

YouGov Survey Results

Sample Size: 2291 Adults in GB
Fieldwork: 8th - 9th January 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	2291	412	589	211	247	853	807	1182	1109	241	946	566	538	1306	985	1982	199	110	277	376	543	786	
Unweighted Sample	2291	350	656	264	316	891	924	1243	1048	144	917	579	651	1388	903	1964	198	129	245	375	561	783	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Weather in the UK	20	19	18	24	14	20	21	23	16	12	21	22	19	19	21	20	19	19	12	24	24	17
Grooming gangs inquiry	17	26	11	11	44	26	14	15	20	8	13	21	25	18	16	18	14	19	16	21	17	18
Los Angeles wildfires	14	17	14	14	8	13	16	14	14	12	13	15	16	15	13	14	13	10	18	11	14	15
Elon Musk's role in UK politics	13	7	21	13	8	9	18	10	16	14	13	13	11	15	10	13	8	18	15	11	15	11
Donald Trump [general mentions]	4	4	4	4	1	3	4	2	5	2	4	3	4	4	4	3	6	4	4	2	3	4
Trump threatens to invade Greenland and Canada	3	2	4	5	2	2	4	2	4	8	3	2	1	4	2	3	6	2	4	1	3	4
Criticisms of the Labour Party	2	5	1	1	4	4	2	1	3	0	1	1	5	2	2	2	0	2	2	3	2	3
Knife crime in the UK	2	2	2	2	2	2	2	3	1	1	2	2	1	2	2	2	1	2	5	2	0	2
Pressures on the NHS	1	2	1	2	1	2	1	2	1	0	1	2	2	2	1	1	1	3	1	1	2	1
Labour economic / tax policies	1	2	1	1	0	1	1	1	2	3	1	1	2	2	1	1	2	0	1	1	1	1
Other	12	8	13	15	9	10	11	15	9	20	14	9	8	11	14	12	14	12	11	12	10	13
Don't know	11	6	8	7	7	9	7	12	10	20	12	9	7	8	15	11	15	10	11	11	10	11

*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.