



STIRLING 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 Stirling 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 15th – 16th 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 Stephen Kerr

2017 General Election Results

37.1%	Conservatives	3.4%	Liberal Democrat
36.8%	SNP	0.7%	Women's Equality
22.1%	Labour		

Summary:

Voters in Stirling think that Brexit is the most important issue facing the country (52%) but they are unhappy with the Government's handling of the negotiations (75%).

Whilst most are aware of the Chequers Brexit Deal (84%) over half of voters in Stirling oppose it (52%) with only 24% supporting the Deal.

Voters in Stirling expect it will have a negative effect on both the country (60%) and them and their families (57%).

Voters don't think it respects the EU Referendum results (41%), or that it is reflective of a true Brexit (47%).

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 (34%).

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	52%	42%
Health & the NHS	10%	17%
The Economy	6%	5%
Don't know	2%	4%

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

	Total	Soft Voters
Total Satisfied	12%	6%
Neutral / DK	14%	19%
Total Dissatisfied	75%	76%
NET: Satisfied – Dissatisfied	-63%	-70%

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%	80%
Don't know	1%	1%
Total Unaware	15%	20%
NET: Aware - Unaware	+69%	+60%

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	24%	21%
Neutral / DK	24%	31%
Total Oppose	52%	47%
NET: Support - Oppose	-28%	-26%

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

	Total	Soft Voters
Total Good	16%	10%
Neutral / DK	24%	34%
Total Bad	60%	56%
NET: Good - Bad	-43%	-45%

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	15%	9%
Neutral / DK	28%	39%
Total Bad	57%	52%
NET: Good - Bad	-42%	-42%

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	24%	20%
Neutral / DK	29%	31%
Staying in EU in all but name	47%	49%
NET: True - Stay	-22%	-29%

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	13%	7%
Neutral / DK	23%	25%
Total Disagree	64%	68%
NET: Agree - Disagree	-51%	-61%

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	33%	35%
Neutral / DK	25%	23%
Total Disrespects	41%	42%
NET: Respect - Disrespect	-8%	-6%

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%	10%
Neutral / DK	49%	56%
Total Less Likely to Support	34%	34%
NET: More - Less	-18%	-24%

Research conducted by 