

YouGov Survey Results

Sample Size: 2217 Adults in GB
Fieldwork: 24th - 25th September 2024

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	2217	399	570	204	239	781	826	1073	1144	233	916	548	521	1264	953	1918	106	193	525	364	268	760	
Unweighted Sample	2217	394	607	261	272	922	855	987	1230	140	840	587	650	1343	874	1896	115	206	507	390	202	797	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking of the previous Conservative governments that were in power from 2010 to 2024, what would you say was their single biggest SUCCESS in office? Please be specific.

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

They had none	22	6	29	26	16	16	28	23	21	17	25	23	19	20	25	21	25	35	24	22	23	19
Handling the pandemic and offering financial support	12	26	8	9	9	15	12	13	10	5	10	12	18	13	11	12	12	15	9	14	12	11
Leaving the EU / getting Brexit done	10	16	4	7	26	21	2	8	11	3	5	12	18	9	10	10	8	8	5	12	9	11
Developing the economy / controlling inflation	6	13	3	5	7	6	6	5	6	7	4	7	5	6	5	6	1	8	11	5	4	6
Covid vaccination programme	4	6	4	7	2	4	4	5	4	4	3	5	5	5	3	4	1	3	4	4	4	5
Legalising gay marriage	3	1	6	6	0	1	5	2	4	9	4	2	1	4	2	3	2	2	5	2	3	3
Making money for themselves and the rich	2	0	3	3	1	1	3	1	3	0	3	2	3	2	2	2	7	1	1	2	2	2
Leaving office / losing the 2024 election	2	0	4	1	2	2	2	1	3	3	2	2	1	2	2	2	1	1	1	1	3	3
Keeping triple lock pensions	1	3	1	1	2	2	1	1	1	1	0	1	4	1	1	1	1	0	0	1	1	2
Being in power for so long	1	0	1	1	1	1	2	0	2	1	2	1	1	1	1	1	1	0	2	2	1	1
2012 London Olympics	1	1	1	1	0	0	2	1	1	2	2	1	0	2	0	1	1	2	3	0	1	1
Support for Ukraine	1	1	1	2	0	1	1	0	2	3	1	1	1	1	1	1	1	0	1	1	1	1
Reducing taxes	1	2	1	2	1	1	1	0	2	1	1	1	1	1	1	1	0	1	2	1	1	1
Other	12	11	16	16	11	13	13	11	14	9	15	13	8	13	11	13	12	6	17	12	11	13
Don't know	22	14	16	14	21	17	18	27	16	35	24	19	14	19	25	21	26	19	15	21	25	22

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

And again thinking of the previous Conservative governments that were in power from 2010 to 2024, what would you say was their single biggest FAILING in office? Please be specific.

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

Leaving the EU / mishandling Brexit	17	11	22	28	9	6	28	12	21	20	18	17	14	22	10	16	22	22	20	12	15	17
Mishandling the Covid pandemic	14	14	14	10	12	16	13	18	8	10	14	14	13	13	15	14	12	9	12	14	15	14
Failing to stop immigration	10	21	3	5	31	20	4	8	12	4	4	15	18	9	11	10	8	6	9	10	11	11
Corruption, lying and infighting	7	9	8	7	5	8	7	5	8	2	5	8	9	7	6	7	7	3	6	6	8	7
Everything	6	1	7	8	7	4	6	5	7	5	8	5	4	5	7	6	8	4	5	7	6	5
Mismanaging the NHS, housing and education	5	4	6	3	5	4	5	5	4	6	5	3	5	4	5	4	4	11	3	6	4	4
Parties during Covid	4	7	4	5	3	5	4	5	3	6	5	4	4	5	4	5	2	4	5	4	3	6
Mishandling the economy	4	2	7	4	2	3	5	4	5	7	4	5	3	5	3	4	5	5	6	4	4	4
Electing Liz Truss	3	4	3	7	2	3	4	3	3	3	4	3	2	3	4	3	4	2	4	5	2	3
Austerity / cutting public services	3	1	7	4	1	2	6	3	4	6	4	3	2	4	3	3	4	3	5	2	4	2
Not helping / not listening to the electorate	2	1	2	2	2	2	2	2	2	1	3	2	1	1	3	2	2	1	3	2	2	2
Raising the cost of living / poverty	2	1	3	2	2	1	1	2	1	3	2	1	1	2	1	2	2	2	2	2	1	1
Nothing	1	1	1	1	0	1	0	1	1	1	2	0	1	1	2	1	1	2	3	3	0	1
PPE contracts during Covid	1	2	1	3	0	2	1	2	1	0	0	1	4	1	1	1	1	1	1	1	2	1
Other	8	12	5	5	9	11	5	6	9	5	6	8	11	8	8	8	4	8	7	7	8	9
Don't know	13	10	6	6	12	13	8	17	9	21	15	10	10	11	17	13	13	17	9	14	15	12

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

When it comes to the Conservative Party, which of the following do you think is MOST LIKELY to happen?

Will win the next election	19	50	6	11	20	12	30	19	19	8	12	20	34	19	19	20	13	7	18	24	20	20
Will lose the next election, but will win again at a future election	47	31	64	62	41	60	36	49	44	54	49	48	37	53	39	45	57	60	46	43	50	42
Will lose the next election and will never win an election again	8	2	10	8	16	7	9	9	6	8	9	7	6	6	10	8	7	8	10	7	6	7
Something else	4	2	3	4	7	3	5	5	4	3	3	6	5	3	5	4	6	3	4	4	5	4
Don't know	23	15	17	16	17	18	20	19	27	27	27	20	18	19	28	24	17	21	23	22	19	26

And which of the following do you most WANT to happen to the Conservative Party?

To win the next election	22	79	3	14	19	17	37	22	23	4	14	25	43	25	19	24	15	10	20	25	24	27
To lose the next election, but win again at a future election	10	7	12	14	16	9	10	12	8	14	8	12	10	12	7	10	11	7	8	10	14	10
To lose the next election and never win an election again	36	2	64	43	28	50	22	38	34	42	43	34	23	36	36	33	41	58	40	34	34	28
Something else	9	3	7	10	17	8	10	11	7	11	8	10	8	8	10	9	16	7	9	7	9	9
Don't know	23	9	15	19	20	16	21	17	28	29	27	20	17	20	27	24	18	18	22	24	20	27

From what you have seen since the election, how well do you think the Conservative MPs understand why they lost power?

Very well	9	20	5	7	12	6	13	9	8	6	6	9	13	9	8	9	10	4	7	8	12	10
Fairly well	23	40	16	26	23	22	26	23	23	20	21	22	29	24	22	24	20	16	25	24	22	24
TOTAL WELL	32	60	21	33	35	28	39	32	31	26	27	31	42	33	30	33	30	20	32	32	34	34
Not very well	27	21	35	34	27	30	27	26	29	32	26	28	27	28	26	28	22	29	28	26	27	28
Not well at all	23	7	33	25	26	30	19	28	18	15	23	28	21	23	23	21	31	34	23	23	24	19
TOTAL NOT WELL	50	28	68	59	53	60	46	54	47	47	49	56	48	51	49	49	53	63	51	49	51	47
Don't know	18	12	11	9	12	11	15	15	22	26	24	12	10	16	21	18	17	18	17	19	15	20

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

How likely or unlikely do you think it is that the Conservatives will be overtaken by Reform UK as the most popular right-wing party in the UK at some point in the next ten years?

Very likely	10	5	7	3	42	5	17	12	8	5	9	12	12	8	12	10	9	7	12	12	9	9
Fairly likely	26	21	30	25	40	26	30	25	27	20	25	28	29	24	29	26	29	26	29	26	26	24
TOTAL LIKELY	36	26	37	28	82	31	47	37	35	25	34	40	41	32	41	36	38	33	41	38	35	33
Fairly unlikely	28	37	32	35	9	35	24	29	26	22	27	29	30	33	20	27	30	28	26	26	30	28
Very unlikely	14	21	13	19	3	15	12	15	12	18	12	13	14	15	12	14	9	12	12	14	17	14
TOTAL UNLIKELY	42	58	45	54	12	50	36	44	38	40	39	42	44	48	32	41	39	40	38	40	47	42
Don't know	23	16	19	18	5	20	17	18	27	34	27	19	15	20	27	23	22	27	22	22	19	25

And how positively or negatively would you feel if the Conservatives were overtaken by Reform UK as the most popular right-wing party in the UK?

Very positive	10	5	3	1	55	2	20	13	7	4	9	11	12	7	14	10	9	4	11	13	9	9
Fairly positive	9	12	6	5	25	3	17	9	10	5	6	11	15	8	11	10	8	8	10	10	8	10
TOTAL POSITIVE	19	17	9	6	80	5	37	22	17	9	15	22	27	15	25	20	17	12	21	23	17	19
Neither positive nor negative	18	26	15	13	12	14	24	19	17	10	18	19	21	17	19	18	17	19	19	20	18	17
Fairly negative	12	20	14	10	2	16	11	13	11	13	11	12	14	15	9	12	12	11	14	10	14	12
Very negative	36	31	54	60	3	56	17	34	37	45	36	36	31	42	28	35	42	42	31	32	39	37
TOTAL NEGATIVE	48	51	68	70	5	72	28	47	48	58	47	48	45	57	37	47	54	53	45	42	53	49
Don't know	14	6	8	11	3	9	11	11	18	23	19	10	6	11	19	15	11	16	14	14	13	16

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.