

YouGov News Tracker Results

Sample Size: 2207 GB Adults
Fieldwork: 28th - 29th 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	2207	397	567	203	238	137	775	788	1066	1141	232	909	545	521	748	494	660	1909	106	192	523	362	267	757	
Unweighted Sample	2207	341	623	220	261	137	879	801	987	1220	186	729	640	652	889	498	483	1877	126	204	545	381	178	773	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Andy Burnham / Labour leadership speculation [including Starmer's resignation]	42	49	44	46	50	45	42	45	46	39	48	37	42	48	43	41	42	43	47	34	44	46	43	40
The weather / heatwave	15	11	17	18	12	18	17	13	12	17	12	18	16	10	16	13	13	16	19	5	13	13	18	18
World Cup	11	11	11	7	7	6	11	10	12	10	10	11	13	10	12	11	11	10	4	25	10	10	7	10
Earthquake in Venezuela	9	12	10	11	8	11	11	9	8	11	6	9	9	12	9	10	10	9	7	8	9	7	8	11
Crime in the UK [general / other]	2	1	1	0	5	2	1	2	1	2	3	2	2	1	1	2	2	2	1	2	1	3	1	2
War in Iran	2	2	2	2	1	2	2	1	3	1	0	2	2	1	2	1	1	2	1	3	1	1	3	2
Politics [general / other]	1	1	1	1	2	1	1	2	2	1	1	2	1	2	2	1	2	1	1	2	2	1	2	1
Immigration to the UK	1	2	0	0	3	0	0	3	1	2	1	1	2	2	1	1	3	2	0	0	1	1	1	2
Makerfield by-election	1	1	2	1	1	1	2	1	1	1	1	1	1	2	2	1	1	1	1	0	1	2	1	1
Donald Trump [general / other]	1	1	2	2	0	1	2	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Other	5	5	5	7	5	6	5	5	6	4	7	5	4	5	5	7	3	5	6	5	4	3	6	6
Don't know / don't watch the news	9	3	6	6	6	9	6	7	7	11	10	13	8	5	6	9	12	9	11	15	10	12	9	6

*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.