YouGov News Tracker Results

Sample Size: 2073 GB Adults
Fieldwork: 1st - 2nd March 2026

	Total	Vote in 2024 GE					EU Ref 2016		Gender		Age				Socio-economic classification			Country			Region in England			
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	**2073**	373	533	191	224	129	728	740	1003	1070	218	856	512	487	703	464	620	1793	100	180	491	340	251	711
Unweighted Sample	2073	335	573	216	256	118	856	712	907	1166	182	696	552	643	832	462	461	1762	118	193	488	336	161	777
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%		%	%	%	%	%	%	%	%

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

	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	North	Midlands	London	Rest of South
US-Iran conflict [including death of Ayatollah Khamenei]	**45**	43	46	48	41	40	43	41	48	42	51	50	41	37	46	43	43	45	43	42	41	48	50	45
Gorton and Denton by-election	**16**	18	21	18	20	25	20	18	19	14	16	14	17	21	22	16	13	17	13	15	20	15	17	15
Andrew Mountbatten Windsor, including Epstein files, line of succession, and arrest	**8**	8	8	9	7	6	7	10	5	10	3	5	10	11	6	8	10	7	13	7	7	8	4	8
Epstein files [general/other]	**7**	10	6	7	3	13	9	4	6	9	8	8	7	7	8	8	7	7	6	8	7	6	7	8
Donald Trump [general / other]	**5**	5	4	4	4	6	7	5	5	5	1	4	6	7	6	5	4	4	5	9	5	5	3	5
Criticisms of the Labour government	**2**	3	0	2	5	0	1	4	3	1	0	1	3	4	1	3	3	2	7	2	3	2	1	1
Epstein files [respondent mentioned both Andrew Mountbatten Windsor and Peter Mandelson]	**2**	3	2	1	1	2	2	2	2	2	1	1	2	3	2	2	2	2	1	3	2	2	0	2
War [general / other]	**1**	1	1	1	2	0	0	2	1	1	2	1	1	1	1	1	1	1	1	0	2	1	1	1
Immigration to the UK	**1**	0	1	1	4	0	0	2	1	1	1	0	1	2	0	1	1	1	3	1	0	2	1	0
Other	**6**	5	6	5	5	4	5	4	5	7	10	7	4	4	5	5	8	6	2	4	4	4	8	9
Don't know / don't watch the news	**7**	4	6	4	8	3	4	9	5	9	6	9	8	4	3	9	9	7	4	9	8	8	7	6

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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