

YouGov Survey Results

Sample Size: 2225 Adults in GB
Fieldwork: 20th - 21st 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	2225	400	572	205	240	794	781	1148	1077	234	919	550	523	1268	957	1925	194	107	269	365	527	763	
Unweighted Sample	2225	367	656	228	300	835	900	1205	1020	151	902	560	612	1347	878	1900	202	123	224	379	536	761	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Donald Trump's inauguration	50	56	53	59	55	54	53	44	57	44	49	53	53	53	47	50	50	51	52	47	51	52
Israel-Hamas ceasefire	20	21	21	22	13	19	25	22	18	15	20	21	23	22	18	20	24	23	22	21	20	19
Los Angeles wildfires	5	4	4	4	3	4	4	7	3	5	6	6	4	4	6	5	6	3	3	4	5	6
Tik Tok ban in the US	4	0	5	1	2	1	3	5	2	11	5	1	0	3	4	4	3	3	1	4	4	4
Grooming gangs inquiry	2	2	1	0	9	3	2	2	3	1	2	2	3	2	2	2	0	3	3	3	1	2
Criticisms of the Labour Party	2	5	1	0	4	3	1	1	3	2	1	2	4	2	2	2	4	2	2	1	1	3
Trial of Southport murderer	1	1	1	1	4	1	1	1	1	3	1	1	2	1	1	1	1	0	1	2	2	1
Other	6	5	6	8	6	6	4	6	5	7	6	6	4	5	7	6	4	3	6	7	6	6
Don't know / Can't remember	10	5	8	5	5	9	7	11	8	12	11	8	8	7	13	10	8	13	11	11	10	8

*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.