

YouGov Topic Quantifier Results

Sample Size: 2150 Adults in GB
Fieldwork: 30th - 31st 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	
Weighted Sample	2150	387	553	198	232	755	768	1041	1109	226	888	531	505	1226	924	1860	103	187	510	353	260	737
Unweighted Sample	2150	363	623	220	248	882	814	902	1248	153	772	590	635	1318	832	1853	113	184	505	353	213	782
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Earthquake in Myanmar	21	28	20	23	17	22	21	22	21	24	19	20	25	23	19	21	22	19	20	16	22	24
Donald Trump and US politics [general / other]	14	14	18	18	5	16	15	16	12	9	13	16	16	14	14	14	13	17	14	14	13	14
Spring statement	10	16	9	7	16	11	13	10	10	6	9	11	14	11	9	10	11	7	11	11	9	10
Changes to welfare benefits	8	6	10	9	6	9	8	6	9	8	9	9	5	7	9	8	10	9	9	9	7	6
Trump's changes on tariffs	6	6	8	5	6	8	5	8	4	2	6	7	7	8	4	6	9	8	4	6	7	6
Trump looks to take over Greenland	4	4	4	5	3	4	4	4	3	2	4	4	5	5	2	4	4	3	5	4	3	4
War in Ukraine	4	5	3	4	3	4	3	4	3	3	3	3	5	4	3	4	2	3	3	5	3	4
SignalGate	3	1	4	7	1	6	2	4	2	2	4	3	2	4	2	3	6	3	3	3	5	3
Criticisms of the Labour Party	2	3	0	1	6	1	4	2	2	0	2	3	2	2	2	2	3	2	1	1	1	3
Immigration to the UK	2	2	1	1	5	1	3	2	1	1	1	1	3	1	2	2	2	2	2	1	0	1
Crime in the UK	1	0	1	1	2	1	1	1	2	0	2	1	0	2	1	1	0	1	1	2	3	0
State of the economy	1	2	2	1	2	1	1	1	1	0	1	1	2	1	1	1	1	1	1	2	1	1
Trump on Ukraine	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	0	1	0	1	1	1
Conflict in Gaza	1	0	1	1	0	1	0	0	1	2	1	0	0	1	0	1	0	1	1	0	1	1
Labour [general / other]	1	0	1	0	2	1	0	1	1	1	1	0	0	1	1	1	0	1	0	0	1	1
Adolescence TV series	1	0	0	1	0	0	0	0	1	2	1	0	0	1	0	0	0	2	0	0	0	1
Other	8	7	8	8	12	7	7	8	9	14	10	8	5	8	9	9	7	8	9	10	9	8
Don't know	13	6	10	7	12	7	10	9	16	22	15	11	7	9	19	13	10	13	15	14	12	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.