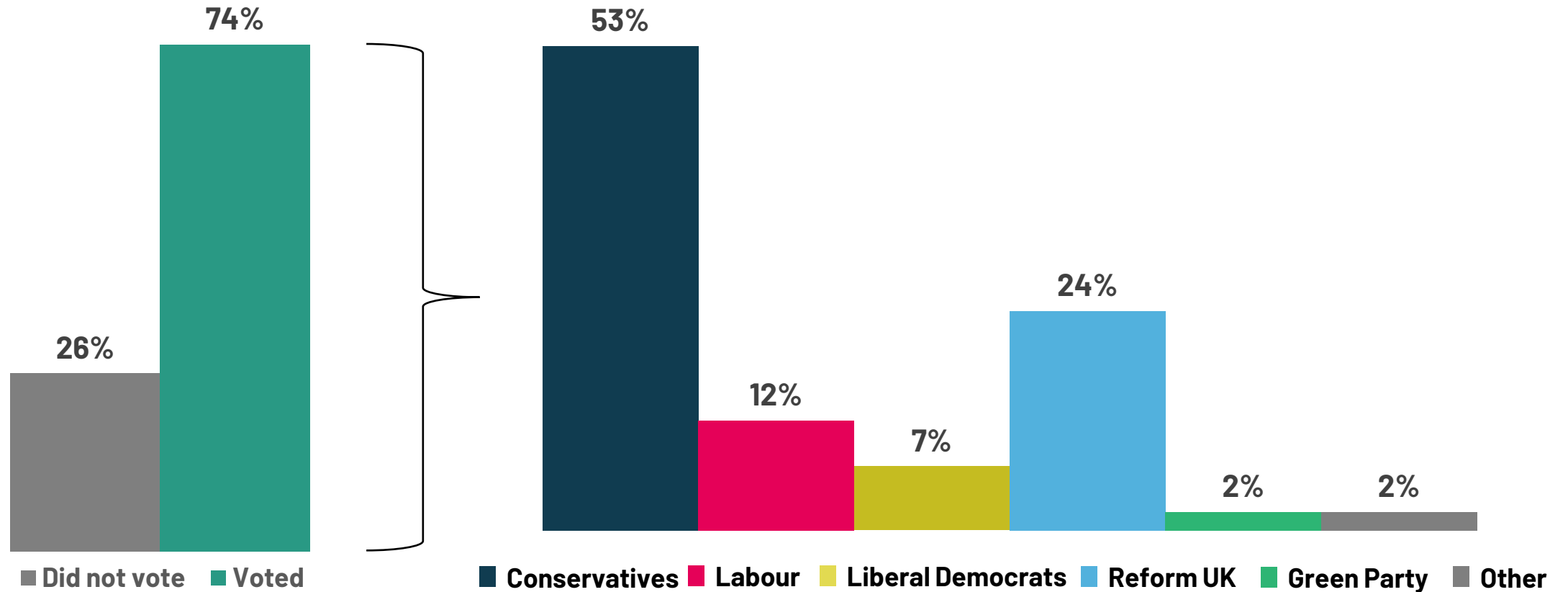


Ipsos How Conservative 2019 voters voted in the 2024 election

September 2024

How 2019 Conservatives voted in 2024

Amongst 2019 Conservative voters who voted in 2024, just over half continued to vote for the party, with a quarter backing Reform, and one in five switching to either Labour or the Liberal Democrats.

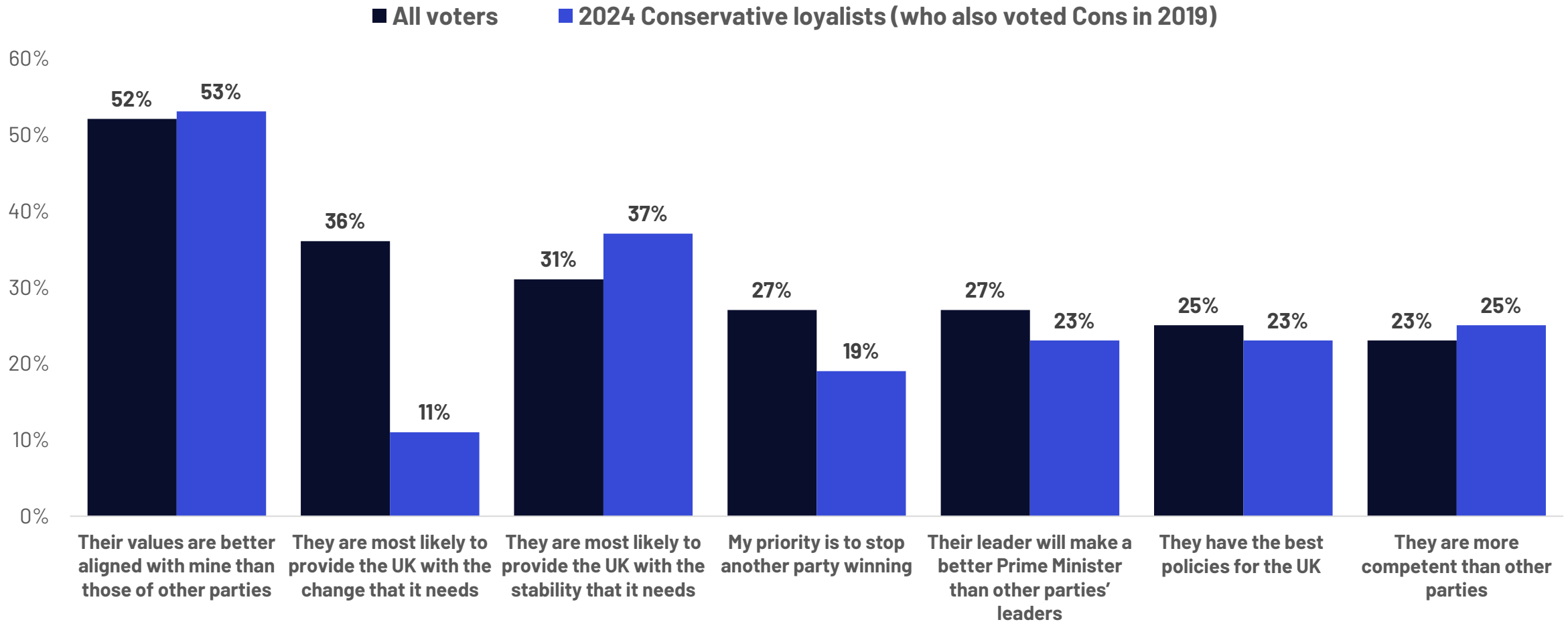


*Turnout expressed as % of all adults, not all registered to vote

Base: 15,206 GB adults aged 18+, 5-8 July 2024. Data has been weighted to the actual election results by region and to the population profile of Great Britain.

Reasons for voting

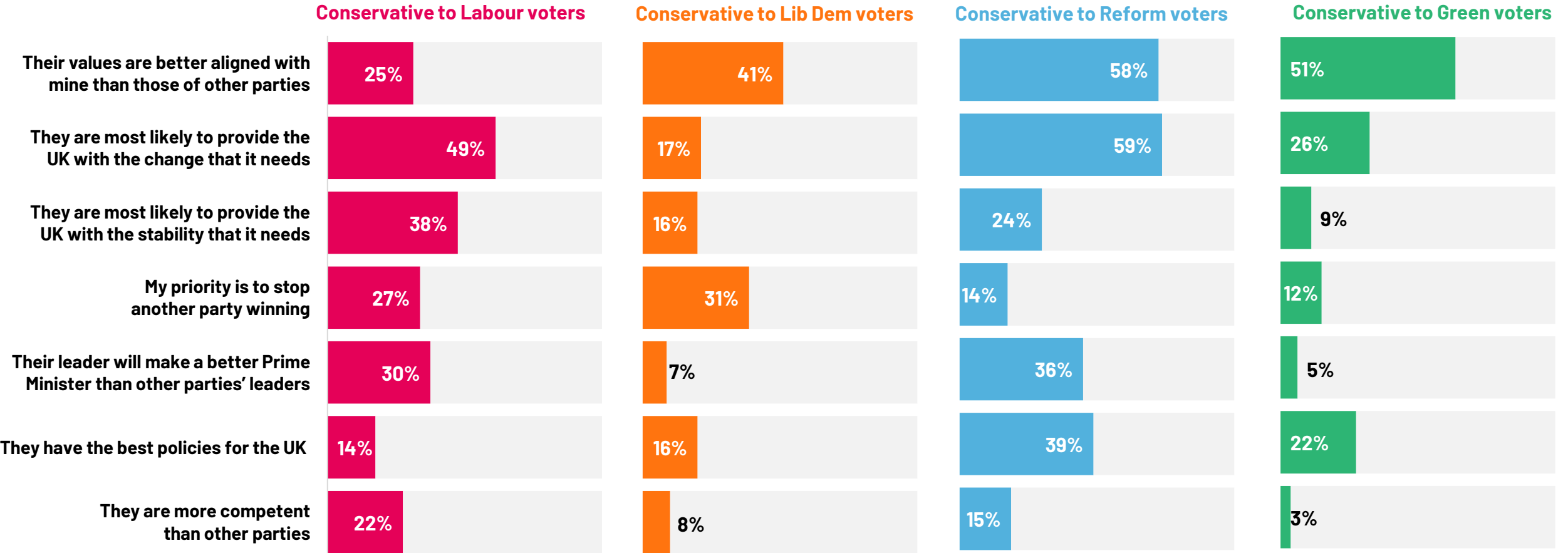
What are the most important reasons why you chose to vote for this party/candidate in this General Election?



Base: 15,206 GB adults aged 18+, 5-8 July 2024 (inc. 2,558 Conservative loyalists). Data has been weighted to the actual election results by region and to the population profile of Great Britain.

Which reasons helped you to decide your vote? *By 2019 Conservative switchers*

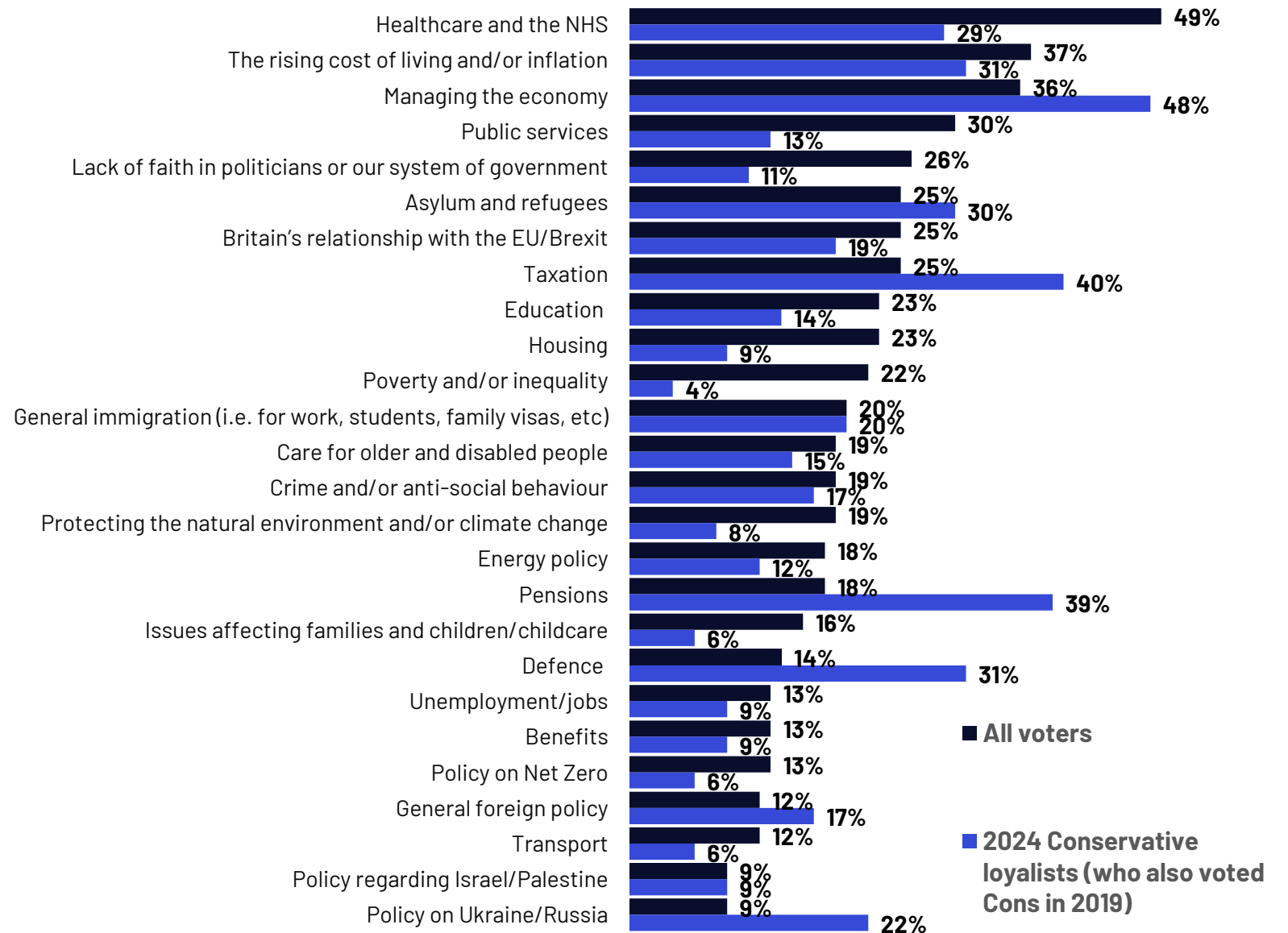
What are the most important reasons why you chose to vote for this party/candidate in this General Election?



Base: 15,206 British adults aged 18+, including 2019 Conservative switchers to Labour (666), Lib Dem (445), Green Party (123) and Reform UK (986) voters, 5-8 July 2024,

Healthcare and the NHS, the cost of living and the economy were the most important issues for voters. Conservative loyalists were also motivated by taxation, pensions and defence

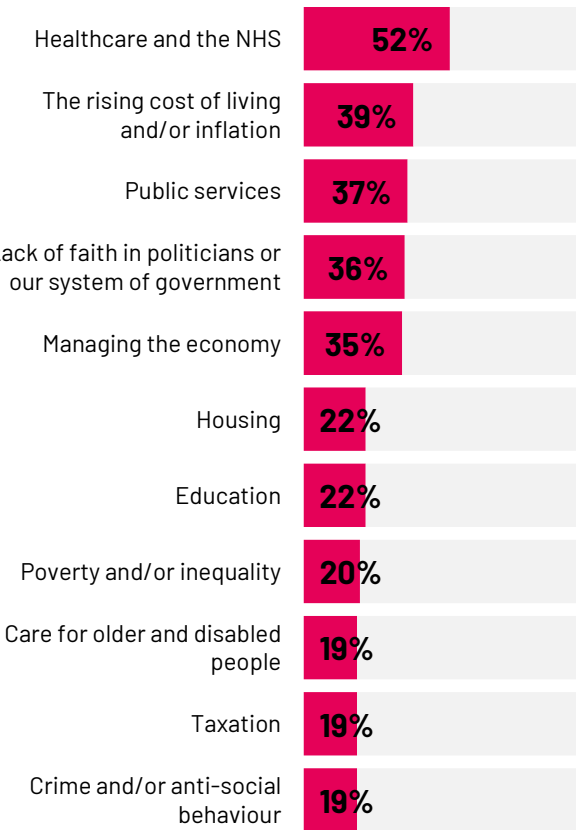
Which, if any, issues were very important to you in helping you decide which party to vote for?



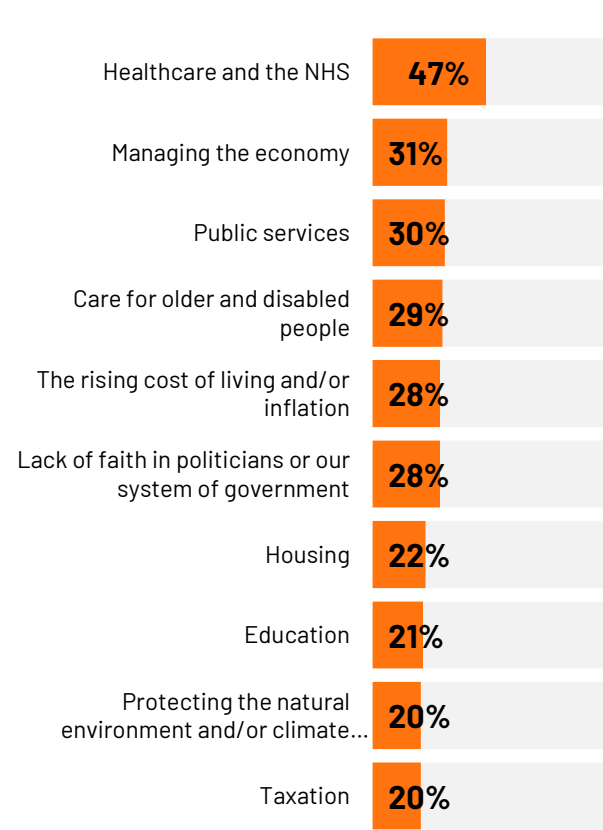
Which issues helped you to decide your vote? *By 2019 Conservative switchers*

Which, if any, issues were very important to you in helping you decide which party to vote for?

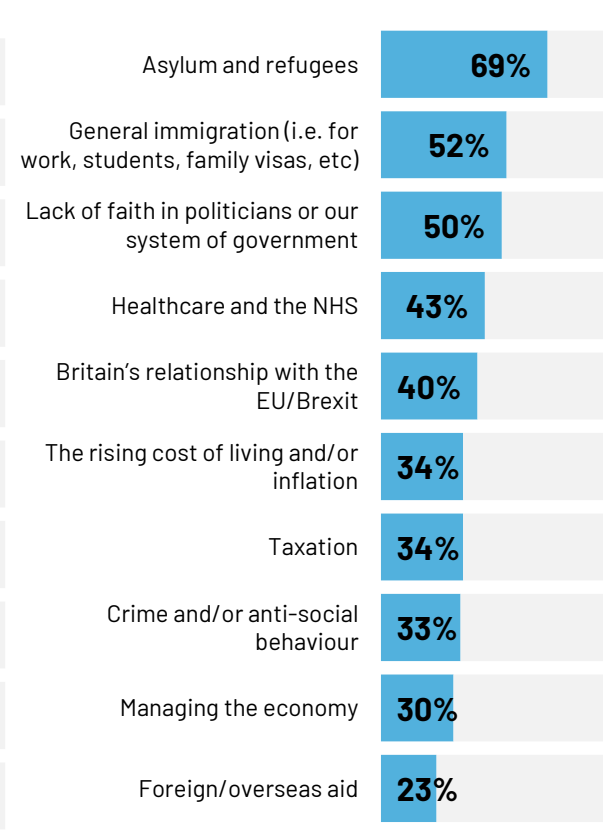
Conservative to Labour voters



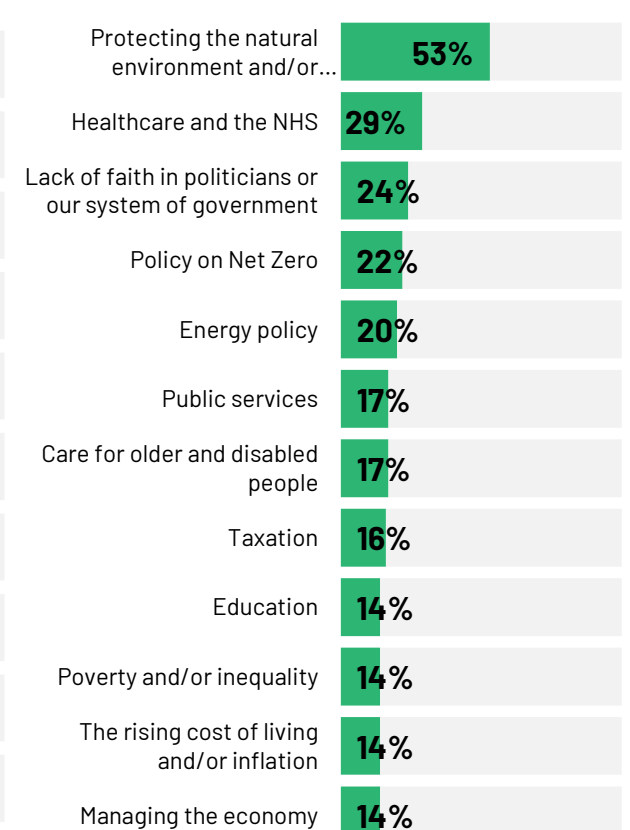
Conservative to Lib Dem voters



Conservative to Reform voters



Conservative to Green voters



Base: 15,206 British adults aged 18+, including 2019 Conservative switchers to Labour (666), Lib Dem (445), Green Party (123) and Reform UK (986) voters, 6-8 July 2024.



How Britain Voted 2024

For more information

Gideon Skinner

Research Director

gideon.skinner@ipsos.com

Cameron Garrett

Research Manager

cameron.garrett@ipsos.com

Keiran Pedley

Research Director

keiran.pedley@ipsos.com

Ben Roff

Research Executive

ben.roff@ipsos.com