

YouGov News Tracker Results

Sample Size: 2145 GB Adults

Fieldwork: 14th - 15th 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	2145	386	551	197	232	114	753	766	1038	1107	225	886	530	504	1223	914	1855	103	187	508	352	260	736
Unweighted Sample	2145	351	593	229	246	114	859	768	916	1229	187	715	584	659	1329	810	1828	123	194	508	370	171	779
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Shooting of Charlie Kirk	38	30	41	38	40	43	41	30	39	37	60	44	33	23	40	34	37	43	38	37	41	34	37
Peter Mandleson	12	20	13	13	13	10	14	16	14	11	4	5	15	25	13	11	12	13	11	13	10	15	12
Immigration protests and demonstrations	9	6	9	4	8	11	6	8	9	8	8	12	6	6	8	9	9	7	9	9	7	12	8
Immigration to the UK	6	10	5	5	9	5	4	10	6	7	2	6	8	7	6	7	7	2	8	7	5	6	7
Criticisms of the Labour government	5	8	2	6	9	2	4	7	5	5	3	3	6	9	4	6	5	6	2	5	6	5	5
Conflict in Gaza	3	2	6	5	0	7	4	2	4	3	6	2	4	4	3	4	3	4	3	2	5	5	3
Angela Rayner's resignation	2	5	2	4	4	2	4	3	2	3	0	2	3	4	3	2	3	1	3	2	3	2	3
Trump [general / other]	2	3	3	4	1	0	2	3	3	1	3	1	3	3	2	3	2	1	6	2	3	2	2
England flags	2	1	2	1	0	6	2	2	2	2	1	3	1	1	1	3	2	0	3	3	2	2	1
War in Ukraine	1	3	1	1	1	0	1	2	1	1	0	1	1	3	2	1	1	2	2	2	1	1	1
Drone attack on Poland	1	1	1	2	1	0	1	1	1	1	1	1	1	1	1	1	1	2	2	0	0	2	1
Reform UK	1	1	1	4	0	0	2	1	1	1	0	1	2	1	1	0	1	0	1	1	1	0	2
Prince Harry's visit to the UK	1	4	0	0	0	0	0	2	0	2	0	1	0	2	1	1	1	0	0	1	1	2	1
Other	7	5	6	6	4	9	8	5	6	8	6	10	6	5	6	9	8	9	4	6	6	10	8
Don't know / Don't watch the news	8	4	8	7	9	4	7	8	6	11	6	9	10	6	7	11	8	9	9	12	10	2	7

*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.