

YouGov News Story Results

Fieldwork: 6th - 7th of June 2024

Sample: 2092 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 2092	684	506	178	779	737	1079	1013	220	864	517	492	1192	900	1805	182	105	253	347	504	701	
Unweighted Sample 2092	696	504	191	813	839	1126	966	152	870	573	497	1273	819	1803	173	116	197	352	532	722	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

D-Day anniversary	18	27	14	26	25	19	17	19	3	9	26	32	18	18	19	11	15	15	18	16	22
General election & campaigning	16	18	13	17	19	15	17	16	13	18	16	16	17	16	16	25	15	11	16	18	15
Nigel Farage standing for Reform UK & having a milkshake thrown at him	12	11	14	10	11	11	9	15	22	13	10	8	12	12	12	12	12	10	13	11	12
Rishi Sunak / Keir Starmer ITV Debate	11	12	12	12	11	12	10	11	11	11	11	10	11	10	11	8	9	13	11	12	10
Rishi Sunak claiming taxes will rise £2,000 under Labour	8	6	13	15	5	15	6	11	5	9	10	9	11	5	9	7	8	8	9	8	9
Conflict in Gaza	4	2	4	1	2	4	5	3	8	5	1	2	4	3	4	5	2	6	2	3	4
Donald Trump trial	2	1	2	2	1	2	2	3	4	2	2	2	2	2	2	2	3	3	2	2	2
National Service policy	2	1	1	4	1	2	3	1	9	2	1	0	3	2	2	3	4	0	2	2	2
Diane Abbott candidacy with Labour	1	1	1	1	1	1	1	1	2	1	0	1	1	1	1	3	3	2	1	0	0
Rob Burrow's death	1	1	1	0	1	1	1	1	0	1	1	0	1	1	1	0	1	0	1	2	1
Dr Michael Mosley going missing	1	1	2	1	1	2	1	1	0	1	1	2	1	1	1	0	1	2	1	1	1
Rishi Sunak leaving D-Day Commemorations early	1	0	2	0	0	1	0	1	0	1	1	1	1	1	1	1	0	1	0	1	1
Other	6	4	5	6	6	4	6	6	7	8	3	4	6	6	6	3	8	10	7	6	4
Don't know / Don't watch the news	17	16	15	5	15	12	21	12	17	20	15	14	14	21	17	18	20	18	17	16	16