

YouGov News Story Results

Fieldwork: 10th - 11th of June 2024

Sample: 2111 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 2111	690	511	179	786	744	1089	1022	222	872	521	496	1203	908	1822	184	106	255	350	509	707	
Unweighted Sample 2111	723	528	203	845	815	1162	949	165	893	550	503	1306	805	1826	174	111	206	357	506	757	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Dr Michael Mosley disappearance / death	30	33	31	31	33	33	35	25	18	30	33	32	30	31	30	27	37	29	30	29	31
Rishi Sunak leaving D-Day Commemorations early	26	27	32	33	26	33	22	30	16	23	30	30	29	22	25	31	24	27	27	22	27
General election & campaigning	10	9	10	12	8	9	10	10	15	10	8	9	9	11	10	8	8	9	9	11	10
D-Day anniversary	5	8	5	1	8	5	6	5	2	3	6	10	5	6	5	5	8	4	5	6	6
Conflict in Gaza	4	2	5	3	2	4	4	4	7	5	3	2	4	4	4	4	7	5	4	3	3
Nigel Farage standing for Reform UK & having a milkshake thrown at him	2	1	2	1	2	2	2	3	4	2	3	1	2	2	2	2	2	4	1	3	2
Rishi Sunak / Keir Starmer ITV Debate & Party leaders BBC Debate	2	2	1	2	2	1	2	2	5	2	2	1	2	2	2	2	1	3	3	2	1
Rishi Sunak claiming taxes will rise £2,000 under Labour	2	1	2	4	2	1	1	2	4	1	1	2	2	1	2	2	1	2	2	3	1
European Parliament elections	1	1	1	1	1	1	1	1	0	1	1	0	1	0	1	0	0	2	0	0	1
Rob Burrow's death	1	1	0	1	1	1	1	0	1	0	1	1	0	1	1	0	0	0	0	2	0
Donald Trump trial	1	0	1	1	0	1	0	1	0	1	0	1	1	1	1	2	0	0	1	0	1
Other	4	4	3	2	4	2	3	6	10	4	3	3	4	5	5	3	4	3	5	5	5
Don't know / Don't watch the news	13	9	7	9	12	7	14	11	19	16	8	9	11	15	13	14	10	12	14	14	12