

# YouGov News Story Results

Fieldwork: 2nd - 3rd of September 2024  
 Sample: 2084 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	
<b>Weighted Sample</b> 2084	375	536	192	225	776	734	1075	1009	219	861	515	490	1188	896	1803	181	100	252	342	494	715	
<b>Unweighted Sample</b> 2084	316	600	257	285	818	833	1142	942	151	827	551	555	1270	814	1789	184	111	191	361	504	733	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## 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	18	14	22	23	14	14	24	16	19	23	14	19	21	20	15	17	22	21	20	15	17	18
Oasis tickets and dynamic pricing	10	10	14	11	8	10	13	12	9	3	13	12	8	11	9	11	6	12	11	8	13	10
Pensioners' winter fuel allowance	10	17	7	12	14	15	7	11	8	1	4	10	23	8	12	10	8	8	8	11	9	11
Paralympics	7	11	6	8	2	7	7	6	7	5	6	7	8	7	6	7	6	5	7	8	6	6
Labour economic / tax policies	5	9	4	6	6	8	5	4	7	3	5	5	6	6	4	6	2	7	9	4	6	5
Knife crime in other parts of the UK	4	3	5	2	7	6	3	5	3	2	5	5	4	4	5	5	3	0	3	8	5	4
Criticisms of the Labour government	3	6	1	4	12	6	2	2	4	0	2	4	6	3	4	3	3	4	1	3	3	4
Planned smoking ban	2	2	2	0	1	2	2	2	2	6	2	1	0	2	2	2	3	4	3	1	2	1
War in Ukraine	2	1	1	2	2	2	2	1	3	3	2	2	1	2	2	2	2	3	2	1	2	2
Immigration to the UK	2	0	1	0	9	3	1	1	2	1	2	3	1	1	3	2	1	3	2	3	2	1
Ofsted reforms	2	1	2	2	1	2	2	2	1	1	3	2	0	2	2	2	0	1	1	2	2	2
US Presidential Election campaign	2	1	2	0	1	1	2	1	2	1	2	2	1	2	1	1	3	1	3	1	1	2
Other	16	14	16	14	11	12	17	13	18	27	17	14	9	17	13	15	24	15	10	17	14	16
Don't know / Can't remember	19	12	15	15	12	14	15	22	15	24	24	14	12	15	23	19	15	15	20	21	20	17