

YouGov Conservatives Campaign News Results



Fieldwork: 8th - 9th of July 2024

Sample: 2085 Adults in GB

	Vote in 2024				EU Ref 2016		Gender		Age				Social		Country			Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Leave	Remain	Female	Male	18-24	25-49	50-64	65+	ABC1	C2DE	England	Scotland	Wales	London	Midlands	North	Rest of South
Weighted Sample	2085	375	536	192	225	776	735	1076	1009	219	861	515	490	1189	896	1804	181	100	252	342	494	715
Unweighted Sample	2085	270	622	237	289	806	799	1125	960	171	885	541	488	1271	814	1792	182	111	188	355	522	727
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking specifically about the Conservatives' election campaign over the last six weeks, which Conservatives news story did you hear about the most?

Respondents answered in their own words, which YouGov's AI language model has categorised into the below categories

Election date betting scandal	14	13	16	22	12	11	18	10	17	13	15	15	11	16	10	13	17	17	15	13	13	12
Rishi Sunak leaving D-day commemorations early	8	6	9	12	6	4	10	6	9	10	8	8	6	9	5	7	13	6	8	6	5	9
Immigration policy, Rwanda scheme & Stop the boats slogan	6	9	6	4	9	8	6	6	6	1	5	8	7	5	6	6	2	6	7	6	7	5
Claim that Labour would increase taxes by £2000	4	4	6	8	6	5	6	4	5	2	3	6	6	5	4	4	5	2	4	4	5	5
National Service for 18 year-olds	4	3	6	9	3	3	4	6	3	10	5	3	1	5	3	5	1	3	7	4	3	5
Conservatives' predicted loss in the polls	4	3	4	2	5	3	5	3	5	5	4	3	3	4	4	4	6	5	4	3	3	3
Conservatives' plan to lower taxes	3	4	4	1	2	4	3	3	3	3	3	4	3	3	3	3	3	6	5	3	2	3
Rishi Sunak's gaffes & unappealing campaign	3	2	3	3	2	2	3	3	2	4	2	3	2	3	3	3	2	4	2	4	3	2
Vote Conservatives' / do not vote Reform UK to avoid a Labour supermajority	2	5	1	1	5	3	2	2	3	1	2	2	4	3	2	3	0	1	3	3	2	3
Conservatives' reduced inflation & improved the economy	2	7	1	1	1	3	2	2	2	1	0	3	5	2	2	2	1	1	1	2	2	3
Rishi Sunak did not have Sky TV as a child	2	1	2	2	2	2	2	3	1	3	3	2	0	2	2	2	0	0	3	3	2	2
Lies / false promises during the campaign	2	1	3	2	2	2	2	1	2	1	2	1	2	1	3	2	0	2	2	1	3	2
A Labour government would be bad / dangerous	1	3	2	1	2	2	2	1	1	1	1	2	2	2	1	2	1	1	1	2	2	1
Other	7	7	9	7	9	7	9	7	8	9	7	7	8	8	6	7	7	4	9	6	8	7
No story stood out	19	18	13	10	14	21	11	20	17	16	19	18	21	15	23	19	21	18	12	18	20	20
Don't know / Avoided the news	19	14	14	16	21	19	15	23	15	20	21	18	18	17	22	19	20	22	16	22	21	18