

YouGov News Tracker Results

Sample Size: 2286 GB Adults  
Fieldwork: 20th - 21st 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   | 2286            | 420 | 596 | 212     | 244       | 141   | 764         | 820   | 1104   | 1182   | 240   | 942   | 565   | 539 | 775                           | 512          | 684     | 1977    | 110   | 199      | 542               | 375      | 277    | 784           |
| Unweighted Sample | 2286            | 345 | 655 | 230     | 251       | 147   | 929         | 758   | 999    | 1287   | 194   | 799   | 689   | 604 | 953                           | 508          | 460     | 1930    | 141   | 215      | 520               | 401      | 229    | 780           |
|                   | %               | %   | %   | %       | %         | %     | %           | %     | %      | %      | %     | %     | %     | %   | %                             | %            | %       | %       | %     | %        | %                 | %        | %      | %             |

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

|                                                 |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-------------------------------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Earl Spencer book claims                        | 20 | 33 | 18 | 24 | 22 | 22 | 24 | 27 | 19 | 21 | 10 | 10 | 26 | 38 | 22 | 24 | 16 | 20 | 17 | 19 | 16 | 23 | 19 | 22 |
| Ed Sheeran / Macklemore Palestine row           | 10 | 5  | 14 | 11 | 3  | 17 | 14 | 3  | 9  | 12 | 19 | 14 | 6  | 4  | 12 | 9  | 8  | 10 | 11 | 16 | 8  | 9  | 14 | 9  |
| Disappearance and death of Noah Wood            | 9  | 9  | 9  | 15 | 9  | 5  | 10 | 11 | 5  | 14 | 5  | 12 | 9  | 7  | 7  | 10 | 12 | 9  | 11 | 10 | 8  | 10 | 5  | 11 |
| Ukraine War                                     | 5  | 6  | 4  | 4  | 6  | 1  | 4  | 6  | 6  | 3  | 1  | 4  | 5  | 6  | 5  | 4  | 5  | 5  | 4  | 4  | 3  | 3  | 6  | 6  |
| Cost of living                                  | 4  | 7  | 4  | 2  | 6  | 4  | 4  | 6  | 5  | 3  | 2  | 5  | 5  | 3  | 4  | 4  | 6  | 4  | 4  | 5  | 6  | 4  | 4  | 3  |
| Reform UK / Farage funding controversy          | 3  | 3  | 5  | 3  | 4  | 3  | 5  | 3  | 5  | 2  | 2  | 3  | 3  | 5  | 4  | 2  | 4  | 4  | 0  | 2  | 4  | 6  | 6  | 2  |
| US-Iran War                                     | 3  | 2  | 4  | 1  | 1  | 3  | 2  | 3  | 4  | 1  | 2  | 3  | 3  | 2  | 2  | 3  | 3  | 3  | 2  | 1  | 3  | 2  | 3  | 3  |
| Economy [general / other]                       | 2  | 4  | 4  | 0  | 1  | 1  | 3  | 2  | 4  | 1  | 2  | 3  | 3  | 2  | 3  | 2  | 3  | 2  | 5  | 3  | 4  | 1  | 3  | 2  |
| US-Greenland security deal                      | 2  | 1  | 2  | 4  | 1  | 1  | 2  | 2  | 2  | 2  | 1  | 3  | 2  | 2  | 3  | 2  | 1  | 2  | 1  | 1  | 3  | 2  | 1  | 2  |
| Anti-immigration protests in Dover / Portsmouth | 1  | 2  | 1  | 3  | 2  | 4  | 2  | 1  | 1  | 1  | 2  | 1  | 1  | 3  | 1  | 3  | 0  | 2  | 1  | 1  | 2  | 1  | 1  | 2  |
| War [general / other]                           | 1  | 1  | 2  | 3  | 1  | 1  | 2  | 1  | 2  | 1  | 0  | 1  | 2  | 2  | 1  | 1  | 2  | 1  | 2  | 3  | 2  | 0  | 0  | 2  |
| Piddington village asylum plans and referendum  | 1  | 1  | 1  | 1  | 5  | 0  | 1  | 2  | 1  | 1  | 0  | 0  | 2  | 2  | 1  | 2  | 1  | 1  | 1  | 1  | 2  | 2  | 0  | 1  |
| Speculation about the 2026 Budget               | 1  | 2  | 1  | 0  | 3  | 0  | 1  | 2  | 2  | 0  | 1  | 1  | 2  | 1  | 2  | 1  | 1  | 1  | 0  | 0  | 1  | 1  | 1  | 2  |
| Saudi-Houthi conflict                           | 1  | 2  | 1  | 2  | 0  | 1  | 1  | 1  | 1  | 1  | 1  | 1  | 1  | 1  | 2  | 1  | 1  | 1  | 1  | 1  | 1  | 1  | 2  | 1  |
| Crime in the UK [general / other]               | 1  | 1  | 2  | 1  | 2  | 0  | 1  | 1  | 1  | 1  | 3  | 1  | 1  | 2  | 1  | 1  | 2  | 1  | 0  | 2  | 2  | 0  | 4  | 0  |
| Israel-Palestine [general / other]              | 1  | 0  | 1  | 0  | 0  | 3  | 1  | 0  | 1  | 1  | 1  | 2  | 1  | 0  | 2  | 2  | 0  | 1  | 3  | 0  | 1  | 0  | 3  | 1  |
| Other                                           | 13 | 8  | 15 | 11 | 14 | 12 | 10 | 11 | 15 | 10 | 26 | 13 | 12 | 7  | 13 | 11 | 11 | 12 | 17 | 17 | 15 | 13 | 10 | 11 |
| Don't know / don't watch the news               | 19 | 13 | 15 | 16 | 19 | 22 | 15 | 19 | 16 | 22 | 22 | 24 | 16 | 13 | 15 | 19 | 23 | 20 | 19 | 15 | 20 | 22 | 19 | 19 |

\*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.