

YouGov News Story Results

Fieldwork: 20th - 21st of June 2024
 Sample: 2024 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	25-40	41-54	55-64	65+	AB11	C2DE	England	Scotland	Wales	London	Midlands	North	Rest of South	
2024	398	495	173	758	718	1052	965	214	342	203	478	1152	876	1759	177	102	247	247	338	491	585	
Unweighted Sample	2024	2552	1251	1721	816	1112	1051	1401	351	526	321	726	1401	876	1759	177	102	247	247	338	491	585
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking back over the last few days, which news story did you hear about the most?

Responses assessed in their own words, which YouGov's AI language model has categorised into the below categories

Conservative government election betting scandal	17	14	25	29	13	24	12	22	11	15	22	17	20	12	17	14	19	21	14	15	18
General election & campaigning	19	17	15	13	15	16	16	15	14	16	15	16	16	15	16	13	9	17	16	18	14
Sky Star missing in Tenerife	11	10	12	7	11	9	16	5	16	12	11	7	11	10	11	11	14	5	12	15	10
UEFA Euro Football Championship	8	8	9	12	8	9	8	9	7	9	8	8	9	8	8	12	9	10	8	7	8
Election poll results	4	4	4	3	4	3	2	5	6	3	4	3	4	4	4	3	5	5	4	4	3
Party manifestos	3	3	4	4	2	4	3	3	3	3	3	2	3	2	3	3	2	5	1	3	3
Just Stop Oil protest on Stonehenge	2	2	2	2	2	2	2	2	3	2	2	2	2	2	2	3	4	1	1	2	3
Tax policies including claims from Conservatives on a backfire under Labour	2	3	1	1	3	1	1	3	2	1	2	3	2	2	2	0	0	3	2	2	2
Reform UK & Nigel Farage	2	1	2	0	1	2	2	2	4	1	2	2	2	1	2	0	2	1	2	3	1
Vladimir Putin's visit to North Korea	2	2	1	0	2	1	1	2	1	2	1	2	1	2	2	0	0	1	1	2	2
Dr Michael Mosley going missing / death	1	2	1	1	2	1	2	1	0	2	2	1	1	1	1	2	0	0	2	1	2
Conflict in Gaza	1	0	1	3	1	1	1	2	3	2	0	1	1	2	1	3	0	2	1	0	2
Rishi Sunak not having Sky TV as a child	1	0	2	1	1	2	1	2	2	2	1	0	1	1	1	2	4	1	1	1	1
Other	16	13	8	7	13	8	11	10	9	12	13	9	12	10	12	9	13	7	9	12	12
Don't know / Don't watch the news	20	18	14	16	21	16	22	19	19	22	16	23	17	25	20	19	25	15	28	18	20