

YouGov News Tracker Results

Sample Size: 2086 GB Adults

Fieldwork: 12th - 13th October 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	2086	375	536	192	225	118	732	745	1010	1076	219	862	515	490	1187	884	1804	100	181	494	342	252	715
Unweighted Sample	2086	328	600	211	242	122	831	751	904	1182	179	739	572	596	1270	806	1817	105	164	513	348	209	747
	%	%	%	%	%		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Peace talks in Gaza	33	40	38	42	34	31	39	34	36	31	34	27	37	42	38	26	33	43	35	27	32	44	33
Conflict in Gaza	24	30	25	24	24	32	27	27	26	23	14	19	30	33	25	24	25	20	20	27	27	18	25
Immigration to the UK	4	5	4	0	6	2	2	5	5	4	5	5	4	3	3	6	4	2	5	4	4	3	5
Trump [general / other]	4	2	5	5	1	6	5	3	5	3	4	4	3	4	4	4	4	6	3	4	3	6	3
Digital ID	2	1	2	0	3	0	2	2	2	2	3	3	1	1	2	2	2	1	2	3	1	2	2
Manchester synagogue attack	2	1	2	1	2	5	1	2	2	2	2	3	1	1	2	2	2	1	0	3	3	2	1
Nobel Peace Prize [including Trump suggestions]	2	2	1	3	1	2	3	1	2	1	1	2	3	1	1	2	2	0	2	2	1	4	2
Criticisms of the Labour government	2	1	1	1	6	0	1	3	2	1	0	2	2	2	1	2	2	0	2	2	1	1	2
Conservative Party Conference	2	3	2	3	0	2	2	1	2	1	4	1	1	1	2	1	1	1	2	1	1	2	1
Murder of Ian Watkins	1	1	1	2	1	2	2	2	1	2	0	3	1	0	1	2	1	5	1	2	2	1	1
Reform UK	1	1	2	2	1	1	2	1	2	1	1	1	1	1	1	1	1	0	2	2	0	2	1
War [general / other]	1	1	0	0	0	1	1	1	0	2	1	1	1	1	1	1	1	1	1	1	1	1	1
State of the UK economy	1	2	1	1	1	0	1	1	1	1	1	1	1	0	1	0	1	1	2	1	1	0	1
Other	8	4	8	5	6	11	6	6	7	10	13	11	6	4	8	9	8	6	11	10	6	9	8
Don't know / don't watch the news	12	7	8	11	11	6	8	10	8	17	17	17	9	6	10	16	12	13	12	12	17	4	13

*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.