

YouGov News Story Results

Fieldwork: 22nd - 23rd of June 2024

Sample: 2060 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 2060	674	499	175	767	726	1063	997	218	851	509	483	1174	886	1778	179	103	249	342	496	690	
Unweighted Sample 2060	705	494	185	813	813	1155	905	146	807	533	573	1201	859	1790	166	104	226	345	507	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

Conservative government election betting scandal	20	18	29	28	18	28	16	24	12	17	25	25	23	17	20	21	22	24	16	20	21
Jay Slater missing in Tenerife	17	16	18	14	16	16	23	10	21	19	16	11	16	18	17	11	17	10	21	20	15
General election & campaigning	11	13	9	13	13	11	11	10	8	10	13	11	13	8	11	9	11	11	12	11	11
UEFA Euro Football Championship	6	6	5	6	7	7	4	8	5	6	6	7	6	6	6	10	1	8	6	6	5
Nigel Farage comments on Vladimir Putin and the Ukraine War	5	7	5	7	5	6	4	6	1	4	6	7	6	4	5	7	2	4	7	4	6
Reform UK & Nigel Farage	3	4	2	1	4	2	3	4	5	3	4	3	4	2	3	4	2	3	3	4	3
Rishi Sunak campaign shortfalls	3	2	4	2	2	3	3	3	6	3	2	2	4	2	3	2	6	4	2	3	3
Conflict in Gaza	2	0	3	2	1	2	2	1	4	2	1	1	2	2	2	2	2	4	1	2	1
Televised party leader debates including BBC's Question Time Leader's Special	1	1	2	2	1	2	2	1	2	1	1	1	2	1	1	2	1	1	2	2	1
Tax policies including claims from Conservatives on a tax rise under Labour	1	3	0	0	2	1	1	1	2	1	0	3	1	2	1	4	1	0	2	0	2
Dr Michael Mosley going missing / death	1	1	1	1	1	1	2	1	2	1	2	1	1	1	1	1	0	2	1	2	1
Taylor Swift tour in the UK	1	1	1	2	1	1	1	1	2	2	0	1	1	1	1	0	2	3	1	1	1
Immigration	1	2	0	1	2	1	1	1	0	1	1	2	1	1	1	1	2	0	1	2	1
Other	6	6	3	6	6	4	5	6	4	6	5	6	5	6	6	5	4	7	4	4	7
Don't know / Don't watch the news	22	20	16	15	21	15	22	21	26	23	20	19	15	30	21	21	27	21	23	20	22