

YouGov News Story Results

Fieldwork: 14th - 17th of June 2024

Sample: 2226 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	2226	727	538	190	829	786	1148	1078	234	918	551	522	1267	959	1916	196	114	265	368	539	743	
Unweighted Sample	2226	669	600	186	777	939	1248	978	199	887	621	519	1401	825	1918	186	122	224	386	557	751	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking back over the past week, 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	17	18	16	15	18	16	19	15	12	16	15	22	17	17	17	18	16	17	16	17	17
Rishi Sunak leaving D-Day Commemorations early	10	10	10	13	9	13	8	12	8	8	12	13	11	8	10	10	4	10	13	11	9
Dr Michael Mosley going missing / death	10	11	9	11	10	10	13	6	8	9	11	10	10	9	10	5	9	11	8	9	11
Rishi Sunak not having Sky TV as a child	9	6	14	8	7	11	11	8	14	13	8	2	10	8	10	5	11	6	9	11	11
UEFA Euro Football Championship	7	6	8	7	7	8	6	8	6	7	6	8	7	7	6	21	6	8	3	6	5
Manifestos & pledges from different parties	5	4	6	10	4	6	5	5	6	4	5	5	6	4	5	3	2	6	4	5	6
Televised party leader debates	4	5	5	4	5	4	4	5	5	4	5	5	6	3	4	2	7	2	5	4	5
Reform UK & Nigel Farage having objects thrown at him	4	5	4	4	5	3	3	5	5	3	4	6	4	4	4	3	2	5	6	3	4
Reform UK overtaking Conservatives in the polls	4	6	2	4	5	3	2	6	3	4	4	3	3	4	4	3	4	2	5	3	4
Trooping the Colour and Princess Kate's appearance since cancer diagnosis	3	3	1	4	3	2	4	1	2	1	3	4	2	3	3	1	1	2	3	2	3
Tax policies including claims from Conservatives on a tax rise under Labour	2	3	2	3	3	3	2	3	1	1	3	3	2	2	2	2	2	1	2	2	3
Conflict in Gaza	2	2	3	1	2	2	2	2	3	2	2	2	2	2	2	0	3	4	2	2	1
D-Day anniversary	1	1	1	1	1	1	0	2	1	0	1	1	1	0	1	0	0	1	1	1	1
Other	8	8	8	4	8	7	8	8	8	9	7	7	9	7	8	6	9	9	7	8	8
Don't know / Don't watch the news	16	14	11	16	14	12	16	15	17	17	13	16	13	19	15	18	17	15	15	15	15