

YouGov News Tracker Results

Sample Size: 2077 GB Adults
Fieldwork: 12th - 13th April 2026

	Vote in 2024 GE						EU Ref 2016		Gender		Age				Socio-economic classification			Country			
	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	
Weighted Sample	2123	382	546	195	229	130	745	758	1028	1095	223	877	524	499	720	476	635	1836	102	185	
Unweighted Sample	2123	312	584	212	246	139	832	733	909	1214	177	801	565	580	850	474	478	1797	142	184	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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 [general / other]	51	57	59	50	45	54	55	50	57	46	51	49	48	57	57	50	46	50	55	54
Artemis II moon mission	11	13	10	16	9	8	12	11	7	14	9	8	14	12	10	12	10	11	9	10
Ceasefire talks in Iran	7	9	6	8	6	4	7	5	7	6	10	7	6	5	8	4	6	7	5	6
Donald Trump [general / other]	5	5	6	8	1	6	7	3	4	5	2	4	6	6	3	7	6	5	4	3
Increase in oil / fuel prices due to the Iran war	4	4	2	7	5	8	4	5	4	5	5	5	5	2	5	4	5	4	4	5
War [general / other]	4	3	3	2	2	8	4	4	3	4	5	4	5	3	3	4	5	4	4	3
Closure of the Strait of Hormuz	2	1	1	3	4	1	1	2	2	2	5	2	1	2	2	2	2	2	1	3
Criticisms of the Labour government	1	1	0	0	4	0	1	3	2	1	0	1	1	3	1	2	2	1	1	3
Immigration to the UK	1	0	1	0	4	0	0	2	1	1	1	1	1	1	0	1	2	1	1	0
Other	6	4	4	3	11	4	4	6	5	6	5	7	5	5	5	6	6	6	9	4
Don't know / don't watch the news	9	3	7	4	8	8	5	9	6	12	7	13	8	5	6	9	11	9	7	8

*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.

YouGov News Tracker Results

Sample Size: 2077 GB Adults
Fieldwork: 12th - 13th April 2026

	Region in England				
	Total	North	Midlands	London	Rest of South
Weighted Sample	2123	503	348	257	728
Unweighted Sample	2123	501	350	183	763
	%	%	%	%	%

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 [general / other]	51	52	49	51	49
Artemis II moon mission	11	9	12	8	13
Ceasefire talks in Iran	7	6	6	7	8
Donald Trump [general / other]	5	6	5	5	5
Increase in oil / fuel prices due to the Iran war	4	4	5	3	5
War [general / other]	4	5	7	2	3
Closure of the Strait of Hormuz	2	2	1	3	2
Criticisms of the Labour government	1	1	1	2	1
Immigration to the UK	1	1	1	2	1
Other	6	5	6	10	4
Don't know / don't watch the news	9	10	8	8	10

*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.