YouGov Why Tories Lost Results

Fieldwork: 19th - 22th of July 2024

Sample: 2048 Adults in GB

	Total	Vote in 2024				EU Ref 2016		Gender		Age				Social	
		Con	**Lab**	**Lib Dem**	**Reform UK**	**Leave**	**Remain**	**Female**	**Male**	**18-24**	**25-49**	**50-64**	**65+**	**ABC1**	**C2DE**
Weighted Sample	2048	369	526	188	221	763	722	1057	991	215	846	506	481	1167	881
Unweighted Sample	2048	316	604	217	295	787	817	1124	924	167	829	495	557	1215	833
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	Con	Lab	Lib Dem	Reform UK	Leave	Remain	Female	Male	18-24	25-49	50-64	65+	ABC1	C2DE
In power for too long / people wanted change	**14**	15	15	15	8	13	15	14	14	15	16	13	10	15	13
They left the country in a mess / were not fit to manage the country	**12**	4	17	15	8	10	13	11	13	13	13	11	10	13	10
They are liars, useless and corrupt	**9**	1	13	7	8	8	10	7	10	6	8	10	9	8	9
The public lost trust and confidence in the party	**7**	7	7	11	6	7	8	8	7	8	7	6	8	8	7
Out of touch with the public / only care about themselves	**7**	2	10	7	6	7	9	8	5	3	7	9	6	7	7
Failed to deliver on their promises / key issues	**4**	4	3	2	10	6	3	4	4	2	3	4	7	4	5
Boris Johnson's unacceptable behaviour and partygate	**4**	5	4	6	4	4	5	4	4	2	4	4	5	4	4
Mismanagement of the Covid-19 pandemic	**4**	6	3	3	4	4	4	5	3	5	4	4	3	4	4
Too much internal fighting / disunity in the party	**4**	9	2	3	6	6	4	3	5	2	2	5	7	4	3
They did not manage the economy well	**3**	4	4	5	2	2	4	4	3	5	3	3	3	4	3
Liz Truss and the failed mini-budget	**3**	5	2	5	2	3	4	3	3	3	3	3	4	4	2
They did not address the cost of living crisis	**3**	3	3	2	4	3	3	4	2	4	4	3	1	3	3
Lack of / bad leadership	**3**	4	2	4	2	3	3	3	4	4	4	2	2	4	2
Poor / unprofessional behaviour during the campaign	**3**	3	3	4	1	2	3	2	3	5	3	2	2	3	2
Rishi Sunak was not a capable leader	**3**	4	2	1	4	4	1	3	2	6	1	3	3	2	3
Failed to tackle immigration	**3**	3	1	2	10	5	1	3	2	1	1	4	5	2	4
Unpopular views / policies	**1**	1	2	2	0	1	1	1	2	4	1	1	1	1	2

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Inability to manage Brexit well	1	1	2	3	2	1	2	1	1	1	1	1	1	2	1
Reform UK split the conservative vote	1	3	1	0	1	1	1	1	2	1	1	1	1	1	1
People thought Labour might do better	1	2	0	1	1	1	0	1	1	0	0	1	1	1	0
Other	6	10	2	3	8	7	4	4	8	5	6	5	6	5	6
Don't know	5	3	2	0	2	3	3	6	4	5	6	3	3	3	7

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Fieldwork: 19th - 22th of July 2024

Sample: 2048 Adults in GB

	Total	Country			Region in England			
		England	Scotland	Wales	London	Midlands	North	Rest of South
Weighted Sample	2048	1772	178	98	248	336	485	702
Unweighted Sample	2048	1769	177	102	208	347	498	716
	%	%	%	%	%	%	%	%

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

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	Total	England	Scotland	Wales	London	Midlands	North	Rest of South
In power for too long / people wanted change	**14**	14	12	15	17	12	14	14
They left the country in a mess / were not fit to manage the country	**12**	12	11	13	14	10	13	11
They are liars, useless and corrupt	**9**	9	8	5	6	9	10	8
The public lost trust and confidence in the party	**7**	7	6	7	6	7	7	8
Out of touch with the public / only care about themselves	**7**	7	8	7	6	8	7	6
Failed to deliver on their promises / key issues	**4**	4	3	4	5	5	4	4
Boris Johnson's unacceptable behaviour and partygate	**4**	4	5	2	3	5	3	5
Mismanagement of the Covid-19 pandemic	**4**	4	4	3	3	5	4	4
Too much internal fighting / disunity in the party	**4**	4	2	2	3	4	3	5
They did not manage the economy well	**3**	3	4	3	5	3	4	2
Liz Truss and the failed mini-budget	**3**	3	4	1	3	4	2	4
They did not address the cost of living crisis	**3**	3	4	3	3	3	4	2
Lack of / bad leadership	**3**	3	3	5	3	2	2	4
Poor / unprofessional behaviour during the campaign	**3**	2	7	2	2	3	2	2
Rishi Sunak was not a capable leader	**3**	3	1	5	2	3	2	3
Failed to tackle immigration	**3**	2	3	4	1	2	4	2
Unpopular views / policies	**1**	1	0	3	1	1	1	2

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	%	%	%	%	%	%	%	%
Inability to manage Brexit well	1	1	2	0	1	2	1	1
Reform UK split the conservative vote	1	1	0	2	2	1	1	1
People thought Labour might do better	1	1	0	2	1	1	1	1
Other	6	6	6	4	8	5	4	6
Don't know	5	4	7	6	4	5	6	3