

# YouGov News Story Results

Fieldwork: 24th - 25th of June 2024

Sample: 2035 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>2035</b>	665	492	173	758	717	1050	985	214	840	503	478	1160	875	1756	177	102	246	338	490	682	
<b>Unweighted Sample</b>	<b>2035</b>	676	513	175	757	842	1069	966	161	817	548	509	1234	801	1736	182	117	229	320	484	703	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	<b>28</b>	26	39	41	25	40	21	35	17	24	29	38	31	24	28	27	30	33	26	25	29
Jay Slater missing in Tenerife	<b>22</b>	23	21	21	23	21	29	15	23	27	22	15	21	24	22	19	28	18	23	29	19
General election & campaigning	<b>10</b>	11	8	13	11	8	10	9	10	8	10	11	11	8	10	11	8	9	10	8	11
UEFA Euro Football Championship	<b>6</b>	6	3	5	6	6	6	6	7	6	7	4	6	6	5	15	5	4	4	6	6
Nigel Farage comments on Vladimir Putin and the Ukraine War	<b>4</b>	5	2	2	5	2	3	5	6	3	5	3	4	3	4	2	5	4	3	4	4
Reform UK & Nigel Farage	<b>2</b>	2	2	1	3	2	1	3	0	2	2	3	1	3	2	0	1	3	1	3	2
Conflict in Gaza	<b>1</b>	1	2	1	1	2	2	1	3	1	1	1	1	1	1	1	3	1	2	1	1
Rishi Sunak gaffs/not having Sky TV as a child	<b>1</b>	1	1	3	1	1	2	1	0	2	1	0	1	1	1	1	1	2	1	2	1
Taylor Swift tour in the UK	<b>1</b>	1	2	0	1	1	1	1	1	1	0	1	1	1	1	1	0	3	1	1	1
Princess Anne's Concussion Incident	<b>1</b>	1	1	2	1	1	1	1	0	1	1	1	1	1	1	0	1	0	1	1	1
Televised party leader debates	<b>1</b>	1	2	0	1	1	0	1	0	1	1	1	1	1	1	0	0	1	2	1	1
Other	<b>5</b>	6	4	3	6	4	5	6	5	6	5	5	5	5	5	4	4	6	8	5	5
Don't know / Don't watch the news	<b>18</b>	16	13	8	18	11	20	15	27	18	17	14	14	22	18	18	16	16	18	16	19