

YouGov News Story Results

Fieldwork: 23rd - 24th of September 2024
 Sample: 2116 Adults in GB

	Total	Vote in 2024 GE				Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade	
		Con	Lab	Lib Dem	Reform UK	Con	Lab	Lib Dem	Leave	Remain	Female	Male	18-24	25-49	50-64	65+	ABC1	C2DE
Weighted Sample	2116	381	544	195	229	683	465	163	788	746	1092	1024	222	874	523	497	1206	910
Unweighted Sample	2116	334	582	216	293	727	512	181	830	841	1176	940	112	860	563	580	1276	840
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Starmer accepting gifts and donations	20	27	18	22	29	26	20	19	25	22	19	22	11	18	26	23	22	18
Israel strikes in Lebanon	12	10	18	19	7	10	18	21	8	18	11	13	13	13	12	10	15	9
Conflict in Gaza	10	11	11	11	10	12	9	13	10	12	9	11	7	8	13	12	11	9
End of pensioners' winter fuel allowance	9	14	7	6	13	13	7	8	13	7	10	8	1	5	9	19	9	9
Criticisms of the Labour government	4	7	1	1	8	7	1	2	6	2	2	6	2	2	4	7	3	5
Floods across Europe	3	3	3	5	3	2	3	3	2	3	4	3	6	4	4	1	3	5
Labour party conference	3	5	4	4	3	4	4	2	5	4	3	3	1	3	4	5	4	3
AI-Fayed rape allegations	2	2	1	3	1	2	3	2	2	3	3	2	1	3	2	3	3	2
Labour tax / economic policies	2	2	2	2	1	2	2	2	2	2	1	2	1	3	2	1	2	1
Diddys's arrest	2	0	2	1	1	1	2	1	1	1	2	1	5	3	0	0	2	2
US Presidential election campaign	1	0	2	3	0	0	1	3	0	2	1	2	6	1	1	0	2	1
Immigration to the UK	1	0	1	0	3	1	1	1	1	1	1	1	0	1	1	1	1	1
Other	15	12	16	12	13	13	14	15	13	15	16	14	16	20	12	10	14	16
Don't know	15	6	14	10	8	7	15	10	12	9	18	12	30	17	11	8	12	18

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	Total	Country			Region in England			
		England	Scotland	Wales	London	Midlands	North	Rest of South
Weighted Sample	2116	1830	184	102	256	347	501	726
Unweighted Sample	2116	1814	184	118	221	354	508	731
	%	%	%	%	%	%	%	%

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Starmer accepting gifts and donations	20	20	26	21	24	16	19	21
Israel strikes in Lebanon	12	12	13	12	18	11	10	12
Conflict in Gaza	10	10	11	12	9	8	10	11
End of pensioners' winter fuel allowance	9	9	5	13	6	10	8	11
Criticisms of the Labour government	4	4	5	3	3	4	3	4
Floods across Europe	3	4	2	4	3	5	1	4
Labour party conference	3	4	3	1	3	4	4	3
AI-Fayed rape allegations	2	3	1	2	2	2	4	2
Labour tax / economic policies	2	2	2	2	3	2	1	1
Diddys's arrest	2	2	0	0	1	3	2	1
US Presidential election campaign	1	1	4	3	2	1	1	1
Immigration to the UK	1	1	0	0	0	1	1	1
Other	15	16	12	11	18	16	18	13
Don't know	15	14	17	18	8	16	17	14