

YouGov Survey Results

Sample Size: 2275 Adults in GB
Fieldwork: 4th - 5th February 2025

	Vote in 2024 GE				EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
	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	2275	409	585	209	246	812	799	1174	1101	239	940	562	535	1297	978	1968	198	109	275	373	539	780
Unweighted Sample	2275	370	631	263	301	864	888	1248	1027	155	875	588	657	1361	914	1943	209	123	234	400	531	778
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Trump increasing tariffs	25	24	31	36	19	23	33	19	32	20	23	32	26	30	20	25	28	23	33	22	21	27
Trump [general / other]	20	21	22	18	16	19	23	18	21	15	18	21	23	21	17	19	26	17	17	17	20	20
Knife crime in the UK	10	11	10	8	14	13	9	13	7	6	11	11	11	9	12	11	4	10	8	16	15	7
Washington DC plane crash	8	7	7	9	7	7	9	9	6	8	9	9	4	7	8	8	8	7	7	7	7	9
Criticisms of the Labour Government	3	7	1	1	10	7	1	2	4	0	2	3	5	2	4	3	2	3	2	3	2	4
Conflict in Gaza	3	3	2	4	2	3	2	2	3	5	2	2	4	3	3	3	1	2	5	2	3	2
School shooting in Sweden	2	2	2	2	1	2	2	2	1	4	2	1	2	2	1	2	1	0	2	3	2	1
Immigration to the UK	2	1	1	1	5	2	1	2	2	3	1	1	2	1	2	1	4	3	1	1	1	2
The Grammys	2	2	2	2	1	2	1	3	0	1	3	1	0	1	2	2	0	2	1	2	2	1
Lucy Letby trial	1	1	1	1	2	2	2	2	1	1	1	2	2	2	1	1	1	3	1	1	2	1
Cost of living	1	0	1	2	2	1	1	1	1	1	1	1	1	1	1	1	1	3	0	2	1	1
Other	12	11	10	10	15	11	10	12	12	19	13	9	11	12	12	12	7	14	17	9	12	13
Don't know / Don't follow the news	12	9	11	8	6	10	7	14	9	17	15	8	8	9	16	11	17	12	7	13	12	11

*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.