

YouGov News Tracker Results

Sample Size: 2371 GB Adults

Fieldwork: 6th - 7th 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	2371	436	618	210	260	141	792	851	1145	1226	249	977	586	560	804	531	709	2051	114	206	562	389	287	813
Unweighted Sample	2371	351	690	207	259	139	964	776	1065	1306	196	872	676	627	948	515	538	2032	131	208	563	406	247	816
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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 disasters	16	20	16	26	14	15	20	16	13	19	13	12	16	24	17	19	15	16	20	18	16	15	12	17
Reform UK / Farage funding controversy	14	10	23	13	10	21	20	9	20	9	15	13	16	15	19	14	9	14	15	13	14	13	15	15
Immigration to the UK	6	8	4	4	11	2	5	9	5	6	2	5	7	8	5	6	7	6	4	4	7	7	7	5
Lindsay Clancy trial	3	1	3	5	5	1	3	2	3	3	4	5	2	1	4	3	1	3	2	5	3	2	5	3
Anti-immigration protests in Dover / Portsmouth	3	2	3	3	5	4	2	4	3	3	1	4	3	2	2	3	4	3	3	1	2	4	6	2
Russia-Ukraine War	3	5	2	1	3	1	3	4	4	2	2	2	3	4	2	3	4	3	4	2	3	3	2	3
Andy Burnham [general / other]	3	3	2	4	4	3	2	4	2	3	0	2	3	4	4	3	2	3	2	3	3	2	2	3
Middlesbrough wrong-way motorway crash	2	3	2	1	4	2	2	3	2	3	1	2	2	4	3	2	3	3	0	1	5	3	1	1
Reform UK [general / other]	2	2	2	4	2	3	2	2	3	2	4	2	1	4	3	2	2	2	4	3	2	1	1	3
Nigel Farage [general / other]	2	2	3	2	4	3	3	2	3	2	2	2	3	2	3	2	2	2	3	0	2	2	3	3
US-Iran War	2	2	3	1	1	2	2	2	3	2	3	3	3	1	3	1	3	2	2	2	2	4	3	2
The weather / heatwave	2	2	2	4	2	1	2	1	2	2	0	3	2	1	2	3	3	2	2	0	2	1	4	3
Harry & Meghan's return to the UK	2	3	2	3	1	0	2	3	1	3	1	1	2	3	1	2	3	2	1	1	2	0	2	2
Donald Trump [general / other]	2	1	3	2	1	4	2	2	3	1	1	1	3	2	2	2	2	2	1	1	2	3	1	2
Reform UK conference	2	2	1	3	3	3	1	2	2	2	1	2	1	3	1	2	1	2	1	1	2	1	1	2
Death of Dolly parton	2	2	2	1	0	0	1	2	1	2	4	2	1	1	1	2	2	1	3	4	1	1	2	2
Argentinian claims over the Falkland Islands	2	2	2	1	2	4	1	2	3	1	5	2	1	1	1	1	3	2	0	2	2	3	3	1
War [general / other]	1	1	2	1	0	0	1	1	1	1	2	1	2	1	1	2	1	1	0	1	2	1	3	0
Andy Burnham's policies [general / other]	1	2	1	0	2	0	1	1	1	1	0	1	2	0	2	1	1	1	3	0	1	1	1	1
Crime in the UK [general / other]	1	1	1	0	1	1	1	1	0	2	1	1	1	1	1	1	1	1	0	0	2	1	1	1
The economy [general / other]	1	2	0	0	1	0	1	0	1	0	1	0	1	1	1	0	1	1	0	0	1	1	1	1
Cost of living	1	1	1	0	0	0	1	1	1	1	0	1	1	1	1	1	1	1	0	1	1	0	0	1
Other	10	10	7	10	8	12	8	8	10	9	18	10	8	8	8	10	11	10	8	12	7	10	12	10
Don't know / don't watch the news	18	14	14	12	15	15	13	18	14	22	19	23	17	10	14	17	21	18	22	24	18	20	12	18

*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.