

YouGov News Tracker Results

Sample Size: 2102 GB Adults

Fieldwork: 4th - 5th January 2026

		Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2102	378	540	193	227	129	738	750	1017	1085	221	868	519	494	1198	893	1818	101	183	498	345	254	721
Unweighted Sample	2102	336	597	215	245	134	824	771	904	1198	192	765	560	585	1254	839	1806	125	171	486	364	198	758
	%	%	%	%	%		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking back over the last week, 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

Capture of Venezuelan president Nicolas Maduro	33	29	34	44	24	45	35	26	42	24	48	37	29	24	36	29	32	38	35	30	32	37	32
Fire at Swiss ski resort	21	28	22	20	23	20	22	23	16	25	11	16	25	29	23	18	21	22	19	17	20	23	22
Trump [general / other]	9	9	13	12	5	4	12	8	8	9	7	8	9	12	9	9	9	7	10	8	8	7	11
The weather	3	3	2	2	3	2	3	3	2	4	1	3	3	3	3	3	3	3	3	3	4	3	2
Immigration to the UK	3	3	2	0	7	1	1	5	3	3	1	3	3	4	2	3	3	1	2	3	4	2	3
Criticisms of the Labour government	2	2	1	0	6	1	1	3	2	1	0	1	2	4	2	2	2	1	2	1	2	1	2
War in Ukraine	1	2	1	2	1	2	1	2	2	1	0	1	2	2	1	2	1	0	1	2	2	0	2
New Year	1	0	1	1	1	3	1	1	1	1	1	2	0	1	1	1	1	0	2	1	2	0	1
Anthony Joshua car crash	1	2	1	0	0	0	1	1	0	2	1	1	1	1	1	1	1	1	1	1	1	0	2
War [general / other]	1	1	1	1	0	0	0	1	1	1	1	0	1	1	1	1	1	2	0	1	1	1	1
Other	10	10	10	6	17	12	8	13	11	9	13	10	10	9	9	11	11	10	6	13	11	12	8
Don't know / don't watch the news	16	10	13	12	13	10	13	15	11	20	16	18	17	10	12	20	15	16	18	20	14	13	14

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.