

YouGov News Tracker Results

Sample Size: 2094 GB Adults
Fieldwork: 19th - 20th 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	2094	377	538	193	226	127	735	748	1011	1083	220	863	517	494	710	469	626	1811	101	182	496	343	253	718
Unweighted Sample	2094	325	563	209	257	123	833	730	914	1180	168	700	630	596	827	463	490	1787	122	185	516	349	154	768
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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 becoming Labour leader / Prime Minister	34	43	38	41	41	26	35	40	36	32	26	26	39	46	40	36	28	33	35	38	32	35	29	35
World Cup [general / other]	30	30	30	28	22	34	31	28	28	31	31	36	26	23	30	26	34	31	21	19	29	32	35	31
Death of Anne Widdicombe	7	9	5	4	14	7	7	9	5	10	4	5	10	10	5	11	7	7	8	10	7	7	6	7
England's performance in the World Cup	4	2	5	3	5	7	5	4	5	4	4	4	5	4	4	4	5	4	6	6	4	6	4	3
US-Iran War	4	4	3	8	3	4	4	4	6	2	3	4	3	4	4	5	3	4	5	5	3	3	3	5
Nigel Farage and the Clacton by-election [general / other]	2	1	4	2	0	3	3	0	3	1	5	2	1	1	2	1	1	2	1	1	2	2	2	2
The weather / heatwave	1	0	1	0	0	0	1	1	1	2	3	1	1	2	1	1	1	1	1	0	1	0	1	2
Count Binface standing in Clacton	1	0	1	4	0	3	2	0	2	1	3	1	1	0	1	1	1	1	2	1	2	1	1	1
Donald Trump [general / other]	1	2	1	3	0	1	2	1	1	1	0	1	1	2	1	1	1	1	2	3	1	0	2	1
Wildfires in the UK	1	0	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	1	3	2	1	0	0
Other	5	3	4	3	8	3	4	5	5	5	6	6	4	3	5	2	6	5	8	2	5	3	8	5
Don't know / don't watch the news	10	5	7	3	6	11	6	7	7	12	15	13	9	4	6	10	11	10	12	13	12	9	10	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.