

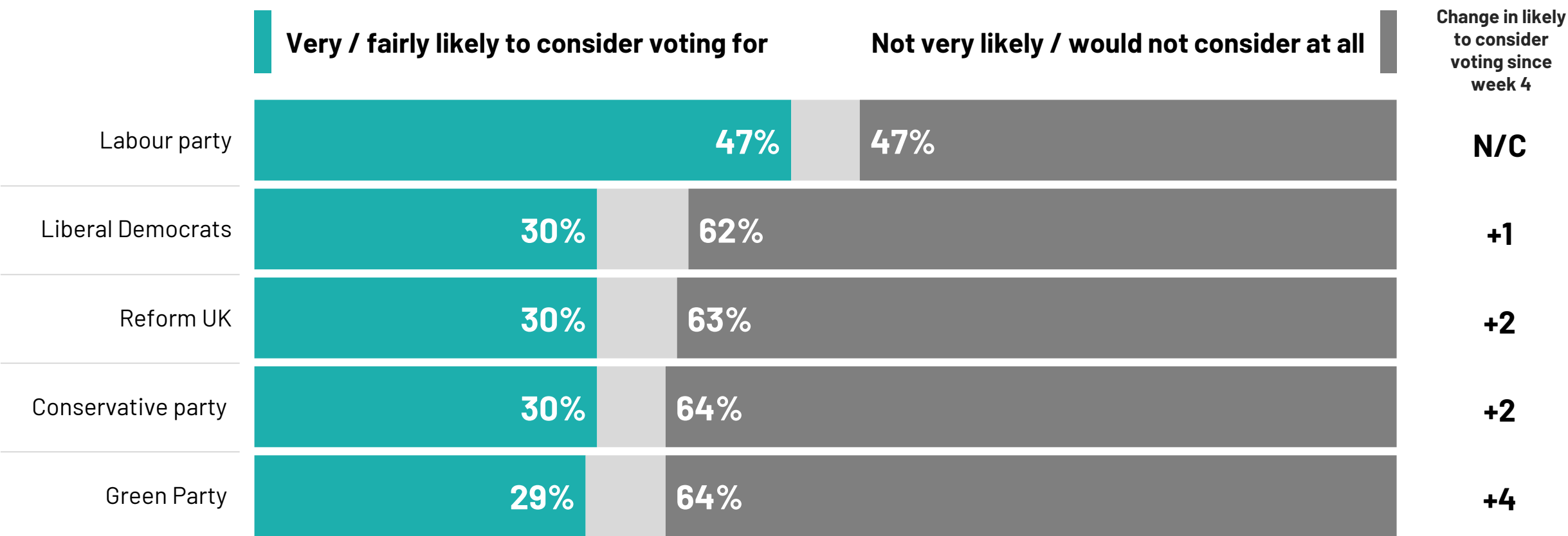
# **Ipsos Voting rationale polling**

**June 2024**



# Who to vote for at the next General Election?

As you may know, the next General Election will be held on 4 July 2024. Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to consider voting for each of the following parties?

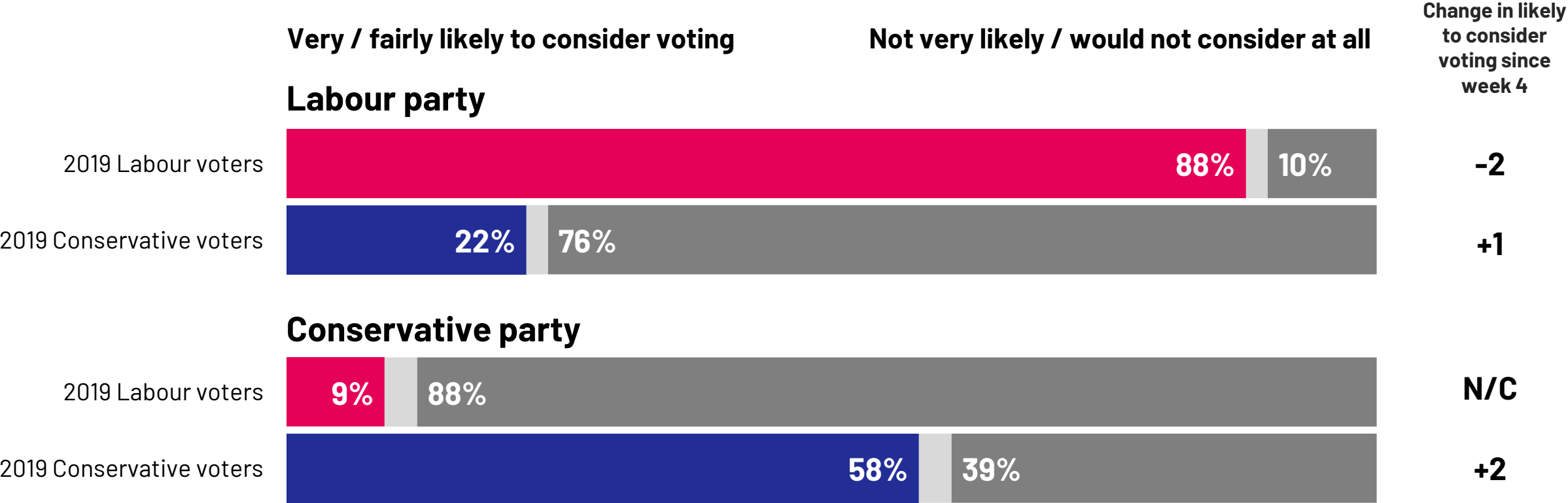


Base: 1,059 Online British adults aged 18+, 26 – 27<sup>th</sup> June 2024

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## By 2019 General Election vote



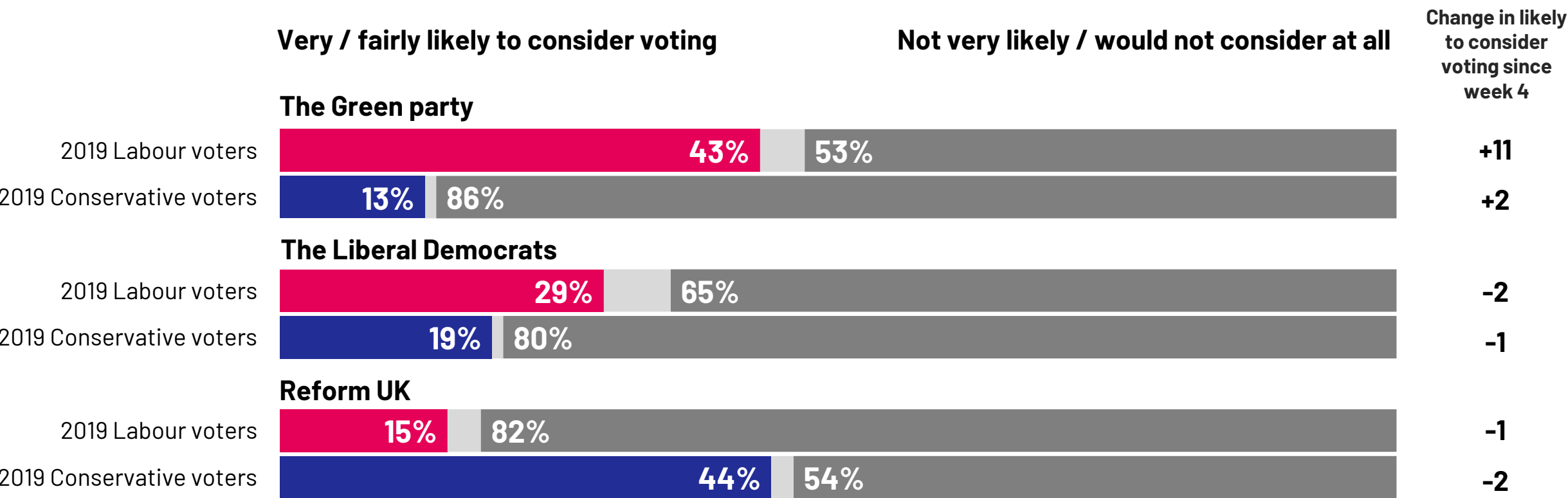
Base: 1,059 Online British adults aged 18+, including (315) 2019 Conservative voters and (274) 2019 Labour voters, 26 - 27 June 2024



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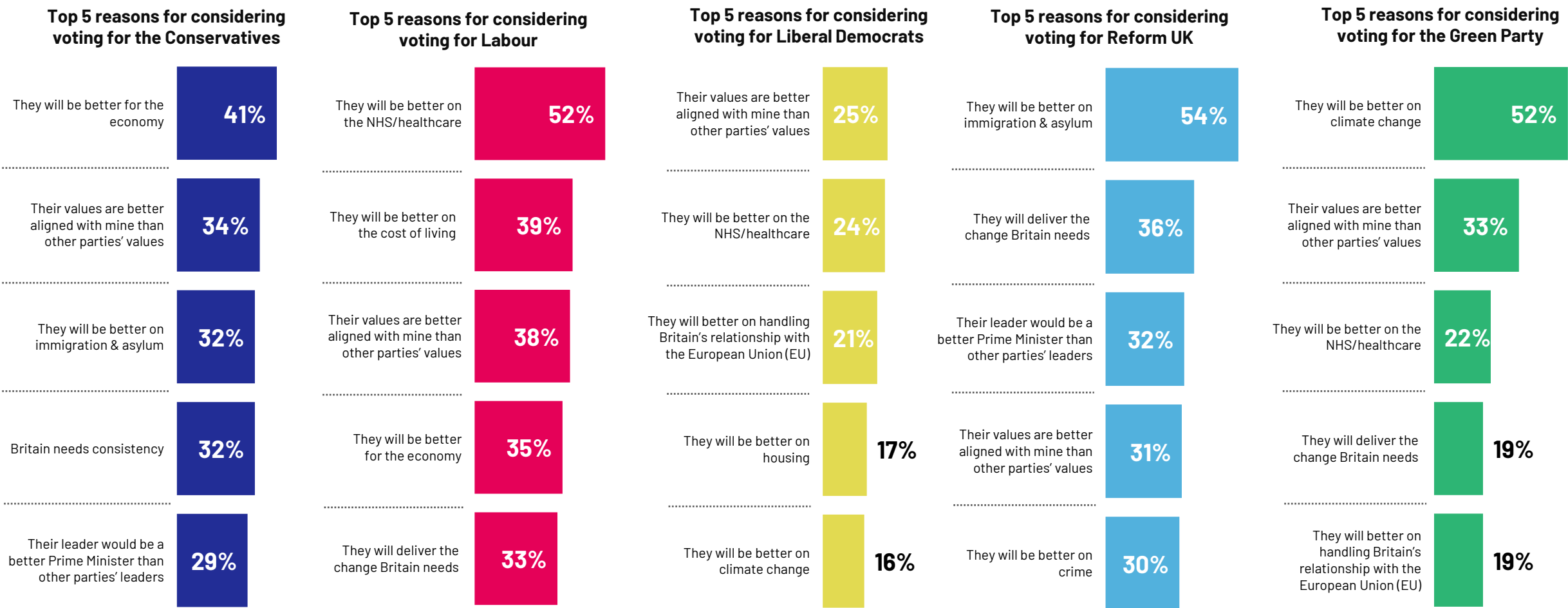
## By 2019 General Election vote



Base: 1,059 Online British adults aged 18+, including (315) 2019 Conservative voters and (274) 2019 Labour voters, 26 - 27 June 2024

# Reasons for considering to vote for a party

You mentioned you would consider voting for ... in the next General Election. Which of the following, if any, are the most important reasons you would consider voting for them? Please select all that apply.

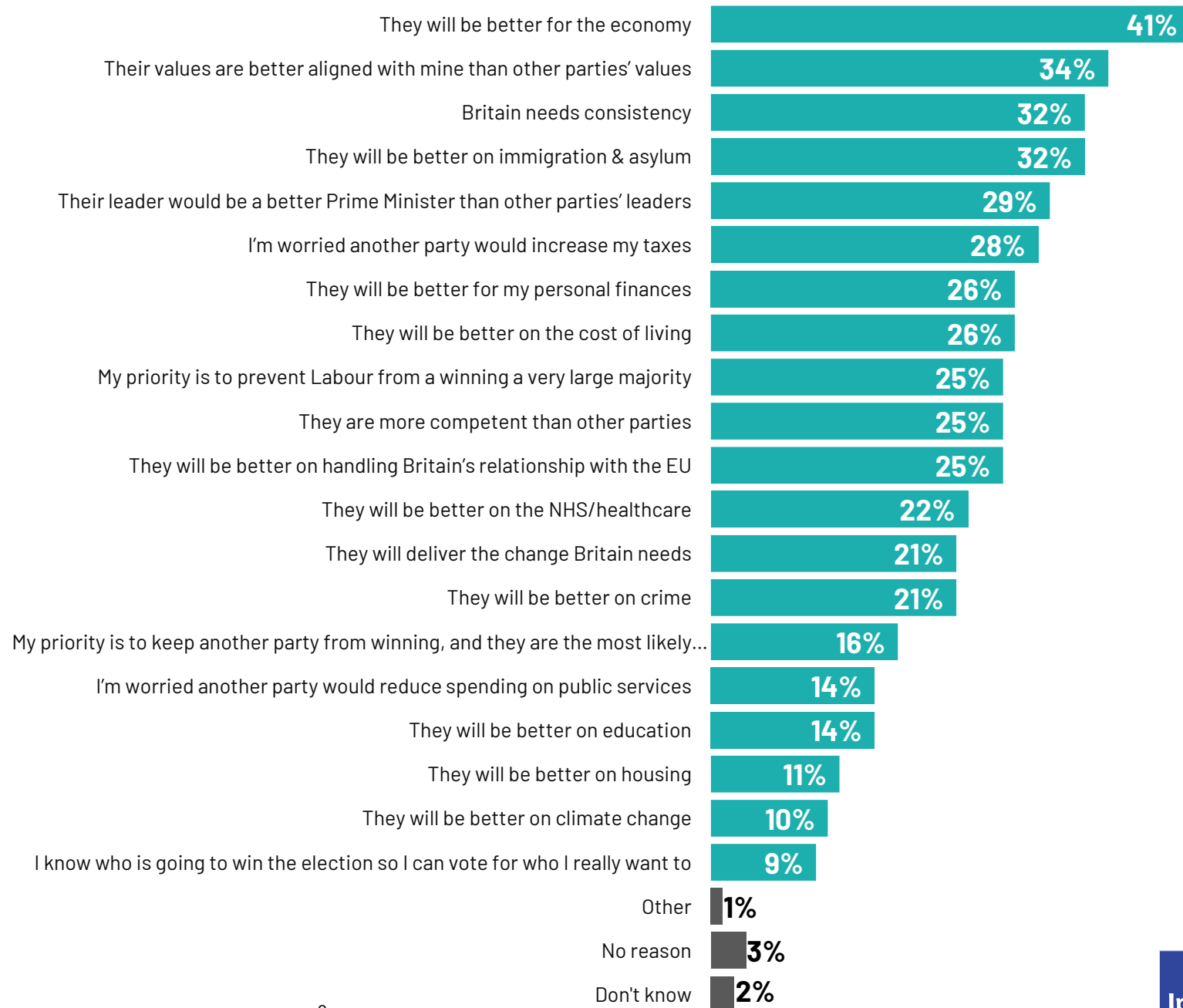


Base: 1,059 Online British adults aged 18+, 26 – 27<sup>th</sup> June 2024



# Of those that would consider voting for the Conservative Party, 4 in 10 say it's because they think they'll be better for the economy

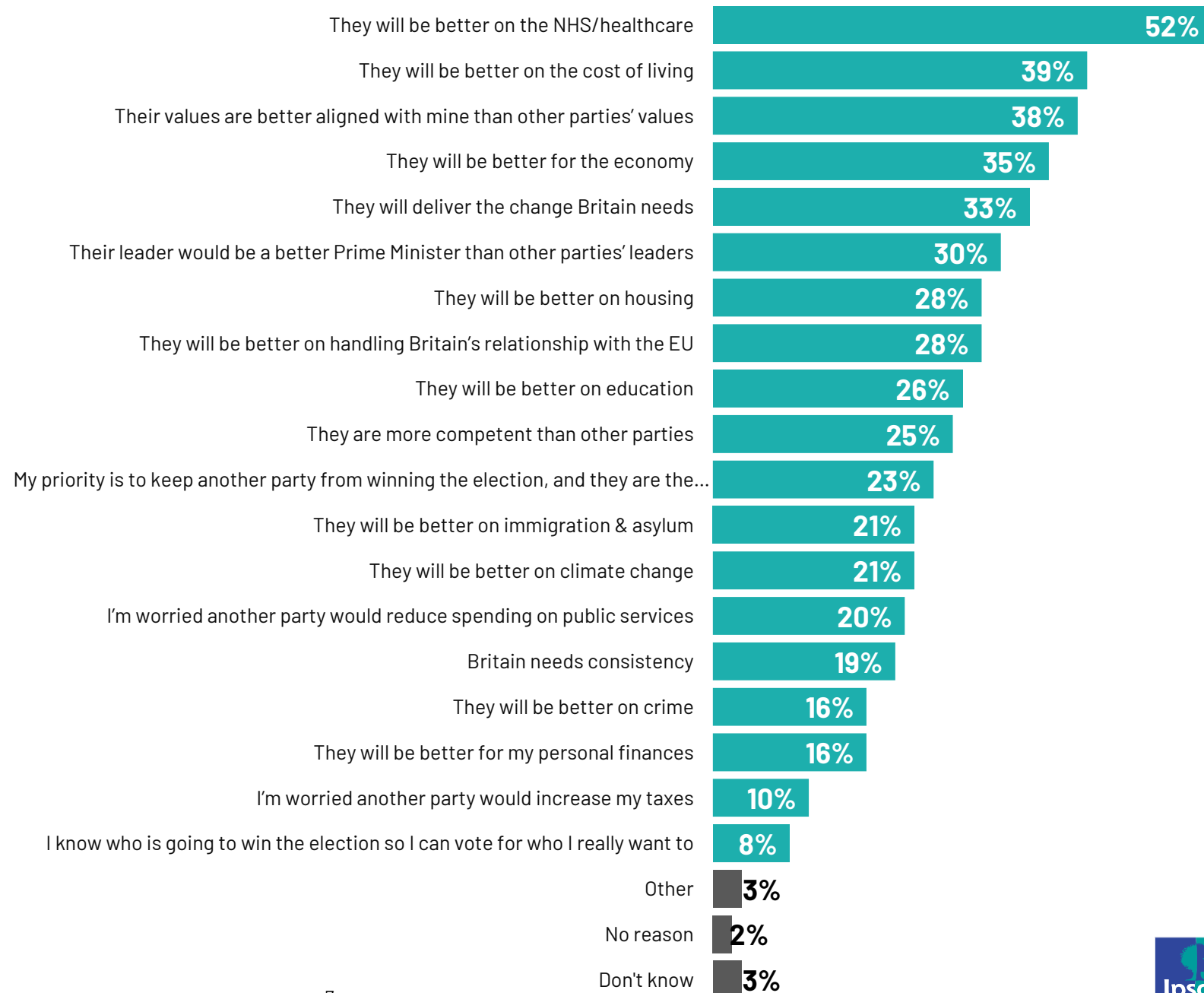
You mentioned you would consider voting for the following party/parties in the next General Election. Which of the following, if any, are the most important reasons you would consider voting for them? Please select all that apply. – CONSERVATIVE PARTY



**Base: 307** Online British adults aged 18+ who would consider voting for the Conservative Party in the next General Election, 26 – 27 June 2024

# Of those that would consider voting for the Labour Party, say it's because Labour will be better on the NHS

You mentioned you would consider voting for the following party/parties in the next General Election. Which of the following, if any, are the most important reasons you would consider voting for them? Please select all that apply. – LABOUR PARTY

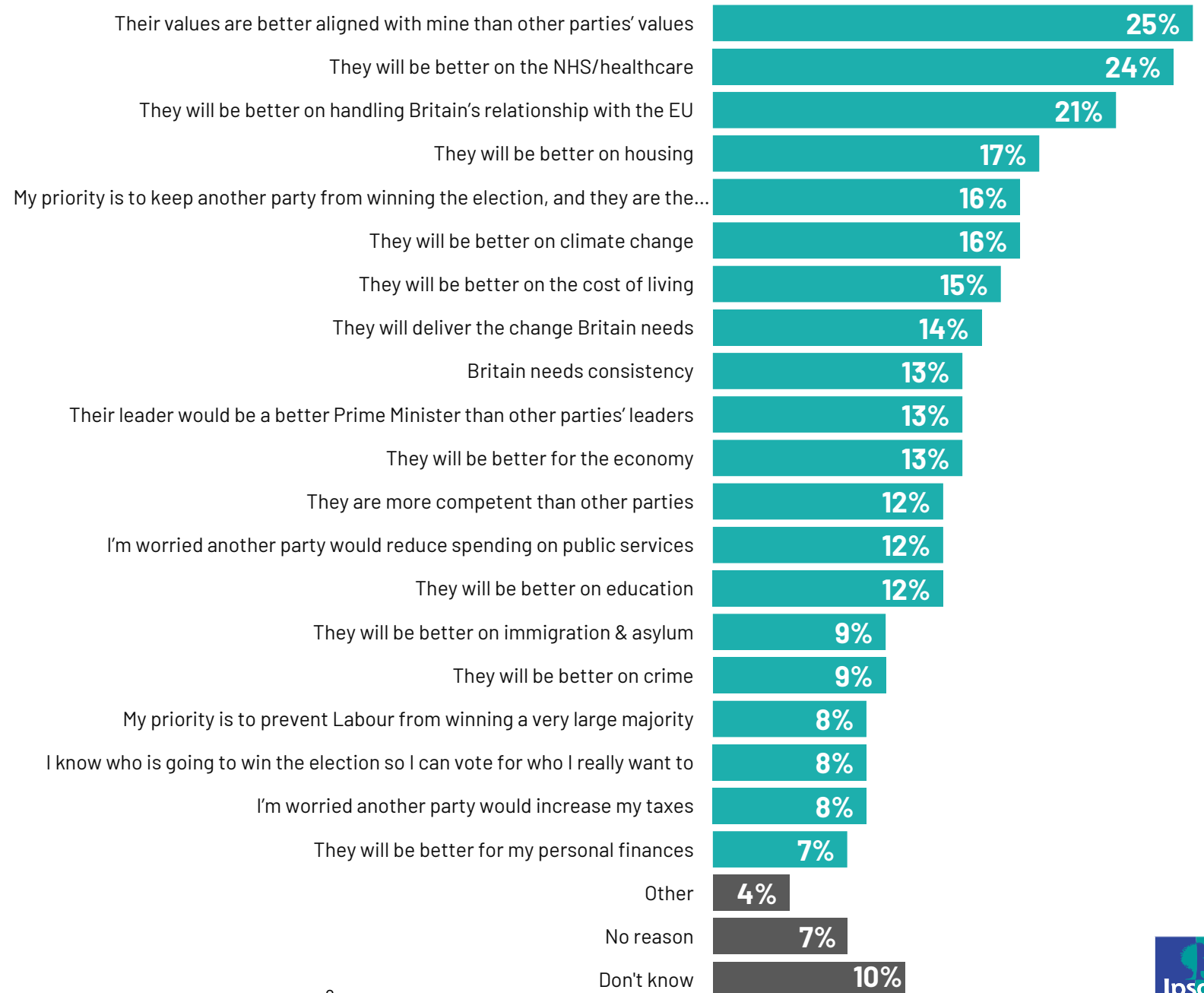


**Base: 541** Online British adults aged 18+ who would consider voting for the Labour Party in the next General Election, 26 – 27 June 2024

## Of those that would consider voting for the Liberal Democrats, the leading reasons are the appeal of their values, their approach toward the NHS / healthcare, and how they would handle Britain's relationship with the EU.

You mentioned you would consider voting for the following party/parties in the next General Election. Which of the following, if any, are the most important reasons you would consider voting for them? Please select all that apply. – LIBERAL DEMOCRATS

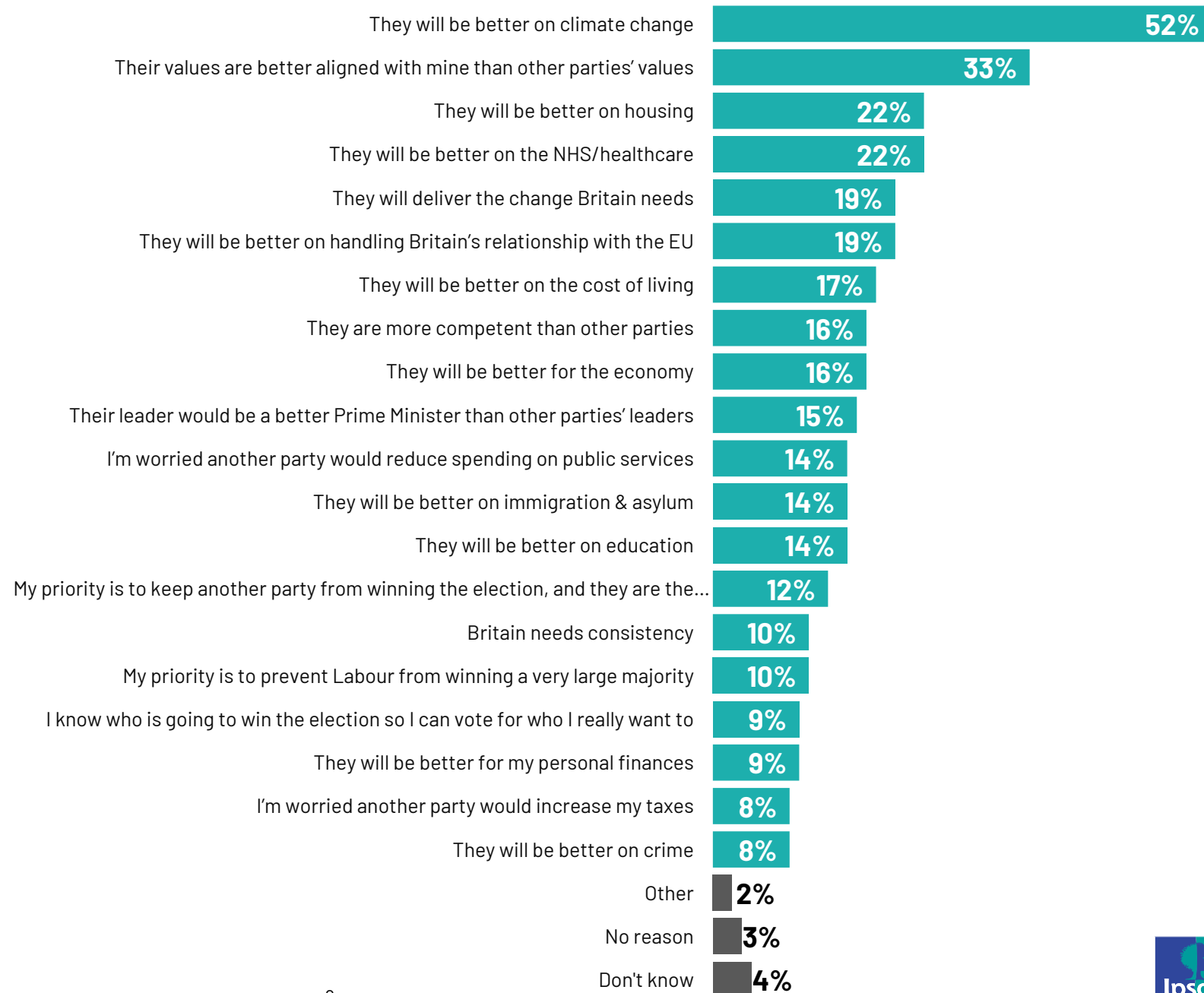
**Base: 363** Online British adults aged 18+ who would consider voting for the Liberal Democrats in the next General Election, 26 – 27 June 2024





# Of those that would consider voting for the Green Party, half say it's because they'll be better on climate change than other parties.

You mentioned you would consider voting for the following party/parties in the next General Election. Which of the following, if any, are the most important reasons you would consider voting for them? Please select all that apply. – GREEN PARTY

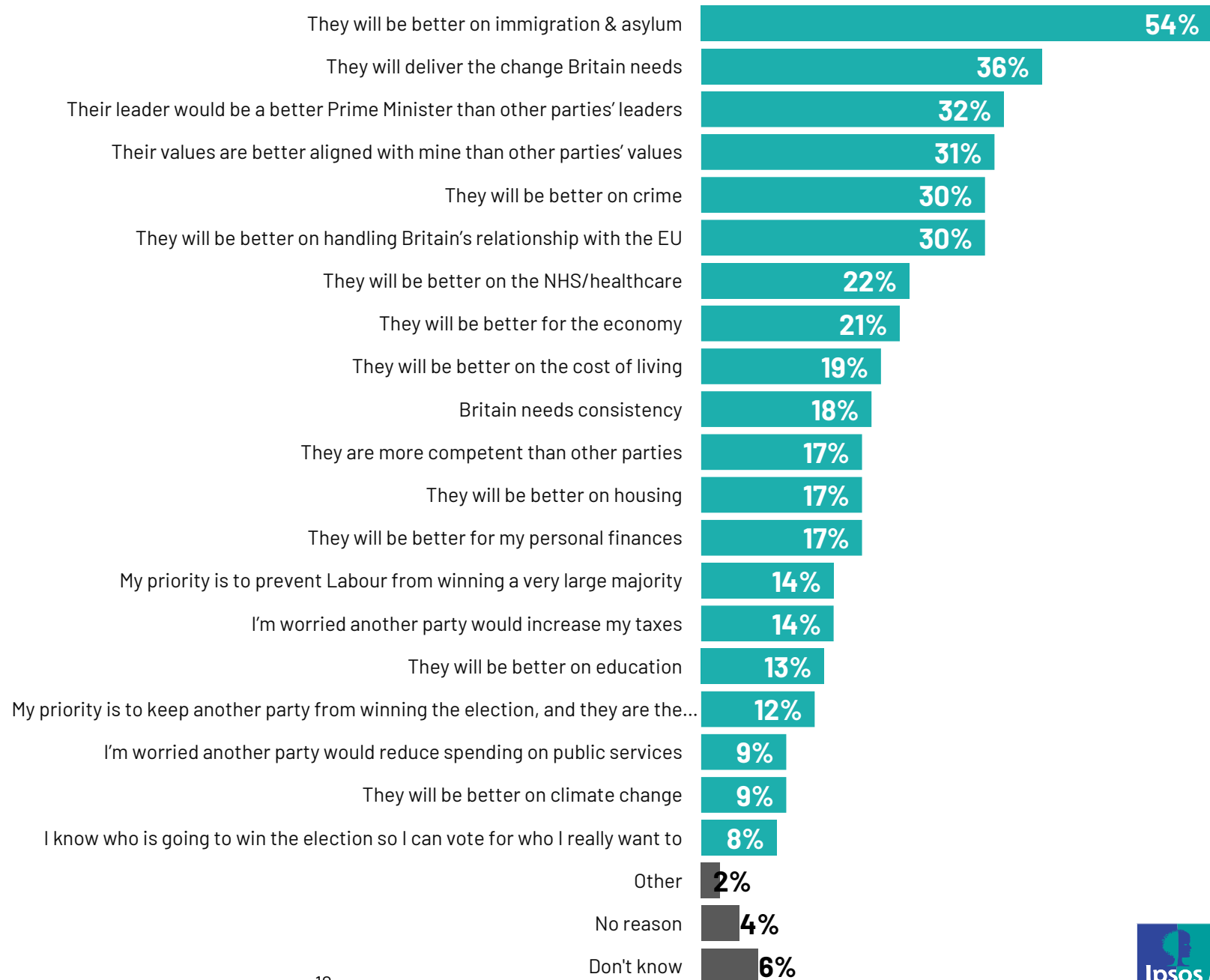


**Base: 329** Online British adults aged 18+ who would consider voting for the Green Party in the next General Election, 26 – 27 June 2024

# Of those that would consider voting for Reform UK, half say it's because they will be better on immigration and asylum.

You mentioned you would consider voting for the following party/parties in the next General Election. Which of the following, if any, are the most important reasons you would consider voting for them? Please select all that apply. – REFORM UK

**Base: 305** Online British adults aged 18+ who would consider voting for Reform UK in the next General Election, 26 – 27 June 2024

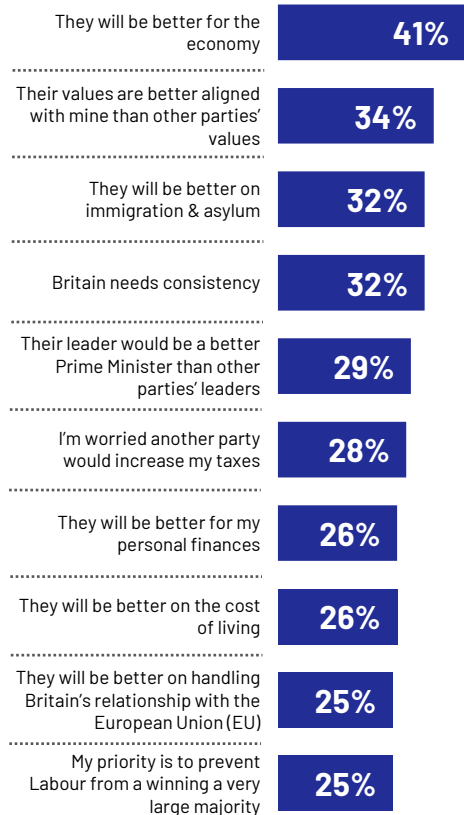


# Appendix

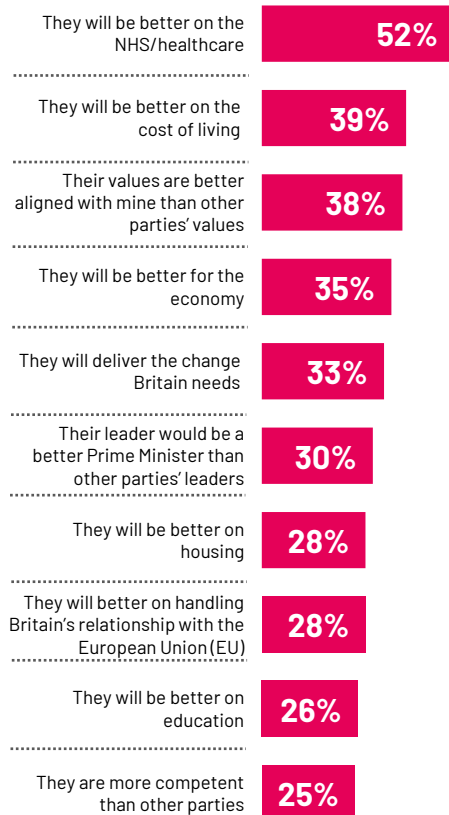
# Reasons for considering to vote for a party

You mentioned you would consider voting for ... in the next General Election. Which of the following, if any, are the most important reasons you would consider voting for them? Please select all that apply.

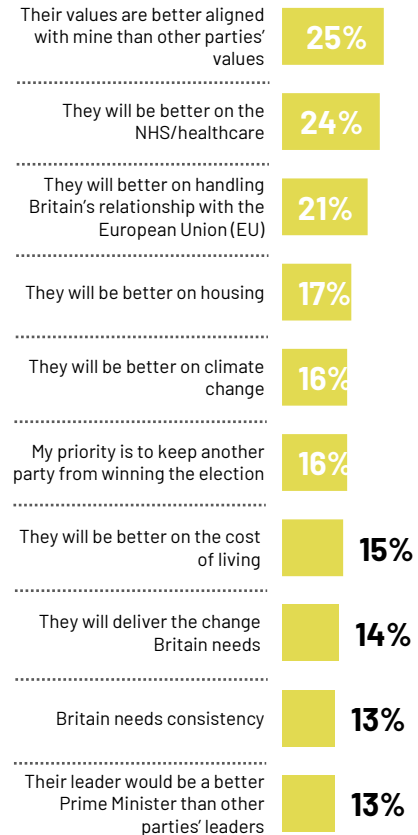
## Top 10 reasons for considering voting for the Conservatives



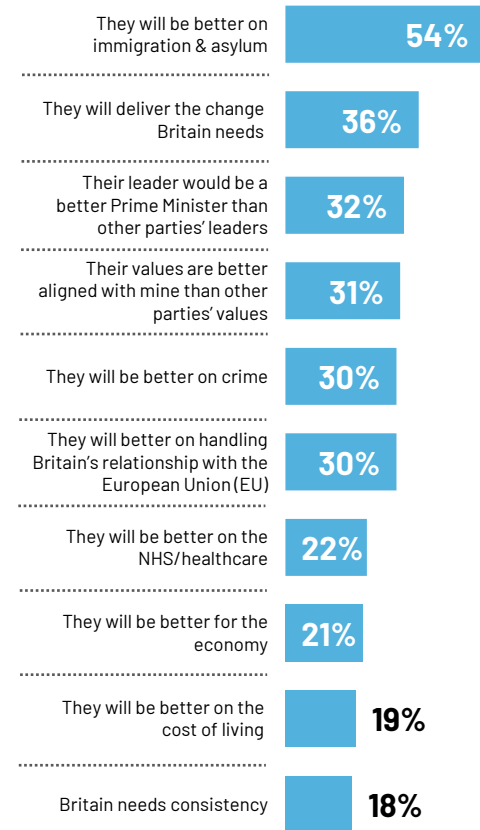
## Top 10 reasons for considering voting for Labour



## Top 10 reasons for considering voting for Liberal Democrats



## Top 10 reasons for considering voting for Reform UK



## Top 10 reasons for considering voting for the Green Party



Base: 1,059 Online British adults aged 18+, 26 – 27<sup>th</sup> June 2024



**June 2024**

**Ipsos – Voting rationale polling**

**For more information**

**Gideon Skinner**

Research Director

[gideon.skinner@ipsos.com](mailto:gideon.skinner@ipsos.com)

**Cameron Garrett**

Research Manager

[Cameron.garrett@ipsos.com](mailto:Cameron.garrett@ipsos.com)

**Keiran Pedley**

Research Director

[keiran.pedley@ipsos.com](mailto:keiran.pedley@ipsos.com)

**Ben Roff**

Research Executive

[ben.roff@ipsos.com](mailto:ben.roff@ipsos.com)

**Laura King**

Research Executive

[laura.king@ipsos.com](mailto:laura.king@ipsos.com)

