YouGov News Tracker Results

Sample Size: 2182 adults in GB (18+)
Fieldwork: 17th - 18th August 2025

	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland
			Vote in 2024 GE				EU Ref 2016		Gender		Age				Social Grade		Country		
Weighted Sample	2182	393	561	201	236	119	766	779	1056	1126	229	901	539	513	1244	938	1887	105	190
Unweighted Sample	2182	378	614	221	249	122	877	801	933	1249	175	782	588	637	1320	862	1895	109	178
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland
Ukraine peace talks	**42**	47	46	61	38	40	51	40	45	39	33	35	45	56	47	36	42	39	47
Immigration to the UK	**12**	14	7	4	29	5	7	19	13	12	9	13	14	12	10	15	13	18	6
Conflict in Gaza	**7**	3	10	5	3	19	8	5	6	8	13	7	6	5	8	5	7	5	9
War in Ukraine	**7**	10	7	7	7	2	8	7	9	4	5	6	7	8	8	5	6	9	8
Trump [general / other]	**5**	4	4	7	4	5	6	4	5	5	3	3	6	6	4	6	5	6	4
The weather	**2**	1	1	3	1	2	2	2	2	3	2	3	3	2	2	3	3	2	2
State of the UK economy	**2**	3	2	1	0	0	1	1	1	2	1	3	1	0	1	2	2	0	2
Crime in the UK	**1**	2	0	0	2	0	0	1	1	1	1	2	1	0	1	2	1	0	2
Football	**1**	0	2	0	0	1	1	0	2	1	3	1	1	0	1	1	1	1	0
Criticisms of the Labour government	**1**	1	1	0	3	1	0	2	2	0	0	1	2	1	1	1	1	2	0
Don't know / Don't watch the news	**14**	8	13	7	9	17	11	13	10	18	15	21	11	5	10	19	14	17	15
Other	**6**	6	6	4	4	9	5	5	5	7	14	6	3	4	6	5	6	2	4

*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.

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Sample Size: 2182 adults in GB (18+)
Fieldwork: 17th - 18th August 2025

	Total	Region in England			
		North	Midlands	London	Rest of South
Weighted Sample	**2182**	517	358	264	748
Unweighted Sample	**2182**	520	369	215	791
	%	%	%	%	%

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

Ukraine peace talks	**42**	39	39	42	44
Immigration to the UK	**12**	13	15	8	13
Conflict in Gaza	**7**	7	6	10	6
War in Ukraine	**7**	6	6	7	7
Trump [general / other]	**5**	5	4	7	4
The weather	**2**	3	2	1	3
State of the UK economy	**2**	2	3	2	1
Crime in the UK	**1**	1	3	0	1
Football	**1**	1	2	1	1
Criticisms of the Labour government	**1**	2	1	0	0
Don't know / Don't watch the news	**14**	15	13	13	14
Other	**6**	7	7	8	5

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.

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