

YouGov News Tracker Results

Sample Size: 2055 GB Adults

Fieldwork: 5th - 6th July 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	2055	370	528	189	222	121	721	734	993	1062	216	847	508	485	697	460	614	1778	99	179	487	337	249	705
Unweighted Sample	2055	331	556	180	242	105	774	768	906	1149	151	732	591	581	782	456	511	1739	133	183	501	348	187	703
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

World Cup [general / other]	32	36	33	35	26	31	33	32	30	34	32	33	33	30	33	30	36	33	25	28	32	35	33	34
Andy Burnham / Labour leadership speculation [including Keir Starmer's resignation]	25	31	25	25	27	26	24	28	28	22	25	22	24	30	29	23	22	25	18	21	26	24	29	24
Earthquake in Venezuela	5	8	5	9	3	9	7	6	5	6	2	4	7	9	5	6	5	5	9	8	6	4	4	5
World Cup [England match]	4	4	4	4	3	4	4	3	5	3	4	4	4	3	4	4	4	4	4	5	3	6	3	3
The weather / heatwave	4	1	3	5	4	4	4	3	3	4	7	4	3	2	3	3	4	4	5	2	2	3	3	5
Nigel Farage's £5m donation	2	1	4	3	1	0	4	1	3	1	1	2	3	2	2	3	2	2	0	3	3	1	2	2
Andy Burnham's policy proposals	2	4	2	1	1	0	2	2	3	1	3	1	2	2	2	3	1	2	0	3	1	2	3	2
Donald Trump [general / other]	2	2	2	3	1	1	3	1	2	2	1	1	3	2	3	0	0	2	4	2	2	2	1	2
Crime in the UK	2	1	1	2	5	0	1	3	2	2	2	2	3	1	1	1	3	2	1	3	2	2	2	2
War [general / other]	2	1	2	0	1	5	1	1	2	1	5	2	1	1	2	1	1	2	2	0	2	2	3	1
Immigration to the UK	1	1	1	1	4	1	0	3	1	1	1	1	2	2	1	1	2	1	1	1	2	1	0	2
USA's 250th anniversary	1	1	2	1	1	2	2	1	1	1	1	1	1	2	1	1	1	1	3	1	1	0	1	1
Taylor Swift's wedding	1	1	1	0	2	1	1	1	0	2	0	2	1	0	1	2	1	1	4	1	1	2	0	1
Rochdale grooming gang leader released from prison	1	1	0	0	4	0	0	1	1	0	0	0	1	1	0	1	1	1	3	0	1	1	0	0
Other	5	4	7	4	4	7	6	5	5	6	7	6	4	6	6	5	5	5	8	5	5	3	8	5
Don't know / don't watch the news	11	6	7	6	13	9	8	10	9	14	9	16	8	7	6	14	12	10	15	18	12	12	7	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.