YouGov News Tracker Results

Sample Size: 2104 GB Adults
Fieldwork: 15th - 16th March 2026

	Total	Vote in 2024 GE					EU Ref 2016		Gender		Age				Socio-economic classification			Country		
		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	**2104**	379	541	194	227	125	739	751	1018	1086	221	869	520	494	713	471	629	1820	101	183
Unweighted Sample	2104	331	559	229	253	141	852	719	897	1207	191	733	560	620	815	475	489	1814	134	156
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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
US-Iran conflict	**72**	78	79	81	68	76	78	72	76	69	70	72	70	76	79	74	68	73	69	68
War [general / other]	**7**	4	5	9	6	6	5	6	5	8	5	7	8	4	7	5	7	6	12	6
Increase in oil / fuel prices due to the Iran war	**5**	5	5	4	4	5	6	5	4	6	3	5	7	4	4	6	5	5	3	6
Donald Trump [general / other]	**2**	1	4	2	1	2	3	2	1	2	2	1	2	3	2	2	2	2	1	3
Epstein files [general / other]	**2**	3	1	0	4	1	1	3	1	2	1	1	2	3	1	2	2	2	2	2
Criticisms of the Labour government	**2**	3	0	0	5	0	1	3	2	1	0	1	2	2	1	2	2	2	2	1
Other	**4**	2	3	3	6	4	3	3	4	5	10	4	4	3	3	4	5	4	1	7
Don't know / don't watch the news	**7**	3	3	2	7	6	3	6	5	8	9	8	5	4	3	5	8	6	10	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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Sample Size: 2104 GB Adults
Fieldwork: 15th - 16th March 2026

	Total	Region in England			
		North	Midlands	London	Rest of South
Weighted Sample	**2104**	499	345	255	722
Unweighted Sample	**2104**	494	370	169	781
	%	%	%	%	%

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	**72**	71	69	78	75
War [general / other]	**7**	7	7	7	5
Increase in oil / fuel prices due to the Iran war	**5**	5	8	2	4
Donald Trump [general / other]	**2**	1	2	3	2
Epstein files [general / other]	**2**	2	3	1	1
Criticisms of the Labour government	**2**	2	0	2	2
Other	**4**	5	4	2	4
Don't know / don't watch the news	**7**	6	7	5	7

*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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