

# YouGov News Story Results

Fieldwork: 11th - 12th of June 2024

Sample: 2003 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 |   |
| <b>Weighted Sample</b><br>2003   | 656          | 486 | 171     | 746         | 707    | 1032   | 972  | 207   | 829   | 494   | 473 | 1141   | 862  | 1727    | 174      | 102   | 244               | 333      | 480   | 670           |   |
| <b>Unweighted Sample</b><br>2003 | 690          | 462 | 187     | 750         | 817    | 1113   | 890  | 134   | 856   | 537   | 476 | 1236   | 767  | 1738    | 158      | 107   | 189               | 341      | 480   | 728           |   |
|                                  | %            | %   | %       | %           | %      | %      | %    | %     | %     | %     | %   | %      | %    | %       | %        | %     | %                 | %        | %     | %             | % |

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 going missing / death                            | 24 | 22 | 28 | 33 | 23 | 30 | 31 | 17 | 13 | 25 | 27 | 24 | 26 | 21 | 25 | 18 | 24 | 25 | 24 | 25 | 25 |
| Rishi Sunak leaving D-Day Commemorations early                     | 24 | 24 | 31 | 35 | 23 | 31 | 20 | 28 | 14 | 23 | 26 | 27 | 25 | 22 | 23 | 30 | 27 | 26 | 18 | 23 | 24 |
| General election & campaigning                                     | 13 | 16 | 10 | 7  | 12 | 11 | 14 | 11 | 19 | 12 | 13 | 11 | 12 | 13 | 13 | 8  | 9  | 9  | 16 | 13 | 14 |
| Nigel Farage standing for Reform UK & having objects thrown at him | 4  | 5  | 3  | 1  | 5  | 3  | 3  | 4  | 5  | 3  | 4  | 4  | 3  | 4  | 4  | 2  | 4  | 2  | 3  | 5  | 4  |
| D-Day anniversary  | 3  | 4  | 3  | 3  | 4  | 3  | 3  | 3  | 0  | 3  | 5  | 4  | 3  | 4  | 3  | 4  | 3  | 2  | 3  | 4  | 3  |
| Conflict in Gaza   | 3  | 2  | 3  | 3  | 2  | 3  | 3  | 3  | 6  | 4  | 1  | 2  | 3  | 2  | 3  | 2  | 3  | 6  | 1  | 3  | 3  |
| Rishi Sunak claiming taxes will rise £2,000 under Labour           | 2  | 2  | 2  | 0  | 2  | 2  | 1  | 2  | 3  | 2  | 2  | 1  | 2  | 2  | 2  | 0  | 3  | 1  | 3  | 1  | 2  |
| Rishi Sunak / Keir Starmer ITV Debate & Party leaders BBC Debate   | 2  | 2  | 1  | 1  | 2  | 2  | 1  | 2  | 4  | 2  | 1  | 2  | 2  | 1  | 2  | 1  | 1  | 2  | 4  | 1  | 2  |
| Donald Trump trial   | 1  | 1  | 1  | 2  | 1  | 1  | 1  | 2  | 1  | 1  | 1  | 1  | 1  | 1  | 1  | 1  | 3  | 3  | 1  | 1  | 1  |
| Manifestos from different parties being released                   | 1  | 1  | 1  | 1  | 1  | 1  | 0  | 2  | 3  | 1  | 1  | 1  | 1  | 1  | 1  | 0  | 0  | 1  | 1  | 2  | 1  |
| Ukraine war  | 1  | 1  | 0  | 1  | 1  | 0  | 1  | 1  | 0  | 1  | 2  | 1  | 1  | 1  | 1  | 2  | 0  | 2  | 0  | 1  | 1  |
| Other  | 5  | 5  | 5  | 2  | 6  | 4  | 4  | 7  | 6  | 6  | 5  | 4  | 6  | 5  | 5  | 12 | 6  | 5  | 6  | 6  | 3  |
| Don't know / Don't watch the news                                  | 17 | 14 | 13 | 11 | 17 | 10 | 18 | 17 | 25 | 17 | 14 | 18 | 14 | 23 | 17 | 21 | 18 | 16 | 21 | 15 | 17 |