

# YouGov News Story Results

Fieldwork: 1st - 2nd of July 2024

Sample: 2062 Adults in GB

Total	Vote in 2019			EU Ref 2016		Gender		Age				Social		Country			Region in England					
	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		
<b>Weighted Sample</b>	<b>2062</b>	674	499	175	768	727	1064	998	216	852	509	485	1175	887	1780	179	103	250	342	497	691	
<b>Unweighted Sample</b>	<b>2062</b>	726	511	179	804	824	1134	928	135	815	531	581	1196	866	1768	173	121	235	336	487	710	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Jay Slater missing in Tenerife	<b>21</b>	21	21	19	23	19	28	14	22	24	22	15	21	22	21	21	18	15	22	26	20
General election & campaigning	<b>15</b>	16	14	15	15	18	16	14	10	14	16	20	16	14	15	14	20	13	15	15	15
UEFA Euro Football Championship	<b>9</b>	13	9	7	11	10	8	11	3	8	10	12	10	8	9	9	7	11	9	7	11
Election date betting scandal	<b>9</b>	6	13	14	7	11	6	12	9	9	9	9	11	7	9	10	12	10	9	10	7
Reform UK campaigner's racist slurs	<b>9</b>	9	11	8	9	9	7	10	12	7	11	9	9	8	9	7	8	8	9	8	10
US presidential debate & Biden's poor performance	<b>7</b>	7	8	11	6	9	6	8	7	7	7	6	8	5	7	11	4	12	6	5	6
Far right success in first round of French elections	<b>2</b>	2	3	5	2	3	2	3	4	2	3	3	3	2	2	2	4	5	2	1	3
Nigel Farage & Reform UK	<b>2</b>	3	1	0	3	2	2	3	1	1	2	5	1	3	2	1	1	2	2	2	2
Glastonbury festival	<b>1</b>	1	1	1	1	1	2	1	2	2	1	1	1	1	1	2	1	1	2	0	2
Other	<b>6</b>	6	6	6	6	5	5	8	11	8	4	5	7	6	6	10	7	8	3	8	6
Don't know / Don't watch the news	<b>18</b>	16	13	12	18	12	19	16	19	19	15	16	13	24	18	13	18	14	22	17	18