

YouGov News Story Results

Fieldwork: 7th - 8th of June 2024

Sample: 2000 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 2000	654	484	170	745	705	1032	968	210	826	494	470	1140	860	1726	174	100	242	332	482	670	
Unweighted Sample 2000	709	449	181	801	806	1093	907	113	788	544	555	1191	809	1702	183	115	161	344	492	705	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	17	27	10	21	24	17	18	16	2	10	22	31	17	17	17	20	15	11	16	20	18
General election & campaigning	16	16	17	14	16	16	18	14	15	16	17	15	18	13	16	14	13	15	15	17	16
Rishi Sunak leaving D-Day Commemorations early	11	11	18	12	10	16	10	13	10	10	12	13	12	11	11	13	14	12	11	9	12
Rishi Sunak claiming taxes will rise £2,000 under Labour	8	5	15	20	7	13	5	12	7	8	10	8	10	6	9	8	5	7	7	8	11
Nigel Farage standing for Reform UK & having a milkshake thrown at him	6	6	7	5	7	5	4	8	6	7	6	5	7	5	6	4	3	11	8	5	5
Conflict in Gaza	6	3	7	2	4	6	6	6	14	6	4	4	5	7	6	5	7	7	7	7	5
Rishi Sunak / Keir Starmer ITV Debate & Party leaders BBC Debate	5	6	7	4	5	6	5	5	4	7	5	4	5	5	5	3	6	8	5	4	5
Dr Michael Mosley going missing	5	5	3	3	5	4	7	2	5	5	6	4	4	6	5	4	11	3	4	6	4
Football news	1	1	1	4	2	1	0	3	3	2	0	1	1	1	1	2	0	1	2	1	2
Donald Trump trial	1	1	1	2	1	1	1	1	2	1	1	1	1	1	1	4	0	1	1	1	1
Rob Burrow's death	1	1	1	3	1	1	1	1	0	1	2	1	1	1	1	0	1	1	0	2	1
National Service policy	1	0	1	0	0	1	1	1	4	1	0	0	1	1	1	0	2	1	1	1	1
Other	5	4	2	5	4	3	5	4	9	5	4	2	4	5	5	4	5	9	4	3	5
Don't know / Don't watch the news	16	13	10	5	14	10	19	14	19	22	10	11	12	21	16	18	18	14	19	17	14