

YouGov News Story Results

Fieldwork: 16th - 17th of September 2024

Sample: 2131 Adults in GB

Total	Vote in 2024				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 2131	384	548	196	230	794	751	1100	1031	224	880	526	499	1215	916	1843	185	102	258	349	505	731	
Unweighted Sample 2131	343	604	216	293	819	846	1161	970	136	867	569	558	1270	861	1829	186	116	235	344	523	727	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Donald Trump assassination attempt	18	18	20	26	13	15	23	16	20	19	19	19	15	20	16	18	21	14	18	18	17	18
Pensioners' winter fuel allowance	16	22	18	14	26	21	16	17	15	6	10	20	28	16	17	16	17	16	16	18	16	16
Huw Edwards' scandal	10	9	12	13	10	10	12	11	10	8	12	10	9	11	9	10	10	12	7	11	10	11
Immigration to the UK	6	9	5	4	11	7	6	6	6	2	5	7	7	6	5	6	2	11	5	6	7	5
US Presidential Election campaign	6	2	9	8	2	3	8	5	6	7	7	4	4	7	4	6	4	8	10	3	5	5
Victoria Starmer's donated clothes	3	7	3	3	6	6	3	3	4	2	2	5	6	4	3	4	3	0	3	3	5	3
War in Ukraine	3	4	3	5	4	4	3	2	5	1	4	4	3	4	3	4	2	1	5	3	3	4
Criticisms of the Labour government	2	4	1	1	5	3	1	1	3	1	1	2	4	2	2	2	0	5	0	1	2	3
Labour economic / tax policies	2	4	1	2	1	2	1	2	1	1	2	1	1	2	1	2	2	0	2	1	2	1
Floods across Europe	2	1	2	1	0	1	2	2	1	0	1	2	2	2	1	1	2	2	1	2	1	2
Trump vs Harris debate	1	0	2	1	1	1	1	1	2	4	2	1	0	2	1	1	2	2	1	1	2	1
Overcrowded prisons and early release	1	3	1	1	2	2	1	2	1	1	1	2	1	2	1	1	0	2	2	2	1	2
Conflict in Gaza	1	0	2	2	0	1	2	1	1	2	2	1	0	1	1	1	1	1	3	1	1	1
Violence and crime in the UK	1	0	1	2	0	1	2	2	0	1	2	1	0	1	1	1	2	1	2	1	0	1
Other	9	8	7	4	6	7	8	9	9	17	9	7	7	9	9	9	10	11	13	5	10	8
Don't know / Can't remember	18	8	15	11	13	18	13	21	15	26	22	14	12	13	25	18	21	13	12	23	19	17