

YouGov News Tracker Results

Sample Size: 2153 GB Adults

Fieldwork: 19th - 20th 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	2153	388	553	198	233	116	756	769	1042	1111	226	889	532	506	1226	919	1862	103	187	510	353	260	738
Unweighted Sample	2153	349	590	213	246	125	874	766	906	1247	179	752	593	629	1297	850	1834	132	187	542	371	186	735
	%	%	%	%	%		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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 in Gaza	25	27	26	29	16	35	26	25	27	23	23	23	27	27	25	24	24	20	31	22	24	24	26
Conflict in Gaza	15	18	17	23	13	10	18	15	16	15	15	13	19	16	16	14	15	27	17	13	14	12	17
Prince Andrew	13	17	14	14	12	13	15	15	11	15	5	7	18	21	13	13	13	14	12	16	14	8	13
Trump [general / other]	4	2	5	6	2	4	5	4	4	4	3	4	4	4	4	3	4	2	4	4	4	1	5
Immigration to the UK	4	2	4	1	8	1	3	5	3	4	3	5	2	3	4	3	4	1	3	4	6	4	3
China spy case	3	5	3	1	9	0	2	5	5	2	2	3	4	4	3	3	4	0	2	3	4	3	4
Autumn Budget	3	3	2	1	4	6	2	3	4	2	3	4	2	3	3	3	3	1	2	3	4	4	3
Ban of Maccabi Tel Aviv fans	3	3	2	2	5	2	2	3	4	2	3	2	2	3	3	2	3	1	2	3	2	4	2
Digital ID	2	0	2	1	2	4	2	1	2	1	2	3	0	0	1	2	2	0	1	2	2	2	1
Criticisms of the Labour government	1	1	1	1	5	0	1	3	1	1	1	1	1	2	1	2	1	2	1	1	2	1	1
War [general / other]	1	1	1	1	1	3	1	1	1	1	1	2	1	1	1	2	1	0	2	2	0	1	1
War in Ukraine	1	1	1	0	1	0	1	1	1	1	0	1	1	2	1	1	1	2	2	1	1	1	1
State of the UK economy	1	1	1	0	0	0	1	1	1	1	1	1	1	0	1	1	1	2	1	1	1	2	0
Reform UK	1	0	1	1	1	0	1	1	1	1	0	0	1	1	1	0	1	2	0	1	1	1	0
Other	8	6	9	5	7	10	7	5	9	8	17	11	5	4	10	6	8	9	9	7	6	17	7
Don't know / don't watch the news	16	11	12	14	13	11	13	12	11	21	22	20	13	8	12	21	16	17	12	16	18	14	16

*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.