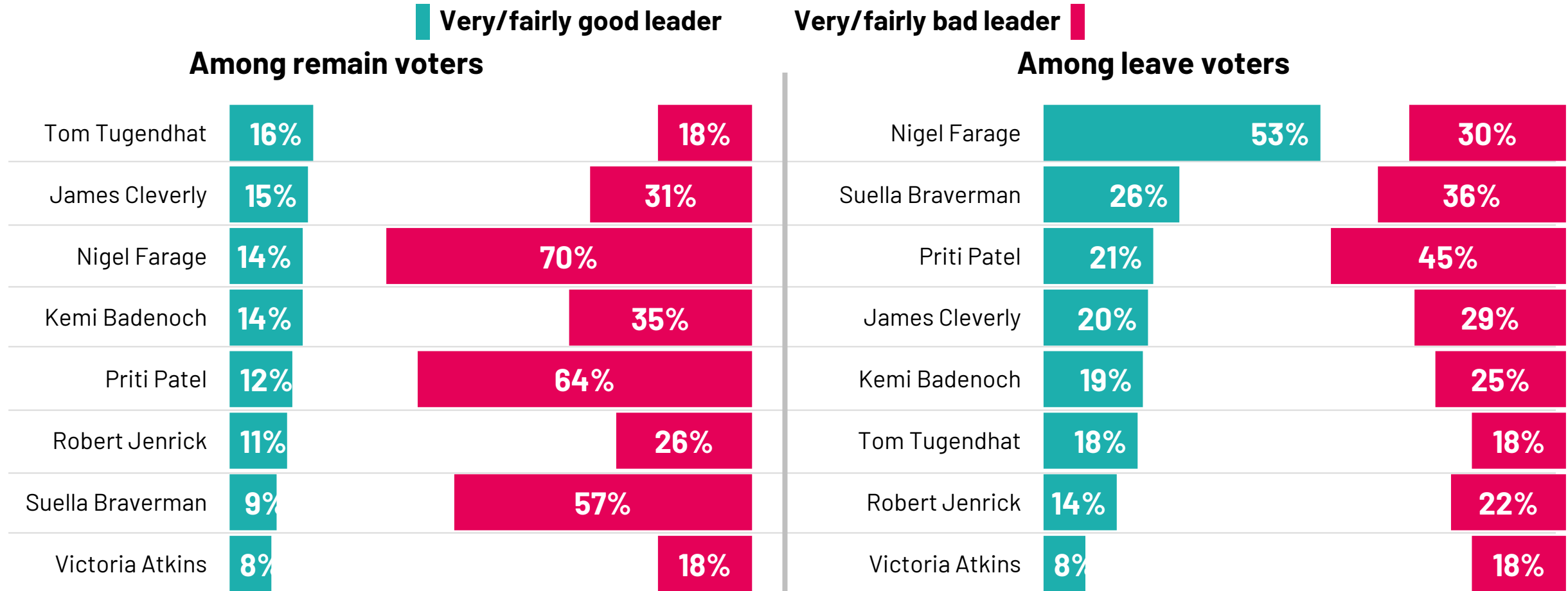
To what extent, if at all, do you think each of the following would be a good or bad leader of the Conservative Party?



Base: 1,092 Online British adults aged 18-75, 12-15 July 2024.

# Who would do a good job as Conservative leader? *By EU Referendum vote*

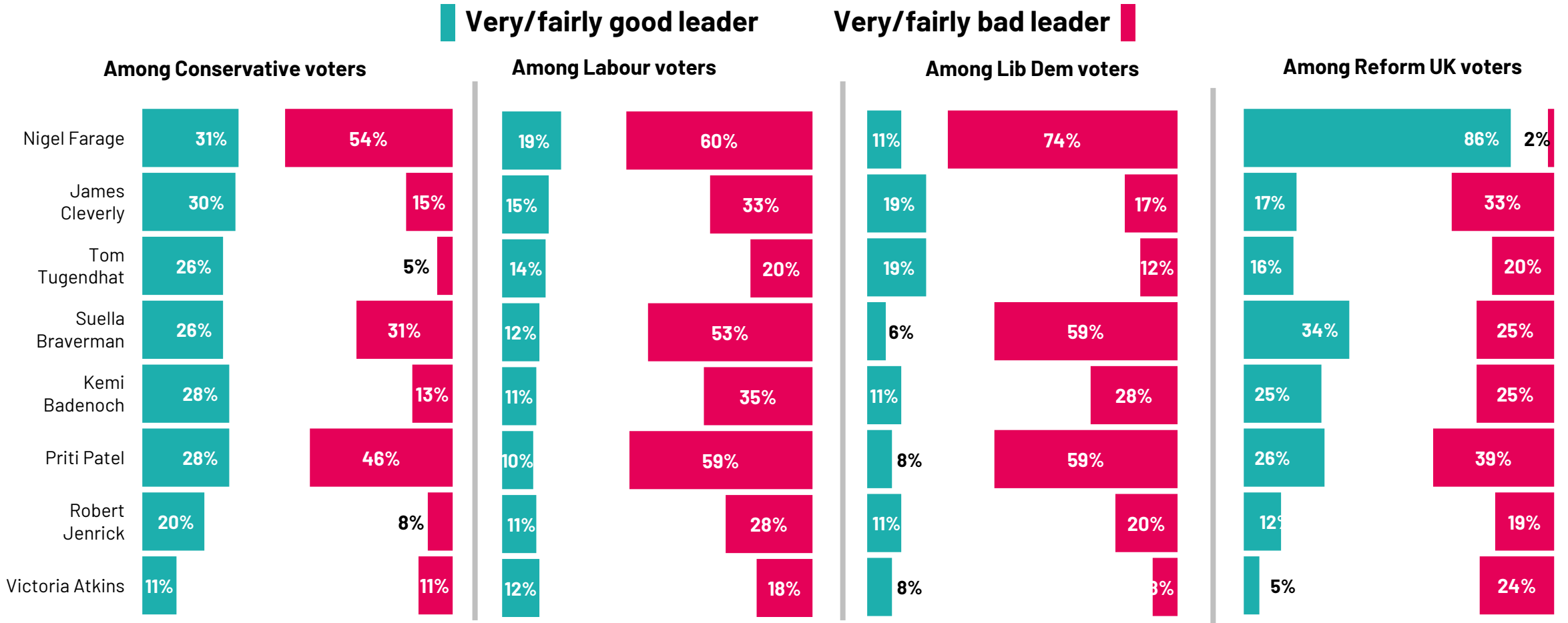
To what extent, if at all, do you think each of the following would be a good or bad leader of the Conservative Party?



Base: 1,092 Online British adults aged 18-75, including (458) Remain voters and (329) Leave voters, 12-15 July 2024

# Who would do a good job as Conservative leader? *By 2024 Party vote*

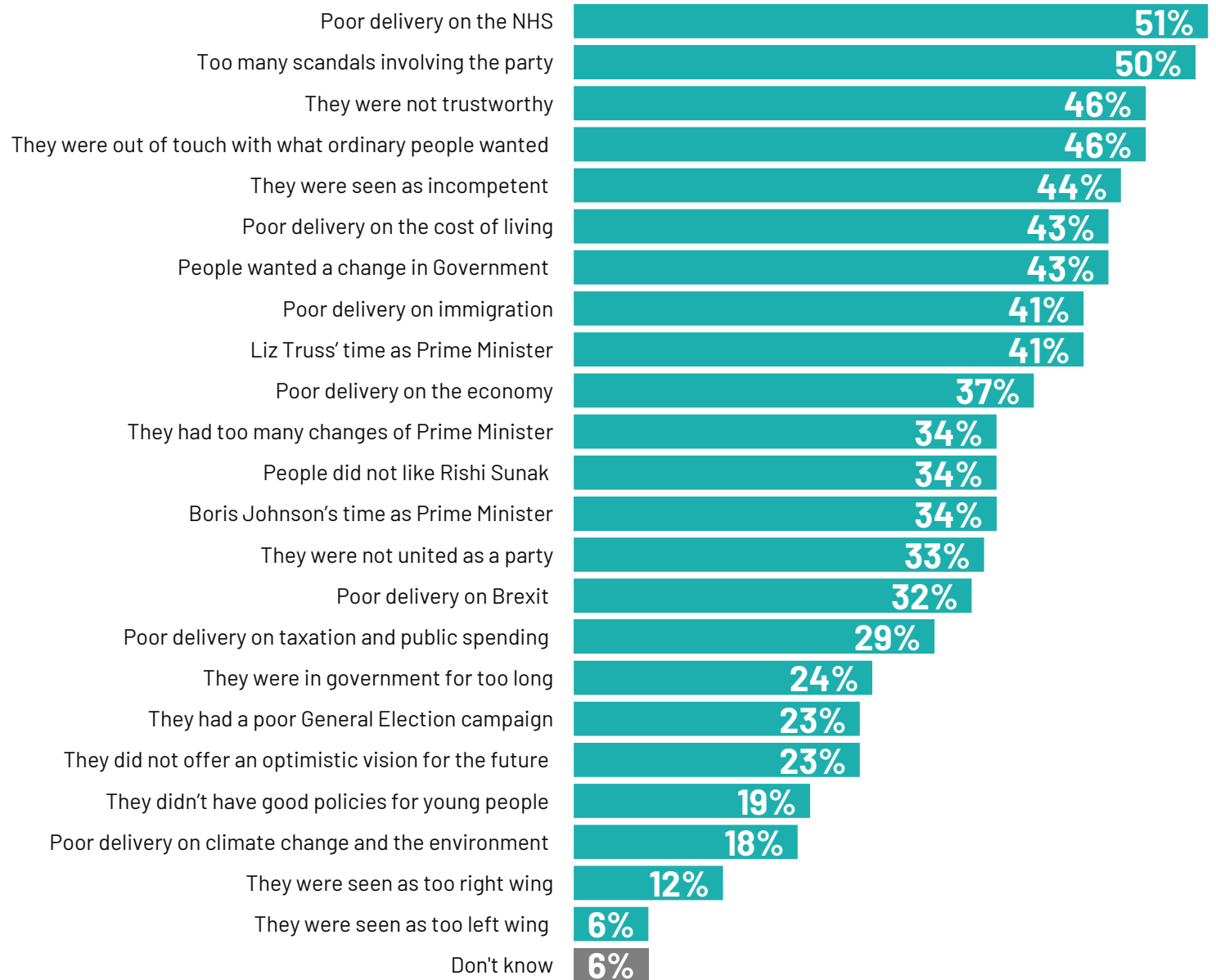
To what extent, if at all, do you think each of the following would be a good or bad leader of the Conservative Party?



**Base:** 1,092 Online British adults aged 18-75, including (393) 2024 Labour voters, (142) 2024 Conservative voters, (96) 2024 Liberal Democrat voters, and (140) 2024 Reform UK voters, 12-15 July 2024. \*Note low base size. Data is ranked by the percentage of the total sample that think each potential leader would do a good job.

# Half of Britons think poor delivery on the NHS, and too many scandals were the most important reasons why the Conservative party lost the recent election

Which of the following, if any, were the most important reasons why you think the Conservative party lost the General Election on July 4<sup>th</sup>, 2024?

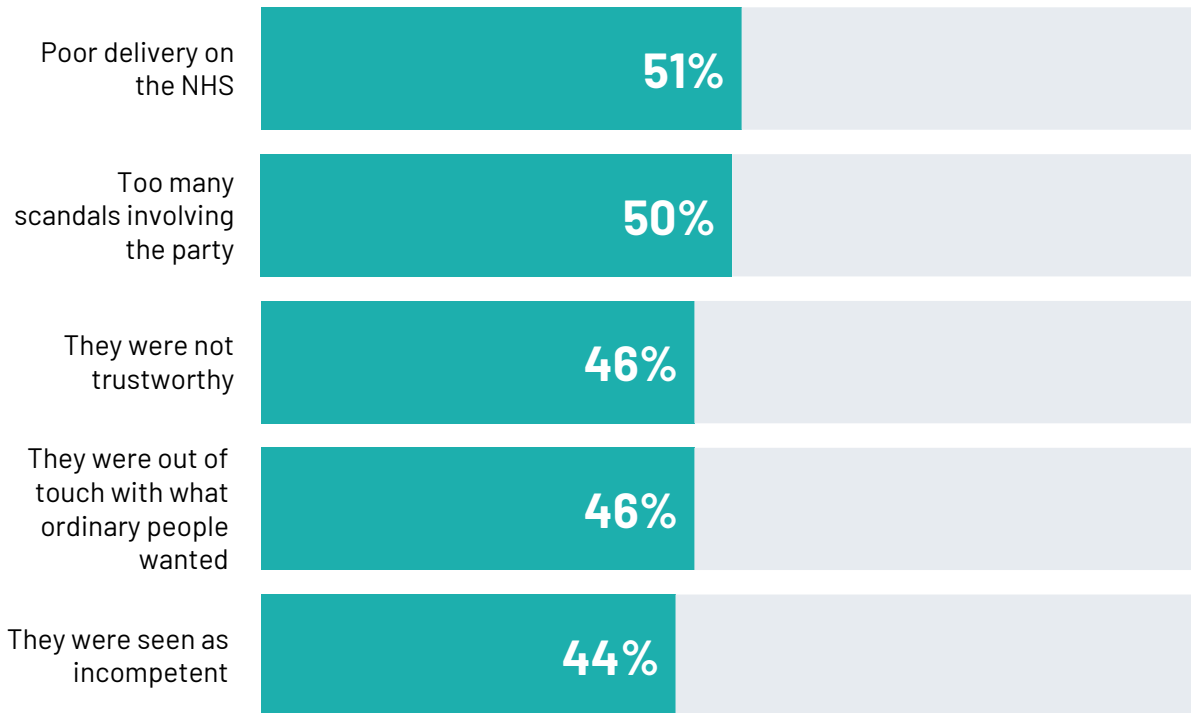


Base: 1,092 Online British adults aged 18-75, 12-15 July 2024.

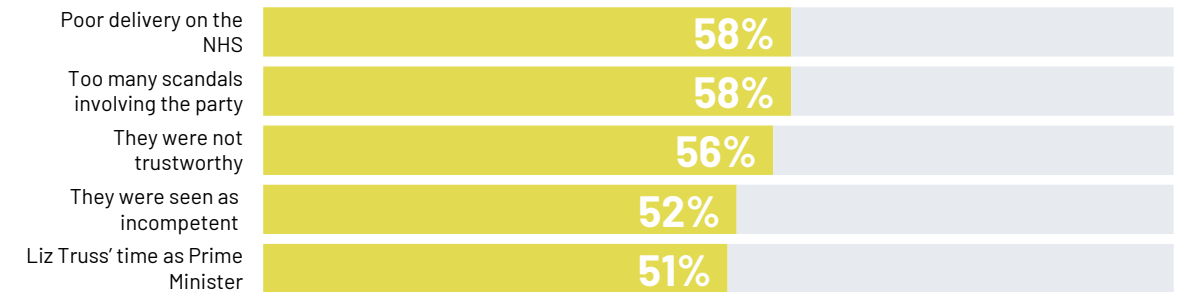
# Why did the Conservatives lose the Election: *By EU referendum vote*

Which of the following, if any, were the most important reasons why you think the Conservative party lost the General Election on July 4<sup>th</sup> 2024?

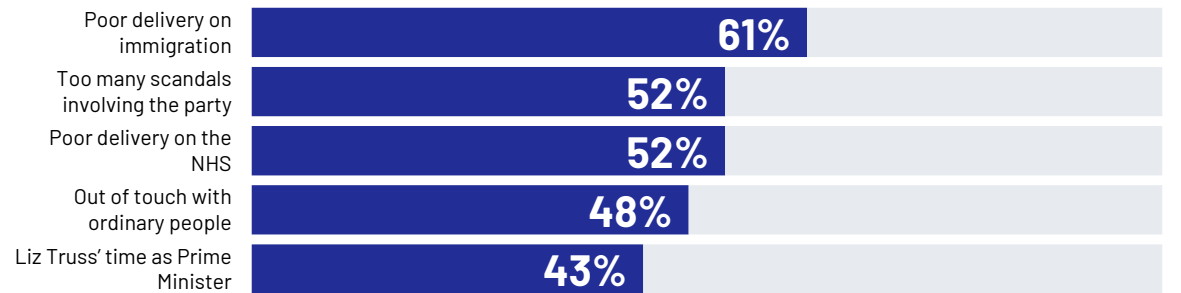
## Among all



## Among remain voters



## Among leave voters

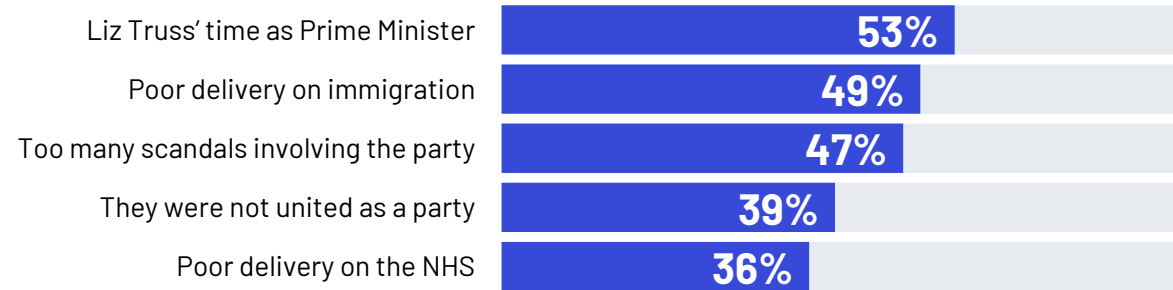


Base: 1,092 Online British adults aged 18-75, including (458) Remain voters and (329) Leave voters, 12-15 July 2024

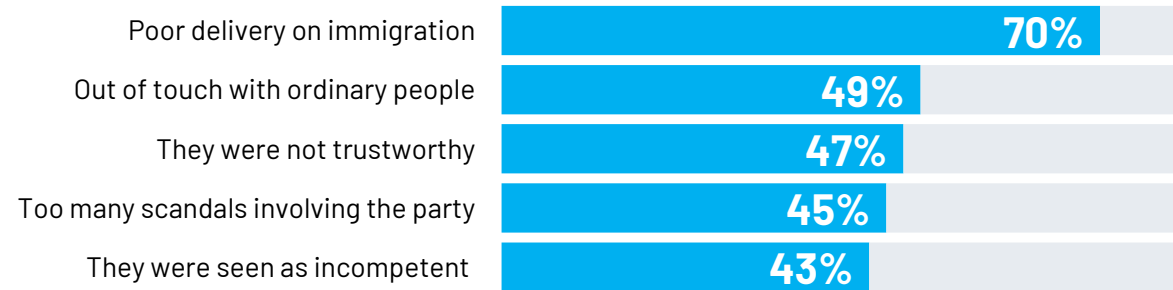
# Why did the Conservatives lose the Election: *By party vote*

Which of the following, if any, were the most important reasons why you think the Conservative party lost the General Election on July 4<sup>th</sup> 2024?

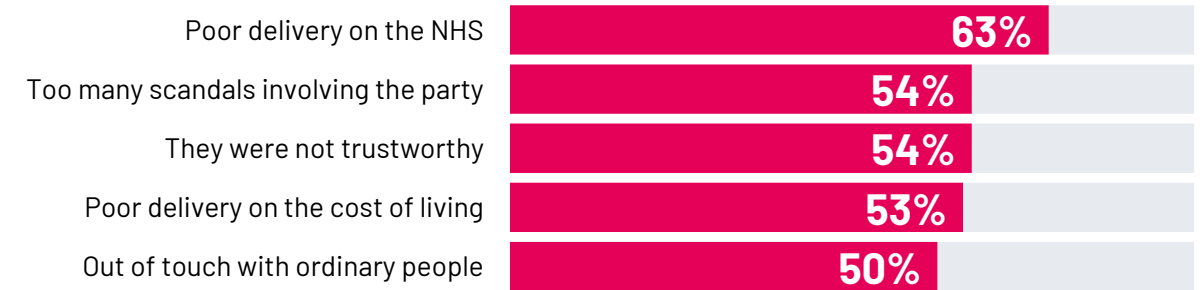
## Among Conservative voters



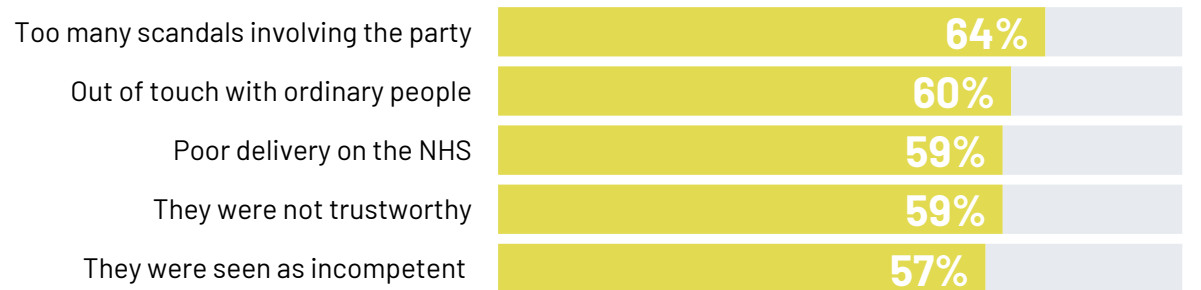
## Among Reform UK voters



## Among Labour voters



## Among Liberal Democrat voters\*



**Base:** 1,092 Online British adults aged 18-75, including (393) 2024 Labour voters, (142) 2024 Conservative voters, (96) 2024 Liberal Democrat voters, and (140) 2024 Reform UK voters, 12-15 July 2024. \*Note low base size



July 2024

The Conservative Party Leadership

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