

# YouGov Liberal Democrats Campaign News Results



Fieldwork: 9th - 10th of July 2024

Sample: 2111 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	
<b>Weighted Sample</b> 2111	380	543	194	228	786	744	1089	1022	222	872	521	496	1203	908	1826	184	101	255	346	500	724	
<b>Unweighted Sample</b> 2111	287	642	217	326	806	822	1141	970	168	878	546	519	1298	813	1829	172	110	218	360	522	729	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking specifically about the Liberal Democrats' election campaign over the last six weeks, which Liberal Democrats 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

Ed Davey doing publicity stunts throughout the campaign	37	41	47	52	42	39	45	32	43	30	33	43	43	42	31	37	34	45	36	35	33	42
Proposals to improve social welfare	3	2	3	6	2	2	4	3	3	1	3	3	2	3	2	3	3	3	1	4	3	3
Liberal Democrats expected to win seats	2	1	2	2	2	1	2	1	2	2	2	1	1	2	2	2	1	2	3	1	2	1
Focus on cleaning polluted rivers	1	2	2	2	0	1	2	1	1	2	1	1	1	1	2	1	2	0	2	0	1	2
Ed Davey's care for his disabled son	1	1	2	2	0	1	1	1	1	4	1	1	0	1	1	1	1	1	2	1	1	1
Other	3	4	3	7	3	2	3	3	4	5	3	3	3	3	3	3	2	0	6	2	2	4
No story stood out	39	39	29	19	37	40	33	42	35	38	41	38	36	35	44	38	44	37	38	44	41	34
Don't know / Avoided the news	14	10	12	11	13	14	10	17	11	19	16	10	13	13	16	14	14	12	14	13	16	14