



NORTHAMPTON SOUTH 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 South 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 27th – 29th 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 Andrew Lewer

2017 General Election Results

| | | | |
|-------|-------------------|------|-------|
| 46.9% | Conservatives | 4.0% | UKIP |
| 44% | Labour | 1.7% | Green |
| 3.4% | Liberal Democrats | | |

Summary:

Voters in Northampton South think that Brexit is the most important issue facing the country (39%) but they are unhappy with the Government's handling of the negotiations (71%).

Whilst most are aware of the Chequers Brexit Deal (79%) almost half of voters in Northampton South oppose it (46%) with only 21% supporting the Deal.

Voters in Northampton South expect it will have a negative effect on both the country (47%) and them and their families (40%).

Voters don't think it respects the EU Referendum results (48%), or that it is reflective of a true Brexit (49%).

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 (22%).

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 | 39% | 35% |
| Health & the NHS | 19% | 22% |
| The Economy | 9% | 4% |
| Immigration | 7% | 9% |
| Education | 4% | 6% |
| Don't know | 2% | 6% |

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

| | Total | Soft Voters |
|--------------------------------------|-------------|-------------|
| Total Satisfied | 15% | 8% |
| Neutral / DK | 14% | 16% |
| Total Dissatisfied | 71% | 76% |
| NET: Satisfied – Dissatisfied | -56% | -68% |

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 | 79% | 85% |
| Don't know | 2% | 1% |
| Total Unaware | 19% | 14% |
| NET: Aware - Unaware | +59% | +71% |

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 | 21% | 24% |
| Neutral / DK | 33% | 31% |
| Total Oppose | 46% | 45% |
| NET: Support - Oppose | -26% | -21% |

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

| | Total | Soft Voters |
|------------------------|-------------|-------------|
| Total Good | 19% | 10% |
| Neutral / DK | 34% | 37% |
| Total Bad | 47% | 54% |
| NET: Good - Bad | -29% | -44% |

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 | 16% | 11% |
| Neutral / DK | 44% | 41% |
| Total Bad | 40% | 48% |
| NET: Good - Bad | -24% | -38% |

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% | 23% |
| Neutral / DK | 30% | 23% |
| Staying in EU in all but name | 49% | 54% |
| NET: True - Stay | -27% | -31% |

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 | 16% | 16% |
| Neutral / DK | 23% | 15% |
| Total Disagree | 61% | 68% |
| NET: Agree - Disagree | -45% | -52% |

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 | 26% | 23% |
| Neutral / DK | 26% | 21% |
| Total Disrespects | 48% | 56% |
| NET: Respect - Disrespect | -22% | -34% |

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% | 15% |
| Neutral / DK | 60% | 63% |
| Total Less Likely to Support | 22% | 22% |
| NET: More - Less | -4% | -6% |

Research conducted by 