YouGov Reason for Vote

Fieldwork: 8th - 22nd of July 2024

Sample: 8166 Adults in GB

	Total	Vote in 2024				EU Ref 2016		Gender		Age				Social		Country			Region in England			
		Con	Lab	Lib Dem	Reform UK	Leave	Remain	Female	Male	18-24	25-49	50-64	65+	ABC1	C2DE	England	Scotland	Wales	London	Midlands	North	Rest of South
Weighted Sample	8166	1469	2098	751	882	3041	2877	4214	3952	859	3373	2017	1918	4655	3511	7064	710	392	988	1339	1935	2801
Unweighted Sample	8166	1270	2311	962	1135	3111	3306	4464	3702	632	3355	2082	2097	4943	3223	7005	717	444	774	1379	2023	2829
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

LABOUR

What would you say is the ONE main / biggest reason you voted for Labour at the General Election on the 4th of July?

Respondents answered in their own words, which YouGov's AI language model has categorised into the below categories

	Total	Con	Lab	Lib Dem	Reform UK	Leave	Remain	Female	Male	18-24	25-49	50-64	65+	ABC1	C2DE	England	Scotland	Wales	London	Midlands	North	Rest of South
To get rid of the Conservatives	34	0	34	0	0	29	34	33	36	46	36	30	26	35	33	36	20	33	35	34	35	38
We / the country needed change	12	0	12	0	0	14	13	13	12	7	12	16	12	12	13	13	11	11	16	13	11	12
Because I agree with their policies /manifesto	6	0	6	0	0	5	6	6	7	8	7	5	4	7	6	6	9	13	7	6	5	6
I always vote for them / am a Labour member	3	0	3	0	0	6	3	3	4	1	2	4	6	3	4	3	4	4	3	2	5	2
They are the closest aligned with my views and values	3	0	3	0	0	2	3	4	2	3	3	3	3	3	3	3	3	1	3	3	4	3
The best choice / the better party to lead the country	3	0	3	0	0	2	3	3	3	3	3	2	4	3	4	3	4	2	3	3	4	2
To fix the NHS	3	0	3	0	0	5	3	4	1	2	2	4	4	3	3	3	1	2	2	2	4	3
It was a tactical / protest vote	3	0	3	0	0	2	3	3	3	4	3	2	1	3	2	3	0	3	3	2	2	4
For a change in government	3	0	3	0	0	3	3	3	3	1	3	3	4	3	2	3	3	3	2	4	2	3
The best of a bad bunch, the alternatives were worse	3	0	3	0	0	3	3	3	3	1	3	2	4	3	3	3	2	4	2	2	3	3
To elect my local candidate / MP	3	0	3	0	0	4	2	3	2	4	2	2	3	3	2	3	3	1	3	3	3	2
Better for the working class	2	0	2	0	0	3	2	2	2	1	2	4	3	2	3	2	4	6	1	3	3	1
They are honest / I trust them to restore integrity to government	2	0	2	0	0	1	3	2	3	2	2	3	3	2	2	2	2	3	0	3	3	2
For their competence, consistency and stability	2	0	2	0	0	1	2	2	2	1	2	2	1	2	1	2	3	0	2	1	1	2
I like / trust Keir Starmer	1	0	1	0	0	1	2	2	1	2	1	2	2	2	1	1	2	2	1	1	1	2
For better public services and welfare	1	0	1	0	0	2	1	1	1	0	2	2	1	1	2	1	1	1	2	1	2	1
To oust the SNP	1	0	1	0	0	1	1	1	2	1	1	0	3	1	1	0	13	0	0	0	0	0
They will run the economy better	1	0	1	0	0	1	1	1	1	2	1	1	1	1	1	1	2	0	1	1	1	1
Other	12	0	12	0	0	12	11	12	11	9	12	11	14	12	10	12	12	12	12	12	11	12
Don't know / Prefer not to say	2	0	2	0	0	2	1	1	2	1	1	2	1	1	3	2	2	0	1	2	2	1

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	Total	Vote in 2024				EU Ref 2016		Gender		Age				Social		Country			Region in England			
		Con	Lab	Lib Dem	Reform UK	Leave	Remain	Female	Male	18-24	25-49	50-64	65+	ABC1	C2DE	England	Scotland	Wales	London	Midlands	North	Rest of South
Weighted Sample	8166	1469	2098	751	882	3041	2877	4214	3952	859	3373	2017	1918	4655	3511	7064	710	392	988	1339	1935	2801
Unweighted Sample	8166	1270	2311	962	1135	3111	3306	4464	3702	632	3355	2082	2097	4943	3223	7005	717	444	774	1379	2023	2829
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

CONSERVATIVES

What would you say is the ONE main / biggest reason you voted for the Conservatives at the General Election on the 4th of July?

Respondents answered in their own words, which YouGov's AI language model has categorised into the below categories

	Total	Con	Lab	Lib Dem	Reform UK	Leave	Remain	Female	Male	18-24	25-49	50-64	65+	ABC1	C2DE	England	Scotland	Wales	London	Midlands	North	Rest of South
To stop Labour / I do not trust Labour	21	21	0	0	0	22	19	21	20	8	15	21	24	20	22	21	14	16	18	19	23	22
To elect my local candidate / MP	11	11	0	0	0	12	10	13	10	20	8	15	10	12	11	12	4	12	4	14	11	13
The best of a bad bunch, the alternatives were worse	7	7	0	0	0	7	6	7	8	0	6	7	8	6	9	7	3	11	5	6	8	8
They will run the economy better	7	7	0	0	0	7	9	7	8	0	9	8	6	8	6	7	6	5	10	8	5	8
Because I agree with their policies / manifesto	7	7	0	0	0	6	8	8	5	10	11	5	5	8	5	7	5	2	7	8	8	6
The best choice / the better party to lead the country	5	5	0	0	0	4	5	5	5	14	3	4	6	4	6	5	6	5	7	5	4	4
I always vote for them / am a Conservative member	5	5	0	0	0	4	6	4	5	0	2	4	7	4	5	5	6	6	2	5	6	5
To control immigration	5	5	0	0	0	6	1	4	5	0	5	5	4	3	7	5	3	5	8	2	4	5
They are the closest aligned with my views and values	4	4	0	0	0	3	5	3	5	5	5	3	3	4	4	3	7	8	5	5	4	2
For their competence, consistency and stability	4	4	0	0	0	3	5	3	4	0	5	3	3	4	3	4	2	2	8	2	1	4
I do not like Keir Starmer / Labour leadership	3	3	0	0	0	3	3	4	2	5	2	4	3	3	3	4	0	2	2	5	5	3
I like / trust Rishi Sunak	3	3	0	0	0	3	4	3	3	12	6	1	2	3	3	3	0	4	4	3	2	3
For their tax policy	2	2	0	0	0	2	3	2	2	4	2	2	2	3	1	2	4	0	2	2	2	2
They are honest / I trust them to maintain integrity in government	1	1	0	0	0	2	1	1	2	0	0	2	1	1	2	1	3	0	1	1	2	1
To oust the SNP	1	1	0	0	0	1	1	1	1	0	1	1	1	1	1	0	25	0	0	0	0	0
It was a tactical / protest vote	1	1	0	0	0	0	2	1	1	7	0	2	1	1	1	1	3	0	0	1	1	1
Other	13	13	0	0	0	12	12	13	12	15	16	9	12	14	10	13	10	17	14	11	13	12
Don't know / Prefer not to say	2	2	0	0	0	2	1	1	3	0	3	2	1	2	2	2	0	5	3	3	1	1

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		Con	Lab	Lib Dem	Reform UK	Leave	Remain	Female	Male	18-24	25-49	50-64	65+	ABC1	C2DE	England	Scotland	Wales	London	Midlands	North	Rest of South
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

LIBERAL DEMOCRATS

What would you say is the ONE main / biggest reason you voted for the Liberal Democrats at the General Election on the 4th of July?

Respondents answered in their own words, which YouGov's AI language model has categorised into the below categories

	Total	Con	Lab	Lib Dem	Reform UK	Leave	Remain	Female	Male	18-24	25-49	50-64	65+	ABC1	C2DE	England	Scotland	Wales	London	Midlands	North	Rest of South
To get rid of the Conservatives	**22**	0	0	22	0	19	24	21	23	26	24	23	15	22	22	24	5	2	15	9	9	31
To elect my local candidate / MP	**14**	0	0	14	0	17	12	14	13	9	13	12	20	14	13	14	18	11	11	13	15	14
Because I agree with their policies / manifesto	**12**	0	0	12	0	9	11	12	12	17	14	8	9	13	10	11	16	20	9	25	16	8
I did not want to vote for Labour or the Conservatives	**8**	0	0	8	0	10	7	7	9	4	7	10	9	7	10	8	4	12	16	9	8	6
It was a tactical / protest vote	**8**	0	0	8	0	5	9	8	8	10	8	8	5	8	8	8	4	11	10	5	5	9
They are the closest aligned with my views and values	**5**	0	0	5	0	2	6	5	5	4	7	4	4	5	4	5	3	2	12	3	3	5
The best of a bad bunch, the alternatives were worse	**3**	0	0	3	0	4	3	4	3	2	3	3	3	3	4	3	7	5	2	2	8	2
We / the country needed change	**2**	0	0	2	0	4	2	1	3	3	2	2	2	2	3	3	0	0	3	2	1	3
For better public services and welfare	**2**	0	0	2	0	3	2	4	1	2	3	1	3	3	2	2	0	3	2	5	4	2
To fix the NHS	**2**	0	0	2	0	3	2	3	1	1	1	4	3	2	2	2	2	0	1	3	3	2
I like / trust Ed Davey	**2**	0	0	2	0	2	1	2	1	3	2	2	1	2	2	2	2	2	3	4	2	1
To stop Labour / I do not trust Labour	**2**	0	0	2	0	3	1	2	2	2	0	3	3	2	2	2	0	5	1	2	6	1
The best choice / the better party to lead the country	**1**	0	0	1	0	3	1	2	1	0	1	1	4	1	2	1	6	0	1	0	0	1
To oust the SNP	**1**	0	0	1	0	2	1	1	2	1	1	2	2	1	1	0	20	0	0	0	0	0
I always vote for them / am a Liberal Democrat member	**1**	0	0	1	0	2	1	1	2	0	1	1	2	1	2	1	0	5	2	2	0	1
They made the most common sense / said what people really think	**1**	0	0	1	0	1	0	0	1	2	0	1	1	1	1	1	1	0	1	1	0	1
For the future of the environment and the planet	**1**	0	0	1	0	1	1	1	0	1	1	0	0	1	0	1	0	0	0	2	2	0
They are honest / I trust them to restore integrity to government	**1**	0	0	1	0	1	1	1	0	0	0	2	1	1	0	1	0	3	0	1	0	1
Other	**11**	0	0	11	0	8	12	10	12	11	11	10	12	12	9	11	14	13	11	10	18	10
Don't know / Prefer not to say	**2**	0	0	2	0	2	2	1	2	2	1	3	1	1	3	2	0	6	0	3	0	2

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

REFORM UK

What would you say is the ONE main / biggest reason you voted for Reform UK at the General Election on the 4th of July?

Respondents answered in their own words, which YouGov's AI language model has categorised into the below categories

	Total	Con	Lab	Lib Dem	Reform UK	Leave	Remain	Female	Male	18-24	25-49	50-64	65+	ABC1	C2DE	England	Scotland	Wales	London	Midlands	North	Rest of South
To control immigration	34	0	0	0	34	35	34	33	35	35	29	40	34	32	36	34	47	30	42	32	37	32
I did not want to vote for Labour or the Conservatives	9	0	0	0	9	9	10	7	11	3	10	9	10	10	9	9	6	8	7	8	11	10
We / the country needed change	8	0	0	0	8	8	7	7	9	8	10	6	9	8	8	8	8	9	8	7	7	9
Because I agree with their policies / manifesto	8	0	0	0	8	7	6	10	6	15	10	7	5	10	5	7	7	9	7	6	8	8
I like / trust Nigel Farage	5	0	0	0	5	5	6	6	4	2	5	5	6	4	6	5	5	5	4	6	4	5
They are the closest aligned with my views and values	4	0	0	0	4	4	3	4	4	2	5	3	4	4	3	4	2	3	2	4	2	6
They made the most common sense / said what people really think	3	0	0	0	3	3	3	3	3	2	2	3	5	3	3	3	4	2	4	3	4	3
The best of a bad bunch, the alternatives were worse	3	0	0	0	3	3	4	3	3	0	2	3	4	2	4	3	3	9	5	3	2	3
To get rid of the Conservatives	3	0	0	0	3	3	4	2	3	2	3	2	3	5	1	3	0	2	3	4	2	3
Put the British people and the UK first	3	0	0	0	3	3	2	4	2	0	4	2	2	2	3	3	6	1	1	2	3	3
For their tax policy	2	0	0	0	2	2	2	3	2	8	3	2	1	3	1	2	0	2	5	2	3	1
They are honest / I trust them to restore integrity to government	2	0	0	0	2	2	2	1	2	4	2	1	2	1	2	2	0	0	2	2	2	1
It was a tactical / protest vote	1	0	0	0	1	1	4	1	1	3	2	1	1	2	1	1	4	0	0	2	1	2
To stop Labour / I do not trust Labour	1	0	0	0	1	1	1	1	1	0	1	1	1	1	0	1	0	3	0	1	1	1
The best choice / the better party to lead the country	1	0	0	0	1	0	1	2	0	3	0	1	0	1	1	1	0	2	1	2	1	0
To elect my local candidate / MP	1	0	0	0	1	1	1	1	1	2	0	1	1	1	0	1	0	0	0	2	0	1
For a change in government	1	0	0	0	1	1	1	1	0	0	1	1	1	0	1	1	0	2	1	0	0	1
Other	11	0	0	0	11	11	10	9	12	11	11	11	12	10	12	11	8	10	9	13	11	11
Don't know / Prefer not to say	1	0	0	0	1	1	0	1	1	0	1	1	1	1	2	1	0	0	0	2	2	1

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