

YouGov News Tracker Results

Sample Size: 2149 GB Adults
Fieldwork: 13th - 14th September 2026

Weighted Sample Unweighted Sample		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
	2149	401	562	193	232	119	716	774	1038	1111	226	885	531	507	729	481	643	1859	103	187	509	352	260	737
	2149	361	617	209	232	113	857	724	952	1197	180	816	607	546	855	480	477	1865	121	163	500	360	246	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

Reform UK / Farage funding controversy	14	11	19	13	13	25	18	13	19	10	16	14	14	15	17	11	13	15	7	14	13	14	16	16
Anti-Immigration protests in Dover / Portsmouth	9	11	9	7	13	10	10	11	7	10	6	7	10	12	9	11	9	9	8	9	7	9	7	10
25th anniversary of 9/11	9	9	10	11	6	7	9	8	6	11	8	10	9	7	9	10	8	8	15	11	9	9	6	7
Immigration to the UK	7	10	5	5	15	2	5	11	6	9	5	6	7	11	7	8	8	7	6	6	8	7	7	8
Donald Trump [general / other]	5	9	6	6	1	4	6	5	6	4	2	4	7	7	5	7	5	5	6	4	5	5	5	6
Warnings about AI risks	4	3	6	7	1	5	6	3	5	4	2	5	5	3	6	4	3	4	3	5	4	3	5	5
US-Iran War	4	5	4	5	2	6	4	4	6	2	1	3	4	6	4	5	3	4	5	2	3	4	7	3
Reform UK [general / other]	3	4	3	2	1	4	2	3	3	2	3	2	2	3	3	3	2	3	2	1	2	4	2	3
Harry and Meghan's return to the UK	2	4	2	3	0	1	2	4	1	3	1	1	4	3	2	3	2	2	2	1	2	1	3	3
Donald Trump on a United Ireland	2	3	1	1	3	5	2	3	3	2	4	2	2	2	2	1	2	2	3	2	0	2	2	3
Air traffic control disruption	2	3	2	1	2	0	1	2	2	2	2	2	2	2	3	1	2	2	3	3	1	3	3	1
Andy Burnham [general / other]	2	2	1	1	2	1	2	2	2	1	4	2	2	1	1	2	2	2	1	5	1	2	1	2
War [general / other]	2	2	2	1	1	0	1	1	2	2	3	1	2	1	2	2	1	2	1	2	2	3	2	1
Protests against the RNLI	1	1	1	1	1	5	2	1	2	1	1	1	1	3	1	1	2	2	0	0	2	0	0	2
Sanctions on Israeli West Bank settlements	1	1	1	3	2	3	0	2	2	1	3	1	2	2	1	2	1	2	1	1	1	1	2	2
Nepal natural disasters	1	1	1	0	1	1	1	1	1	1	3	1	1	1	1	1	1	1	1	0	1	2	1	1
MPs vote against bringing back assisted dying bill	1	1	1	0	1	2	1	1	1	1	2	1	1	2	1	1	1	1	0	0	1	2	1	1
Crime [general / other]	1	1	0	2	0	0	1	1	1	1	2	1	1	1	1	1	0	1	0	2	2	1	0	1
Russia-Ukraine War	1	1	1	1	2	0	1	1	1	1	0	1	1	1	1	1	1	1	2	0	2	1	1	0
Oil / fuel price increases	1	2	1	1	1	1	0	1	1	0	0	1	1	1	1	1	1	1	0	0	1	0	1	1
Other	11	8	12	9	13	5	10	9	12	11	18	13	10	6	10	10	14	11	14	16	12	9	11	11
Don't know / don't watch the news	16	7	11	17	19	13	13	15	11	21	14	22	14	9	12	15	19	16	19	15	20	18	16	12

*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.