GLOBAL BRITAIN

RICHMOND PARK 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 Richmond Park 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 14th – 15th 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.

MP Zac Goldsmith

2017 General Election Results

45.1%	Conservatives	9.1%	Labour
45.1%	Liberal Democrats	0.7%	UKIP

Summary:

Voters in Richmond Park think that Brexit is the most important issue facing the country (60%) but they are unhappy with the Government's handling of the negotiations (82%).

Whilst almost all are aware of the Chequers Brexit Deal (90%) nearly half of voters in Richmond Park oppose it (48%) with only 27% supporting the Deal.

Voters in Richmond Park expect it will have a negative effect on both the country (57%) and them and their families (49%).

Voters don't think it respects the EU Referendum results (37%), or that it is reflective of a true Brexit (45%).

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%).

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	60%	64%
Health & the NHS	9%	6%
The Economy	9%	6%
Immigration	5%	6%
Don't know	2%	2%

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

	Total	Soft Voters
Total Satisfied	8%	4%
Neutral / DK	10%	9%
Total Dissatisfied	82%	87%
NET: Satisfied – Dissatisfied	-75%	-83%

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	90%	86%
Don't know	0%	1%
Total Unaware	10%	13%
NET: Aware - Unaware	+80%	+72%

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	27%	30%
Neutral / DK	25%	25%
Total Oppose	48%	45%
NET: Support - Oppose	-21%	-15%

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

	Total	Soft Voters
Total Good	17%	17%
Neutral / DK	26%	22%
Total Bad	57%	61%
NET: Good - Bad	-40%	-43%

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

	Total	Soft Voters
Total Good	14%	14%
Neutral / DK	38%	32%
Total Bad	49%	53%
NET: Good - Bad	-35%	-39%

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	20%	12%
Neutral / DK	35%	37%
Staying in EU in all but name	45%	51%
NET: True - Stay	-25%	-39%

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	12%	9%
Neutral / DK	29%	27%
Total Disagree	60%	65%
NET: Agree - Disagree	-47%	-56%

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	38%	36%
Neutral / DK	25%	25%
Total Disrespects	37%	38%
NET: Respect - Disrespect	+1%	-3%

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	16%	21%
Neutral / DK	51%	47%
Total Less Likely to Support	32%	31%
NET: More - Less	-17%	-10%

Research conducted by