

YouGov News Tracker Results

Sample Size: 2216 adults in GB (18+)
Fieldwork: 3rd - 4th August 2025

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2216	399	570	204	239	129	778	791	1073	1143	233	915	547	521	1263	953	1917	106	193	525	363	268	760
Unweighted Sample	2216	397	620	229	261	125	866	827	950	1266	166	793	580	677	1385	831	1910	118	188	543	369	193	805
	%	%	%	%	%		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	28	30	37	34	17	47	37	26	26	31	28	24	29	37	33	23	28	28	30	27	27	33	27
Immigration to the UK	17	25	7	10	38	9	10	27	19	14	10	14	21	20	15	19	17	20	11	17	19	13	17
Trump [general / other]	13	12	15	13	11	12	16	10	14	11	9	11	16	13	13	12	11	9	28	12	10	13	10
Online Safety Act	3	0	3	3	1	3	1	1	5	1	17	2	1	1	3	2	3	3	1	4	3	2	3
Death of Ozzy Osbourne	3	2	2	3	3	0	2	3	2	4	4	3	4	1	2	4	3	3	4	2	5	0	3
Trump's changes on tariffs	3	2	3	3	2	5	5	2	4	1	0	3	3	3	3	2	3	1	1	1	4	5	3
Russia earthquake and resuting Pacific tsunami	3	3	2	4	2	1	2	3	2	3	3	3	2	2	2	3	2	10	0	2	2	3	3
Women's Euro football tournament	2	3	2	3	2	2	3	3	2	2	0	3	2	3	3	2	3	1	2	3	2	1	2
War in Ukraine	1	2	1	3	1	0	1	2	2	1	0	1	1	2	1	1	1	1	1	2	1	0	2
War [general]	1	0	1	2	0	0	1	1	1	1	0	2	1	0	1	1	1	2	0	2	1	0	1
Other	12	12	13	12	10	13	12	9	12	12	14	17	8	7	12	12	12	12	11	12	11	16	12
Don't know	14	9	13	12	13	8	11	14	10	18	15	18	12	11	11	19	15	9	9	14	15	13	17