



NORTHAMPTON NORTH 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 Northampton North 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 23rd – 24th July.
 - 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 Michael Ellis

2017 General Election Results

47.2%	Conservatives	3.5%	UKIP
45.2%	Labour	1.6%	Green
2.5%	Liberal Democrats		

Summary:

Voters in Northampton North think that Brexit is the most important issue facing the country (38%) but they are unhappy with the Government's handling of the negotiations (72%).

Whilst most are aware of the Chequers Brexit Deal (81%) almost half of voters in Northampton North oppose it (47%) with only 29% supporting the Deal.

Voters in Northampton North expect it will have a negative effect on both the country (48%) and them and their families (41%).

Voters don't think it respects the EU Referendum results (45%), or that it is reflective of a true Brexit (46%).

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 (23%).

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	38%	38%
Health & the NHS	21%	20%
Immigration	7%	8%
Education	5%	4%
The Economy	5%	2%
Don't know	5%	9%

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

	Total	Soft Voters
Total Satisfied	15%	11%
Neutral / DK	13%	11%
Total Dissatisfied	72%	78%
NET: Satisfied – Dissatisfied	-57%	-67%

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	81%	77%
Don't know	0%	0%
Total Unaware	19%	22%
NET: Aware - Unaware	+62%	+55%

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	29%	24%
Neutral / DK	24%	29%
Total Oppose	47%	48%
NET: Support - Oppose	-18%	-24%

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

	Total	Soft Voters
Total Good	25%	18%
Neutral / DK	27%	31%
Total Bad	48%	50%
NET: Good - Bad	-24%	-32%

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	21%	14%
Neutral / DK	39%	50%
Total Bad	41%	37%
NET: Good - Bad	-20%	-23%

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	21%	18%
Neutral / DK	33%	35%
Staying in EU in all but name	46%	48%
NET: True - Stay	-25%	-30%

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	20%	15%
Neutral / DK	20%	26%
Total Disagree	60%	59%
NET: Agree - Disagree	-40%	-44%

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	31%	18%
Neutral / DK	24%	28%
Total Disrespects	45%	54%
NET: Respect - Disrespect	-14%	-36%

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	18%	22%
Neutral / DK	58%	54%
Total Less Likely to Support	23%	24%
NET: More - Less	-5%	-1%

Research conducted by 