

YouGov News Tracker Results

Sample Size: 2192 GB Adults
Fieldwork: 25th - 26th August 2025

Weighted Sample Unweighted Sample		Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country		
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland
	2192	395	563	202	237	128	769	783	1061	1131	230	905	541	515	1249	943	1896	105	191
	2192	312	603	207	229	131	931	739	963	1229	159	801	615	617	1344	848	1858	115	219
	%	%	%	%	%		%	%	%	%	%	%	%	%	%	%	%	%	%

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

Immigration to the UK	33	40	29	27	52	27	28	43	35	32	23	29	39	40	33	33	34	32	28
Conflict in Gaza	15	15	19	22	9	17	21	12	15	16	20	12	15	19	18	11	15	14	23
Ukraine Peace Talks	8	9	9	8	4	6	9	6	9	6	8	8	8	7	8	7	8	7	6
War in Ukraine	5	5	8	4	3	3	6	4	7	4	3	6	4	6	6	5	5	6	7
England flags	5	4	6	6	8	4	5	5	6	5	3	6	7	4	5	6	6	3	1
Trump [general / other]	4	2	4	6	3	9	6	2	6	3	6	5	3	4	4	5	4	3	8
State of the UK economy	2	3	1	2	0	4	2	1	2	2	1	3	2	1	2	1	2	1	1
War [General]	2	3	1	1	1	1	1	3	1	2	0	1	3	2	1	2	2	5	1
Criticisms of the Labour Government	1	2	0	1	5	0	1	3	2	1	0	1	2	2	1	2	2	3	0
The weather	1	2	1	2	0	2	1	1	1	2	1	2	1	1	2	1	1	2	2
Other	9	5	9	10	7	14	7	7	9	9	18	11	5	6	10	8	9	8	7
Don't know / Don't watch the news	14	10	12	12	8	12	12	12	9	18	19	17	11	8	10	19	13	17	19

*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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		Region in England				
		Total	North	Midlands	London	Rest of South
Weighted Sample		2192	520	359	265	752
Unweighted Sample		2192	524	365	195	774
		%	%	%	%	%

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Immigration to the UK	33	35	33	35	33
Conflict in Gaza	15	16	15	15	14
Ukraine Peace Talks	8	9	4	11	8
War in Ukraine	5	4	5	5	6
England flags	5	7	6	2	6
Trump [general / other]	4	4	5	2	5
State of the UK economy	2	1	3	2	2
War [General]	2	2	2	1	2
Criticisms of the Labour Government	1	2	0	1	2
The weather	1	1	0	1	2
Other	9	8	10	15	8
Don't know / Don't watch the news	14	13	16	11	12

*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.