

# YouGov Survey Results

Sample Size: 2164 Adults in GB  
Fieldwork: 13th - 14th January 2025

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
<b>Weighted Sample</b>	<b>2164</b>	389	556	199	234	773	760	1117	1047	227	894	534	509	1234	930	1872	188	104	262	355	513	742	
<b>Unweighted Sample</b>	<b>2164</b>	354	606	234	286	835	872	1184	980	143	868	568	585	1299	865	1866	182	116	211	387	512	756	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Thinking back over the last few days, 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

Los Angeles wildfires	<b>62</b>	66	69	66	43	62	67	66	57	48	61	64	66	63	60	61	67	54	64	61	56	64
Grooming gangs inquiry	<b>5</b>	5	2	4	21	8	3	3	7	4	3	8	5	5	5	5	3	2	7	7	6	4
The state of the UK economy	<b>3</b>	7	1	3	4	4	3	1	4	0	2	4	4	4	1	3	3	2	3	4	3	2
Elon Musk's role in UK politics	<b>3</b>	1	3	6	1	1	5	2	4	4	3	2	2	4	2	3	4	2	3	3	2	3
Criticisms of the Labour Party	<b>2</b>	4	1	1	9	5	1	2	3	2	2	3	3	2	3	2	0	5	2	2	3	2
Labour economic / tax policies	<b>2</b>	2	2	2	2	2	2	1	2	1	2	2	2	2	2	2	2	2	2	2	0	2
Weather in the UK	<b>2</b>	1	1	0	1	2	1	2	1	1	3	1	1	2	1	2	2	3	0	3	2	1
Trump discussing expansion of US territory	<b>2</b>	1	2	1	0	1	1	1	2	4	2	1	0	2	1	2	1	3	3	2	1	1
Starmer promoting AI developments	<b>1</b>	1	1	3	1	1	1	1	1	2	1	1	1	1	1	1	3	1	0	1	2	0
Knife crime in the UK	<b>1</b>	0	1	0	1	0	1	1	0	1	1	1	0	1	1	1	0	1	2	0	2	0
Other	<b>9</b>	8	8	11	9	7	8	8	9	15	9	6	7	8	9	9	10	5	6	7	8	11
Don't know	<b>10</b>	4	8	3	8	8	7	11	9	18	11	7	8	7	14	10	6	20	7	7	14	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.