

YouGov News Story Results

Fieldwork: 2nd - 3rd of July 2024

Sample: 2201 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	
Weighted Sample 2201	720	533	187	820	776	1136	1065	231	909	544	517	1255	946	1899	191	110	266	365	530	737	
Unweighted Sample 2201	756	535	197	830	914	1199	1002	141	892	581	587	1333	868	1899	184	118	249	345	518	787	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	24	27	23	25	28	23	22	25	20	21	25	29	24	24	23	24	28	25	22	22	24
Jay Slater missing in Tenerife	17	16	19	9	16	17	21	12	16	22	13	11	16	17	17	14	11	11	16	22	17
UEFA Euro Football Championship	9	10	8	4	10	9	7	10	3	9	9	10	8	9	9	8	7	11	10	6	9
Reform UK campaigner's racist slurs	6	7	5	8	6	7	5	7	6	6	7	6	7	5	6	6	8	6	6	6	6
US presidential debate & Biden's poor performance	6	5	5	9	5	6	6	6	11	6	5	4	7	4	6	9	1	10	4	5	6
Election date betting scandal	5	3	7	8	3	7	4	5	3	4	6	5	6	3	4	5	6	5	5	4	5
US Supreme Court's ruling on Donald Trump's immunity	2	2	3	6	2	4	2	3	1	2	3	2	3	1	2	2	2	2	2	2	3
Nigel Farage & Reform UK	2	3	1	5	2	2	2	2	2	1	2	4	2	2	2	2	2	2	1	3	2
Keir Starmer not working past 6pm on a Friday	2	2	2	1	1	2	2	1	0	1	3	2	2	1	2	2	1	2	2	2	2
Far right success in first round of French elections	1	2	2	1	1	2	1	2	2	1	2	1	2	1	2	1	1	2	1	1	2
Other	7	6	7	8	6	6	7	8	12	8	7	5	8	6	7	8	7	6	7	9	7
Don't know / Don't watch the news	20	17	18	15	19	15	21	19	23	20	19	21	16	26	20	20	24	16	23	21	18