

YouGov News Story Results

Fieldwork: 21st - 22nd of June 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	
Weighted Sample 2062	674	499	175	768	727	1064	998	216	852	509	485	1175	887	1780	179	103	250	342	497	691	
Unweighted Sample 2062	697	491	188	838	800	1123	939	153	811	516	582	1216	846	1775	176	111	212	360	489	714	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Conservative government election betting scandal	25	27	31	34	23	33	21	29	16	23	30	27	29	20	24	27	30	21	24	23	27
Jay Slater missing in Tenerife	15	14	16	10	16	11	20	9	19	16	14	11	12	18	16	7	13	11	14	21	14
General election & campaigning	11	12	11	7	12	12	12	10	9	10	10	14	11	11	11	8	8	12	11	9	13
UEFA Euro Football Championship	7	7	6	7	7	7	5	9	8	7	8	5	8	5	7	13	4	10	8	6	5
Reform UK & Nigel Farage	3	3	2	4	3	3	2	4	3	3	3	3	3	2	3	3	3	1	3	3	3
Televised party leader debates including BBC's Question Time Leader's Special	2	2	3	2	2	3	3	2	2	3	2	3	3	2	2	3	3	3	4	2	2
Tax policies including claims from Conservatives on a tax rise under Labour	2	4	1	1	4	1	2	2	1	1	2	3	2	2	2	1	5	1	3	2	2
Conflict in Gaza	2	1	2	3	1	2	2	2	6	2	1	1	2	2	2	2	1	4	2	1	2
Rishi Sunak not having Sky TV as a child	1	0	3	1	1	2	2	1	3	1	2	1	2	1	1	2	3	1	1	2	1
Immigration	1	2	1	0	2	2	1	2	0	1	2	2	1	2	1	1	0	1	3	1	1
Dr Michael Mosley going missing / death	1	1	1	3	1	1	1	1	0	1	1	1	1	1	1	2	1	2	0	1	1
Trooping the Colour and Princess Kate's appearance since cancer diagnosis	1	2	1	0	2	1	1	1	0	1	1	2	1	1	1	2	2	0	1	1	1
Just Stop Oil paint on Stonehenge	1	1	1	1	1	1	1	1	2	1	1	0	1	1	1	2	1	1	1	1	1
Other	7	7	8	5	6	7	8	7	8	8	6	7	8	7	8	4	9	10	7	6	8
Don't know / Don't watch the news	20	18	15	22	20	16	21	20	22	21	17	21	16	26	20	22	18	21	19	21	20