

# YouGov Survey Results

Sample Size: 2209 Adults in GB  
Fieldwork: 27th - 28th February 2025

	Vote in 2024 GE				EU Ref 2016		Gender		Age				Social Grade		Country			Region in England					
	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		
<b>Weighted Sample</b>	<b>2209</b>	398	568	203	239	775	789	1069	1140	232	912	546	519	1259	950	1911	106	192	524	362	267	758	
<b>Unweighted Sample</b>	<b>2209</b>	402	580	230	261	902	823	984	1225	131	845	589	644	1358	851	1951	116	142	553	403	198	797	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## 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

Trump on the war Ukraine	<b>28</b>	21	22	18	21	25	20	20	14	18	22	24	21	18	19	21	26	17	20	19	21	20
Trump [general / other]	<b>25</b>	30	34	21	23	32	24	27	21	25	27	27	28	23	26	25	28	25	24	22	29	26
PM meeting with Trump	<b>15</b>	13	13	14	15	10	11	14	8	10	12	18	12	12	12	10	11	17	13	12	11	12
War in Ukraine	<b>11</b>	10	11	11	11	10	8	11	11	9	10	9	11	7	9	9	7	9	10	10	8	9
Immigration to the UK	<b>3</b>	1	0	2	2	1	2	1	4	0	2	2	2	1	2	0	0	2	1	2	2	1
Conflict in the Middle East	<b>2</b>	3	2	3	3	3	3	2	2	3	3	2	2	3	3	2	5	2	2	3	3	3
Passing of Gene Hackman	<b>1</b>	1	1	2	2	2	2	2	0	2	2	1	1	2	2	3	0	0	3	3	1	2
Criticisms of the Labour government	<b>1</b>	0	0	5	3	1	1	2	0	1	3	2	2	1	1	2	1	1	1	2	1	1
Cost of living / Tax changes	<b>1</b>	0	0	2	1	0	1	1	2	1	1	0	1	1	1	0	1	0	1	0	2	1
Increased defence spending	<b>1</b>	1	1	1	1	1	0	1	0	1	1	1	1	0	1	2	1	1	0	1	1	1
Other	<b>6</b>	8	5	11	8	8	9	11	17	12	6	7	9	11	10	11	9	14	9	10	8	10
Don't know	<b>4</b>	9	9	9	10	8	16	7	15	15	10	8	9	16	12	13	11	9	14	15	10	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.