

YouGov News Tracker Results

Sample Size: 2147 GB Adults
Fieldwork: 4th - 5th May 2026

	Vote in 2024 GE					EU Ref 2016		Gender		Age				
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+
Weighted Sample	2147	386	552	198	232	127	754	766	1039	1108	225	887	530	505
Unweighted Sample	2147	354	576	216	231	122	801	726	960	1187	203	871	537	536
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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 [general / other]	18	17	22	23	15	11	20	18	21	15	13	18	18	21
King Charles' visit to the US	18	25	18	25	15	16	20	20	15	22	14	15	20	22
Golders Green stabbings	11	12	12	12	13	13	12	12	13	10	16	12	12	8
Donald Trump [general / other]	5	4	6	5	5	8	7	5	5	6	2	4	9	7
Mandelson vetting scandal	4	7	3	2	4	3	4	5	5	3	4	4	3	5
Increase in oil / fuel prices due to the Iran War	4	3	3	4	3	1	3	3	4	4	5	4	4	3
Upcoming local and Scottish / Welsh elections	3	2	3	5	1	5	3	3	3	3	3	3	2	3
Closure of the Strait of Hormuz	2	3	3	1	3	2	3	2	3	2	2	2	3	3
War [general / other]	2	1	1	1	2	3	2	2	2	2	0	3	1	1
Keir Starmer [general / other]	2	3	1	1	5	2	2	3	2	2	0	1	2	4
Immigration to the UK	2	3	1	1	6	0	0	4	2	2	1	1	2	3
Zack Polanski retweet	1	1	2	0	1	6	2	1	2	1	3	2	1	1
Anti-semitism in UK	1	2	2	1	1	2	2	1	2	1	0	1	1	2
Attempted assassination of Donald Trump	1	0	2	1	0	2	1	0	1	1	1	2	1	0
Keir Starmer leadership speculation	1	2	0	0	2	1	1	2	1	1	1	0	1	2
Crime in the UK	1	1	0	0	1	1	1	1	1	1	0	2	0	1
Other	8	6	7	6	10	10	7	6	8	8	13	9	7	5
Don't know / don't watch the news	14	8	12	9	12	13	11	12	11	17	20	17	13	9

*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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	Socio-economic classification			Country			Region in England				
	Total	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2147	728	481	642	1857	103	187	509	352	260	736
Unweighted Sample	2147	810	488	534	1847	124	176	531	360	175	781
	%	%	%	%	%	%	%	%	%	%	%

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

US-Iran conflict [general / other]	18	20	20	18	18	15	26	19	16	16	18
King Charles' visit to the US	18	19	21	16	19	16	14	16	20	16	21
Golders Green stabbings	11	11	11	12	12	8	10	9	11	16	12
Donald Trump [general / other]	5	6	8	4	5	5	7	5	6	3	6
Mandelson vetting scandal	4	4	4	3	4	3	2	5	5	5	3
Increase in oil / fuel prices due to the Iran War	4	4	3	4	3	5	6	4	3	3	3
Upcoming local and Scottish / Welsh elections	3	4	3	3	2	10	7	1	1	6	2
Closure of the Strait of Hormuz	2	3	2	2	2	1	4	2	3	2	2
War [general / other]	2	2	1	3	2	2	3	3	2	2	1
Keir Starmer [general / other]	2	2	2	2	2	5	1	3	1	1	2
Immigration to the UK	2	2	2	2	2	2	2	1	3	0	2
Zack Polanski retweet	1	1	0	1	2	1	0	2	2	1	1
Anti-semitism in UK	1	3	1	0	1	1	1	1	2	3	1
Attempted assassination of Donald Trump	1	1	1	1	1	2	1	2	1	1	1
Keir Starmer leadership speculation	1	1	1	0	1	1	1	1	1	0	1
Crime in the UK	1	1	1	1	1	2	0	1	2	0	1
Other	8	6	7	9	8	5	7	8	8	10	8
Don't know / don't watch the news	14	9	12	18	15	17	9	18	13	13	13

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