

YouGov News Story Results

Fieldwork: 20th - 22nd of September 2024

Sample: 2132 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	1032	224	881	527	501	1215	917	1844	185	102	258	350	505	731	
Unweighted Sample 2131	339	643	232	290	794	866	1190	942	136	844	565	587	1302	830	1830	181	121	201	358	532	739	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Israel strikes in Hezbollah	22	21	26	28	24	21	27	20	25	17	22	25	22	24	19	22	20	24	24	22	18	25
Starmer accepting gifts and donations	15	27	12	14	24	20	14	13	17	14	9	18	23	16	14	15	16	19	15	13	15	16
Conflict in Gaza	10	9	15	11	8	8	16	10	10	4	10	13	11	12	8	10	11	13	15	11	8	9
End of pensioners' fuel allowance	6	9	4	5	9	10	5	6	6	3	3	5	13	6	6	6	5	3	4	7	8	6
Al-Fayed rape allegations	5	7	4	11	3	7	6	6	4	2	5	6	7	5	5	5	5	4	7	7	4	5
Criticisms of the Labour government	3	5	1	1	6	5	1	2	3	1	2	3	4	3	2	3	2	1	2	4	3	3
Labour economic / tax announcements	2	3	2	1	1	1	2	2	3	7	2	2	1	2	2	2	3	1	2	1	2	3
Huw Edwards' scandal	2	0	2	3	0	1	1	2	1	4	3	1	0	2	2	2	3	2	0	2	3	1
Donald Trump assassination attempt	2	1	2	1	2	1	1	1	2	4	2	2	0	1	2	2	0	1	1	1	2	2
Immigration to the UK	1	1	0	0	1	1	0	1	1	0	1	1	1	1	1	1	1	1	0	1	1	1
Other	15	8	18	11	9	10	15	16	14	23	19	11	8	15	15	15	13	8	15	17	15	15
Don't know / Can't remember	17	10	13	14	11	14	12	21	13	22	23	14	9	13	23	17	21	22	15	16	20	15