

YouGov Topic Quantifier Results

Sample Size: 2162 adults in GB
Fieldwork: 13th - 14th April 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	2162	389	556	199	233	772	759	1046	1116	227	893	534	508	1232	930	1870	104	188	512	355	262	742	
Unweighted Sample	2162	364	630	231	242	809	906	930	1232	144	788	583	647	1334	828	1843	125	194	530	344	209	760	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Trump's changes on tariffs	51	54	64	60	42	63	47	56	47	47	53	54	48	59	41	52	51	47	52	41	64	52
Trump [general / other]	10	12	9	8	9	10	13	9	11	6	7	11	16	9	11	10	11	9	11	8	10	11
Saving British Steel	9	13	8	12	14	9	12	10	8	9	6	10	13	10	8	8	14	11	8	9	8	8
Criticisms of Donald Trump	2	2	2	2	1	2	2	2	1	1	2	2	3	2	2	2	0	4	2	2	1	2
New York helicopter crash	2	4	0	1	0	1	2	1	3	2	2	1	1	1	3	2	4	0	1	6	0	1
Crime in the UK	2	0	1	0	3	1	1	1	3	3	2	0	1	2	2	2	1	1	2	3	0	1
Immigration to the UK	1	1	1	1	5	0	2	2	1	0	2	1	2	1	2	2	0	1	2	1	0	2
Criticisms of the Labour government	1	3	0	0	5	0	3	2	1	1	0	3	3	1	2	1	3	1	2	2	0	2
War in Ukraine	1	1	1	0	0	1	1	0	1	0	1	1	1	1	1	1	0	3	1	0	1	1
Other	8	4	6	6	13	5	8	7	9	17	8	7	7	7	10	8	7	10	6	14	6	8
Don't know / Don't watch the news	12	6	7	9	9	8	9	9	15	15	17	9	6	8	19	13	8	13	13	13	9	13

*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.