

# YouGov News Story Results

Fieldwork: 5th - 6th of June 2024

Sample: 2154 Adults in GB

	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		
<b>Weighted Sample</b>	<b>2154</b>	704	521	183	802	759	1111	1043	226	890	532	506	1228	926	1859	187	108	261	358	519	722	
<b>Unweighted Sample</b>	<b>2154</b>	748	506	192	830	888	1169	985	146	898	577	533	1322	832	1830	196	128	175	354	536	765	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	<b>21</b>	21	22	25	21	25	24	18	12	22	24	19	22	19	21	21	18	20	20	22	21
Rishi Sunak / Keir Starmer ITV debate	<b>12</b>	14	12	12	13	12	10	15	11	11	13	15	13	11	13	11	9	14	14	13	11
Nigel Farage standing for Reform UK & having a milkshake thrown at him	<b>11</b>	14	10	11	12	10	9	12	14	11	12	9	11	10	11	6	8	16	11	10	11
D-Day anniversary	<b>7</b>	12	5	7	10	8	8	7	1	4	7	16	7	8	8	5	6	5	6	6	10
Rishi Sunak claiming taxes will rise £2,000 under Labour	<b>6</b>	4	10	14	5	9	4	9	5	6	8	7	7	5	6	9	7	7	5	4	8
Conflict in Gaza	<b>6</b>	2	6	6	2	6	6	5	16	6	3	3	6	6	5	7	5	11	5	5	4
Rob Burrow's death	<b>4</b>	5	3	3	4	4	5	2	0	4	5	4	4	3	4	2	2	2	6	6	2
Donald Trump trial	<b>3</b>	3	4	5	3	4	2	4	1	4	3	2	3	3	3	5	4	1	3	4	3
National Service policy	<b>3</b>	2	5	2	1	3	3	3	10	3	2	1	4	1	3	2	2	6	2	2	3
Diane Abbott candidacy with Labour	<b>2</b>	2	2	2	1	3	1	2	3	2	2	1	2	1	1	4	5	4	1	0	1
Immigration	<b>1</b>	1	1	0	1	0	1	0	2	1	1	1	1	1	1	0	1	1	0	1	1
Other	<b>5</b>	6	5	3	7	4	5	6	5	7	4	5	5	7	5	6	12	6	4	4	6
Don't know / Don't watch the news	<b>19</b>	14	14	12	19	13	22	17	20	22	16	18	15	25	19	21	21	8	22	22	19