

YouGov News Tracker Results

Sample Size: 2104 GB Adults
Fieldwork: 12th - 13th July 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 Unweighted Sample	2104	379	541	194	227	128	739	751	1016	1088	221	867	520	497	713	471	629	1820	101	183	499	345	255	722	
	2104	343	550	186	239	121	804	752	927	1177	182	733	608	581	818	470	498	1802	121	181	489	378	157	778	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	

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

Death of Anne Widdecombe	25	28	23	26	37	25	23	31	24	27	18	26	26	27	25	26	27	25	33	22	26	25	24	26
World Cup [general / other]	22	25	26	22	16	17	24	21	19	25	18	23	22	23	25	21	22	23	17	19	24	24	26	20
Andy Burnham / Labour leadership speculation	7	10	6	7	7	5	6	7	6	7	8	5	7	8	7	8	5	7	6	5	6	8	9	5
World Cup [England game]	4	5	5	5	5	2	4	5	5	3	3	4	5	5	4	4	4	4	3	4	4	3	6	5
Count Binface standing in Clacton	4	1	8	7	0	8	6	1	6	3	13	5	2	2	5	2	4	4	5	5	5	4	2	5
Nigel Farage calls by-election	4	2	5	3	3	3	5	3	5	3	5	4	4	3	4	4	3	4	5	3	3	4	4	4
The weather / heatwave	4	5	4	3	1	5	4	3	2	5	3	4	3	3	3	4	4	4	1	2	2	4	2	5
Nigel Farage [general / other]	3	2	4	5	7	3	4	4	4	3	3	3	4	5	4	4	3	4	3	2	4	4	1	4
US-Iran War	3	3	3	5	3	4	4	3	5	2	2	3	5	3	4	4	2	3	0	5	3	3	2	3
Donations to Nigel Farage	2	1	5	3	1	5	4	1	4	1	2	2	2	4	4	2	2	3	2	2	4	2	2	2
Clacton by-election [general / other]	2	2	2	3	2	3	2	1	3	1	4	2	2	1	2	1	1	2	0	0	2	1	0	3
Crime in the UK	1	1	0	0	2	1	1	1	1	1	3	1	1	1	0	2	2	1	2	2	0	2	2	1
Prince Harry [general / other]	1	3	0	3	1	1	1	2	1	2	0	1	1	2	1	2	1	1	2	1	1	1	2	1
Donald Trump [general / other]	1	1	1	0	1	1	1	1	1	1	0	1	1	1	1	1	0	1	1	2	1	1	0	1
Other	8	7	5	6	8	13	5	9	7	8	6	8	8	8	6	8	9	7	13	13	6	7	9	7
Don't know / don't watch the news	8	5	5	3	5	6	5	6	6	9	13	9	8	4	4	8	11	8	6	13	9	8	7	7

*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.