

YouGov News Story Results

Fieldwork: 18th - 19th of June 2024

Sample: 2108 Adults in GB

	Vote in 2019			EU Ref 2016		Gender		Age				Social		Country			Region in England					
	Total	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	2108	689	510	179	785	743	1088	1020	221	871	521	495	1202	906	1819	183	105	255	350	508	706	
Unweighted Sample	2108	740	504	197	852	857	1178	930	144	862	557	545	1291	817	1814	185	109	214	334	521	745	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	17	21	17	19	20	18	18	17	10	15	16	25	18	17	16	22	24	15	19	16	16
UEFA Euro Football Championship	10	10	9	14	10	11	7	13	8	11	10	9	9	12	10	18	2	10	9	9	10
Party manifestos - particularly Reform UK & Labour	7	9	6	6	7	8	6	8	8	6	7	7	8	5	7	8	2	9	6	6	7
Reform UK & Nigel Farage	6	9	6	5	7	6	4	8	3	4	9	8	6	6	6	4	5	6	5	7	6
Trooping the Colour and Princess Kate's appearance since cancer diagnosis	4	6	4	6	6	5	7	1	0	4	6	5	4	4	4	2	7	3	3	4	6
Dr Michael Mosley going missing / death	4	3	6	3	4	4	6	3	8	5	4	2	4	5	5	2	2	4	7	3	5
Rishi Sunak leaving D-Day Commemorations early	4	2	5	7	3	4	3	5	7	3	5	2	4	2	4	1	3	3	3	5	4
Tax policies including claims from Conservatives on a tax rise under Labour	3	5	3	3	4	3	3	4	2	2	4	5	3	3	3	2	3	2	3	3	4
Rishi Sunak not having Sky TV as a child	3	2	5	5	2	4	3	3	2	5	3	1	4	2	3	4	2	5	3	2	3
Police car running over a cow in Surrey	3	3	3	3	2	4	3	3	3	4	2	2	3	3	3	2	3	5	3	3	3
Conflict in Gaza	3	1	6	3	2	4	3	3	4	3	2	3	3	3	3	3	3	6	1	3	2
Greek coastguards & immigrants at sea	2	3	1	2	4	2	2	3	2	2	3	3	2	2	2	2	5	2	3	2	2
Reform UK overtaking Conservatives in the polls	2	2	2	4	2	3	1	3	2	2	3	2	3	2	2	3	0	2	3	2	2
Other	12	9	12	13	10	11	13	12	14	14	10	10	12	12	12	13	16	13	11	12	12
Don't know / Don't watch the news	19	15	14	10	19	14	23	15	27	20	17	15	17	22	20	15	22	14	20	23	19