

YouGov News Tracker Results

Sample Size: 2099 GB Adults

Fieldwork: 1st - 2nd February 2026

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Socio-economic classification			Country			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland
Weighted Sample	2099	378	539	193	227	123	737	749	1016	1083	220	867	518	493	712	470	628	1816	101	183
Unweighted Sample	2099	345	561	202	249	130	838	715	923	1176	190	751	570	588	803	479	500	1788	120	191
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Epstein files	22	21	24	19	16	27	23	17	25	19	32	23	20	16	22	22	21	21	23	24
Trump [general / other]	12	12	14	17	8	10	17	11	12	12	4	10	17	15	15	12	11	11	17	16
Starmer's visit to China	12	17	11	13	19	5	10	18	14	10	3	7	13	22	13	12	12	12	11	12
ICE shooting	9	6	12	15	3	19	14	4	7	11	14	9	9	7	11	8	7	9	8	13
Protests in Iran / Trump and Iran	5	8	7	3	5	4	5	6	6	4	5	5	4	7	6	5	5	6	1	2
Trump's threats to Greenland	3	3	3	2	3	4	3	3	4	2	4	4	3	1	3	3	3	3	5	2
The weather	3	3	2	4	4	1	3	3	2	3	1	3	3	3	2	3	4	3	2	0
Tory defections to Reform UK	2	2	2	1	3	3	2	1	2	2	4	2	3	1	2	2	2	2	2	2
Immigration to the UK	2	3	1	0	5	0	1	3	2	2	0	2	2	3	2	2	2	2	2	3
Beckham family feud	2	4	1	1	1	0	1	2	1	3	0	1	2	3	1	2	3	2	4	0
Criticisms of the Labour government	2	2	1	0	6	0	1	3	2	1	0	1	3	2	1	2	2	2	0	3
War [general / other]	1	2	0	2	1	1	1	1	1	1	0	1	1	2	1	1	1	1	2	0
Andy Burnham's failed attempt to stand as a Labour MP	1	0	1	2	1	3	1	1	1	1	1	1	1	1	1	1	1	1	0	1
Trump's foreign policy	1	2	1	1	1	2	1	1	1	0	1	0	1	2	1	1	0	1	2	2
America [general / other]	1	0	1	1	0	0	0	0	1	1	2	1	0	0	1	1	1	1	1	2
Other	9	9	8	9	14	9	7	9	8	10	12	10	9	7	10	12	6	9	7	6
Don't know / don't watch the news	14	7	9	10	11	12	9	15	11	17	17	19	8	9	7	13	19	14	14	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.

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Sample Size: 2099 GB Adults
Fieldwork: 1st - 2nd February 2026

	Total	Region in England			
		North	Midlands	London	Rest of South
Weighted Sample	2099	497	344	254	720
Unweighted Sample	2099	486	365	196	741
		%	%	%	%

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Respondents answered in their own words, which YouGov's AI language model has categorised into the below categories

Epstein files	22	20	21	24	22
Trump [general / other]	12	12	12	12	11
Starmer's visit to China	12	13	11	10	11
ICE shooting	9	9	5	9	10
Protests in Iran / Trump and Iran	5	4	7	9	6
Trump's threats to Greenland	3	3	2	4	4
The weather	3	3	2	3	4
Tory defections to Reform UK	2	1	2	3	3
Immigration to the UK	2	2	1	4	2
Beckham family feud	2	2	2	1	2
Criticisms of the Labour government	2	2	2	1	1
War [general / other]	1	2	1	1	1
Andy Burnham's failed attempt to stand as a Labour MP	1	2	0	0	1
Trump's foreign policy	1	1	0	0	1
America [general / other]	1	0	1	0	1
Other	9	10	11	11	8
Don't know / don't watch the news	14	15	18	8	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.