

YouGov News Tracker Results

Sample Size: 2122 GB Adults
Fieldwork: 17th - 18th May 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	
Weighted Sample	2122	382	545	195	229	121	745	758	1027	1095	223	876	524	499	719	475	634	1836	102	185	503	348	257	728	
Unweighted Sample	2122	351	573	205	250	111	857	750	887	1235	179	770	576	597	810	484	502	1813	131	178	515	387	174	737	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Labour leadership speculation [general / other]	47	59	53	55	48	36	53	51	51	42	36	40	50	59	56	47	41	47	43	46	46	44	44	50
Local / devolved elections [general / other]	6	4	7	4	5	3	8	3	4	7	9	6	5	3	7	5	4	5	10	8	6	5	7	4
Criticisms of the Labour government [general / other]	4	8	2	3	2	3	2	6	5	3	2	2	5	6	3	4	5	4	5	0	3	6	3	4
Hantavirus	3	2	2	1	1	0	2	2	2	3	6	4	1	1	2	3	3	2	6	2	3	4	1	2
Labour leadership speculation [Andy Burnham and Makerfield by-election]	3	3	3	2	4	13	3	3	3	3	5	2	3	4	3	2	3	3	1	2	5	3	3	3
Donald Trump [Visit to China]	2	2	1	2	1	1	1	2	2	1	1	1	2	2	1	2	2	2	2	2	1	3	0	2
Labour leadership speculation [Wes Streeting's Local / devolved elections [Labour losses]	2	1	2	4	1	2	1	2	2	2	4	2	1	2	2	1	2	2	2	0	2	2	2	2
Local / devolved elections [Reform gains]	2	2	1	2	2	3	2	2	2	2	2	2	2	3	1	1	3	2	1	3	2	1	2	3
London protests [Unite the Kingdom rally]	2	1	1	3	2	0	2	1	2	1	2	2	2	0	1	2	1	2	1	1	2	2	0	2
Politics [general / other]	2	0	2	2	4	1	2	2	2	2	4	2	3	1	2	2	2	2	5	1	2	2	2	2
US-Iran conflict	2	2	2	0	2	2	2	1	1	2	1	2	2	2	1	2	2	1	3	3	2	1	2	1
Donald Trump [general / other]	2	1	3	4	1	2	2	3	3	2	2	3	2	2	3	2	2	2	3	3	5	1	2	2
Eurovision song contest	1	0	1	0	0	2	1	0	1	1	0	1	1	1	1	2	0	1	1	1	1	1	1	1
Football [general / other]	1	0	1	1	3	3	1	1	1	2	1	2	0	1	1	1	1	1	0	1	1	2	2	1
London protests [general / other]	1	0	1	0	0	0	1	1	2	0	1	1	1	1	1	1	2	1	0	7	1	0	0	0
Reform UK [general / other]	1	2	1	1	2	3	1	2	1	1	1	2	1	1	1	2	2	1	1	1	1	1	2	2
Other	1	0	1	2	3	0	1	1	1	2	3	1	1	1	1	2	1	1	1	2	2	1	1	1
Don't know / don't watch the news	7	5	7	5	7	13	6	6	6	7	5	8	6	5	6	6	8	7	5	7	5	7	8	8
	13	8	8	8	12	13	6	12	9	17	16	17	10	7	7	15	16	13	9	11	12	13	21	11

*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.