

YouGov News Story Results

Fieldwork: 27th - 28th of June 2024

Sample: 2080 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	2080	680	503	177	775	733	1073	1007	218	859	514	489	1186	894	1795	181	104	252	345	501	697	
Unweighted Sample	2080	694	517	180	795	832	1122	958	149	836	535	560	1205	875	1786	186	108	236	358	500	692	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	27	29	34	37	24	36	21	33	25	23	29	32	30	23	27	25	30	30	22	26	29
Jay Slater missing in Tenerife	20	19	23	14	20	19	27	13	26	24	18	12	20	20	20	20	18	17	24	24	17
General election & campaigning	14	15	11	15	16	14	15	12	7	13	14	17	14	13	13	17	22	8	12	12	15
UEFA Euro Football Championship	5	5	5	3	5	4	3	6	4	3	5	7	5	5	5	5	3	5	4	5	5
Televised party leader debates	4	6	3	4	5	4	4	5	5	4	4	5	5	4	5	4	4	6	6	4	4
Reform UK & Nigel Farage	2	2	1	2	2	1	1	2	3	2	2	1	2	2	2	1	1	2	1	1	2
Immigration	1	2	0	2	2	0	1	1	0	1	2	2	1	2	1	0	0	1	1	2	1
Conflict in Gaza	1	0	1	0	1	0	1	1	3	1	1	0	1	1	1	1	0	2	1	0	1
Nigel Farage comments on Vladimir Putin and the Ukraine War	1	1	1	0	1	1	0	1	1	1	0	1	1	1	1	0	1	0	1	1	1
Julian Assange freed after pleading guilty	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1
Other	7	5	9	6	5	8	6	8	7	9	6	5	7	7	7	10	9	13	6	6	6
Don't know / Don't watch the news	17	15	12	15	18	12	18	17	17	18	18	17	14	22	18	17	9	14	21	17	19