

# YouGov News Story Results

Fieldwork: 12th - 13th of June 2024

Sample: 2198 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> 2198	720	533	187	819	772	1134	1064	232	907	544	515	1253	945	1899	189	110	268	364	530	738	
<b>Unweighted Sample</b> 2198	763	516	197	867	884	1203	995	159	863	591	585	1351	847	1889	193	116	195	377	537	780	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Rishi Sunak leaving D-Day Commemorations early	25	27	30	32	25	31	23	27	18	23	27	29	28	22	25	30	17	33	23	24	24
Dr Michael Mosley going missing / death	20	21	20	24	20	23	26	14	13	21	21	20	21	18	20	12	28	20	24	16	21
General election & campaigning	12	14	13	8	13	10	12	13	12	12	12	13	11	14	13	8	8	9	11	14	15
Reform UK & Nigel Farage having objects thrown at him	3	3	2	1	3	2	2	4	4	4	2	2	3	3	3	2	0	3	3	5	2
Conflict in Gaza	3	2	2	6	2	3	3	3	6	3	1	2	4	1	3	2	1	4	2	3	3
Rishi Sunak not having Sky TV as a child	3	1	5	3	2	4	4	2	3	3	2	2	3	2	3	2	7	1	2	3	3
Manifestos & pledges from different parties	2	3	1	6	2	2	2	3	4	2	2	2	2	3	3	1	2	3	3	2	3
Televised party leader debates	2	3	2	3	3	1	2	3	3	2	1	3	2	2	2	5	3	2	2	1	3
D-Day anniversary	2	3	3	1	2	2	2	3	1	2	2	2	3	1	2	3	4	2	2	1	2
Rishi Sunak claiming taxes will rise £2,000 under Labour	2	1	3	2	1	2	1	3	2	1	4	1	2	1	2	2	1	2	2	2	1
Football	1	1	1	0	1	2	1	2	1	2	2	1	2	1	1	5	1	0	1	1	1
Other	7	6	6	6	6	6	6	7	7	7	8	6	7	6	6	10	9	7	6	6	6
Don't know / Don't watch the news	18	15	12	8	18	11	18	18	26	17	15	18	13	24	17	20	19	14	18	22	15