

## YouGov News Tracker Results

Sample Size: 2195 GB Adults

Fieldwork: 22nd - 23rd March 2026

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Socio-economic classification			Country			Region in England					
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South	
<b>Weighted Sample</b>	<b>2195</b>	395	564	202	237	122	770	784	1062	1133	230	907	542	516	744	492	656	1899	105	191	520	360	266	753	
<b>Unweighted Sample</b>	<b>2195</b>	352	598	209	245	124	848	785	928	1267	203	781	569	642	849	488	508	1887	121	187	549	360	160	818	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### 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

US-Iran conflict	61	71	65	67	56	60	69	62	68	55	50	56	66	70	69	62	56	61	51	65	58	65	66	60
Meningitis outbreak in the UK	9	9	8	10	7	15	7	7	5	13	26	10	5	4	7	7	8	9	13	6	9	8	8	10
War [general / other]	6	2	6	4	6	5	5	5	4	9	7	7	5	5	4	7	8	6	8	2	6	8	6	6
Increase in oil / fuel prices due to the Iran war	6	5	6	4	10	3	6	6	7	5	3	8	5	5	7	6	6	6	9	8	7	6	4	5
Donald Trump [general / other]	3	2	4	3	2	2	3	4	2	4	1	3	3	4	3	5	2	3	5	4	4	1	2	3
Closure of the Strait of Hormuz	1	1	1	2	1	6	1	1	2	1	2	1	1	2	1	2	1	1	2	2	1	1	0	2
British involvement in the Iran war	1	1	1	0	2	1	1	1	2	0	1	1	1	1	1	1	1	1	1	1	1	1	0	1
Criticisms of the Labour government	1	2	0	0	2	0	0	1	1	0	1	0	1	1	1	0	1	1	0	0	1	2	0	1
Other	4	3	4	4	8	2	4	5	5	4	6	5	4	2	2	4	7	4	4	5	4	3	7	4
Don't know / don't watch the news	7	4	5	5	6	5	5	6	5	9	4	9	8	4	4	6	10	7	5	7	10	5	7	7

\*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.