

# YouGov News Story Results

Fieldwork: 13th - 15th of September 2024  
 Sample: 2148 Adults in GB

	Total	Vote in 2024 GE				EU Ref 2016		Gender		Age				Social Grade	
		Con	Lab	Lib Dem	Reform UK	Leave	Remain	Female	Male	18-24	25-49	50-64	65+	ABC1	C2DE
<b>Weighted Sample</b>	<b>2148</b>	387	552	198	232	800	757	1108	1040	226	887	531	505	1224	924
<b>Unweighted Sample</b>	<b>2148</b>	350	625	236	302	854	879	1228	920	120	809	583	636	1354	794
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**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*

Pensioners' winter fuel allowance	<b>28</b>	44	27	27	42	40	28	31	25	8	20	36	43	28	28
War in Ukraine	<b>12</b>	11	13	17	11	10	15	9	14	5	11	12	15	13	9
Trump vs Harris debate	<b>11</b>	7	18	12	5	5	15	8	14	17	13	11	6	14	8
US Presidential Election campaign	<b>5</b>	2	6	8	2	2	8	6	4	3	6	5	3	6	4
Criticisms of the Labour government	<b>4</b>	6	2	1	11	7	1	2	5	1	3	4	6	3	4
Labour economic / tax policies	<b>3</b>	4	3	2	4	3	3	2	4	3	3	2	5	3	3
Overcrowded prisons and early release	<b>3</b>	4	1	1	4	4	1	2	3	4	3	2	3	3	3
Conflict in Gaza	<b>3</b>	0	3	4	0	1	3	2	3	10	2	1	2	3	2
NHS reform	<b>2</b>	3	3	5	1	1	4	2	3	1	3	2	2	3	1
Other	<b>13</b>	9	11	14	8	10	12	15	11	22	14	11	7	12	14
Don't know / Can't remember	<b>17</b>	10	12	10	11	16	10	19	14	26	22	13	7	12	23

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Sample: 2148 Adults in GB

	Total	Country			Region in England			
		England	Scotland	Wales	London	Midlands	North	Rest of South
<b>Weighted Sample</b>	<b>2148</b>	1858	187	103	260	352	509	737
<b>Unweighted Sample</b>	<b>2148</b>	1840	195	113	194	365	514	767
	%	%	%	%	%	%	%	%

## 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

Pensioners' winter fuel allowance	<b>28</b>	29	24	25	26	32	31	27
War in Ukraine	<b>12</b>	12	11	9	12	10	12	13
Trump vs Harris debate	<b>11</b>	11	13	11	16	10	9	11
US Presidential Election campaign	<b>5</b>	5	8	6	6	3	4	5
Criticisms of the Labour government	<b>4</b>	4	3	5	4	4	3	4
Labour economic / tax policies	<b>3</b>	3	4	3	3	4	3	2
Overcrowded prisons and early release	<b>3</b>	3	1	3	2	2	4	3
Conflict in Gaza	<b>3</b>	3	4	3	4	2	2	3
NHS reform	<b>2</b>	3	1	1	5	2	3	2
Other	<b>13</b>	13	12	7	11	14	12	14
Don't know / Can't remember	<b>17</b>	16	19	29	11	18	18	15