2024 QESB Focus Group Questions – Post election groups:

(INTRO AND CONSENT FORM)

INTRODUCE YOURSELF: I am xxx, I am xxx on the Qualitative Election Study of Britain, etc.

As you will see that we are already auto recording, as per our participant information and the consent remains from the research which took place in the pre-election research you attended. Please confirm verbally or by nodding that you consent to being recorded, as per the information and consent form you reviewed in our pre-election session.

As with the pre-election groups, we are interested in a diversity of opinions, in everyone’s individual experiences and understandings. It is perfectly okay if your opinions differ with someone else’s opinions. We are not looking for consensus or agreement necessarily, but if you do agree with each other, that’s perfectly fine as well! With that I will verbally instruct our transcriber to start transcribing if that’s ok.

(ICEBREAKER)

First up, a little something for you to think about, in a bit we are going to ask you to **summarise your reaction to this election in a song, we are telling you this now, to give you some time to think about it**. We don’t expect you to sing it, but if you do it will be available for history as part of the QESB recordings!

1. (YOUR VOTING STORY): (THIS QUESTION COMES IN THREE BITS)

**A) Could you tell us the story of your voting day? When did you wake up? When did you vote?  Did you receive any literature on election day?**

**B) Did you vote how you thought you were going to vote, how did you feel when you voted, did it feel any different.**

C) Probe if needed **Could you tell us who you voted for? Is this who you usually vote for? How did feel voting for that party? (\*\*NOTE MAKE CLEAR THEIR VOTE CHOICE IS PRIVATE, AND THEY DONT HAVE TO SHARE)**

1. (VOTE OUTCOME STORY)

* **"Did you stay up to watch the results? If so, what did you think about the exit poll?"**
* **"If you didn't stay up, when did you find out about the results?**
* **How did you feel about your constituency’s result? Was it expected or surprising? Were you happy with the outcome?"**
* **"How did you feel about the overall result? Was it as expected? What surprised you, if anything? Were you happy with the outcome?"**

ICEBREAKER:

* **Could you summarise your reaction to this election in a song?**

* **What do you think was the turnout in your constituency, was it better or worse than usual, and what do you think were the reasons for this?**(Note we don’t particularly need them to know about turnout in their constituency, we want to see what they think about turnout and the implications of low turnout)

3. (IMPRESSIONS ON HOW PARTIES DID)

* **What do you think about the election results in relation to how the parties did?**
* **"How do you think the Conservative Party did? Why do you think they performed as they did? Did anything about their result surprise you?" (**optional probe: vote share, and number of seats)
* **"How do you think the Labour Party did? Why do you think they performed as they did? Did anything about their result surprise you?"** (optional probe: vote share, and number of seats)
* **"How do you think the Liberal Democrats did? Why do you think they performed as they did? Did anything about their result surprise you?"** (optional probe: vote share, and number of seats)
* **"How do you think the Green Party did? Why do you think they performed as they did? Did anything about their result surprise you?"** (optional probe: vote share, and number of seats)
* **"How do you think REFORM UK did? Why do you think they performed as they did? Did anything about their result surprise you?"** (optional probe: vote share, and number of seats)

**“What does this election result mean For REFORM UK?**

**In Scotland ONLY:**

* **"How do you think the SNP did? Why do you think they performed as they did? Did anything about their result surprise you?"** (optional probe: vote share, and number of seats)

**(IN SCOTLAND)**

* **What do you think the SNP can do to recover from this result, and what do you think will the effect of the results for a future Independence Referendum**

**In Wales ONLY:**

* **"How do you think the Plaid Cymru did? Why do you think they performed as they did? Did anything about their result surprise you?"** (optional probe: vote share, and number of seats)

4. (CAMPAIGN REFLECTIONS)

* **Highlight Key Moments: "Please describe the overall election campaign in one word.**
* **Do you have any standout moments from the campaign?"**

5. (WHAT HAPPENS NEXT?) Next up let’s explore what you think about what is going to happen next?

* **"What do you think will happen next for the Labour Party in government? What issues should they tackle first?"**
* **"What do you think is next for the Conservative Party? Who do you think will be their next leader?"**

6. (WRAPPING UP: WHATS BEEN MISSED, AND OUTGOING ICEBREAKER)

* **What was missing from this election campaign?**PROBE:Do you feel like some important matters/subjects have been left out or not covered enough during the campaign/in the media?

* **What would your simple piece of advice for Kier Starmer be? Or choose another of the party leaders, and what would your piece of advice for them be? IF TIME DO BOTH**

That concludes our post-election research, and I want to thank you on behalf of both me and the wider QESB team for your valued contribution to this year’s Election Study, it’s been our pleasure to speak with you all through this election campaign and after and we really hope we can invite you back for research on future general elections.

Thom will be processing participant payments which will be another £25 Amazon voucher, this will be done as soon as he can, but by the end of the data collection period which is the end of July. If you have any questions about what happens next, or what happens with your data, do get in contact with the QESB leadership team of Thom, Edzia and Kristi.