

# YouGov Reform UK Campaign News Results



Fieldwork: 9th - 10th of July 2024

Sample: 2111 Adults in GB

	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>	<b>2111</b>	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>	<b>2111</b>	287	642	217	326	806	822	1141	970	168	878	546	519	1298	813	1829	172	110	218	360	522	729
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking specifically about Reform UK's election campaign over the last six weeks, which Reform UK 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

Nigel Farage running as MP for Clacton, and becoming leader of Reform UK	17	18	19	23	16	18	21	17	17	10	18	18	18	20	14	17	18	18	15	14	15	20
Tough immigration policy / stopping the boats	12	14	9	9	22	15	11	11	12	9	9	16	14	12	11	12	10	10	12	11	12	13
Widespread racism across the party	9	8	15	11	4	6	13	9	10	17	11	8	4	9	9	10	6	10	8	13	11	7
Reform UK candidate filmed making racist comments	9	5	13	10	12	5	12	6	11	10	10	9	5	8	9	8	10	11	10	9	8	8
Nigel Farage having objects thrown at him	6	8	6	8	4	6	6	6	6	5	7	5	5	6	6	6	3	8	10	4	6	6
Reform UK polling gains, taking seats from Conservatives	4	5	3	2	8	5	3	3	6	6	4	4	4	4	4	4	6	1	4	5	3	5
Unsuitable Reform UK candidates (unvetted, AI-generated, deceased, Nazi-affiliated)	3	2	5	3	1	2	3	3	3	6	3	2	3	3	3	3	4	3	1	3	3	3
Farage's comments on Putin and the Ukraine war	2	3	2	1	1	2	1	1	3	2	1	1	3	2	1	2	2	0	2	2	2	2
Reform UK manifesto on putting Britain First	1	1	1	0	3	2	0	1	1	0	1	1	1	1	1	1	1	0	2	0	1	1
Other	5	5	4	5	15	8	4	4	6	3	5	6	6	5	5	5	4	6	5	5	6	5
No story stood out	18	21	12	13	7	18	15	22	14	12	17	18	22	15	22	18	23	20	12	21	22	15
Don't know / Avoided the news	14	9	12	14	7	11	11	17	10	19	14	10	14	12	15	14	12	12	19	14	12	13