

YouGov News Tracker Results

Sample Size: 2013 adults in GB (18+)

Fieldwork: 26th - 27th May 2025

	Vote in 2024 GE				EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London
Weighted Sample	2013	362	517	185	217	707	719	974	1039	211	831	497	473	1147	866	1741	97	175	477	330	244
Unweighted Sample	2013	353	567	198	230	835	732	895	1118	137	741	546	589	1238	775	1730	100	183	485	323	204
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Conflict in Gaza	17	14	24	24	11	14	22	16	18	12	16	18	20	19	15	17	20	15	17	12	23
War in Ukraine	9	13	9	11	7	10	10	10	9	5	8	10	11	11	7	9	4	11	7	12	12
Donald Trump [general]	9	12	10	12	5	8	13	9	9	7	6	13	12	10	7	9	8	12	8	9	7
Changes to winter fuel allowance	6	8	8	7	4	8	7	5	7	2	3	6	12	7	5	6	6	5	6	6	4
UK-EU trade deal / 'Brexit re-set'	4	4	5	5	3	4	4	6	3	5	4	4	4	5	3	5	0	4	4	6	5
Immigration to the UK	3	3	3	1	9	5	1	4	3	3	3	5	3	2	5	3	5	5	3	4	2
Criticisms of the Labour Party	3	5	1	1	12	6	1	4	2	1	1	4	6	3	3	3	5	2	4	5	1
Liverpool football parade incident	3	2	2	1	2	2	2	3	2	6	3	1	2	2	3	2	2	4	4	3	1
Trump's changes to tariffs	3	5	2	1	1	3	2	3	2	3	2	3	3	3	2	3	5	0	2	2	1
War [general]	2	3	2	1	2	3	2	2	3	0	2	3	3	2	3	2	6	3	2	1	1
Football	2	2	2	3	2	2	2	3	1	1	3	2	1	3	1	2	3	3	1	2	3
Chagos Island deal	2	4	1	2	6	4	1	2	2	1	2	2	2	2	2	2	1	0	3	2	2
Crime in the UK	2	1	1	2	5	2	1	1	2	2	2	1	1	1	2	1	1	4	1	2	1
Labour Party [general]	1	0	1	1	3	1	1	1	1	3	1	1	1	1	1	1	0	3	1	2	1
Other	15	14	15	15	13	12	15	16	14	24	18	12	10	13	17	15	16	12	16	16	18
Don't know	18	9	14	13	15	16	14	14	23	25	25	14	8	15	24	19	20	17	21	17	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.

YouGov News Tracker Results

Sample Size: 2013 adults in GB (18+)
Fieldwork: 26th - 27th May 2025

	Total	Rest of South
Weighted Sample	2013	690
Unweighted Sample	2013	718
	%	%

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

Conflict in Gaza	17	18
War in Ukraine	9	9
Donald Trump [general]	9	11
Changes to winter fuel allowance	6	7
UK-EU trade deal / 'Brexit re-set'	4	4
Immigration to the UK	3	3
Criticisms of the Labour Party	3	2
Liverpool football parade incident	3	2
Trump's changes to tariffs	3	3
War [general]	2	3
Football	2	2
Chagos Island deal	2	2
Crime in the UK	2	1
Labour Party [general]	1	0
Other	15	14
Don't know	18	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.*