YouGov News Tracker Results

Sample Size: 2129 GB Adults
Fieldwork: 29th - 30th March 2026

	Total	Vote in 2024 GE																		
		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
Weighted Sample	2129	383	547	196	230	127	747	760	1030	1099	223	879	526	500	722	477	637	1842	102	185	505	349	258	730
Unweighted Sample	2129	338	592	204	230	127	816	739	940	1189	182	788	559	600	829	489	502	1834	119	176	489	357	190	798
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

	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
US-Iran conflict	59	62	67	67	47	67	69	55	66	53	58	54	61	67	67	59	53	58	59	67	55	54	59	63
Increase in oil / fuel prices due to the Iran war	11	14	9	8	15	9	11	13	9	12	7	12	12	10	12	11	12	11	9	8	14	13	8	10
Donald Trump [general / other]	4	7	5	5	1	4	4	6	4	5	2	4	5	6	4	5	5	4	6	4	4	6	4	4
War [general / other]	4	2	4	4	4	4	3	4	3	5	4	4	4	4	3	5	5	4	6	4	3	6	6	3
Closure of the Strait of Hormuz	1	1	1	1	3	0	1	1	2	1	4	1	1	1	1	1	2	1	2	1	3	0	0	1
Criticisms of the Labour government	1	3	0	0	4	0	0	3	2	1	1	0	1	3	1	1	2	1	1	1	0	1	0	2
Immigration to the UK	1	1	0	0	5	0	0	2	1	1	1	1	2	1	1	1	2	1	2	1	0	2	1	1
Meningitis outbreak in the UK	1	0	1	2	0	0	1	0	1	1	4	1	0	0	1	1	1	1	0	0	1	1	1	2
Other	6	4	5	7	8	4	5	5	5	6	11	7	5	4	5	6	5	6	3	5	6	7	10	5
Don't know / don't watch the news	11	7	7	8	13	12	7	12	7	14	9	16	9	5	6	11	14	11	13	9	14	11	9	9

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.

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