

YouGov News Story Results

Fieldwork: 28th - 30th of June 2024

Sample: 2095 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 2095	685	507	178	780	738	1081	1014	220	865	517	492	1194	901	1808	182	105	253	348	505	702	
Unweighted Sample 2095	736	494	192	795	849	1166	929	165	831	559	540	1291	804	1812	177	106	189	372	521	730	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Jay Slater missing in Tenerife	18	19	19	12	19	16	24	13	19	20	19	15	17	20	18	19	22	12	18	25	16
Election date betting scandal	18	19	22	33	17	25	14	23	15	16	22	20	21	14	18	20	13	22	19	15	19
General election & campaigning	15	18	12	16	17	13	16	13	11	12	15	20	14	15	15	9	10	10	17	16	16
Reform UK campaigner's racist slurs	9	8	11	6	9	10	6	11	11	8	9	9	10	7	9	9	11	9	7	8	10
US presidential debate & Biden's poor performance	8	8	8	10	7	11	7	9	6	9	8	8	9	7	8	8	8	11	8	6	9
Televised party leader debates	4	4	5	5	5	4	5	4	3	5	5	4	5	3	5	4	2	4	7	4	4
UEFA Euro Football Championship	3	3	3	3	3	2	2	4	6	2	2	3	2	3	2	5	3	6	2	2	2
Conflict in Gaza	1	1	2	1	1	2	1	1	2	2	1	0	1	1	1	1	1	4	2	1	1
Other	7	6	6	5	7	5	6	8	9	8	5	6	7	7	7	6	8	7	5	8	7
Don't know / Don't watch the news	17	14	11	9	16	11	18	15	17	18	14	16	13	22	16	19	22	14	15	16	18