

## YouGov News Tracker Results

Sample Size: 2312 GB Adults

Fieldwork: 4th - 5th October 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   | 2312            | 427 | 607 | 217     | 255       | 124   | 781         | 832   | 1117   | 1195   | 243   | 953   | 571   | 546 | 784                           | 518          | 691     | 2000    | 111   | 201      | 548               | 379      | 280    | 793           |
| Unweighted Sample | 2312            | 355 | 648 | 225     | 256       | 129   | 939         | 746   | 1014   | 1298   | 179   | 860   | 657   | 616 | 958                           | 504          | 522     | 1970    | 136   | 206      | 553               | 377      | 218    | 822           |
|                   | %               | %   | %   | %       | %         | %     | %           | %     | %      | %      | %     | %     | %     | %   | %                             | %            | %       | %       | %     | %        | %                 | %        | %      | %             |

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

|                                                                 |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-----------------------------------------------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| FlyDubai flight cockpit attack                                  | 9  | 12 | 11 | 9  | 8  | 7  | 12 | 9  | 9  | 9  | 4  | 9  | 9  | 11 | 11 | 11 | 6  | 9  | 7  | 11 | 8  | 8  | 9  | 10 |
| RAF Fairford incident                                           | 8  | 9  | 7  | 13 | 8  | 7  | 8  | 10 | 9  | 6  | 3  | 7  | 9  | 9  | 8  | 8  | 9  | 7  | 13 | 9  | 6  | 8  | 5  | 9  |
| Andy Burnham's proposals around social care and the triple lock | 7  | 9  | 8  | 9  | 6  | 8  | 10 | 8  | 8  | 7  | 4  | 5  | 9  | 12 | 9  | 8  | 7  | 7  | 6  | 12 | 7  | 11 | 6  | 6  |
| Increase in fuel / energy prices                                | 7  | 9  | 8  | 7  | 5  | 2  | 9  | 7  | 8  | 6  | 2  | 7  | 9  | 8  | 9  | 8  | 6  | 7  | 10 | 11 | 6  | 9  | 3  | 7  |
| Manchester City found guilty of financial breaches              | 6  | 7  | 8  | 6  | 3  | 4  | 6  | 6  | 10 | 2  | 8  | 6  | 6  | 5  | 8  | 4  | 6  | 7  | 5  | 3  | 10 | 6  | 3  | 6  |
| Immigration to the UK                                           | 5  | 7  | 3  | 2  | 14 | 6  | 4  | 8  | 5  | 5  | 1  | 5  | 7  | 6  | 4  | 6  | 7  | 5  | 5  | 3  | 4  | 4  | 5  | 8  |
| Labour conference                                               | 5  | 5  | 5  | 11 | 5  | 6  | 7  | 5  | 5  | 5  | 5  | 4  | 6  | 7  | 7  | 7  | 3  | 5  | 5  | 2  | 7  | 5  | 6  | 5  |
| Failed lethal injection of Christa Pike                         | 4  | 3  | 5  | 4  | 3  | 8  | 3  | 5  | 3  | 5  | 5  | 4  | 4  | 3  | 4  | 4  | 4  | 4  | 5  | 5  | 5  | 3  | 4  | 4  |
| Cornell University Frat House Investigation                     | 4  | 3  | 5  | 6  | 0  | 6  | 4  | 2  | 1  | 7  | 12 | 5  | 1  | 1  | 4  | 3  | 2  | 4  | 3  | 4  | 5  | 2  | 5  | 4  |
| Andy Burnham's speech at the Labour Conference                  | 2  | 2  | 4  | 2  | 3  | 1  | 2  | 2  | 2  | 2  | 4  | 1  | 2  | 3  | 3  | 1  | 3  | 2  | 3  | 1  | 1  | 1  | 4  | 3  |
| Andy Burnham [general / other]                                  | 2  | 2  | 2  | 2  | 4  | 1  | 2  | 3  | 2  | 2  | 0  | 2  | 2  | 3  | 3  | 2  | 2  | 2  | 0  | 1  | 2  | 3  | 2  | 2  |
| Donald Trump [general / other]                                  | 2  | 2  | 1  | 1  | 3  | 1  | 2  | 2  | 2  | 2  | 2  | 1  | 2  | 3  | 2  | 2  | 3  | 2  | 1  | 3  | 2  | 2  | 1  | 2  |
| Andy Burnham's proposal to have closer ties with the EU         | 2  | 1  | 2  | 1  | 1  | 2  | 1  | 1  | 2  | 1  | 6  | 1  | 0  | 1  | 2  | 1  | 1  | 2  | 2  | 0  | 0  | 1  | 6  | 2  |
| Party conferences [general/ other]                              | 2  | 2  | 2  | 1  | 2  | 1  | 2  | 2  | 2  | 1  | 1  | 1  | 2  | 2  | 1  | 2  | 2  | 1  | 4  | 1  | 1  | 1  | 2  | 2  |
| Ukraine War                                                     | 1  | 2  | 1  | 1  | 0  | 1  | 1  | 1  | 2  | 1  | 1  | 1  | 1  | 2  | 1  | 2  | 2  | 1  | 1  | 1  | 1  | 3  | 2  | 1  |
| Andy Burnham's policies [general / other]                       | 1  | 1  | 2  | 0  | 2  | 0  | 1  | 1  | 1  | 1  | 2  | 2  | 1  | 1  | 2  | 1  | 2  | 1  | 2  | 1  | 2  | 1  | 2  | 1  |
| Prisoner early-release scheme                                   | 1  | 2  | 1  | 2  | 1  | 0  | 1  | 2  | 1  | 2  | 0  | 1  | 2  | 2  | 1  | 1  | 2  | 2  | 0  | 1  | 1  | 1  | 3  | 1  |
| Israel-Palestine [general / other]                              | 1  | 0  | 1  | 0  | 0  | 3  | 1  | 0  | 1  | 1  | 2  | 1  | 1  | 1  | 1  | 1  | 1  | 1  | 0  | 0  | 1  | 1  | 2  | 1  |
| Student Protests in France                                      | 1  | 1  | 1  | 0  | 3  | 0  | 0  | 1  | 1  | 0  | 1  | 1  | 1  | 0  | 0  | 1  | 1  | 1  | 1  | 0  | 1  | 2  | 0  | 1  |
| Warnings about AI risks                                         | 1  | 0  | 1  | 2  | 1  | 1  | 1  | 0  | 0  | 1  | 2  | 1  | 0  | 0  | 1  | 0  | 1  | 1  | 0  | 0  | 1  | 0  | 3  | 1  |
| US-Iran War                                                     | 1  | 1  | 1  | 1  | 0  | 1  | 1  | 1  | 1  | 0  | 1  | 1  | 1  | 1  | 1  | 0  | 1  | 1  | 0  | 2  | 1  | 1  | 2  | 1  |
| Other                                                           | 12 | 12 | 11 | 6  | 13 | 10 | 10 | 12 | 11 | 13 | 11 | 14 | 11 | 10 | 10 | 15 | 12 | 12 | 11 | 14 | 13 | 10 | 13 | 11 |
| Don't know / don't watch the news                               | 16 | 7  | 10 | 14 | 12 | 24 | 10 | 12 | 11 | 20 | 24 | 19 | 13 | 8  | 9  | 12 | 19 | 16 | 16 | 15 | 17 | 18 | 13 | 15 |

\*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.