

YouGov News Tracker Results

Sample Size: 2101 GB Adults
Fieldwork: 10th - 11th May 2026

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Socio-economic classification			Country			Region in England					
	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	
Weighted Sample	2101	378	540	193	227	129	737	750	1017	1084	221	868	519	494	712	471	628	1817	101	183	498	345	254	721	
Unweighted Sample	2101	363	548	198	240	117	781	751	894	1207	181	809	550	561	818	461	505	1805	111	185	495	377	199	734	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Local / devolved elections [general / other]	46	48	54	46	41	44	51	45	48	43	43	45	49	45	53	44	40	44	58	61	43	39	49	45
Hantavirus on cruise ship	7	7	6	10	2	5	7	6	4	10	12	7	6	7	6	9	7	7	7	7	9	7	3	8
Labour losses in the local elections	7	10	4	7	16	3	5	11	9	5	5	5	8	10	7	5	9	8	5	3	8	9	6	7
Reform success in the local elections	6	5	8	7	4	10	6	6	6	7	12	7	5	5	6	6	6	7	3	3	7	7	7	7
US-Iran conflict	6	6	5	7	3	6	7	4	7	4	4	6	6	6	6	6	6	6	3	5	6	6	6	6
Reform UK [general / other]	2	1	4	2	2	8	4	2	2	3	3	2	3	3	2	3	2	2	2	2	3	2	3	2
Calls for Keir Starmer to resign	2	4	1	4	4	3	2	3	3	2	1	2	2	4	2	3	2	2	1	1	2	2	1	3
Keir Starmer [general / other]	2	3	2	2	4	0	1	3	2	1	0	1	2	3	1	2	2	2	2	0	3	2	1	1
Donald Trump [general / other]	1	2	1	3	0	1	2	1	1	1	1	1	1	2	1	2	1	1	1	1	1	2	2	1
Criticisms of Keir Starmer	1	1	0	1	4	1	1	2	1	1	0	0	1	3	1	2	1	1	0	1	1	1	1	1
Other	9	10	8	6	13	9	8	10	9	10	5	11	10	6	8	8	12	10	6	7	9	11	12	9
Don't know / don't watch the news	10	5	7	6	6	11	6	8	7	12	12	13	7	6	6	11	11	10	11	8	8	11	9	10

*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.