

YouGov News Tracker Results

Sample Size: 2167 GB Adults

Fieldwork: 26th - 27th 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	2167	390	557	199	234	124	761	774	1049	1118	227	895	535	509	1233	915	1874	104	189	514	355	262	743
Unweighted Sample	2167	344	622	227	234	113	857	791	919	1248	188	765	588	626	1314	840	1852	118	197	545	360	196	751
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Sex offender mistakenly released from prison	17	28	16	14	22	15	17	22	18	15	9	17	19	18	16	18	18	10	12	15	17	19	20
Prince Andrew	15	19	14	22	14	12	17	18	12	17	6	7	19	26	14	15	14	13	19	14	13	13	15
Immigration to the UK	9	8	7	7	12	5	7	11	8	9	7	7	9	11	8	9	9	4	10	12	8	7	7
Trump [general / other]	7	3	9	10	2	14	8	4	9	5	8	8	8	4	8	5	7	8	6	6	6	11	7
Ceasefire in Gaza	5	3	8	6	4	8	8	4	6	5	4	7	5	4	6	4	5	8	6	4	6	7	5
Autumn Budget	4	5	5	3	4	3	4	4	4	3	1	4	3	5	4	4	4	0	3	4	4	8	3
Caerphilly by-election	3	2	5	2	4	3	5	2	5	2	4	3	3	3	4	2	2	23	3	2	0	4	2
Louvre heist	3	2	4	6	2	2	2	1	2	4	10	3	2	1	4	2	3	1	4	2	3	3	3
Criticisms of the Labour government	3	4	1	2	4	0	2	5	4	2	1	2	4	3	2	3	3	2	4	4	3	1	2
War in Ukraine	2	2	4	2	2	1	4	1	3	2	1	2	3	2	2	2	2	5	1	3	2	1	3
Grooming gangs	2	3	1	2	4	1	2	3	2	1	0	1	3	2	2	1	2	1	1	1	1	1	2
Digital ID	1	1	1	2	4	0	1	1	1	1	3	2	0	0	1	1	1	2	1	0	2	1	2
State of the UK economy	1	2	2	1	0	0	1	1	2	1	1	2	0	1	1	1	1	1	1	1	1	1	1
War [general / other]	1	1	1	1	1	1	1	1	0	1	0	1	1	0	1	1	1	1	2	0	1	0	1
Reform UK [general / other]	1	1	2	1	0	1	2	1	1	1	0	1	1	1	1	1	1	3	0	1	1	0	1
Labour Deputy Leadership contest	1	0	1	2	0	0	1	0	1	1	1	1	0	2	1	1	1	0	1	1	0	0	1
Other	9	5	8	9	6	17	8	5	8	9	19	11	5	5	9	9	9	6	9	10	10	7	8
Don't know / don't watch the news	17	10	13	9	14	16	11	16	13	20	24	20	13	12	14	21	17	13	16	18	19	16	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.