

# YouGov News Tracker Results

Sample Size: 2056 GB Adults  
Fieldwork: 7th - 8th December 2025

| Weighted Sample<br>Unweighted Sample |       | 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 |
|                                      | 2056  | 370             | 528 | 189     | 222       | 121   | 722         | 734   | 995    | 1061   | 216   | 849   | 508   | 483 | 1171         | 869  | 1778    | 99    | 179      | 487               | 337      | 249    | 705           |
|                                      | 2056  | 346             | 556 | 206     | 252       | 121   | 854         | 739   | 888    | 1168   | 138   | 734   | 575   | 609 | 1272         | 776  | 1780    | 98    | 178      | 467               | 381      | 184    | 748           |
|                                      | %     | %               | %   | %       | %         | %     | %           | %     | %      | %      | %     | %     | %     | %   | %            | %    | %       | %     | %        | %                 | %        | %      | %             |

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

|                                                       |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-------------------------------------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Autumn Budget                                         | 24 | 28 | 27 | 21 | 26 | 17 | 27 | 25 | 23 | 25 | 16 | 26 | 23 | 26 | 26 | 22 | 25 | 18 | 21 | 24 | 25 | 26 | 25 |
| War in Ukraine                                        | 5  | 5  | 7  | 6  | 4  | 6  | 7  | 4  | 6  | 4  | 1  | 4  | 7  | 7  | 5  | 5  | 5  | 5  | 3  | 6  | 5  | 5  | 6  |
| Immigration to the UK                                 | 5  | 3  | 3  | 7  | 10 | 4  | 2  | 6  | 5  | 5  | 8  | 4  | 4  | 5  | 4  | 6  | 5  | 6  | 7  | 4  | 5  | 5  | 4  |
| Ukraine peace talks                                   | 4  | 5  | 4  | 4  | 5  | 4  | 6  | 5  | 6  | 3  | 2  | 3  | 8  | 4  | 4  | 5  | 5  | 1  | 3  | 6  | 5  | 2  | 5  |
| Allegations of Nigel Farage's racist comments         | 4  | 2  | 7  | 7  | 5  | 5  | 7  | 4  | 6  | 3  | 3  | 3  | 7  | 5  | 5  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 5  |
| World cup draw                                        | 4  | 4  | 4  | 3  | 2  | 6  | 4  | 3  | 4  | 4  | 6  | 4  | 3  | 4  | 4  | 4  | 3  | 1  | 11 | 3  | 4  | 6  | 3  |
| Labour/Reeves allegedly misleading public on finances | 4  | 9  | 2  | 4  | 6  | 0  | 5  | 5  | 4  | 3  | 1  | 3  | 4  | 6  | 4  | 3  | 4  | 2  | 5  | 4  | 3  | 2  | 5  |
| Criticisms of the Labour government                   | 4  | 6  | 2  | 3  | 6  | 1  | 3  | 6  | 4  | 3  | 1  | 3  | 5  | 5  | 3  | 4  | 4  | 2  | 5  | 4  | 4  | 4  | 3  |
| Trump [general / other]                               | 4  | 3  | 6  | 4  | 2  | 4  | 5  | 3  | 3  | 4  | 2  | 3  | 4  | 6  | 4  | 3  | 3  | 11 | 2  | 4  | 5  | 2  | 3  |
| The weather [including flooding in Asia]              | 2  | 2  | 2  | 1  | 1  | 1  | 1  | 2  | 2  | 2  | 2  | 2  | 1  | 2  | 1  | 2  | 2  | 5  | 1  | 1  | 1  | 2  | 2  |
| Sport [general / other]                               | 1  | 1  | 2  | 1  | 2  | 1  | 1  | 1  | 2  | 1  | 3  | 1  | 1  | 1  | 2  | 0  | 1  | 2  | 0  | 2  | 1  | 0  | 1  |
| Changes to jury trials                                | 1  | 1  | 1  | 2  | 1  | 2  | 1  | 1  | 1  | 1  | 2  | 1  | 1  | 1  | 1  | 1  | 1  | 1  | 0  | 0  | 1  | 0  | 2  |
| BBC question time                                     | 1  | 3  | 0  | 1  | 3  | 0  | 0  | 2  | 1  | 1  | 2  | 0  | 1  | 1  | 1  | 1  | 1  | 2  | 1  | 1  | 1  | 0  | 1  |
| Scrapping of the 2 two-child benefit cap              | 1  | 0  | 1  | 0  | 1  | 1  | 1  | 1  | 1  | 1  | 0  | 1  | 1  | 1  | 1  | 1  | 1  | 2  | 0  | 1  | 1  | 1  | 1  |
| Fifa peace prize                                      | 1  | 1  | 1  | 1  | 0  | 0  | 1  | 1  | 1  | 1  | 1  | 1  | 1  | 1  | 1  | 1  | 1  | 0  | 0  | 2  | 0  | 1  | 1  |
| Conflict in Gaza                                      | 1  | 0  | 1  | 1  | 0  | 1  | 1  | 1  | 1  | 1  | 1  | 0  | 1  | 1  | 1  | 1  | 1  | 1  | 0  | 1  | 1  | 1  | 1  |
| Eurovision song contest controversy                   | 1  | 1  | 1  | 0  | 1  | 3  | 1  | 0  | 1  | 1  | 0  | 1  | 0  | 1  | 1  | 0  | 1  | 1  | 0  | 1  | 0  | 0  | 1  |
| State of the UK economy                               | 1  | 0  | 1  | 0  | 0  | 3  | 1  | 1  | 1  | 1  | 1  | 1  | 0  | 1  | 1  | 0  | 1  | 1  | 0  | 1  | 1  | 0  | 1  |
| Other                                                 | 14 | 16 | 10 | 15 | 10 | 25 | 12 | 12 | 14 | 14 | 22 | 16 | 13 | 11 | 14 | 14 | 14 | 11 | 15 | 16 | 13 | 18 | 13 |
| Don't know / don't watch the news                     | 19 | 9  | 18 | 17 | 15 | 16 | 14 | 17 | 14 | 23 | 26 | 24 | 15 | 12 | 16 | 23 | 19 | 23 | 21 | 16 | 19 | 21 | 20 |

\*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.