

YouGov News Tracker Results

Sample Size: 2055 GB Adults

Fieldwork: 16th - 17th August 2026

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	2055	371	543	188	233	113	717	734	993	1062	216	847	508	485	697	460	614	1778	99	179	487	337	249	705
Unweighted Sample	2055	352	576	197	238	117	801	744	902	1153	170	675	609	601	786	490	468	1756	118	181	485	334	178	759
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Wildfires	37	46	38	38	37	36	38	42	32	42	25	35	42	43	38	39	38	38	50	23	37	45	26	40
Weather / the heatwave	12	10	13	16	6	16	14	10	12	11	15	12	11	11	13	12	10	12	7	12	10	12	16	13
Jason Arday investigation and death	8	7	10	11	6	10	10	6	9	8	12	10	7	6	12	6	5	9	4	9	7	5	12	10
Immigration	6	9	3	2	17	2	3	11	6	5	2	4	6	10	5	5	8	6	4	7	7	8	3	5
Clacton by-election [general / other]	5	4	8	7	4	6	7	4	7	3	8	5	5	6	6	5	4	5	6	5	6	4	6	5
Solar Eclipse	3	4	3	3	5	2	3	3	3	4	5	3	3	3	2	3	4	3	3	5	4	2	4	3
Andy Burnham [general/ other]	3	1	2	1	3	4	2	2	4	2	9	3	1	2	2	4	3	3	2	5	3	4	5	1
Drought/ hosepipe ban	2	2	3	2	4	1	2	2	2	2	3	2	3	3	3	2	1	2	2	3	1	3	3	3
Wildfires [other related stories, e.g. emergency notification, BBQ ban]	1	1	2	1	3	2	2	1	2	1	0	3	2	0	2	1	2	2	0	0	2	2	2	1
Climate Change	1	1	2	4	1	0	2	1	1	1	2	1	1	2	2	1	0	1	1	0	2	1	1	1
War [general / other]	1	1	1	2	0	0	2	1	2	1	2	2	1	1	1	2	2	1	0	3	1	1	0	2
Train derailments	1	1	1	2	1	4	1	1	1	1	3	1	2	1	1	2	1	1	1	0	1	1	1	2
Nigel Farage [general / other]	1	1	2	1	0	1	2	1	2	0	0	0	2	1	1	2	0	1	0	0	1	1	2	1
Earthquakes [general/ other]	1	1	1	1	0	1	1	1	1	1	0	1	0	2	1	1	1	1	0	1	1	1	1	1
US-Iran War	1	1	1	1	1	2	1	1	1	0	0	1	1	1	1	1	1	1	1	0	1	0	1	1
Other	6	5	5	3	6	10	5	5	7	5	8	7	3	5	6	4	6	6	7	9	8	2	9	5
Don't know / Don't watch the news	9	6	6	6	7	4	7	8	8	11	7	12	10	5	5	10	13	8	13	18	9	8	9	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