

YouGov News Tracker Results

Sample Size: 2086 GB Adults

Fieldwork: 16th - 17th October 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	2086	376	536	192	225	126	732	745	1010	1076	219	862	515	490	1187	883	1804	100	181	494	342	252	716
Unweighted Sample	2086	370	573	223	240	128	828	724	880	1206	161	791	562	572	1256	819	1796	127	163	485	355	218	738
	%	%	%	%	%		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Peace talks in Gaza	35	40	37	44	35	38	37	36	35	35	26	33	35	41	36	33	35	29	34	34	32	41	35
Conflict in Gaza	21	22	25	22	18	23	28	20	24	19	11	17	28	25	21	21	21	22	24	21	22	14	23
China spy case	5	7	6	7	6	4	6	7	7	3	5	5	5	6	6	4	5	5	7	5	4	5	6
Trump [general / other]	4	4	5	4	1	6	3	4	4	4	3	4	3	5	4	4	4	5	3	4	3	4	4
Immigration to the UK	4	5	3	3	7	2	2	6	4	4	4	4	5	2	3	5	4	3	5	3	4	3	4
The autumn budget	3	4	2	4	3	3	2	3	3	2	2	3	3	2	3	2	3	1	3	2	2	3	3
Criticisms of the Labour government	2	3	0	0	4	0	0	4	2	2	1	2	1	3	1	2	2	1	0	2	2	2	1
War in Ukraine	1	2	1	0	1	0	1	1	1	1	4	1	0	0	1	1	1	1	1	1	2	2	1
State of the UK economy	1	1	1	0	2	1	1	2	1	1	0	1	1	1	1	1	1	1	0	1	1	1	1
Digital ID	1	1	1	1	3	0	1	1	1	1	2	1	0	0	1	1	1	3	0	1	2	0	1
War [general / other]	1	1	1	2	0	0	1	2	0	2	0	1	1	1	0	1	1	1	0	1	1	0	1
Other	9	5	9	6	7	14	8	5	8	10	22	10	6	4	10	8	9	14	7	9	10	11	7
Don't know / don't watch the news	14	6	9	8	12	9	10	12	10	17	19	18	10	9	13	16	14	15	16	15	14	13	13

*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.