

# YouGov News Tracker Results

Sample Size: 2268 GB Adults

Fieldwork: 31st August - 1st September 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   | 2268            | 408 | 583 | 209     | 245       | 124         | 796    | 810   | 1098   | 1170   | 238   | 937   | 560   | 533 | 1293         | 975  | 1962    | 109   | 197      | 538               | 372      | 274    | 778           |
| Unweighted Sample | 2268            | 395 | 618 | 234     | 258       | 128         | 861    | 865   | 955    | 1313   | 182   | 831   | 594   | 661 | 1384         | 884  | 1953    | 116   | 199      | 552               | 350      | 205    | 846           |
|                   | %               | %   | %   | %       | %         |             | %      | %     | %      | %      | %     | %     | %     | %   | %            | %    | %       | %     | %        | %                 | %        | %      | %             |

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 [including migrant hotels] | 40 | 48 | 37 | 44 | 61 | 31 | 38 | 49 | 41 | 39 | 22 | 39 | 42 | 47 | 40 | 39 | 40 | 45 | 39 | 42 | 40 | 33 | 40 |
| Conflict in Gaza                                 | 8  | 5  | 11 | 12 | 5  | 5  | 11 | 6  | 8  | 8  | 7  | 6  | 9  | 11 | 8  | 8  | 8  | 13 | 10 | 8  | 7  | 11 | 7  |
| England flags                                    | 6  | 5  | 8  | 10 | 2  | 8  | 8  | 6  | 5  | 8  | 5  | 8  | 7  | 3  | 7  | 5  | 7  | 6  | 3  | 7  | 7  | 5  | 7  |
| War in Ukraine                                   | 6  | 10 | 6  | 6  | 3  | 5  | 8  | 6  | 8  | 4  | 4  | 5  | 8  | 8  | 6  | 6  | 6  | 3  | 11 | 6  | 7  | 6  | 6  |
| Trump [general / other]                          | 5  | 2  | 6  | 4  | 0  | 7  | 5  | 2  | 5  | 4  | 10 | 5  | 4  | 3  | 5  | 4  | 4  | 5  | 9  | 4  | 2  | 6  | 5  |
| Criticisms of Angela Raynor                      | 4  | 7  | 1  | 1  | 10 | 3  | 2  | 6  | 4  | 3  | 2  | 2  | 3  | 7  | 3  | 4  | 4  | 4  | 3  | 4  | 4  | 2  | 4  |
| The weather                                      | 2  | 3  | 2  | 0  | 2  | 3  | 2  | 2  | 1  | 3  | 2  | 1  | 3  | 2  | 1  | 2  | 2  | 2  | 1  | 3  | 3  | 1  | 1  |
| Farage / Reform UK                               | 2  | 1  | 3  | 2  | 0  | 1  | 2  | 1  | 2  | 2  | 2  | 1  | 2  | 2  | 2  | 1  | 2  | 2  | 1  | 2  | 1  | 1  | 2  |
| Football                                         | 1  | 2  | 1  | 1  | 0  | 3  | 1  | 1  | 2  | 0  | 2  | 2  | 1  | 0  | 2  | 1  | 2  | 0  | 0  | 2  | 2  | 2  | 1  |
| War [general]                                    | 1  | 1  | 2  | 1  | 0  | 2  | 1  | 1  | 1  | 1  | 2  | 1  | 1  | 2  | 1  | 2  | 1  | 2  | 1  | 1  | 2  | 3  | 1  |
| The UK economy                                   | 1  | 2  | 1  | 2  | 1  | 3  | 1  | 1  | 1  | 1  | 2  | 2  | 1  | 1  | 2  | 1  | 2  | 0  | 0  | 1  | 1  | 2  | 2  |
| School shooting in US                            | 1  | 1  | 2  | 2  | 1  | 4  | 1  | 1  | 1  | 2  | 2  | 1  | 2  | 0  | 2  | 0  | 1  | 0  | 3  | 1  | 1  | 2  | 1  |
| Ukraine peace talks                              | 1  | 2  | 1  | 1  | 0  | 0  | 2  | 1  | 1  | 1  | 0  | 1  | 1  | 1  | 1  | 1  | 1  | 0  | 1  | 0  | 1  | 2  | 1  |
| Taylor swift engagement                          | 1  | 2  | 1  | 0  | 0  | 0  | 1  | 1  | 0  | 1  | 1  | 1  | 1  | 0  | 1  | 1  | 1  | 1  | 1  | 1  | 1  | 1  | 1  |
| Other                                            | 5  | 4  | 5  | 3  | 5  | 13 | 5  | 5  | 6  | 5  | 10 | 6  | 4  | 4  | 6  | 5  | 6  | 5  | 4  | 5  | 7  | 7  | 5  |
| Don't know / Don't watch the news                | 15 | 7  | 13 | 11 | 9  | 14 | 12 | 12 | 12 | 18 | 24 | 19 | 10 | 8  | 12 | 19 | 15 | 13 | 12 | 13 | 15 | 16 | 17 |

\*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.