

YouGov News Tracker Results

Sample Size: 2190 GB Adults

Fieldwork: 25th - 26th January 2026

	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	2190	394	563	201	237	118	769	782	1060	1130	230	904	541	515	1349	828	1894	105	191	519	359	265	751
Unweighted Sample	2190	375	610	229	249	126	907	763	966	1224	201	728	577	684	1422	758	1881	114	195	524	341	225	791
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Trump's threats to Greenland	25	27	26	30	22	25	29	24	27	24	29	25	29	21	27	23	26	24	24	22	24	33	26
Trump [general / other]	23	29	26	29	14	25	30	24	25	21	9	17	28	34	25	20	23	18	26	23	24	18	23
ICE shooting	9	3	14	5	5	19	10	4	10	8	22	11	6	3	10	9	9	11	10	8	9	12	9
Trump's claims about UK troops in Afghanistan	6	9	7	6	5	2	5	8	6	6	3	3	8	10	6	5	6	3	6	6	5	7	6
Trump speech at Davos / Davos conference	5	7	5	9	5	3	5	5	6	3	3	3	4	9	5	4	5	4	5	5	4	5	5
Beckham family feud	4	4	2	2	6	2	3	5	1	7	2	6	3	3	3	5	4	3	2	6	4	4	3
Andy Burnham's failed attempt to stand as a Labour MP	2	1	2	2	4	1	1	2	3	2	4	2	2	1	2	2	2	2	2	3	2	4	2
Immigration to the UK	2	2	1	0	4	2	1	3	1	2	0	2	2	2	2	2	2	3	1	1	2	3	2
Criticisms of the Labour government	2	1	0	1	8	1	1	3	2	1	1	1	2	3	2	2	2	2	2	2	2	0	2
The weather	1	1	1	1	2	0	1	1	1	2	2	1	1	2	1	2	1	2	0	1	1	2	2
Trump's foreign policy	1	2	1	2	1	0	1	1	1	1	1	2	1	1	1	1	1	0	2	1	1	0	2
America [general / other]	1	0	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	4	1	1	0	0	1
War [general / other]	1	0	0	0	1	3	1	1	1	1	1	1	0	1	1	1	1	2	1	1	0	2	1
Trump's tariffs	1	0	1	1	1	0	1	0	1	1	1	0	1	1	1	0	1	0	2	1	0	1	1
Other	8	8	6	7	10	7	6	8	7	8	12	10	5	5	8	8	8	8	8	8	9	6	7
Don't know / don't watch the news	10	4	7	5	11	7	5	9	7	12	9	14	8	4	6	16	10	14	9	11	11	5	10

*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.