

YouGov why vote Labour

Fieldwork: 21st of June - 1st of July 2024

Sample: 3619 Adults in GB with Labour Voting Intention for the 2024 General Election

	Vote in 2019			EU Ref 2016		Gender		Age				Social		Country			Region in England					
	Total	Con	Lab	Lib Dem	Leave	Remain	Female	Male	18-24	25-49	50-64	65+	ABC1	C2DE	England	Scotland	Wales	London	Midlands	North	Rest of South	
Weighted Sample	3590	410	1974	308	717	1950	1819	1770	436	1747	810	597	2315	1275	3155	261	173	530	622	1078	925	
Unweighted Sample	3619	424	1998	324	731	2158	1981	1638	310	1727	865	717	2401	1218	3169	269	181	443	651	1115	960	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

What would you say is the ONE main / biggest reason you are voting for Labour at the coming general election?

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

To get the Tories out	48	44	48	56	47	48	44	52	56	49	47	41	49	45	49	38	50	48	47	49	49
The country needs a change	13	18	12	14	16	13	13	14	7	14	14	13	13	13	13	14	16	14	12	12	14
I agree with their policies	5	3	5	2	4	5	5	4	5	5	3	5	4	5	5	5	6	4	5	5	4
To support the NHS and reduce waiting times	4	3	5	3	3	4	5	3	5	3	4	5	4	4	4	2	3	4	4	5	4
They are the best alternative with a chance of winning	4	3	4	6	3	4	4	4	5	4	3	4	3	5	4	3	3	3	5	3	5
I like my local MP	2	3	2	2	4	2	3	2	2	2	2	4	2	3	2	2	2	2	2	3	3
For a fairer society	2	1	3	2	1	3	2	2	1	2	3	2	3	1	2	5	1	3	2	2	2
I have always voted Labour	2	0	3	0	2	3	2	2	0	2	3	4	2	3	2	1	2	2	1	3	1
They align with my views	2	0	2	1	1	2	2	2	3	2	1	1	2	1	2	1	4	2	1	2	2
I trust the integrity and honesty of the party	2	2	2	3	1	2	2	2	0	1	2	4	2	1	2	3	0	3	2	2	2
They are the lesser of two evils	2	1	2	1	2	2	2	2	1	2	1	3	2	2	2	2	3	1	3	2	2
They care about ordinary people	1	1	2	1	2	2	2	1	0	1	2	2	1	2	2	1	1	2	2	2	1
They are for the working class	1	1	2	0	2	1	2	1	1	1	1	1	1	2	1	1	1	0	1	2	1
They will address the cost of living crisis	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
For economic stability	1	1	2	1	1	1	1	1	1	1	1	1	1	1	1	1	0	2	1	1	1
To oust the SNP	1	6	0	1	3	1	1	1	1	0	2	3	1	1	0	15	0	0	0	0	0
Keir Starmer's leadership	1	2	1	0	1	1	1	1	2	0	1	1	1	1	1	1	2	0	2	1	1
Better funding for public services	1	1	1	1	1	1	1	1	0	1	1	1	1	0	1	1	1	1	1	1	1
I don't trust Rishi Sunak	1	2	0	1	1	1	1	1	2	1	1	1	1	1	1	1	0	1	1	1	1
Other	3	5	3	2	4	3	3	3	2	3	4	2	3	4	3	2	2	3	4	2	3
Not sure	2	2	1	1	1	1	2	2	4	2	1	0	1	3	2	3	2	2	2	2	2