

YouGov News Tracker Results

Sample Size: 2121 GB Adults

Fieldwork: 18th - 19th January 2026

	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	2121	382	545	195	229	121	744	757	1027	1094	223	876	524	498	1209	908	1835	102	185	503	348	257	728
Unweighted Sample	2121	328	575	221	256	128	847	755	890	1231	196	750	543	632	1263	855	1846	110	165	549	334	197	766
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Trump's threats to Greenland	37	37	40	43	33	37	40	35	42	31	34	37	37	38	40	33	36	39	38	34	34	33	41
Trump [general / other]	11	11	14	12	7	12	14	11	11	11	5	10	15	12	10	12	11	14	12	12	14	6	10
Robert Jenrick's sacking / defection and other defections to Reform UK	9	14	10	6	15	6	8	12	9	9	7	5	9	16	9	9	9	4	9	9	6	14	9
Protests in Iran	6	10	4	6	7	5	5	6	6	6	6	5	7	6	6	5	6	3	3	7	4	8	5
ICE shooting	3	2	4	3	1	7	3	1	3	3	8	4	2	1	4	2	3	3	3	3	4	4	2
Trump's tariffs	2	4	1	2	1	3	2	2	2	2	4	3	2	1	2	2	2	2	2	1	4	2	2
Trump's foreign policy	2	1	2	2	0	2	2	1	2	1	1	2	2	1	2	1	2	1	3	3	1	3	1
Capture of Venezuelan president Nicholas Maduro	2	2	2	3	0	2	2	1	2	2	2	3	1	0	2	1	2	0	2	1	2	2	2
Criticisms of the Labour government	1	2	1	0	5	0	1	2	2	1	0	1	1	3	1	2	1	1	1	1	1	2	2
The weather	1	1	1	1	3	1	1	2	1	2	0	2	1	1	1	2	1	4	1	1	2	0	1
War [general / other]	1	1	2	1	1	0	1	1	1	2	2	1	2	1	1	2	1	1	0	2	2	0	1
Immigration to the UK	1	0	1	1	5	1	1	2	1	1	0	1	1	2	1	2	1	1	0	3	1	1	1
Trump [respondent mentioned both Greenland and Venezuela]	1	0	2	2	1	2	2	1	1	2	1	1	2	1	1	1	1	1	2	1	1	3	1
Trump and Iran	1	1	2	1	0	0	1	1	1	1	2	0	1	1	1	1	1	1	0	1	1	3	1
Government U-turn on digital ID	1	1	0	0	3	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
America [general / other]	1	0	1	1	1	2	1	0	1	1	1	1	0	1	1	1	1	1	1	1	0	0	1
Other	7	8	6	6	6	9	7	7	7	8	11	9	6	5	7	8	7	6	10	6	9	11	6
Don't know / don't watch the news	12	6	8	11	10	8	9	12	8	16	14	15	10	8	9	16	12	14	12	11	13	10	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.