

YouGov News Tracker Results

Sample Size: 2110 GB Adults
Fieldwork: 21st - 22nd June 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 | 2110 | 306 | 576 | 230 | 240 | 135 | 827 | 737 | 920 | 1190 | 187 | 705 | 609 | 609 | 813 | 487 | 490 | 1811 | 122 | 177 | 505 | 332 | 195 | 779 |
| Unweighted Sample | 2110 | 380 | 542 | 194 | 228 | 128 | 741 | 753 | 1019 | 1091 | 221 | 869 | 521 | 498 | 715 | 473 | 631 | 1825 | 101 | 184 | 500 | 346 | 255 | 724 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

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 | 17 | 22 | 17 | 20 | 20 | 17 | 18 | 18 | 18 | 16 | 15 | 15 | 15 | 22 | 18 | 18 | 16 | 17 | 15 | 17 | 15 | 14 | 25 | 16 |
| World Cup | 11 | 11 | 10 | 5 | 15 | 4 | 11 | 11 | 11 | 11 | 9 | 12 | 12 | 9 | 10 | 11 | 13 | 9 | 10 | 27 | 7 | 8 | 12 | 10 |
| Andy Burnham [general / other] | 8 | 13 | 8 | 10 | 8 | 6 | 8 | 12 | 9 | 7 | 4 | 4 | 10 | 15 | 10 | 8 | 9 | 9 | 6 | 6 | 9 | 8 | 7 | 9 |
| Makerfield by-election [general / other] | 8 | 10 | 10 | 11 | 13 | 9 | 9 | 10 | 11 | 6 | 9 | 7 | 10 | 10 | 11 | 7 | 5 | 9 | 8 | 5 | 10 | 10 | 6 | 8 |
| Andy Burnham [victory in Makerfield by-election] | 7 | 8 | 11 | 10 | 5 | 7 | 9 | 6 | 7 | 7 | 8 | 4 | 10 | 9 | 8 | 7 | 5 | 7 | 6 | 3 | 9 | 5 | 9 | 7 |
| Bedford train crash | 6 | 6 | 6 | 5 | 5 | 13 | 5 | 6 | 4 | 8 | 9 | 9 | 4 | 3 | 7 | 7 | 6 | 7 | 2 | 4 | 5 | 11 | 5 | 7 |
| US-Iran War [general / other] | 5 | 5 | 5 | 7 | 4 | 5 | 8 | 3 | 7 | 3 | 7 | 4 | 5 | 6 | 6 | 6 | 5 | 5 | 7 | 6 | 5 | 5 | 3 | 5 |
| US-Iran War [peace deal] | 4 | 2 | 4 | 5 | 1 | 9 | 5 | 3 | 5 | 2 | 4 | 4 | 4 | 2 | 5 | 3 | 3 | 4 | 5 | 4 | 3 | 2 | 7 | 3 |
| Crime in the UK [general / other] | 3 | 2 | 2 | 1 | 3 | 2 | 1 | 2 | 2 | 4 | 7 | 4 | 2 | 1 | 2 | 2 | 4 | 3 | 0 | 4 | 3 | 3 | 3 | 2 |
| Keir Starmer [general / other] | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 5 | 3 | 3 | 2 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 2 | 4 | 1 | 4 | 4 |
| Toddler thrown into crocodile enclosure | 2 | 2 | 2 | 2 | 3 | 2 | 1 | 2 | 0 | 3 | 2 | 3 | 1 | 1 | 2 | 1 | 3 | 2 | 2 | 0 | 2 | 3 | 1 | 2 |
| Donald Trump [general / other] | 2 | 1 | 3 | 2 | 1 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 3 | 1 | 2 | 2 | 1 | 2 | 1 | 1 | 2 | 3 | 1 | 1 |
| Heatwave | 2 | 1 | 1 | 1 | 2 | 2 | 1 | 1 | 1 | 2 | 2 | 2 | 1 | 1 | 1 | 2 | 2 | 2 | 1 | 0 | 2 | 1 | 1 | 2 |
| Murder of Preston Davey | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 2 | 1 | 3 | 1 | 3 | 2 | 2 | 2 | 3 | 3 | 2 | 8 | 0 | 3 | 2 | 0 | 1 |
| Criticisms of the Labour government | 1 | 2 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 2 | 1 | 1 | 0 | 0 | 2 |
| Immigration to the UK | 1 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 0 | 1 | 2 | 1 | 0 | 0 |
| Politics [general / other] | 1 | 1 | 0 | 0 | 1 | 0 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 3 | 0 | 1 | 0 | 1 |
| Social media ban for under 16s | 1 | 1 | 1 | 2 | 0 | 0 | 1 | 0 | 1 | 2 | 3 | 2 | 0 | 0 | 1 | 2 | 1 | 1 | 1 | 0 | 1 | 2 | 0 | 2 |
| War [general / other] | 1 | 1 | 2 | 2 | 1 | 0 | 2 | 1 | 2 | 1 | 1 | 2 | 1 | 2 | 1 | 1 | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 2 |
| Other | 4 | 2 | 6 | 6 | 2 | 3 | 4 | 4 | 4 | 5 | 6 | 4 | 5 | 3 | 4 | 3 | 5 | 4 | 9 | 4 | 4 | 3 | 4 | 5 |
| Don't know / don't watch the news | 10 | 5 | 6 | 6 | 8 | 12 | 7 | 9 | 9 | 12 | 9 | 15 | 8 | 6 | 6 | 12 | 12 | 10 | 11 | 13 | 13 | 14 | 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.