

YouGov News Tracker Results

Sample Size: 2353 GB Adults

Fieldwork: 28th - 29th September 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	2353	424	605	216	254	137	826	840	1139	1214	247	972	581	553	1339	999	2035	113	205	558	386	285	807
Unweighted Sample	2353	367	670	257	284	149	977	836	1021	1332	206	802	643	702	1413	929	2014	128	211	575	383	204	852
	%	%	%	%	%		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Digital ID	18	16	17	14	25	17	15	18	19	17	26	20	18	11	20	15	17	20	21	18	16	14	18
Immigration to the UK	14	20	12	13	20	10	12	19	15	13	10	12	16	19	13	17	14	12	15	16	15	14	13
Criticisms of the Labour government	8	16	3	5	16	5	6	12	10	5	3	5	8	14	8	7	8	5	6	8	9	7	8
Trump [general / other]	7	3	10	7	4	8	10	5	6	7	6	7	6	7	6	7	6	9	9	5	6	7	7
Reform UK	5	5	5	10	3	9	6	4	6	4	3	5	6	5	6	4	6	3	1	5	4	9	5
Conflict in Gaza	5	5	5	7	4	5	6	5	4	5	8	3	5	6	5	4	5	2	5	5	6	6	4
Shooting of Charlie Kirk	3	1	2	1	3	6	2	2	3	2	6	4	1	0	2	3	3	3	1	2	3	2	3
United Nations	2	2	3	4	1	1	2	1	2	2	2	2	2	3	2	2	2	3	3	2	2	3	2
Trump's tweets about paracetamol	2	1	3	3	1	2	3	2	1	3	1	2	2	1	2	2	2	3	0	3	2	0	3
Immigration protests	2	2	2	1	1	4	2	2	2	2	2	3	2	1	2	2	2	0	2	2	1	3	2
Donald Trump's state visit	2	2	2	1	2	6	2	2	1	3	1	2	3	1	2	1	2	3	1	2	2	3	2
Ryder Cup	2	2	3	2	1	2	2	2	3	1	1	2	2	2	2	2	2	1	3	3	2	0	2
War in Ukraine	2	3	1	1	2	1	2	2	2	1	1	1	3	2	2	2	2	3	0	2	2	2	2
Russia in NATO airspace	1	2	1	1	0	1	2	1	2	1	0	1	2	1	2	1	1	3	1	1	0	2	2
Labour Party Conference	1	1	1	2	3	1	1	1	2	1	1	1	1	2	2	1	1	2	1	1	2	0	1
Rugby World Cup	1	1	1	2	0	4	2	1	2	1	0	1	1	2	1	1	1	1	0	1	1	1	2
Epstein files	1	2	1	1	1	2	1	1	1	1	1	1	1	1	1	1	1	2	1	2	1	1	1
Andy Burnham	1	2	2	1	1	0	2	1	1	1	0	1	1	1	1	1	1	0	3	1	0	1	1
UK's recognition of Palestine	1	1	0	2	1	3	1	1	1	1	1	1	1	1	1	0	1	0	1	1	1	0	2
War [general / other]	1	0	1	1	0	0	1	1	1	1	2	1	1	1	0	1	1	2	0	1	1	1	0
Other	8	6	8	8	2	7	9	5	7	8	10	9	6	7	8	8	8	8	10	6	9	12	7
Don't know / don't watch the news	13	6	13	13	10	8	11	10	8	18	16	16	11	10	10	17	13	13	17	14	14	11	12

*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.