

YouGov News Story Results

Fieldwork: 25th - 26th of June 2024

Sample: 2066 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 2066	676	500	176	769	728	1066	1000	217	853	510	486	1178	888	1756	177	102	250	343	498	692	
Unweighted Sample 2066	707	477	192	791	817	1150	916	147	818	532	569	1261	805	1764	187	115	176	363	514	711	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Election date betting scandal	37	37	45	51	34	50	29	46	25	33	45	41	41	32	37	39	39	41	34	35	38
Jay Slater missing in Tenerife	21	21	19	15	19	19	28	13	28	25	17	13	21	19	21	17	18	16	24	28	17
General election & campaigning	9	10	7	7	12	5	10	8	11	7	7	12	9	8	9	5	11	11	8	7	11
UEFA Euro Football Championship	6	6	4	4	7	4	4	8	4	6	6	7	5	7	6	10	4	2	7	7	5
Princess Anne's Concussion Incident	2	2	1	3	3	1	2	1	0	1	3	3	2	2	2	0	2	1	2	1	2
Julian Assange freed after pleading guilty	1	2	2	1	1	2	2	1	2	2	1	1	2	1	2	0	2	2	1	2	2
Nigel Farage comments on Vladimir Putin and the Ukraine War	1	2	1	2	1	1	1	2	1	1	2	1	1	1	1	1	1	0	2	1	1
Conflict in Gaza	1	1	2	0	1	1	1	1	2	2	0	1	1	2	1	3	1	3	1	0	0
Immigration	1	2	1	0	2	0	1	2	0	1	1	2	1	2	1	1	1	1	0	1	1
Reform UK & Nigel Farage	1	2	1	0	2	0	1	1	0	1	1	1	1	2	1	1	0	1	0	1	1
Taylor Swift tour in the UK	1	0	0	1	0	1	1	0	0	1	0	0	0	1	1	0	1	1	1	1	1
Other	4	4	4	5	4	4	4	4	4	5	4	2	5	4	4	6	6	6	5	3	3
Don't know / Don't watch the news	15	12	13	12	14	12	16	14	21	15	12	16	11	21	15	17	14	15	16	14	16