

YOUNGOV / DAILY TELEGRAPH RESULTS

YouGov questioned 615 Conservative party members and 1,005 Conservative voters online between 26 and 29 May

	Con members %	Con voters %
Which of the following do you think were the THREE most important reasons why the Conservatives lost the general election at the beginning of this month?		
The electoral system made it almost impossible for the Conservatives to win	58	57
The economy under Labour was simply too strong	39	21
Except on immigration, it was very hard to know what the Conservatives stood for	33	28
People were afraid a Conservative Government would mean large cuts in spending on public services such as the NHS and education	32	30
The Conservatives failed to promise large tax cuts	26	16
People remembered the hard times under John Major in the 1990s	23	30
The Conservative campaign focused too much on immigration	19	17
Michael Howard proved a poor leader	11	19
None of these	6	9

On 5 May Labour won only 36 per cent of the popular vote but won 55 percent of the seats in the House of Commons. The Conservatives won 33 percent of the popular vote but won only 31 per cent of the seats in Parliament. How do you feel about that?

I think we just have to accept that that is the way our electoral system works	62	27
It is unfair that the winning party should win so many seats mid the losing party so few, and the electoral system ought to be changed so that the parties winning equal numbers of votes also win equal numbers of seats	34	68
Don't know	4	6

	Con members %	Con voters %
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Do you personally think Michael Howard should . . . ?

Stand down immediately so that a new party leader can be elected as soon as possible	12
Stand down before the summer parliamentary recess so that a new leader can be elected before the party conference in October	28
Stay on until after the party's National Convention in September has had an opportunity to consider possible changes to the party rules	42
Stay on until towards the end of this year	16
Don't know	2

Looking back, after the results of the May 5 election were known, should Mr Howard have . . . ?

Stood down as party leader immediately	9
Announced, as he did, that he would stay on only for several months, until new rules for electing the party leader had been agreed upon	52
Announced that he intended to stay on for roughly two years, until the party had had time to consider its future	22
Announced that he intended to stay on in order to fight the next election as leader	13
Don't know	3

In fact, as you know, he announced that he would stay on, but only for a few months. Do you personally think his decision was wise or unwise?

It was wise	50
It was unwise	45
Don't know	5

It is now proposed that the election of the party leader should revert to the Conservative members of Parliament but that the MPs should make their final choice only after the members of the National Convention have had a chance to listen to the various leadership contenders and to vote on whom they would prefer. From what you know, are you in favour of this proposal or opposed to it?

I am in favour of it	52
I am opposed to it	21
I haven't yet made up my mind	26
Don't know	1

Whatever proposals ultimately emerge, do you think the final choice of who becomes Conservative leader should be made by rank-and-file members of the Conservative Party in the country or by those who have been elected Conservative members of Parliament?

By rank-and-file members of the party	23	34
By Conservative members of Parliament	71	56
Don't know	6	10

Suppose any new rules provided that, if more than 50 per cent of Conservative MPs indicated that they backed a single candidate for the leadership, that candidate would automatically be declared the party leader without the membership being consulted. Would you be prepared to accept such a provision in the rules or would you object to it?

I would be prepared to accept such a provision	69
I would object to it	25
Don't know	6

It is being said that the party leadership has acted in a high-handed fashion in appearing to present the membership with a 'take it or leave it' proposal for changing the rules for electing the leader. Do you believe the leadership has or has not acted in a high-handed fashion?

Yes, it has	38
No, it has not	51
Don't know	11

Do you believe the views of rank-and-file members of the Conservative Party nowadays do or do not accurately reflect the views of the voters whom the Conservatives need to win over in order to win the next election?

Yes, the views of rank-and-file party members probably do accurately reflect the views of potential Conservative voters	38
No, the views of rank-and-file party members probably do not accurately reflect the views of potential Conservative voters	47
I am not sure whether they do or not	15

Which of the following do you believe are the TWO most important qualities that the next leader of the party should possess?

The ability to reach out beyond the party membership to attract more support for the party among voters	77
The ability to articulate a clear vision of the party's future	64
The ability to command the attention and respect of the House of Commons	31
Youth and dynamism	11
A willingness to reflect the views of the party's grassroots membership	7
Age and experience	3
Don't know	0

In your view, should the next Conservative party leader be . . . ?

A staunch pro-European	0
A staunch Euro-sceptic	52
Someone who is prepared to be flexible on European issues	39
Don't care: this is not a major issue for me	7
Don't know	1

Should the next Conservative party leader be . . . ?

Someone committed to cutting taxes drastically and to reducing greatly the state's role in society	37
Someone committed to cutting taxes but only as a result of increasing efficiency and cutting waste in the public services and elsewhere in government	47
Someone who is prepared to be flexible on such taxing-and-spending issues	15
Don't care: this is not a major issue for me	0
Don't know	0

Should the next Conservative party leader be . . . ?

Someone committed to taking a tougher line on such issues as crime and immigration	74
Someone committed to taking a more liberal line on such issues as crime and immigration	3
Someone who is prepared to be flexible on issues such as crime and immigration	20
Don't care: these are not major issues for me	1
Don't know	1

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Which one of the following would you personally like to see succeed Michael Howard as leader of the Conservative Party?

David Davis	35	25
David Cameron	15	7
Kenneth Clarke	10	13
Liam Fox	9	7
Sir Malcolm Rifkind	6	4
John Redwood	4	1
Andrew Lansley	3	1
Oliver Letwin	3	3
Tim Yeo	0	1
None of these	4	10
Don't know	11	28

And, if the person you prefer were not elected, which one of the following would be your second choice?

David Davis	19	11
David Cameron	15	8
Kenneth Clarke	9	10
Liam Fox	15	9
Sir Malcolm Rifkind	7	5
John Redwood	5	4
Andrew Lansley	5	2
Oliver Letwin	4	7
Tim Yeo	2	2
None of these	7	8
Don't know	12	34

First and second choices combined

David Davis	54	36
David Cameron	30	15
Kenneth Clarke	19	23
Liam Fox	24	16
Sir Malcolm Rifkind	13	9
John Redwood	9	5
Andrew Lansley	8	3
Oliver Letwin	7	10
Tim Yeo	2	3

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And which of the following do you think should definitely NOT be elected as leader of the Conservative party?

John Redwood	55	44
Kenneth Clarke	54	42
Tim Yeo	44	22
Oliver Letwin	37	21
Sir Malcolm Rifkind	34	28
Andrew Lansley	21	7
Liam Fox	16	7
David Cameron	14	5
David Davis	13	6
All of these should be considered	7	24

The Conservative Party has lost three elections in a row under three different leaders and is clearly in serious trouble. From your own personal point of view, how would you like to see the party develop?

I would like to see the party commit itself to reducing drastically the role of government in society, by introducing very large tax cuts, by allowing private companies to take over the running of more public services, by cutting the number of people working for the government and by greatly reducing the number of government rules and regulations	65	41
I would like to see the party commit itself to running public services pretty much along the same lines as now and to spending as much money as necessary on them but at the same time committed to keeping down taxes by cutting bureaucracy and waste and by greatly reducing the number of government rules and regulations	32	53
Don't know	3	7

Of those two kinds of Conservative Party, which do you think would have the better chance of improving the party's electoral prospects?

The one committed to reducing drastically the role of government in society	65	49
The one committed to running public services pretty much as now	31	42
Don't know	4	10

In order to improve its chances of winning the next election, which, if any, of the following do you think the Conservative Party should do?

Promise to reduce drastically the volume of government rules and regulations	90	73
Become again a 'One Nation' party in the sense of reaching out to all sections of the community	72	61
Find a way of distancing itself from the past, of convincing voters that it is no longer the 'old' Tory party	50	58
Promise to introduce big tax cuts	48	34
Show more concern for the poor and disadvantaged in society	48	42
Promise to revise or replace Council Tax so that the amount people pay more closely reflects their current income	41	60
Promise to halt almost all new immigration	35	51
Promise to introduce a fairer electoral system	23	48
Adopt as parliamentary candidates more women and people from ethnic minorities	22	13
Stop being so closely identified with fox-hunting and other rural pursuits	14	20
Choose a more appropriate logo than the present torch-and-arm affair	10	9
Replace Lynton Crosby as campaign adviser with a British person	8	14
Change its name	4	3
None of these	1	3