

YouGov News Tracker Results

Sample Size: 2140 GB Adults

Fieldwork: 21st - 22nd 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	2140	385	550	197	231	129	751	764	1036	1104	225	884	529	503	1218	912	1851	103	186	507	351	259	734
Unweighted Sample	2140	373	591	226	242	139	869	760	928	1212	202	742	567	629	1349	783	1848	101	191	530	378	187	753
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Donald Trump's UK State Visit	34	41	40	42	30	35	40	36	33	35	20	30	40	41	37	30	34	34	31	30	31	41	37
Shooting of Charlie Kirk	12	6	11	12	12	19	12	8	12	12	28	16	8	2	12	11	12	18	14	13	12	9	12
Immigration to the UK	9	13	8	5	16	8	7	15	9	10	4	5	12	15	8	10	9	11	8	12	10	5	9
Trump [general / other]	9	9	10	8	7	11	12	8	9	9	3	6	12	13	9	8	9	6	10	9	7	7	10
Conflict in Gaza	6	5	6	8	6	7	5	5	7	5	8	7	4	6	6	6	6	5	6	7	5	11	4
Immigration protests and demonstrations	4	2	4	2	6	2	4	2	3	4	4	5	3	2	4	3	4	3	3	4	3	5	4
Criticisms of the Labour government	2	3	2	2	5	1	2	3	3	2	0	3	2	3	3	2	3	1	2	3	3	2	2
War in Ukraine	2	1	2	3	1	1	2	2	2	2	0	2	2	3	2	2	2	1	3	1	3	0	2
UK's recognition of Palestine	2	2	1	2	1	2	1	1	3	1	4	2	2	1	2	1	2	1	4	2	2	2	1
Peter Mandelson	1	2	1	1	3	1	2	1	2	1	1	1	1	1	2	1	1	1	1	1	2	2	1
Jimmy Kimmel	1	0	1	2	3	0	1	1	2	0	2	2	1	0	1	1	1	0	1	2	1	1	1
War [general / other]	1	2	0	0	0	0	1	1	1	1	1	1	1	1	1	1	1	0	1	2	1	1	1
State of the UK economy	1	2	1	1	2	0	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1	0	1
Other	5	4	5	4	3	8	3	4	4	5	10	4	3	4	4	6	5	5	6	5	4	4	5
Don't know / don't watch the news	11	7	7	8	5	5	6	10	9	13	14	16	8	5	8	15	11	13	10	10	15	9	11

*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.