

YouGov News Story Results

Fieldwork: 3rd - 4th of July 2024

Sample: 2082 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 2082	681	504	177	775	734	1074	1008	219	860	514	489	1187	895	1797	181	104	252	346	502	697	
Unweighted Sample 2082	730	497	177	809	813	1131	951	166	873	539	504	1299	783	1799	172	111	216	351	495	737	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

General election & campaigning	32	33	36	28	32	34	33	31	29	29	31	39	33	31	32	35	32	38	29	29	33
Jay Slater missing in Tenerife	16	16	16	11	15	14	19	12	16	17	17	12	15	17	16	10	20	15	17	19	14
US presidential debate & Biden's poor performance	5	5	5	9	5	7	4	7	3	6	6	4	7	4	5	7	4	8	5	4	6
Reform UK campaigner's racist slurs	5	5	5	5	6	5	3	7	9	5	4	3	5	5	5	3	6	5	5	4	5
UEFA Euro Football Championship	5	5	5	3	5	4	3	6	4	5	5	4	5	4	5	4	3	2	4	6	5
Election date betting scandal	4	1	5	11	2	6	3	5	3	4	4	3	4	3	4	5	1	3	4	4	4
Keir Starmer not working past 6pm on a Friday	3	2	6	3	2	4	3	2	1	3	4	1	3	2	3	4	1	6	2	2	2
Nigel Farage & Reform UK	1	2	1	1	2	1	1	2	2	1	2	2	1	2	1	2	1	0	2	1	2
Hurricane Beryl	1	2	0	2	1	1	1	1	0	1	2	2	1	1	1	1	1	1	1	2	1
US Supreme Court's ruling on Donald Trump's immunity	1	1	1	3	1	2	1	2	2	2	1	1	2	0	1	4	1	1	1	0	1
Labour's tax policy plans	1	3	0	0	2	0	1	1	0	1	1	3	1	1	1	1	0	0	2	2	1
Other	8	8	7	8	7	8	7	8	8	8	7	7	8	7	7	7	12	8	9	5	9
Don't know / Don't watch the news	18	18	13	15	20	13	19	18	22	18	16	19	15	22	18	17	18	11	20	21	18