

YouGov News Tracker Results

Sample Size: 2310 GB Adults

Fieldwork: 27th - 28th 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	2310	427	600	214	258	131	775	828	1116	1194	243	952	571	545	783	517	691	1998	111	201	547	379	280	792
Unweighted Sample	2310	370	667	213	251	140	934	770	1017	1293	184	859	672	595	927	513	541	1987	136	187	502	413	241	831
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Immigration to the UK	13	23	7	10	25	11	8	22	14	12	4	11	17	17	11	16	15	13	12	11	11	15	8	16
UN general assembly, including speech walkouts and Trump's speech	5	4	7	8	3	12	7	3	8	2	8	5	5	4	8	3	3	5	4	4	5	3	11	5
Xi Jinping's visit to America	5	8	5	6	2	4	5	5	5	5	1	3	5	9	6	4	4	5	2	4	4	4	4	6
Manchester City found guilty of financial breaches	4	5	5	5	2	3	6	4	6	3	3	3	6	5	6	4	3	5	1	1	6	6	7	3
Donald Trump [general / other]	4	4	5	6	3	3	5	4	5	3	6	2	5	5	5	3	5	4	4	4	3	5	5	4
Earl Spencer book claims	4	5	4	3	5	1	3	6	2	5	1	2	4	7	3	5	4	4	3	3	4	4	4	3
Andy Burnham's visit to America	3	5	4	2	4	5	4	4	3	4	2	2	4	7	3	5	3	3	6	3	4	3	5	3
US-Iran War	3	2	5	6	1	2	4	2	4	2	2	3	3	4	4	4	2	3	2	5	2	4	3	3
Disappearance and death of Noah Wood	3	1	4	5	3	1	4	2	1	5	4	5	2	1	2	4	4	3	5	3	3	3	1	3
Increase in fuel / energy prices	3	2	2	2	6	1	3	3	3	2	1	4	2	2	3	2	3	3	3	4	5	2	1	2
Andy Burnham [general / other]	2	3	2	5	1	2	2	2	3	2	4	2	2	3	3	2	2	2	0	3	3	1	3	3
Warnings about AI risks	2	2	4	1	3	3	3	2	3	2	3	2	2	2	3	3	2	2	1	6	2	3	2	2
War [general / other]	2	1	2	2	1	3	2	1	3	2	4	2	3	1	2	3	2	2	4	4	2	1	2	2
Andy Burnham's policies [general / other]	2	2	3	3	2	2	2	1	2	2	5	3	1	1	3	2	1	2	3	0	2	2	2	2
Ed Sheeran / Macklemore Palestine row	2	1	3	1	2	4	2	1	2	2	5	3	1	0	3	1	1	2	2	1	1	3	2	3
Danny Tommo migrant boat slashing and arrest	2	1	3	3	3	1	2	2	1	2	0	1	2	2	2	2	1	2	1	1	1	1	3	2
Anti-immigration protests across the UK [general / other]	1	1	2	3	1	3	3	1	1	2	0	1	2	2	1	2	1	2	1	1	2	1	1	2
RAF Fairford incident	1	2	1	1	3	2	0	2	2	1	2	2	0	1	1	2	2	2	2	1	1	3	1	2
Labour Party conference	1	2	1	2	1	1	1	2	1	1	2	0	2	2	1	2	1	1	0	2	1	2	1	1
Cost of living	1	0	1	2	0	1	1	1	1	1	1	2	1	1	2	1	1	1	0	1	2	1	1	1
Crime in the UK [general / other]	1	0	1	1	3	0	1	1	1	1	1	2	1	0	1	2	0	1	4	2	2	1	1	1
Ukraine War	1	2	1	1	2	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	2	2	1	1
Economy [general / other]	1	2	1	0	0	2	1	1	1	1	1	2	1	0	2	0	1	1	0	1	1	1	1	1
Harry and Meghan's return to the UK	1	1	1	0	0	1	1	1	0	1	0	1	1	1	0	1	1	1	0	1	1	1	1	1
The weather	1	1	1	0	0	3	1	0	0	1	1	1	1	0	1	1	0	1	1	1	1	1	0	1
White House press ban	1	1	1	1	0	0	1	0	1	1	0	1	1	1	1	1	0	1	1	0	0	1	2	1
Proposals and speculation about social care	1	0	1	1	1	3	1	1	0	1	1	0	1	1	1	1	1	1	1	0	0	1	1	1
Other	10	10	9	6	10	8	9	10	10	10	14	10	10	7	10	7	10	10	10	8	9	11	12	9
Don't know / don't watch the news	19	11	16	14	14	19	16	13	14	23	23	23	16	12	11	19	25	18	27	22	21	17	15	18

*This survey was carried out online. The figures have been weighted and are representative of all adults in GB (aged 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.