

YouGov News Tracker Results

Sample Size: 2128 GB Adults
Fieldwork: 23rd - 24th 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	2128	384	563	197	236	125	733	760	1028	1100	223	877	526	502	721	477	636	1841	102	185	504	349	257	730
Unweighted Sample	2128	330	591	203	248	126	847	732	937	1191	169	758	608	593	838	466	506	1792	144	192	496	356	173	767
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Harry and Megan's return to the UK	17	29	16	14	19	7	17	22	15	19	8	11	19	28	18	18	16	17	17	17	18	15	16	17
Middlesbrough and Ireland wrong-way motorway crashes	12	13	14	15	11	8	13	14	11	13	9	13	12	13	12	14	13	12	9	18	15	13	6	11
Wildfires	7	5	10	5	5	9	7	8	6	8	8	7	6	7	7	7	6	7	18	4	4	11	3	8
Weather / the heatwave	6	6	7	11	4	4	7	5	5	7	6	7	7	4	7	7	5	6	5	5	5	4	7	9
Immigration to the UK	6	7	2	2	17	2	3	10	6	5	0	5	8	7	5	6	7	6	7	5	7	6	2	6
Ukraine War	3	4	3	3	3	2	4	2	4	2	3	1	3	6	4	3	3	3	2	3	2	3	3	3
Andy Burnham [general / other]	3	1	5	3	3	1	2	2	4	2	8	2	2	2	2	1	4	3	1	5	3	2	5	1
US-Iran War	2	3	2	2	3	3	3	2	4	1	4	2	2	2	3	1	3	2	4	4	2	2	4	2
Jason Arday investigation and death	2	1	2	4	1	10	3	1	3	2	4	3	2	0	3	1	1	2	1	4	2	2	4	1
Drought / hosepipe ban	2	3	2	2	1	3	3	1	2	2	1	2	2	2	2	2	1	2	1	0	1	2	2	2
Andy Burnham's policies [general / other]	2	0	2	1	2	2	1	1	2	1	6	1	0	2	1	1	2	2	0	1	2	2	2	1
Climate Change	1	2	2	1	1	2	2	1	1	1	1	1	2	2	2	2	1	1	1	2	1	1	2	2
Return of the Premier League	1	2	1	2	1	3	1	1	2	0	1	2	1	1	2	1	2	1	1	1	1	1	2	2
Donald Trump [general / other]	1	1	2	2	1	5	2	1	2	1	0	1	2	1	2	1	1	1	2	1	2	1	1	1
Home Office asylum seeker booklet	1	2	0	0	4	0	0	2	2	1	1	2	2	1	1	1	2	1	1	2	1	2	2	1
Shoreham drowning	1	1	1	3	0	2	2	1	1	2	1	1	2	1	1	2	1	1	1	0	1	1	2	2
Donald Trump's Tariffs	1	0	1	1	1	1	1	1	2	1	1	2	1	1	1	2	0	1	2	0	1	1	1	1
Nigel Farage [general / other]	1	1	2	1	1	1	2	1	1	1	1	1	1	1	1	1	1	1	2	0	1	2	1	1
War [general / other]	1	0	1	2	0	2	1	1	1	1	3	1	1	1	1	1	1	1	1	1	1	1	1	1
Train derailments	1	0	1	2	2	4	1	1	1	1	1	2	1	0	1	1	0	1	0	0	0	1	2	2
Crime [general / other]	1	1	1	0	0	0	1	1	0	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1
Other	10	8	10	10	6	13	10	7	10	10	18	12	7	6	11	10	7	10	8	11	10	7	15	10
Don't know / don't watch the news	17	11	13	14	14	18	14	14	15	19	18	21	16	10	12	16	21	17	17	14	18	21	18	15

*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.