

YouGov News Tracker Results

Sample Size: 2098 GB Adults
Fieldwork: 2nd - 3rd August 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	2098	384	537	187	231	117	732	749	1014	1085	220	865	518	494	712	470	628	1816	101	183	497	344	254	720
Unweighted Sample	2098	367	575	200	233	113	815	741	923	1176	173	740	615	570	837	463	489	1780	122	197	487	338	197	758
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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 as Prime Minister [general / other]	16	16	20	19	13	20	18	16	15	17	16	14	18	17	18	16	14	16	12	18	18	15	16	15
Wildfires [general / other]	11	12	11	12	10	12	11	12	9	12	8	9	11	14	10	13	12	10	20	8	9	11	7	12
Morocco-Spain border migration	9	10	8	3	16	4	7	11	10	8	7	9	10	8	9	9	9	9	10	8	10	10	7	8
FIFA / Gianni Infantino scandal	7	7	7	7	3	11	9	6	9	4	8	7	8	6	7	6	6	7	4	11	7	6	7	6
Wildfires in Europe	6	6	6	6	7	7	8	6	6	6	3	6	6	8	7	7	4	6	2	4	5	7	7	6
Andy Burnham's policy proposals [general / other]	5	8	6	7	4	3	6	5	5	6	5	4	4	9	7	4	5	5	7	6	5	4	9	5
US-Iran War	5	4	7	7	5	4	8	4	8	3	4	5	7	5	6	4	5	6	3	3	6	6	7	4
Immigration [general]	4	7	2	4	6	1	2	6	4	4	4	3	3	6	2	7	3	4	2	5	3	4	3	4
The weather / heatwave	3	4	4	2	1	3	4	3	3	3	2	4	2	5	3	3	3	3	2	1	3	4	4	3
Wildfires in the UK	3	3	2	3	3	4	3	3	3	3	3	2	3	3	2	3	4	2	4	4	3	2	1	3
Nigel Farage and the Clacton by-election	2	0	3	4	0	4	2	1	2	1	3	2	2	1	2	1	1	2	3	0	1	1	1	3
Droughts / hosepipe bans	2	2	1	3	1	1	2	2	2	2	3	2	2	1	2	1	1	2	1	1	1	1	1	3
War [general / other]	1	1	2	1	2	1	2	1	1	2	0	2	1	2	1	1	3	1	0	3	3	1	1	1
Donald Trump [general / other]	1	1	2	2	0	2	2	1	2	1	0	2	2	1	1	2	1	1	4	1	2	1	1	1
Immigration to the UK	1	2	1	0	4	1	0	2	1	1	1	1	1	2	1	3	1	1	1	0	2	2	1	1
£2 bus fare cap and other government measures on the cost of living	1	1	1	1	0	0	0	1	2	0	4	1	0	0	1	0	2	1	1	0	1	1	2	1
Greater Manchester by-election	1	1	2	0	1	4	1	1	1	1	1	1	1	1	1	1	1	1	0	1	2	2	0	0
Proposals and conversation around social care reform	1	1	1	1	1	3	1	0	1	1	1	0	1	1	1	0	1	1	1	1	0	1	1	1
Other	8	7	8	9	7	6	7	7	7	9	11	9	6	6	9	6	8	8	10	10	8	5	11	8
Don't know / don't watch the news	13	9	7	6	14	10	8	12	10	16	18	18	12	5	10	13	15	13	14	14	10	17	12	14

*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.