

26th - 27th June 2024
PUBLIC
Voting Rationale
Adults aged 18+ in GB

Q10_2424. 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? - Summary

All Adults aged 18+ in Great Britain

	Q10_2424. 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?				
	Labour Party	Conservative Party	Liberal Democrats	Green Party	Reform UK
	(A)	(B)	(C)	(D)	(E)
Unweighted base	1059	1059	1059	1059	1059
Weighted base	1059	1059	1059	1059	1059
Very likely to consider voting for (4)	283 27% BCDE	148 14% CD	91 9% BE	80 8% BE	141 13% CD
Fairly likely to consider voting for (3)	218 21% BE	165 16% BE	230 22% BE	222 21% BE	180 17% BE
Not very likely to consider voting for (2)	186 18% ABE	196 19% ABE	344 32% ABE	318 30% ABE	196 18% ABE
Would not consider at all (1)	310 29% ACD	485 46% ACD	315 30% AC	365 34% AC	471 45% ACD
Don't know	62 6% AB	65 6% AB	80 8% AB	74 7% AB	71 7% AB

NET: Very /fairly likely to consider	501 47% BCDE	313 30% CD	321 30% BE	302 29% BE	321 30% BE
NET: Not very likely / would not consider at all	496 47% A	681 64% A	658 62% A	683 64% A	667 63% A

Mean	2.47 BCDE	1.98 CD	2.10 BDE	2.02 BDE	1.99 BDE
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ColumnProportions (5%): A/B/C/D/E Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/D/E Minimum Base: 30(**) Small Base: 100(*)

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Voting Rationale
Adults aged 18+ in GB
Q1_2426. 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. - Summary
All Adults likely to consider voting for a party

	Q1_2426. 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.				
	The Conservative party	The Labour party	The Reform UK	The Liberal Democrats	The Green Party
	(A)	(B)	(C)	(D)	(E)
Unweighted base	307	543	305	363	329
Weighted base	313	501	321	321	302
Their values are better aligned with mine than other parties' values	108 34% 0	189 38% 0	99 31% 0	80 25% 0	98 31% 0
Britain needs consistency	99 32% ACD	91 19% DE	58 18% E	43 13% 0	32 10% 0
My priority is to keep another party from winning the election, and then are the most likely to do it	50 16% ACD	117 23% 0	39 12% 0	50 16% 0	37 12% 0
My priority is to prevent Labour from a winning a very large majority	78 25% ACD	- - 0	46 14% 0	26 8% 0	31 10% 0
They are more competent than other parties	77 25% CD	138 25% CD	55 17% 0	40 12% 0	48 16% 0
They will deliver the change Britain needs	65 21% 0	166 33% ACD	115 36% ACD	45 14% 0	59 19% 0
I know who is going to win the election so I can vote for who I really want to	29 9% 0	40 8% 0	25 8% 0	27 8% 0	38 9% 0
Their leader would be a better Prime Minister than other parties' leaders	92 29% DE	150 30% DE	102 32% DE	42 13% DE	45 15% DE
I'm worried another party would increase my taxes	89 28% ACD	51 10% 0	48 14% DE	25 8% 0	24 8% 0
I'm worried another party would reduce spending on public services	43 14% ACD	38 8% 0	30 9% 0	37 12% 0	41 14% 0
They will be better for the economy	129 41% CD	174 35% CD	66 21% 0	41 13% 0	47 16% 0
They will be better on immigration & asylum	102 32% 0	105 21% DE	173 54% ACD	28 9% 0	42 14% 0
They will be better on housing	10 11% ACD	142 28% 0	54 17% A	55 17% A	68 22% A
They will be better on crime	65 21% DE	79 16% DE	96 30% ACD	29 9% 0	26 8% 0
They will be better for my personal finances	81 26% ACD	81 16% DE	54 17% 0	24 7% 0	26 9% 0
They will be better on the NHS/healthcare	70 22% ACD	261 52% 0	71 22% 0	78 24% 0	67 22% 0
They will be better on education	43 14% ACD	131 26% 0	43 13% 0	39 12% 0	44 14% 0
They will be better on climate change	31 10% AC	107 21% 0	30 9% AC	51 16% AC	157 52% ACD
They will be better on the cost of living	80 26% DE	197 39% ACD	62 19% 0	49 15% 0	50 17% 0
They will be better on handling Britain's relationship with the European Union (EU)	78 25% DE	142 28% 0	95 30% 0	66 21% 0	58 19% 0
Other	2 1% 0	13 3% 0	6 2% A	13 4% A	6 2% 0
No reason	10 3% 0	9 2% 0	13 4% 0	21 7% 0	10 3% 0
Don't know	6 2% A	17 3% 0	18 6% ACD	33 10% 0	11 4% 0

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Column headers (N): A/B/C/D/E Minimum Base: 300** (Small Base: 100**)

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