

YouGov News Story Results

Fieldwork: 13th - 14th of June 2024

Sample: 2283 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 2283	749	554	192	851	804	1178	1107	240	944	564	537	1302	983	1971	199	115	277	379	551	764	
Unweighted Sample 2283	800	579	196	861	952	1251	1032	190	929	598	566	1420	863	1966	199	118	205	390	545	826	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

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