

YouGov News Tracker Results

Sample Size: 2008 GB Adults

Fieldwork: 31st August - 1st September 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	2008	358	523	186	224	121	702	711	970	1038	211	827	496	474	681	450	600	1737	96	175	476	329	243	689
Unweighted Sample	2008	330	539	206	246	114	787	730	883	1125	160	690	590	568	800	441	484	1684	135	189	466	326	139	753
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Nepal natural disaster	42	50	49	47	43	35	49	44	42	42	26	32	50	57	50	44	37	42	44	39	39	42	39	45
Death of Dolly Parton	6	6	6	7	3	7	7	4	4	8	9	7	6	4	6	6	5	6	5	9	4	7	6	6
Middlesbrough wrong-way motorway crashes	5	7	6	3	5	3	4	7	5	5	3	4	7	6	5	6	6	5	4	2	7	7	4	4
Immigration to the UK	4	8	1	1	8	1	1	7	4	4	2	3	5	5	3	5	5	4	3	4	4	7	3	3
Early prisoner release scheme	4	7	2	4	4	3	4	5	4	3	3	3	5	4	4	5	4	4	5	4	4	4	2	4
Andy Burnham [general / other]	2	1	3	2	2	2	1	3	3	2	4	3	1	1	3	1	2	3	1	1	3	2	1	3
Harry & Meghan's return to the UK	2	4	2	2	2	3	2	3	2	3	2	3	2	3	2	4	2	3	0	1	2	2	3	3
The weather / heatwave	2	0	2	3	3	1	1	2	2	2	5	2	1	2	2	0	3	2	1	1	2	3	5	2
US-Canada trade conflict	2	0	2	3	1	5	2	1	3	1	4	2	2	1	1	1	2	2	2	3	2	2	2	1
Russia-Ukraine War	2	2	1	0	3	1	1	2	2	1	1	1	3	2	1	1	3	2	3	1	3	1	0	1
War [general / other]	1	1	1	2	0	0	1	1	2	1	1	2	0	0	0	1	3	1	2	3	2	1	0	1
Cost of living	1	0	2	1	1	1	2	1	2	1	0	2	2	0	1	1	1	1	1	2	3	0	0	1
US-Iran War	1	1	1	2	0	4	2	0	2	0	2	1	0	1	1	0	1	1	1	2	0	0	2	1
Wildfires	1	1	1	0	1	1	1	1	1	1	2	1	1	1	1	1	1	1	2	1	1	2	0	1
Donald Trump [general / other]	1	0	1	2	0	1	1	1	1	1	1	1	1	1	1	1	0	1	0	2	1	1	0	1
Other	10	6	11	11	9	12	8	7	11	10	19	14	5	6	9	11	9	10	16	13	9	8	15	9
Don't know / don't watch the news	14	6	9	11	14	20	13	12	11	16	16	19	10	6	9	12	17	14	10	10	14	12	17	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.