

YouGov News Tracker Results

Sample Size: 2003 adults in GB (18+)
Fieldwork: 27th - 28th July 2025

	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 2003	361	515	184	216	127	703	715	969	1034	210	827	495	471	1142	861	1733	96	174	475	328	242	687
Unweighted Sample 2003	343	549	199	228	132	822	726	869	1134	151	734	529	589	1220	783	1727	101	175	474	345	207	701
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Conflict in Gaza	34	35	39	46	18	49	47	30	34	33	29	29	34	45	39	27	34	38	34	35	32	42	30
Immigration to the UK	9	17	3	1	29	1	4	18	9	9	2	6	12	15	8	10	9	10	6	13	13	11	13
Women's Euros football tournament	6	7	5	3	7	4	5	6	5	6	8	6	6	5	5	8	7	3	1	12	9	4	10
Death of Ozzy Osbourne	6	3	5	3	6	7	4	6	4	7	5	7	5	3	6	5	5	11	4	6	10	6	6
Protests outside migrant hotels	5	9	2	4	10	3	3	7	6	5	2	5	6	6	4	6	5	2	3	6	5	3	6
Donald Trump's visit to Scotland	4	4	5	7	4	1	6	4	5	4	4	4	5	5	5	4	3	4	17	5	5	4	7
Trump [general/other]	4	3	6	5	0	5	5	3	6	3	6	5	4	4	5	4	4	5	8	3	4	4	2
Epstein files	3	3	5	4	1	5	6	2	4	3	2	3	4	2	4	2	3	1	3	3	5	3	4
New Corbyn-Sultana political party	1	0	2	1	1	2	1	0	2	1	7	1	1	0	1	1	1	0	3	4	2	3	4
Doctors' strikes	1	2	1	0	1	1	1	2	1	1	0	1	2	1	1	1	1	1	0	1	1	2	1
Criticisms of the Labour government	1	1	0	1	4	0	0	1	1	1	1	1	0	2	1	1	1	4	0	1	1	2	2
Other	13	8	16	12	9	16	10	10	13	12	19	17	9	6	12	13	13	11	9	1	1	0	1
Don't know / Don't watch the news	12	8	10	11	10	6	8	11	10	15	17	16	11	6	8	18	13	11	10	12	11	15	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.