

YouGov Survey Results

Sample Size: 2088 Adults in GB
Fieldwork: 22nd - 23rd August 2024

	Vote in 2024 GE				EU Ref 2016		Gender		Age				Social Grade		Country			Region in England					
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	2088	376	537	192	226	736	778	1011	1077	219	862	516	491	1190	898	1806	100	182	495	342	253	716	
Unweighted Sample	2088	333	646	217	274	807	819	983	1105	147	808	555	578	1268	820	1804	116	168	522	365	190	727	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about news coverage on television and in newspapers, would you say they cover the following topics too much, too little or about right?

UK politics

Far too much	9	5	7	5	11	7	10	9	9	9	8	10	8	7	11	8	13	11	11	8	7	7
Somewhat too much	18	23	17	14	14	15	21	16	19	16	16	16	23	18	18	18	16	22	20	24	11	15
TOTAL TOO MUCH	27	28	24	19	25	22	31	25	28	25	24	26	31	25	29	26	29	33	31	32	18	22
About right	53	59	60	63	51	61	51	55	50	43	51	56	56	57	47	53	45	51	49	47	58	58
Somewhat too little	7	8	7	10	9	8	7	9	6	8	8	6	7	7	7	7	8	5	9	7	8	6
Far too little	2	1	1	1	6	1	3	2	2	2	1	2	2	1	2	2	3	2	2	1	2	2
TOTAL TOO LITTLE	9	9	8	11	15	9	10	11	8	10	9	8	9	8	9	9	11	7	11	8	10	8
Don't know	12	4	9	8	9	7	9	10	14	23	15	9	4	10	15	12	15	9	11	12	13	12

Business

Far too much	3	0	2	2	3	2	3	2	3	1	3	3	3	2	3	3	5	2	2	4	3	2
Somewhat too much	8	8	10	7	6	10	9	8	9	5	6	9	13	8	9	9	7	7	11	11	6	7
TOTAL TOO MUCH	11	8	12	9	9	12	12	10	12	6	9	12	16	10	12	12	12	9	13	15	9	9
About right	48	57	53	47	45	55	49	47	49	33	44	52	57	50	45	48	40	50	47	43	50	51
Somewhat too little	19	22	17	24	21	18	18	24	15	26	20	19	15	22	15	19	21	19	20	21	19	18
Far too little	3	4	2	2	7	3	4	3	3	1	3	3	3	3	3	3	4	6	3	4	2	3
TOTAL TOO LITTLE	22	26	19	26	28	21	22	27	18	27	23	22	18	25	18	22	25	25	23	25	21	21
Don't know	19	8	15	17	18	13	16	16	21	34	23	14	9	15	24	19	24	16	18	18	20	19

Sport

Far too much	22	25	20	15	27	19	27	21	22	12	19	21	31	20	23	22	23	17	20	25	19	23
Somewhat too much	27	29	32	29	26	30	25	22	31	33	21	28	31	31	21	27	23	28	26	29	25	27
TOTAL TOO MUCH	49	54	52	44	53	49	52	43	53	45	40	49	62	51	44	49	46	45	46	54	44	50
About right	37	40	35	44	32	40	35	41	33	28	42	38	30	38	36	36	41	41	37	30	41	37
Somewhat too little	4	3	3	3	7	4	4	6	2	3	4	4	4	3	6	4	2	4	6	4	3	3
Far too little	1	1	1	2	1	1	2	2	1	1	1	2	2	1	1	1	0	1	2	1	2	1
TOTAL TOO LITTLE	5	4	4	5	8	5	6	8	3	4	5	6	6	4	7	5	2	5	8	5	5	4
Don't know	10	2	8	7	7	7	6	9	11	22	13	6	3	7	13	10	10	9	9	11	11	9

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Unweighted Sample	2088	333	646	217	274	807	819	983	1105	147	808	555	578	1268	820	1804	116	168	522	365	190	727	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

World news

Far too much	3	2	2	3	4	2	4	4	2	0	4	2	3	2	4	3	2	2	6	3	2	1
Somewhat too much	9	13	9	4	13	6	13	9	9	6	7	12	10	8	10	9	6	11	11	11	7	7
TOTAL TOO MUCH	12	15	11	7	17	8	17	13	11	6	11	14	13	10	14	12	8	13	17	14	9	8
About right	50	58	49	55	53	50	54	47	53	44	46	51	60	54	46	51	45	51	46	49	45	56
Somewhat too little	22	21	26	24	16	29	17	24	20	25	23	22	18	23	20	22	23	22	21	20	28	20
Far too little	6	5	5	7	6	7	5	7	4	4	6	6	6	5	6	5	9	8	5	4	6	5
TOTAL TOO LITTLE	28	26	31	31	22	36	22	31	24	29	29	28	24	28	26	27	32	30	26	24	34	25
Don't know	11	3	9	7	8	7	8	9	12	21	14	7	3	8	14	11	14	7	10	12	12	10

US politics

Far too much	17	18	19	10	17	15	21	18	15	11	16	17	21	16	18	17	17	19	20	19	15	14
Somewhat too much	31	38	31	34	34	35	34	31	32	24	28	33	39	35	27	32	26	33	29	32	35	32
TOTAL TOO MUCH	48	56	50	44	51	50	55	49	47	35	44	50	60	51	45	49	43	52	49	51	50	46
About right	32	36	35	38	32	36	30	33	32	28	33	33	32	33	31	32	34	28	31	27	32	36
Somewhat too little	5	5	5	9	4	6	4	6	4	7	5	5	4	5	5	5	4	5	6	7	4	5
Far too little	1	1	1	0	2	0	1	1	1	3	2	0	0	1	2	1	2	3	2	0	2	0
TOTAL TOO LITTLE	6	6	6	9	6	6	5	7	5	10	7	5	4	6	7	6	6	8	8	7	6	5
Don't know	13	3	9	8	11	8	10	10	16	27	16	11	3	10	17	13	17	11	12	14	12	14

Entertainment

Far too much	12	11	12	13	13	14	12	15	9	6	11	13	14	13	10	12	13	10	13	14	9	11
Somewhat too much	24	29	25	28	21	31	22	26	21	15	21	27	28	26	20	23	27	25	23	20	27	24
TOTAL TOO MUCH	36	40	37	41	34	45	34	41	30	21	32	40	42	39	30	35	40	35	36	34	36	35
About right	45	49	46	42	45	41	49	41	49	42	46	43	47	44	46	45	36	48	44	46	40	47
Somewhat too little	7	5	7	7	8	6	7	7	7	9	8	5	5	6	7	7	6	7	7	6	8	6
TOTAL TOO LITTLE	52	54	53	49	53	47	56	48	56	51	54	48	52	50	53	52	42	55	51	52	48	53
Far too little	1	3	0	0	2	1	2	1	2	1	1	2	2	1	2	1	4	1	2	1	1	1
Don't know	12	3	9	9	10	7	9	10	13	27	14	9	4	9	15	12	15	8	12	13	14	11

Technology

Far too much	2	1	1	2	1	1	2	2	2	2	2	1	2	2	2	2	1	2	2	3	2	1
Somewhat too much	5	6	5	4	6	4	6	5	5	6	4	4	8	4	6	5	3	6	5	3	6	5
TOTAL TOO MUCH	7	7	6	6	7	5	8	7	7	8	6	5	10	6	8	7	4	8	7	6	8	6
About right	48	56	49	50	44	50	53	43	53	31	44	51	58	48	48	48	39	50	47	47	48	50
Somewhat too little	24	24	27	30	27	27	20	31	19	29	26	23	20	28	19	24	33	24	22	25	24	24
Far too little	6	5	6	3	9	6	6	9	3	5	6	7	5	6	6	6	7	5	9	7	7	3
TOTAL TOO LITTLE	30	29	33	33	36	33	26	40	22	34	32	30	25	34	25	30	40	29	31	32	31	27
Don't know	15	8	12	11	12	11	13	11	19	27	18	13	8	12	19	15	17	13	15	15	14	16

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The media

Far too much	9	11	8	7	16	8	12	11	8	5	7	11	13	9	9	9	16	10	8	10	7	10
Somewhat too much	19	21	18	21	17	22	20	19	18	14	13	20	28	19	18	19	15	21	21	15	22	17
TOTAL TOO MUCH	28	32	26	28	33	30	32	30	26	19	20	31	41	28	27	28	31	31	29	25	29	27
About right	43	51	47	44	40	41	48	40	46	35	42	44	48	44	42	44	38	38	43	45	41	45
Somewhat too little	8	6	8	9	10	9	6	10	6	10	10	7	4	8	7	8	10	7	8	8	8	8
Far too little	2	1	3	1	1	3	1	3	1	2	2	2	1	2	1	2	0	4	3	2	2	1
TOTAL TOO LITTLE	10	7	11	10	11	12	7	13	7	12	12	9	5	10	8	10	10	11	11	10	10	9
Don't know	19	10	16	19	16	17	13	18	21	35	25	16	7	17	22	19	21	21	17	20	21	19

Crime

Far too much	4	2	5	4	5	4	4	5	4	3	6	5	3	4	4	5	3	4	6	4	4	4
Somewhat too much	13	11	14	15	6	15	9	13	12	17	13	10	12	14	11	13	13	8	15	12	16	11
TOTAL TOO MUCH	17	13	19	19	11	19	13	18	16	20	19	15	15	18	15	18	16	12	21	16	20	15
About right	51	59	55	60	47	57	51	48	53	36	48	59	54	55	45	51	46	55	50	51	45	54
Somewhat too little	16	19	15	10	20	14	20	18	14	17	15	14	19	15	17	15	17	18	15	15	18	15
Far too little	5	5	2	4	15	2	8	7	4	2	5	6	8	3	8	5	10	4	6	5	4	6
TOTAL TOO LITTLE	21	24	17	14	35	16	28	25	18	19	20	20	27	18	25	20	27	22	21	20	22	21
Don't know	11	3	9	8	7	7	7	10	12	25	14	7	3	9	14	11	12	11	9	14	13	10

Science

Far too much	1	1	1	0	1	0	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1
Somewhat too much	2	3	1	2	3	1	4	2	2	0	1	2	5	2	2	2	1	2	2	4	0	2
TOTAL TOO MUCH	3	4	2	2	4	1	5	3	3	1	2	3	6	3	3	3	1	3	3	5	1	3
About right	33	40	34	25	38	31	40	30	36	18	27	40	44	32	35	33	30	36	34	31	35	33
Somewhat too little	34	37	38	44	31	42	31	37	31	29	36	33	34	38	29	34	36	32	34	32	33	35
Far too little	15	10	15	17	13	16	12	18	12	20	17	14	8	15	14	14	17	15	14	14	16	14
TOTAL TOO LITTLE	49	47	53	61	44	58	43	55	43	49	53	47	42	53	43	48	53	47	48	46	49	49
Don't know	15	8	11	11	14	9	13	12	18	31	17	11	8	12	19	15	16	13	14	19	14	14

The economy

Far too much	3	1	3	3	2	3	3	2	3	3	3	3	2	2	3	3	5	1	3	5	2	2
Somewhat too much	9	12	8	7	9	10	11	9	9	6	7	11	13	9	10	10	10	7	10	11	9	8
TOTAL TOO MUCH	12	13	11	10	11	13	14	11	12	9	10	14	15	11	13	13	15	8	13	16	11	10
About right	55	61	59	59	56	61	58	57	54	38	54	60	61	59	51	55	51	58	54	49	56	59
Somewhat too little	16	17	18	19	20	17	16	17	15	18	17	14	17	17	15	16	18	17	16	15	17	16
Far too little	4	5	3	3	5	3	5	4	4	7	4	4	4	4	5	4	3	8	5	5	3	4
TOTAL TOO LITTLE	20	22	21	22	25	20	21	21	19	25	21	18	21	21	20	20	21	25	21	20	20	20
Don't know	12	4	9	9	8	7	8	11	13	28	15	8	3	9	15	12	13	10	11	14	14	11

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Lighthearted stories

Far too much	4	3	3	6	4	4	4	5	2	1	3	4	5	4	3	3	5	4	3	4	2	4
Somewhat too much	7	6	9	9	6	9	6	8	6	5	6	8	8	8	6	7	6	6	8	5	10	7
TOTAL TOO MUCH	11	9	12	15	10	13	10	13	8	6	9	12	13	12	9	10	11	10	11	9	12	11
About right	34	40	36	33	35	37	36	35	32	20	30	37	43	34	33	34	26	32	36	32	34	34
Somewhat too little	23	26	24	24	21	22	22	21	25	27	23	22	21	23	22	22	21	27	19	24	24	23
Far too little	20	19	17	18	25	18	23	18	22	17	22	20	18	20	20	20	28	18	21	22	16	19
TOTAL TOO LITTLE	43	45	41	42	46	40	45	39	47	44	45	42	39	43	42	42	49	45	40	46	40	42
Don't know	13	5	11	9	9	9	8	13	13	30	16	9	5	11	16	13	15	13	14	13	14	13

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.