

YouGov Survey Results

Sample Size: 2174 Adults in GB
Fieldwork: 27th - 28th 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	
Weighted Sample	2174	391	559	200	235	776	763	1122	1052	228	898	537	511	1239	935	1881	189	104	263	357	515	746	
Unweighted Sample	2174	332	636	230	288	845	843	1176	998	149	861	545	619	1279	895	1869	189	116	229	374	509	757	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Donald Trump [general]	14	13	20	20	13	14	18	13	19	13	20	19	18	17	13	19	13	17	13	20	18	19
Trial of Southport murderer	14	10	8	7	15	14	8	12	7	11	8	5	8	13	11	8	11	10	4	9	7	10
Israel-Hamas ceasefire and release of hostages	13	17	16	14	10	10	9	15	16	14	14	8	12	14	18	15	12	14	11	19	12	17
Storms in UK	11	9	11	17	8	10	14	10	14	15	9	14	13	14	10	12	13	10	33	11	12	8
Trump first actions as President	9	8	12	13	8	3	9	8	13	8	11	9	10	11	8	12	7	9	10	9	13	8
Trump re-election	7	5	6	4	4	8	6	4	5	5	5	7	5	5	4	6	5	6	3	2	7	4
Holocaust anniversary memorial	6	11	6	7	6	9	2	9	6	7	5	1	4	7	11	6	6	6	3	6	7	6
Criticisms of the Labour government	2	4	1	0	7	1	1	4	1	1	3	0	1	2	5	2	2	2	0	2	0	3
Knife crime in the UK	2	1	1	2	3	2	2	3	1	3	1	4	2	1	2	2	2	2	1	1	1	3
State of the UK economy	1	3	1	0	1	0	1	2	1	1	1	2	1	2	2	1	1	1	2	0	1	1
Elon Musk's salute at Trump rally	1	0	2	2	0	0	1	0	2	1	1	2	2	1	0	1	1	1	3	0	1	1
Los Angeles wildfires	1	0	1	0	1	1	2	1	0	1	1	0	2	1	0	1	1	1	0	1	0	0
Grooming gangs inquiry	1	2	0	0	2	0	0	2	0	0	2	0	1	0	1	0	2	1	1	0	0	2
Immigration to the UK	1	1	0	0	2	0	0	1	0	0	1	0	0	1	1	0	1	0	0	0	0	0
Other	7	8	8	7	9	11	10	8	7	8	8	13	10	5	7	8	9	9	7	5	12	8
Don't know / Can't remember	10	8	7	7	9	18	15	8	8	11	10	16	11	7	8	8	13	10	9	14	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.