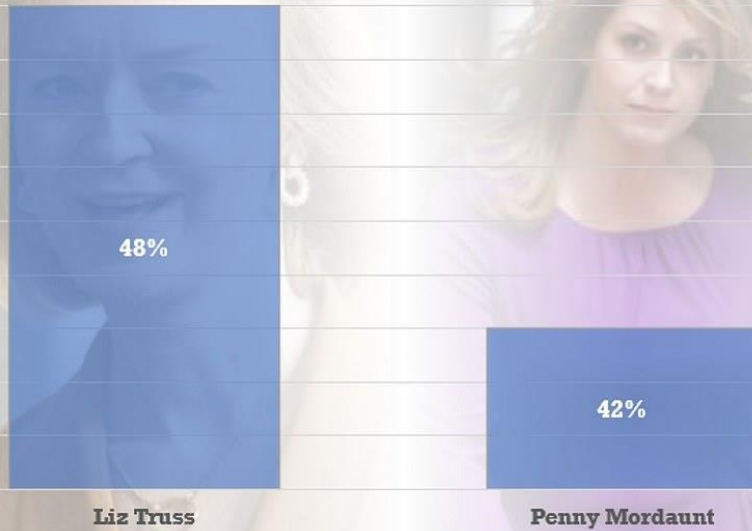


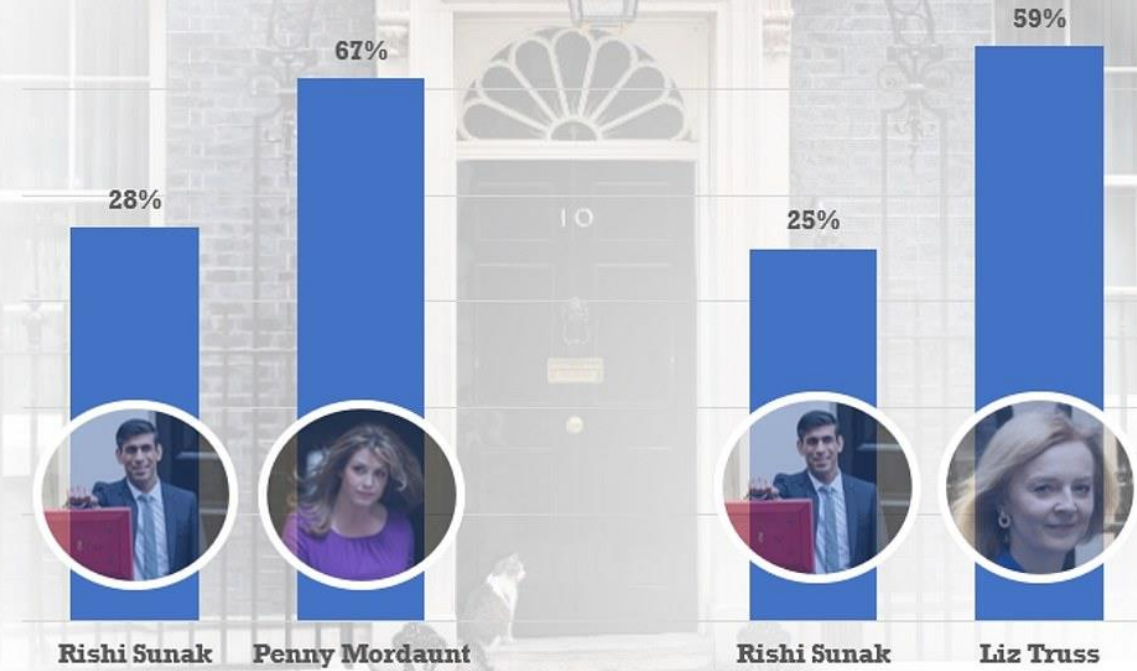
Mordaunt loses her head-to-head advantage

Source: YouGov



Rishi trails rivals in head-to-head

Source: YouGov



Comment on the graphs

What The Graph 17: teacher notes

Notes/comments

- These come from the Daily Mail, on the day that Conservative MPs were due to vote to decide which two candidates would be put forward to the wider Conservative Party membership to be the new Prime Minister.
- It says: “Source: YouGov”. YouGov is a polling organisation. They gathered the data, but did not create the graphs; the Daily Mail did that.
- The graph on the left is misleading. The y-axis starts at 39. This makes Truss’s lead appear very much bigger than it should be. (It was clear from other articles in the newspaper that they were hoping for Sunak vs Truss in the final two, and really didn’t like Mordaunt.)
- The other graph also has major issues. The difference between Sunak and Mordaunt is 39 percentage points, but this is clearly much smaller than the height of the 28% bar.
- While the Sunak values in the two graphs might match up (the 25% is slightly lower than the 28%), Truss has 59% yet her bar is bigger than Mordaunt’s for 67%.
- The next slide shows a proper bar chart for Sunak vs Mordaunt (in green). I then used Paint to create the accurate version of their original on the right hand side. The red graph shows 48% vs 42% fairly.
- YouGov asked Conservative members who they would support if each of these pairs was in the final two. None of the pairs of percentages add up to 100%, so presumably some people answered ‘don’t know’.

Source:

- <https://www.dailymail.co.uk/news/article-11031177/Tory-leadership-battle-goes-final-two-TODAY.html>

