

## YouGov Topic Quantifier Results

Sample Size: 2116 Adults in GB  
Fieldwork: 24th - 25th March 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>2116</b>	<b>381</b>	<b>544</b>	<b>195</b>	<b>229</b>	<b>743</b>	<b>755</b>	<b>1024</b>	<b>1092</b>	<b>222</b>	<b>874</b>	<b>523</b>	<b>497</b>	<b>1206</b>	<b>910</b>	<b>1830</b>	<b>102</b>	<b>184</b>	<b>501</b>	<b>347</b>	<b>256</b>	<b>726</b>
<b>Unweighted Sample</b>	<b>2116</b>	<b>370</b>	<b>578</b>	<b>216</b>	<b>233</b>	<b>844</b>	<b>803</b>	<b>963</b>	<b>1153</b>	<b>126</b>	<b>820</b>	<b>555</b>	<b>615</b>	<b>1289</b>	<b>827</b>	<b>1831</b>	<b>93</b>	<b>192</b>	<b>508</b>	<b>372</b>	<b>201</b>	<b>750</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### 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

Heathrow airport fire	17	25	15	22	17	18	19	16	18	8	18	19	18	18	16	18	8	11	16	13	20	21
Donald Trump [general / other]	13	11	15	21	5	17	9	13	12	15	12	14	12	14	11	11	20	20	11	11	13	11
War in Ukraine	12	11	15	13	13	15	11	14	10	6	10	14	14	13	9	11	12	14	11	12	13	11
Changes to welfare benefits	9	5	13	10	6	9	8	8	9	16	9	7	7	8	9	9	7	5	9	12	8	9
Upcoming Spring Statement	4	9	4	5	7	4	6	5	4	2	3	4	8	5	4	5	5	3	4	5	5	5
Conflict in Gaza	3	2	3	2	2	5	2	3	4	4	3	4	3	4	3	3	5	3	3	2	5	3
Trump on the war in Ukraine	3	5	3	3	2	3	3	3	3	0	2	3	4	3	3	3	6	3	3	2	3	3
Criticisms of the Labour government	2	2	1	1	10	1	5	3	2	0	2	3	4	2	3	2	4	1	4	2	1	2
Immigration to the UK	2	4	0	0	7	1	4	3	1	5	1	3	3	2	2	2	0	2	2	2	1	3
Protests in Turkey	2	3	2	1	2	2	2	1	3	1	1	4	2	2	1	2	2	0	1	2	3	2
Trump's changes on tariffs	2	2	2	2	1	2	1	2	1	3	2	1	0	2	1	2	0	1	2	2	4	1
State of the UK economy	1	3	2	1	1	1	2	1	1	2	1	1	2	2	1	1	1	1	1	1	1	2
Adolescence TV series	1	1	1	1	2	1	1	1	2	2	1	1	0	1	1	1	1	2	1	2	1	1
NHS cuts / abolishment	1	0	0	0	0	0	1	1	1	1	1	1	0	1	1	1	2	0	1	1	0	1
Crime in the UK	1	0	1	0	0	1	1	1	1	1	1	0	0	1	1	1	0	1	1	1	1	1
Labour [generic / other]	1	2	0	0	1	1	1	0	1	0	1	0	1	1	1	1	0	0	1	1	0	1
Elon Musk [generic / other]	1	0	1	0	1	1	0	1	1	1	1	1	0	1	1	1	1	0	0	1	0	1
Rachel Reeves receiving gifts	1	1	1	0	1	1	1	1	0	1	1	1	0	1	0	1	0	1	1	1	1	0
US' Yemen strike plan leaked	1	0	1	1	0	1	0	1	0	0	0	1	0	1	1	1	0	0	0	1	0	1
Other	10	6	9	10	11	7	10	11	9	13	11	9	8	9	11	10	11	11	9	10	10	10
Don't know / Can't remember	15	8	12	7	10	11	13	11	19	17	19	11	10	11	20	14	15	19	18	18	9	12

\*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.