YouGov Conservative Members Results

Fieldwork: 6th - 15th of August 2024

Sample: 910 Conservative Party Members

	Total	Vote in 2022			EU Ref 2016		Gender		Age				Social		Nation		
		Truss	Sunak	Non-voters	Leave	Remain	Female	Male	18-24	25-49	50-64	65+	ABC1	C2DE	England	Scotland	Wales
Weighted Sample	910	409	300	127	514	345	400	510	25	321	218	346	751	155	778	86	46
Unweighted Sample	910	462	286	119	610	259	332	578	21	195	267	427	732	173	795	69	46
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

What do you think is the main or biggest reason why the Conservatives lost the recent 2024 General Election?

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

	Total	Truss	Sunak	Non-voters	Leave	Remain	Female	Male	18-24	25-49	50-64	65+	ABC1	C2DE	England	Scotland	Wales
Too much internal fighting / disunity in the party	**16**	14	17	20	16	18	19	14	5	13	17	19	16	16	17	12	15
Failed to tackle immigration	**12**	17	7	8	17	7	14	11	9	8	14	15	12	15	12	10	13
Failed to deliver on their promises / key issues	**10**	12	6	7	11	7	10	9	20	11	7	9	10	7	10	5	9
In power for too long / people wanted change	**7**	5	10	11	6	9	8	7	11	8	10	6	8	6	6	14	12
Not upholding conservative values	**6**	8	3	3	7	4	5	7	2	6	7	5	6	6	6	5	4
The public lost trust and confidence in the party	**5**	5	6	4	4	6	5	5	10	5	4	5	6	2	5	6	1
Lack of competence / increased complacency of the party	**5**	4	7	3	4	6	3	6	0	8	3	3	5	5	4	7	8
Lack of leadership	**5**	4	5	3	4	6	5	4	0	5	5	4	4	6	4	7	5
Failed to listen to members / voters	**4**	4	3	7	5	3	6	3	0	4	6	5	4	5	4	4	5
Rishi Sunak was not a capable leader	**4**	6	3	3	5	3	3	5	2	4	5	4	4	6	4	3	6
Reform UK split the conservative vote	**4**	5	3	6	4	4	4	4	8	4	3	4	4	3	4	1	7
Liz Truss and the failed mini-budget	**4**	1	6	5	3	3	2	5	13	3	4	3	4	3	4	2	4
The cost of the Covid-19 pandemic	**3**	3	5	3	2	5	2	4	5	4	3	3	3	5	3	4	3
Poor / unprofessional behaviour during the campaign	**3**	2	4	2	2	4	3	3	6	2	3	3	3	2	3	5	2
Boris Johnson's unacceptable behaviour and partygate	**3**	2	4	4	2	4	2	4	7	2	2	3	3	2	3	1	2
Getting rid of Boris Johnson was a mistake	**2**	4	1	3	3	1	3	2	0	2	4	2	2	2	2	5	1
The party failed to deliver on Brexit	**1**	1	2	1	1	1	1	1	0	1	1	1	1	2	1	3	0
Other	**5**	4	7	6	4	8	5	6	3	8	3	5	5	6	6	5	5
Don't know	**1**	0	1	0	0	3	1	1	0	3	0	0	1	2	1	2	0

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Sample: 910 Conservative Party Members

	Total	Region						
		North	**Midlands**	**East**	**London**	**South**	**Wales**	**Scotland**
Weighted Sample	910	97	62	136	100	382	46	86
Unweighted Sample	910	151	99	127	96	322	46	69
	%	%	%	%	%	%	%	%

What do you think is the main or biggest reason why the Conservatives lost the recent 2024 General Election?

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

Too much internal fighting / disunity in the party	**16**	14	13	19	13	18	15	12
Failed to tackle immigration	**12**	11	13	13	12	13	13	10
Failed to deliver on their promises / key issues	**10**	7	11	11	10	10	9	5
In power for too long / people wanted change	**7**	5	9	4	9	7	12	14
Not upholding conservative values	**6**	6	5	6	3	7	4	5
The public lost trust and confidence in the party	**5**	5	4	7	6	5	1	6
Lack of competence / increased complacency of the party	**5**	5	6	2	8	4	8	7
Lack of leadership	**5**	6	3	7	2	4	5	7
Failed to listen to members / voters	**4**	4	4	3	4	5	5	4
Rishi Sunak was not a capable leader	**4**	7	3	6	3	3	6	3
Reform UK split the conservative vote	**4**	7	4	3	5	4	7	1
Liz Truss and the failed mini-budget	**4**	4	3	3	7	3	4	2
The cost of the Covid-19 pandemic	**3**	3	4	3	3	3	3	4
Poor / unprofessional behaviour during the campaign	**3**	4	1	1	3	3	2	5
Boris Johnson's unacceptable behaviour and partygate	**3**	4	4	3	4	2	2	1
Getting rid of Boris Johnson was a mistake	**2**	2	2	2	0	3	1	5
The party failed to deliver on Brexit	**1**	1	1	1	1	1	0	3
Other	**5**	6	8	5	7	5	5	5
Don't know	**1**	1	2	0	0	1	0	2