

# YouGov News Story Results

Fieldwork: 26th - 27th of June 2024

Sample: 2044 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> 2044	670	495	174	761	720	1055	989	215	844	505	480	1165	879	1764	178	102	247	339	493	685	
<b>Unweighted Sample</b> 2044	705	489	187	787	827	1138	906	122	816	541	565	1198	846	1752	180	112	187	345	481	739	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	<b>37</b>	36	50	52	34	51	31	44	24	33	43	44	42	31	37	40	34	43	33	35	39
Jay Slater missing in Tenerife	<b>17</b>	18	18	11	16	15	23	12	24	21	14	12	16	19	18	13	14	13	19	23	15
General election & campaigning	<b>10</b>	13	8	11	13	8	10	10	11	9	11	11	9	11	10	8	15	9	11	7	12
UEFA Euro Football Championship	<b>6</b>	6	4	7	5	7	6	7	6	7	5	5	7	5	6	8	3	6	7	4	7
Princess Anne's Concussion Incident	<b>2</b>	1	3	2	1	3	2	2	1	2	2	2	2	2	2	4	1	1	3	1	2
Julian Assange freed after pleading guilty	<b>1</b>	2	0	1	1	1	1	1	2	1	1	1	2	1	1	2	0	1	1	2	1
Nigel Farage comments on Vladimir Putin and the Ukraine War	<b>1</b>	1	1	1	2	1	1	1	3	0	1	1	1	1	1	0	1	0	2	1	2
Conflict in Gaza	<b>1</b>	0	1	1	0	1	1	1	2	1	0	1	1	1	1	3	1	2	0	1	0
Immigration	<b>1</b>	1	0	2	1	1	0	1	0	1	1	1	1	1	1	0	0	1	0	0	1
Reform UK & Nigel Farage	<b>1</b>	1	0	0	1	0	0	1	0	0	1	1	1	1	1	1	1	1	1	1	0
Taylor Swift tour in the UK	<b>1</b>	1	1	1	1	1	1	0	0	0	1	1	1	1	1	0	2	0	1	1	1
Other	<b>6</b>	5	5	2	6	4	6	6	12	6	5	4	5	7	6	5	1	8	5	7	6
Don't know / Don't watch the news	<b>16</b>	15	7	9	19	9	18	14	13	18	15	16	13	21	16	16	27	14	18	18	14