

YouGov News Story Results

Fieldwork: 26th - 27th of September 2024

Sample: 2099 Adults in GB

Total	Vote in 2024 GE				EU Ref 2016		Gender		Age				Social		Country			Region in England				
	Con	Lab	Lib Dem	Reform UK	Leave	Remain	Female	Male	18-24	25-49	50-64	65+	ABC1	C2DE	England	Scotland	Wales	London	Midlands	North	Rest of South	
Weighted Sample 2099	699	539	193	227	782	740	1083	1016	220	867	518	493	1196	903	1816	183	101	254	344	497	720	
Unweighted Sample 2099	752	637	242	288	832	837	1177	922	148	777	555	619	1301	798	1829	165	105	223	355	495	756	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking back over the last few days, what did you hear about most in the news?

Respondents answered in their own words, which YouGov's AI language model has categorised into the below categories

Conflict in Gaza and Lebanon	27	26	35	36	18	23	38	26	28	15	27	30	30	31	22	28	20	20	31	25	31	27
Labour donations row	12	17	11	11	18	16	11	10	14	10	12	14	11	13	12	12	10	12	12	12	13	12
Pensioners' winter fuel allowance	7	11	7	5	11	9	7	8	7	0	4	7	18	6	10	7	11	9	2	9	7	8
Labour party conference	6	7	7	7	7	5	8	5	6	5	5	5	9	6	5	6	7	5	6	4	5	6
Al-Fayed rape allegations	5	6	5	8	2	4	6	6	4	3	4	6	6	5	5	5	4	5	4	6	4	6
Criticisms of the Labour government	4	8	1	3	11	10	1	3	6	1	3	5	8	4	4	4	4	5	4	5	4	4
Bad weather across Europe	4	3	4	2	3	3	3	5	3	3	4	5	2	4	4	4	3	2	2	5	3	5
Starmer mistakenly saying 'sausages' at Labour conference	2	3	1	1	5	3	2	2	3	1	3	2	1	2	3	2	2	5	3	3	1	2
Diddy arrest	1	0	1	1	0	1	2	2	1	1	3	0	0	2	1	1	4	3	1	1	1	1
Other	16	13	15	15	15	15	11	15	18	32	19	13	8	15	18	16	18	16	20	16	17	14
Don't know	15	8	12	12	10	11	10	18	10	30	16	12	7	13	17	14	16	18	15	14	14	14