

YouGov News Tracker Results

Sample Size: 2087 GB Adults
Fieldwork: 9th - 10th March 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 2087	376	536	192	225	125	733	745	1010	1077	219	862	515	490	707	467	624	1805	100	182	
Unweighted Sample 2087	316	584	221	221	135	844	697	875	1212	194	704	568	621	817	445	501	1781	113	193	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

US-Iran conflict	81	88	84	85	82	84	86	79	84	78	77	80	80	86	85	84	78	81	81	78
War [general / other]	6	4	6	5	4	4	5	7	4	8	4	8	4	5	7	4	6	6	10	4
Donald Trump [general / other]	3	2	2	3	3	5	3	3	3	3	1	2	4	3	2	5	2	3	5	4
Other	6	3	4	4	9	5	3	7	5	7	12	6	6	4	3	5	8	6	2	10
Don't know / don't watch the news	4	2	5	4	3	1	3	4	4	5	6	4	5	2	4	2	5	4	3	5

*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: 2087 GB Adults
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	Region in England				
	Total	North	Midlands	London	Rest of South
Weighted Sample	2087	495	342	253	716
Unweighted Sample	2087	518	328	175	760
	%	%	%	%	%

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

US-Iran conflict	81	84	80	83	80
War [general / other]	6	6	6	2	7
Donald Trump [general / other]	3	2	4	3	2
Other	6	6	6	6	6
Don't know / don't watch the news	4	3	4	5	5

**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.*