

YouGov News Tracker Results

Sample Size: 2095 adults in GB (18+)
Fieldwork: 11th-12th 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	2095	377	538	193	226	735	748	1081	1014	220	865	517	492	1194	901	101	1812	182	497	344	254
Unweighted Sample	2095	356	580	219	246	846	792	1186	909	140	773	565	617	1244	851	108	1779	208	487	341	223
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Death of Pope Francis / Election of new Pope	31	34	34	42	22	35	28	26	35	30	29	34	31	32	29	30	23	39	28	30	32
Conflict between India and Pakistan	14	13	14	13	14	14	13	16	11	13	14	13	14	15	12	13	18	13	13	14	17
Donald Trump [general]	5	7	5	5	2	7	6	5	5	4	5	6	6	6	4	5	7	5	5	4	6
UK signing trade deals	5	7	8	8	6	7	5	8	3	4	6	4	6	6	4	6	3	3	5	4	7
Reform UK success in local elections	4	5	4	3	8	4	6	5	4	2	4	6	5	4	5	5	3	2	4	4	4
VE Day celebrations	4	7	4	4	6	4	6	4	5	2	2	6	7	4	4	4	3	4	6	5	4
War in Ukraine	4	7	3	3	2	4	5	5	3	2	4	4	5	3	5	4	3	3	4	4	4
Immigration to the UK	3	2	2	3	9	2	5	4	3	5	3	3	4	3	4	3	5	3	4	4	2
Trump's changes on tariffs	3	4	3	3	3	3	3	4	2	2	2	3	3	3	2	3	4	1	2	4	3
War [general]	2	2	2	2	2	2	2	1	3	5	1	2	2	2	3	2	3	2	2	1	3
UK local elections	2	1	2	1	2	2	2	2	1	0	2	2	2	1	2	2	1	1	2	3	1
Crime in the UK	2	0	1	0	1	1	1	1	2	7	1	2	0	2	1	2	1	1	3	2	0
Criticisms of the Labour government	1	2	0	0	3	0	2	2	1	1	1	1	2	1	2	1	2	1	1	1	2
Conflict in Gaza	1	0	1	1	0	2	0	1	1	0	1	1	1	1	0	1	1	1	2	1	0
Other	8	5	7	8	6	7	5	8	8	9	11	4	5	7	9	8	13	5	8	6	9
Don't know	11	5	10	5	13	8	11	9	14	14	14	9	7	9	14	11	11	14	12	14	6

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	Total	Rest of South
Weighted Sample	2095	719
Unweighted Sample	2095	728
	%	%

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Respondents answered in their own words, which YouGov's AI language model has categorised into the below categories

Death of Pope Francis / Election of new Pope	31	31
Conflict between India and Pakistan	14	12
Donald Trump [general]	5	6
UK signing trade deals	5	6
Reform UK success in local elections	4	6
VE Day celebrations	4	3
War in Ukraine	4	5
Immigration to the UK	3	3
Trump's changes on tariffs	3	3
War [general]	2	3
UK local elections	2	1
Crime in the UK	2	1
Criticisms of the Labour government	1	1
Conflict in Gaza	1	1
Other	8	8
Don't know	11	10