

YouGov News Tracker Results

Sample Size: 2186 GB Adults
Fieldwork: 9th - 10th August 2026

August 2026																								
	Vote in 2024 GE					EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)			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	2186	399	570	196	238	135	759	776	1056	1130	230	901	540	516	741	490	654	1891	105	190	518	359	265	750
Unweighted Sample	2186	352	607	209	266	134	868	797	940	1246	181	698	672	635	858	490	497	1847	136	203	530	340	180	797
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

The weather / heatwave	9	9	7	8	8	9	10	7	9	9	3	9	11	7	9	11	8	9	6	6	7	9	13	9
Prisoners' early release policy	6	10	7	7	7	8	7	8	6	6	2	4	8	11	7	8	5	7	4	3	8	7	6	6
Andy Burnham as Prime Minister [general /	6	4	6	7	6	8	7	4	6	6	14	6	5	4	6	5	5	6	6	5	7	7	6	6
Wildfires [general / other]	5	5	6	6	5	8	6	6	5	6	3	5	7	6	5	7	5	5	9	4	7	6	3	5
FIFA / Gianni Infantino scandal	5	7	6	5	3	6	5	5	6	3	2	3	6	6	5	5	5	5	4	4	5	4	5	4
US-Iran War	4	6	5	5	2	5	4	5	6	3	3	4	5	5	5	4	6	4	2	8	4	4	4	4
Crime in the UK [general / other]	4	3	5	4	3	2	5	4	3	5	5	4	4	4	4	3	4	3	2	12	2	3	3	4
Immigration to the UK	3	4	2	2	10	1	2	7	4	3	0	2	4	7	3	5	3	3	2	5	2	4	3	4
Jason Arday plagiarism scandal	3	4	4	2	5	2	4	3	3	3	3	2	2	5	3	4	3	3	2	3	4	3	2	4
Immigration [general / other]	3	4	2	0	5	2	2	4	4	2	4	2	4	3	2	3	3	3	3	4	2	3	2	3
Andy Burnham's policy proposals [general /	3	2	3	3	0	1	3	2	2	4	6	2	2	2	3	2	2	3	3	2	3	2	2	3
Morocco-Spain border migration	3	3	2	1	6	1	1	3	3	2	4	3	1	2	3	3	2	3	3	2	3	2	3	3
Donald Trump [general / other]	2	2	3	3	0	1	3	2	2	2	0	2	3	3	2	3	2	2	1	3	3	1	2	2
Nigel Farage / Reform UK [general / other]	2	1	4	3	2	0	3	1	3	1	2	2	2	2	3	1	1	2	4	1	2	2	3	2
Potential early release of PC Harper's killers	2	5	2	1	2	0	2	3	1	2	0	1	1	4	3	2	1	2	2	0	2	1	2	2
War in Ukraine	2	2	2	4	2	1	2	2	3	1	0	2	2	2	2	1	3	2	0	2	2	2	2	2
Clacton by-election [general / other]	2	0	3	4	0	2	2	0	2	1	3	2	1	1	2	1	2	2	3	2	1	2	4	1
Drought / hosepipe bans	2	2	2	4	2	2	2	2	1	2	1	2	1	2	2	1	1	2	2	0	0	1	3	3
Wildfires in Europe	2	1	2	2	2	2	2	1	1	2	1	1	2	2	2	2	1	1	1	3	2	1	1	2
Wildfires in the UK	1	2	0	2	2	0	1	2	1	2	1	1	1	2	1	2	1	1	5	1	1	1	1	2
Andy Burnham holiday	1	2	1	1	3	1	1	2	1	1	1	0	1	2	1	1	1	1	0	1	1	2	2	1
War [general/ other]	1	0	1	2	1	3	1	0	1	1	2	1	1	1	1	1	1	1	1	0	0	1	1	1
Climate change	1	0	1	1	0	3	1	1	1	1	1	0	1	1	0	1	1	1	1	2	1	2	1	0
Cost of living	1	1	1	1	0	0	1	1	1	0	1	1	1	1	1	1	1	1	1	0	2	1	0	1
Other	8	5	8	6	9	11	6	7	8	8	13	10	5	6	9	6	7	8	7	6	8	8	10	8
Don't know / don't watch the news	21	14	16	14	14	21	18	18	16	25	23	28	18	9	15	19	26	20	27	18	22	22	17	20

*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.