

YouGov News Story Results

Fieldwork: 17th - 18th of June 2024

Sample: 2060 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 2060	674	499	175	767	726	1063	997	216	851	509	482	1174	886	1778	179	103	249	342	496	690	
Unweighted Sample 2060	723	519	183	800	859	1162	898	144	826	563	526	1271	789	1794	167	99	175	354	509	756	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	16	18	14	21	20	15	18	15	14	15	12	23	15	18	16	15	20	17	14	16	17
UEFA Euro Football Championship	12	10	11	14	10	13	11	13	10	13	13	9	11	13	10	25	9	11	8	11	11
Trooping the Colour and Princess Kate's appearance since cancer diagnosis	8	10	8	6	9	7	11	4	1	6	11	9	8	7	8	2	6	12	7	7	8
Reform UK & Nigel Farage	6	6	8	7	6	7	5	7	7	4	6	8	6	5	6	6	4	9	5	6	6
Manifestos & pledges from different parties	6	5	8	7	4	7	5	7	8	5	6	6	6	5	6	5	6	9	5	5	6
Police car running over a cow in Surrey	5	6	5	6	5	5	6	4	4	5	6	3	5	4	5	3	2	6	4	5	6
Dr Michael Mosley going missing / death	4	5	5	3	4	5	5	3	2	5	4	4	5	3	4	3	1	5	6	4	4
Rishi Sunak not having Sky TV as a child	4	3	7	3	3	5	4	4	4	6	4	2	4	4	4	4	5	1	5	5	4
Reform UK overtaking Conservatives in the polls	4	5	2	3	4	3	2	6	6	3	4	3	4	4	4	3	4	6	3	3	3
Rishi Sunak leaving D-Day Commemorations early	3	3	5	3	4	5	2	4	1	3	5	3	4	3	3	2	9	2	4	4	3
Conflict in Gaza	2	1	3	3	1	3	1	3	7	3	1	2	3	2	3	1	2	3	4	3	2
Tax policies including claims from Conservatives on a tax rise under Labour	2	3	2	2	3	2	2	3	1	1	4	3	2	2	2	2	1	1	3	2	2
Other	8	8	9	11	8	8	8	9	12	10	6	7	9	8	8	9	8	6	12	8	7
Don't know / Don't watch the news	20	17	13	11	20	14	20	20	23	21	19	16	18	23	20	19	24	12	19	21	21