

YouGov News Tracker Results

Sample Size: 2068 adults in GB (18+)
Fieldwork: 5th - 6th May 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
Weighted Sample	2068	388	541	192	231	731	756	1015	1085	213	879	524	483	1190	910	1817	99	183	504	349	246
Unweighted Sample	2068	352	574	217	255	848	774	889	1179	117	758	567	626	1319	749	1767	104	197	492	341	191
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Reform UK success in local elections	21	19	22	25	30	23	23	24	18	23	18	21	26	22	20	22	18	17	19	28	18
UK local elections	14	18	14	15	17	14	17	17	10	12	12	15	16	14	13	14	13	12	13	14	8
Donald Trump [general]	11	9	16	17	3	15	9	11	11	9	10	14	12	13	9	11	11	16	11	8	10
Trump's changes on tariffs	6	5	5	6	2	6	3	8	5	14	7	4	4	5	8	5	23	6	4	5	8
VE Day celebrations	5	7	4	6	7	5	7	4	6	1	4	6	7	6	4	5	0	6	4	6	4
Death of Pope Francis	5	3	7	4	4	6	5	5	5	4	6	4	3	5	4	4	6	7	5	4	5
Prince Harry and him losing his legal battle	5	8	3	4	6	4	6	3	6	1	4	5	8	5	5	5	4	3	4	6	7
Elections [other / unspecified]	2	2	2	3	1	2	2	1	3	3	2	2	2	2	1	2	0	1	2	2	3
War in Ukraine	2	1	2	2	1	3	1	2	2	0	1	3	2	2	2	2	3	2	4	1	2
Conflict in Gaza	2	2	1	1	1	2	1	1	2	6	1	1	1	2	2	2	0	1	1	1	5
Supreme court's ruling on the definitions of a woman	2	0	3	1	0	2	0	2	2	5	2	0	1	2	1	1	1	4	1	1	6
Immigration to the UK	1	3	1	0	2	0	3	2	1	0	1	2	2	1	2	2	1	0	2	2	0
Power outage in Spain and Portugal	1	2	1	1	0	1	1	1	2	3	2	0	1	1	2	1	1	3	1	2	3
Crime in the UK	1	0	1	1	2	1	1	1	1	1	2	1	0	1	1	1	1	1	1	2	1
Other	9	10	6	5	13	8	9	9	9	9	11	7	9	9	10	9	7	9	11	7	10
Don't know	13	7	11	9	12	10	12	9	17	11	16	14	7	11	16	13	12	14	17	12	9

*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.

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Sample Size: 2068 adults in GB (18+)
Fieldwork: 5th - 6th May 2025

	Total	Rest of South
Weighted Sample	2068	718
Unweighted Sample	2068	743
	%	%

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

Reform UK success in local elections	21	22
UK local elections	14	16
Donald Trump [general]	11	12
Trump's changes on tariffs	6	5
VE Day celebrations	5	5
Death of Pope Francis	5	5
Prince Harry and him losing his legal battle	5	4
Elections [other / unspecified]	2	2
War in Ukraine	2	1
Conflict in Gaza	2	1
Supreme court's ruling on the definitions of a woman	2	1
Immigration to the UK	1	2
Power outage in Spain and Portugal	1	0
Crime in the UK	1	1
Other	9	9
Don't know	13	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.