

YouGov Labour Campaign News Results



Fieldwork: 8th - 9th of July 2024

Sample: 2085 Adults in GB

| Total | Vote in 2024 | | | | EU Ref 2016 | | Gender | | Age | | | | Social | | Country | | | Region in England | | | | |
|----------------------------------|--------------|-----|---------|-----------|-------------|--------|--------|------|-------|-------|-------|-----|--------|------|---------|----------|-------|-------------------|----------|-------|---------------|---|
| | 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 Labour's election campaign over the last six weeks, which Labour 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

| | | | | | | | | | | | | | | | | | | | | | | |
|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Taxes under a Labour government | 7 | 9 | 8 | 8 | 5 | 6 | 9 | 4 | 10 | 4 | 7 | 8 | 6 | 9 | 4 | 7 | 5 | 5 | 11 | 7 | 5 | 7 |
| Keir Starmer's leadership & debate performance | 6 | 4 | 7 | 7 | 9 | 4 | 7 | 6 | 6 | 12 | 6 | 5 | 4 | 7 | 5 | 6 | 5 | 9 | 8 | 4 | 6 | 6 |
| Labour's campaign message of change | 6 | 7 | 9 | 8 | 5 | 7 | 8 | 6 | 6 | 1 | 4 | 6 | 11 | 7 | 5 | 6 | 8 | 7 | 5 | 5 | 6 | 6 |
| NHS and reducing waiting times | 5 | 5 | 7 | 4 | 4 | 6 | 5 | 6 | 4 | 6 | 4 | 7 | 6 | 4 | 6 | 6 | 1 | 4 | 7 | 6 | 7 | 4 |
| Labour's landslide win in the polls | 4 | 4 | 5 | 5 | 3 | 3 | 5 | 3 | 6 | 5 | 6 | 3 | 3 | 5 | 4 | 4 | 7 | 3 | 5 | 3 | 5 | 4 |
| Challenging the Tories, bringing back stability & integrity | 3 | 4 | 3 | 2 | 3 | 2 | 4 | 2 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 3 | 4 | 1 | 4 | 3 | 2 | 3 |
| Labour's manifesto | 2 | 4 | 2 | 3 | 2 | 3 | 2 | 1 | 4 | 2 | 3 | 2 | 3 | 3 | 1 | 3 | 1 | 0 | 3 | 3 | 2 | 3 |
| Scrapping the Rwanda scheme | 2 | 4 | 1 | 3 | 2 | 2 | 2 | 2 | 2 | 4 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 2 | 2 | 1 | 4 |
| Introducing a new immigration policy | 2 | 4 | 1 | 1 | 2 | 3 | 1 | 1 | 3 | 1 | 1 | 2 | 3 | 1 | 3 | 2 | 2 | 1 | 1 | 3 | 2 | 2 |
| Growing the economy | 2 | 3 | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 1 | 1 | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 2 |
| Imposing VAT on private schools | 2 | 2 | 3 | 1 | 1 | 1 | 2 | 2 | 1 | 2 | 1 | 3 | 1 | 2 | 1 | 2 | 1 | 3 | 1 | 2 | 2 | 2 |
| Building new housing | 1 | 1 | 2 | 1 | 3 | 2 | 2 | 2 | 1 | 2 | 1 | 2 | 2 | 2 | 1 | 1 | 2 | 2 | 1 | 1 | 2 | 1 |
| Transphobic comments | 1 | 0 | 2 | 3 | 1 | 0 | 2 | 2 | 0 | 5 | 2 | 0 | 0 | 2 | 1 | 1 | 4 | 0 | 2 | 0 | 2 | 1 |
| Keir Starmer's father was a toolmaker | 1 | 1 | 1 | 2 | 4 | 2 | 1 | 1 | 2 | 1 | 1 | 2 | 1 | 1 | 2 | 1 | 3 | 1 | 1 | 1 | 1 | 1 |
| Angela Rayner's council house ownership | 1 | 1 | 2 | 2 | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 0 | 0 | 3 | 1 | 2 | 1 |
| Dianne Abbott's candidacy | 1 | 1 | 1 | 4 | 1 | 1 | 1 | 1 | 2 | 3 | 1 | 2 | 0 | 1 | 1 | 1 | 0 | 1 | 2 | 1 | 0 | 2 |
| GB energy plan | 1 | 1 | 1 | 0 | 0 | 1 | 1 | 1 | 1 | 2 | 1 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 1 | 2 | 1 | 1 |
| Other | 7 | 6 | 7 | 5 | 10 | 7 | 5 | 6 | 7 | 11 | 7 | 6 | 5 | 7 | 6 | 6 | 10 | 9 | 9 | 7 | 5 | 6 |
| No story stood out | 19 | 17 | 14 | 16 | 16 | 21 | 14 | 18 | 20 | 10 | 20 | 19 | 23 | 16 | 23 | 19 | 24 | 21 | 10 | 18 | 22 | 19 |
| Don't know / Avoided the news | 26 | 24 | 20 | 23 | 26 | 26 | 23 | 31 | 20 | 26 | 29 | 22 | 24 | 23 | 30 | 26 | 23 | 29 | 24 | 30 | 25 | 26 |