



CHELTENHAM REPORT

Methodology:

- Survey of n=500 respondents with a max margin of error of +/-4.4 percent at a 95 percent confidence interval.
 - Respondents were Cheltenham residents and eligible to vote in UK General Elections.
 - Minimum quotas set by age, gender, region, education, occupation, tenure and ethnicity, and data weighted where necessary to ensure it is representative of the constituency.
 - Telephone poll between 6th – 7th August.
 - Soft voters are those voters who are undecided or likely to change their mind. They are the key group of voters that will decide the election outcome.
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MP Alex Chalk

2017 General Election Results

46.7%	Conservatives	42.2%	Liberal Democrats
9.5%	Labour	1.7%	Green

Summary:

Voters in Cheltenham think that Brexit is the most important issue facing the country (54%) but they are unhappy with the Government's handling of the negotiations (69%).

Whilst most are aware of the Chequers Brexit Deal (84%) nearly half of voters in Cheltenham oppose it (44%) with only 34% supporting the Deal.

Voters in Cheltenham expect it will have a negative effect on both the country (47%) and them and their families (44%).

Voters don't think it respects the EU Referendum results (41%), or that it is reflective of a true Brexit (44%).

Consequentially, respondents say that if their local Conservative MP supported the Chequers Deal, they would be less likely to support them at the next election (26%).

Q) If a General Election was held today, what is the most important issue that would determine if and how you vote? That could be any local or national issue or political figure or party that is relevant to you in determining your vote if a General Election was held today.

	Total	Soft Voters
Brexit & the EU	54%	48%
Health & the NHS	13%	14%
The Economy	6%	8%
Don't know	3%	2%

Q) How satisfied or dissatisfied are you with the UK government's current handling of Brexit negotiations?

	Total	Soft Voters
Total Satisfied	14%	13%
Neutral / DK	16%	23%
Total Dissatisfied	69%	64%
NET: Satisfied – Dissatisfied	-55%	-51%

Q) Before today, had you seen, read or heard anything about the Brexit deal proposed by the Prime Minister, Theresa May, at Chequers?

	Total	Soft Voters
Total Aware	84%	77%
Don't know	1%	0%
Total Unaware	16%	23%
NET: Aware - Unaware	+68%	+54%

Q) From what you have read, seen, or heard; and even if it is only a slight perception or gut feeling, to what extent do you support or oppose the Chequers Brexit deal proposed by Theresa May?

	Total	Soft Voters
Total Support	34%	33%
Neutral / DK	21%	33%
Total Oppose	44%	35%
NET: Support - Oppose	-10%	-2%

Q) To what extent do you believe that the Chequers Brexit deal is good or bad for Britain?

	Total	Soft Voters
Total Good	25%	20%
Neutral / DK	28%	42%
Total Bad	47%	38%
NET: Good - Bad	-22%	-18%

Q) To what extent do you believe that the Chequers Brexit deal is good or bad for you and your family?

	Total	Soft Voters
Total Good	22%	16%
Neutral / DK	34%	41%
Total Bad	44%	43%
NET: Good - Bad	-22%	-27%

Q) To what extent do you believe that the Chequers Brexit deal would result in a ‘true’ Brexit, and to what extent do you believe that it would result in the UK staying in the EU in all but name only?

	Total	Soft Voters
A True Brexit	29%	27%
Neutral / DK	28%	26%
Staying in EU in all but name	44%	47%
NET: True - Stay	-15%	-21%

Q) To what extent do you agree or disagree that the Chequers Brexit deal represents what Leave voters believed they were voting for in the EU Referendum in 2016?

	Total	Soft Voters
Total Agree	15%	12%
Neutral / DK	20%	21%
Total Disagree	66%	67%
NET: Agree - Disagree	-50%	-55%

Q) To what extent do you believe that the Chequers Brexit deal respects the EU Referendum results where Britain voted to leave the EU?

	Total	Soft Voters
Total Respects	32%	35%
Neutral / DK	27%	30%
Total Disrespects	41%	35%
NET: Respect - Disrespect	-9%	0%

Q) If your local MP supported the Chequers Brexit deal, would this make you more or less likely to vote for them in an election?

	Total	Soft Voters
Total More Likely to Support	17%	18%
Neutral / DK	57%	61%
Total Less Likely to Support	26%	22%
NET: More - Less	-10%	-4%

Research conducted by

