

YouGov News Tracker Results

Sample Size: 2097 GB Adults
Fieldwork: 26th - 27th 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	2097	377	539	193	226	132	736	749	1013	1084	220	864	518	495	711	470	627	1814	101	182	497	344	254	719
Unweighted Sample	2097	341	569	202	241	117	794	743	914	1183	174	716	618	589	821	444	502	1782	127	188	480	383	177	742
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	40	43	43	45	41	43	44	41	41	40	35	38	43	45	46	39	35	41	31	39	44	42	37	40
Wildfires [general / other]	10	14	10	9	5	9	13	11	7	12	4	7	10	15	9	10	11	9	15	15	10	8	4	10
Wildfires in Spain and France	6	6	7	8	4	6	6	7	5	6	5	4	7	7	7	6	5	6	2	3	6	4	5	8
Andy Burnham's policy proposals [general / other]	5	4	6	7	4	4	5	4	5	4	6	4	5	5	6	5	2	5	5	4	5	5	2	5
US-Iran War	4	3	4	5	3	2	3	3	6	1	4	4	3	4	3	4	5	4	8	1	4	5	2	3
£2 bus fare cap and other government measures on the cost of living	3	3	3	2	5	3	2	2	4	2	4	4	2	2	3	3	4	3	3	1	2	3	6	3
World Cup	3	1	3	1	1	2	2	1	3	3	2	5	1	1	2	3	4	3	4	3	2	3	5	2
Number 10 North	2	4	2	5	5	1	2	3	3	2	2	1	3	3	4	3	1	2	1	3	3	3	2	2
Death of Anne Widdecombe	2	2	2	1	2	1	1	2	1	2	0	1	2	2	1	3	1	2	0	1	2	2	2	1
The weather / heatwave	2	2	1	2	2	1	1	2	1	2	2	2	2	1	1	1	2	2	3	0	1	1	3	2
Criticisms of the Labour government	1	3	1	0	3	0	1	3	2	1	1	1	2	3	2	2	1	1	3	1	1	2	0	2
Andy Burnham choosing his cabinet	1	1	2	1	2	3	2	2	1	2	1	1	2	1	2	2	1	1	2	1	2	1	1	1
Immigration to the UK	1	1	1	0	3	1	0	2	2	1	2	1	1	1	1	1	2	1	1	1	1	2	1	2
Vehicle driving into crowds at Berlin pride event	1	1	2	1	2	3	1	2	2	0	0	2	1	0	1	0	2	1	1	1	0	2	2	2
Crime in the UK	1	1	1	0	2	0	1	2	1	2	1	2	1	1	0	3	1	1	1	2	1	1	1	1
Donald Trump [general / other]	1	1	1	1	0	1	2	0	1	0	1	1	1	1	1	1	0	1	0	2	0	0	2	1
Wildfires in the UK	1	0	1	0	0	1	1	0	0	1	2	1	0	1	1	1	1	0	2	4	0	1	0	1
Other	6	5	5	6	8	7	6	6	7	6	10	7	7	4	5	5	8	6	14	9	5	5	7	6
Don't know / don't watch the news	10	4	7	5	7	15	6	7	8	12	16	14	8	3	6	8	14	11	5	10	10	11	18	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.