

YouGov News Story Results

Fieldwork: 19th - 20th of June 2024

Sample: 2056 Adults in GB

	Vote in 2019			EU Ref 2016		Gender		Age				Social		Country			Region in England					
	Total	Con	Lab	Lib Dem	Leave	Remain	Female	Male	18-24	25-49	50-64	65+	ABC1	C2DE	England	Scotland	Wales	London	Midlands	North	Rest of South	
Weighted Sample	2056	672	498	175	766	724	1061	995	216	849	508	483	1172	884	1774	179	103	249	341	495	689	
Unweighted Sample	2056	704	488	186	792	826	1107	949	131	827	539	559	1272	784	1766	179	111	176	351	527	712	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking back over the last few days, which 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

General election & campaigning	20	21	21	21	21	22	19	21	17	17	21	24	20	20	21	18	11	17	22	19	23
UEFA Euro Football Championship	9	8	9	12	8	10	7	11	9	8	10	7	9	8	8	20	3	9	9	7	7
Jay Slater missing in Tenerife	5	7	4	2	6	4	7	3	5	6	5	3	5	5	5	5	5	3	5	9	3
Reform UK & Nigel Farage	5	5	5	6	6	5	4	5	1	4	5	6	4	5	5	3	4	4	6	3	5
Party manifestos - particularly Reform UK	5	4	6	6	3	6	4	5	8	4	3	4	6	2	4	5	3	6	5	4	4
Election poll results	4	3	5	4	3	4	3	5	7	3	2	5	4	4	4	5	1	4	3	3	4
Dr Michael Mosley going missing / death	3	3	3	3	3	3	4	2	1	3	3	4	3	2	3	2	7	1	3	3	3
Conservative government election betting scandal	3	2	4	6	2	4	2	3	4	3	3	1	3	2	3	1	5	6	2	2	2
Rishi Sunak not having Sky TV as a child	3	1	4	2	2	4	3	2	3	4	2	0	3	2	2	2	6	2	2	4	2
Tax policies including claims from Conservatives on a tax rise under Labour	2	3	1	2	4	2	2	2	1	1	4	3	2	2	2	1	2	5	2	2	2
Vladimir Putin's visit to North Korea	2	2	3	3	2	3	1	3	0	2	3	2	2	2	2	1	4	2	2	2	2
Inflation rate going down to 2%	2	3	2	3	2	3	1	3	2	2	2	2	3	1	2	0	3	4	2	1	3
Rishi Sunak leaving D-Day Commemorations early	2	2	2	2	2	2	1	2	0	2	2	3	2	1	2	2	0	1	1	2	2
Reform UK overtaking Conservatives in the polls	2	3	2	0	2	2	1	2	0	2	2	2	2	1	2	1	3	1	3	1	2
Other	16	16	14	15	15	15	17	14	23	16	14	14	17	14	17	9	11	18	15	16	17
Don't know / Don't watch the news	20	17	14	13	20	12	22	17	19	21	19	19	15	26	19	23	31	17	18	21	18