

YouGov News Tracker Results

Sample Size: 2120 GB Adults
Fieldwork: 25th - 26th May 2026

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)			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	2120	382	545	195	229	128	744	757	1024	1096	223	873	524	500	719	475	634	1834	102	184	502	348	257	727
Unweighted Sample	2120	332	568	203	240	128	837	715	902	1218	193	751	593	583	825	477	504	1794	124	202	500	340	226	728
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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]	12	14	14	11	13	12	13	13	12	12	12	10	15	12	15	14	9	12	10	9	12	11	15	12
US-Iran conflict [general / other]	11	11	14	11	8	10	13	10	14	8	6	10	14	12	13	11	10	11	16	11	9	8	13	12
The May heatwave / weather	10	16	11	6	12	6	11	11	8	12	7	12	9	9	10	11	10	11	13	4	7	12	14	11
Labour leadership speculation [Andy Burnham and Makerfield by-election]	10	14	10	10	11	12	10	11	11	8	7	7	10	16	10	11	9	10	7	10	11	11	9	8
Crime in the UK [Fordingbridge teenage rape case]	4	5	3	7	5	2	4	4	3	4	1	3	4	5	4	4	3	4	2	4	3	4	3	5
Donald Trump [general / other]	4	3	4	6	1	4	4	3	4	3	5	2	4	4	3	4	3	3	4	2	3	4	4	3
Football [general / other]	3	3	3	3	2	5	4	3	5	2	2	4	3	3	4	3	3	3	2	5	3	4	5	2
Crime in the UK [general / other]	3	1	2	2	7	2	2	3	3	3	5	3	1	3	1	2	4	2	1	5	3	3	1	3
Immigration to the UK	3	3	2	1	7	1	1	5	3	2	0	2	4	4	3	3	3	3	3	2	2	2	4	3
War [general / other]	2	1	2	3	1	2	2	2	2	2	2	2	3	1	2	1	2	2	2	3	2	2	1	2
Ebola outbreak	1	2	2	1	0	3	2	2	1	2	1	2	1	1	1	2	1	1	6	2	1	0	2	1
US-Iran conflict [ceasefire talks]	1	1	2	2	0	1	2	1	2	1	1	1	1	2	2	0	1	1	2	4	1	0	1	1
Reform UK [general / other]	1	1	2	1	1	2	1	1	1	1	1	2	0	1	2	1	1	1	0	1	2	2	0	1
Football [Arsenal winning the Premier League]	1	1	1	3	0	3	1	1	2	1	1	2	1	1	1	1	1	1	0	2	2	0	3	1
Criticisms of the Labour government	1	3	0	1	2	0	0	2	1	1	1	0	2	2	1	2	2	1	0	2	1	2	0	2
Reform [£5 million donation to Nigel Farage]	1	0	2	2	0	1	3	0	1	1	1	1	1	2	1	2	1	1	0	2	1	1	2	1
Cost of living	1	1	1	1	1	1	1	2	1	1	1	2	0	1	1	1	1	1	2	0	1	1	0	1
US-Iran conflict [increase in oil / fuel prices]	1	1	1	0	1	0	1	1	1	1	2	1	1	1	1	1	0	1	0	2	1	1	1	0
Politics [general]	1	1	1	0	1	0	1	1	0	2	1	1	1	1	1	1	1	1	2	1	1	1	1	0
Football [Southampton FC Spygate scandal]	1	0	0	2	0	2	1	1	1	1	0	0	1	1	1	0	1	1	0	0	1	0	0	1
Other	10	8	9	14	10	9	8	8	10	10	19	12	7	6	8	9	12	10	11	10	8	11	7	12
Don't know / don't watch the news	18	9	15	15	17	22	16	15	13	23	25	23	15	11	13	17	21	18	21	20	22	18	15	17

*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.