



## **PUDSEY REPORT**

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### **Methodology:**

- Survey of n=500 respondents with a max margin of error of +/-4.4 percent at a 95 percent confidence interval.
  - Respondents were Pudsey 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 16th – 17th 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 Stuart Andrew**

#### **2017 General Election Results**

47.4%	Conservatives	2.1%	Yorkshire Party
46.7%	Labour	0.5%	Independent
3.3%	Liberal Democrats		

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### **Summary:**

Voters in Pudsey think that Brexit is the most important issue facing the country (50%) but they are unhappy with the Government's handling of the negotiations (69%).

Whilst most are aware of the Chequers Brexit Deal (83%) nearly half of voters in Pudsey oppose it (46%) with only 31% supporting the Deal.

Voters in Pudsey expect it will have a negative effect on both the country (48%) and them and their families (42%).

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 (32%).

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**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	50%	51%
Health & the NHS	17%	13%
The Economy	6%	6%
Immigration	4%	5%
Education	3%	3%
Don't know	1%	3%

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

	Total	Soft Voters
Total Satisfied	19%	7%
Neutral / DK	12%	16%
Total Dissatisfied	69%	77%
<b>NET: Satisfied – Dissatisfied</b>	<b>-50%</b>	<b>-70%</b>

**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	83%	74%
Don't know	2%	1%
Total Unaware	16%	25%
<b>NET: Aware - Unaware</b>	<b>+67%</b>	<b>+49%</b>

**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	31%	28%
Neutral / DK	23%	35%
Total Oppose	46%	38%
<b>NET: Support - Oppose</b>	<b>-15%</b>	<b>-9%</b>

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

	Total	Soft Voters
Total Good	28%	19%
Neutral / DK	23%	26%
Total Bad	48%	55%
<b>NET: Good - Bad</b>	<b>-20%</b>	<b>-37%</b>

**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	23%	13%
Neutral / DK	35%	44%
Total Bad	42%	43%
<b>NET: Good - Bad</b>	<b>-19%</b>	<b>-30%</b>

**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	23%	21%
Neutral / DK	31%	40%
Staying in EU in all but name	46%	39%
<b>NET: True - Stay</b>	<b>-23%</b>	<b>-18%</b>

**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%	11%
Neutral / DK	22%	28%
Total Disagree	58%	61%
<b>NET: Agree - Disagree</b>	<b>-38%</b>	<b>-50%</b>

**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	35%	26%
Neutral / DK	21%	33%
Total Disrespects	45%	41%
<b>NET: Respect - Disrespect</b>	<b>-10%</b>	<b>-15%</b>

**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	22%	24%
Neutral / DK	46%	36%
Total Less Likely to Support	32%	39%
<b>NET: More - Less</b>	<b>-10%</b>	<b>-15%</b>

Research conducted by 