

YouGov News Tracker Results

Sample Size: 2155 GB Adults

Fieldwork: 23rd - 24th November 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	2155	388	554	198	233	114	756	769	1043	1112	226	890	532	506	1228	910	1864	103	187	511	353	261	739
Unweighted Sample	2155	353	591	212	241	120	835	798	924	1231	195	796	557	607	1325	818	1837	126	192	538	358	191	750
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Autumn Budget	24	31	23	27	30	12	23	31	27	20	16	18	30	32	24	23	24	20	21	24	25	18	26
Ukraine peace talks	10	13	11	11	9	7	13	10	11	9	5	7	10	17	10	10	10	7	11	9	11	13	9
Immigration to the UK	6	6	4	4	15	8	4	9	7	6	3	7	6	6	5	8	7	4	5	7	6	8	6
Epstein files	6	4	8	9	4	12	8	5	7	5	8	7	6	3	7	5	6	4	8	5	5	7	7
Trump [general / other]	5	3	7	5	2	10	5	4	4	6	6	4	4	6	6	4	5	4	3	5	7	3	5
War in Ukraine	4	6	5	6	3	3	5	5	5	3	2	3	6	5	5	4	5	2	2	3	5	6	5
The Weather	3	2	3	3	2	4	2	3	2	4	2	3	3	2	3	3	2	12	1	4	3	2	1
Criticisms of the Labour government	2	4	1	1	5	0	1	4	3	2	1	1	3	4	2	3	2	2	2	3	3	1	2
Labour's changes to immigration policy	2	1	2	2	1	5	3	1	2	2	4	3	1	1	2	2	2	2	3	2	1	3	2
Covid inquiry	2	4	2	2	2	1	2	2	2	2	1	1	3	3	2	2	2	3	1	2	2	1	2
Donald Trump suing the BBC	2	1	2	3	1	2	2	1	2	1	3	2	1	1	2	1	2	0	1	2	2	1	2
COP30	1	1	2	1	1	2	1	2	1	1	1	1	1	2	2	1	1	2	0	1	2	1	1
State of the UK economy	1	1	1	2	1	3	1	1	1	1	1	2	1	1	1	1	1	1	1	2	2	1	0
Crime [general / other]	1	1	1	2	2	2	1	1	0	2	2	2	0	0	1	1	1	2	0	1	2	2	1
Former Prince Andrew	1	1	1	0	2	0	1	2	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1
Mayor of New York meeting Trump	1	0	1	2	0	1	1	0	0	1	5	1	0	0	1	1	1	1	2	1	1	2	1
Sport [general / other]	1	1	1	2	1	0	1	0	1	0	1	1	1	1	1	0	1	3	0	1	0	2	1
Scotland qualifying for the world cup	1	0	1	0	0	0	2	0	1	1	1	1	1	0	1	1	0	1	6	0	0	1	0
Nathan Gill	1	1	2	0	0	1	1	0	1	0	1	1	1	1	1	0	1	3	1	1	1	1	1
Accusations of BBC bias	1	2	1	1	0	2	1	1	1	1	0	1	0	1	1	1	1	1	1	1	1	1	1
Other	9	5	9	4	8	12	9	6	9	9	16	11	7	5	9	9	9	7	9	8	7	12	9
Don't know / don't watch the news	16	10	12	14	10	12	14	12	10	22	19	23	13	8	14	20	16	19	19	16	14	14	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.