

YouGov Survey Results

Sample Size: 1078 Adults in GB
Fieldwork: 4th - 5th March 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	1078	204	272	97	112	381	389	499	567	109	437	260	260	632	434	913	51	103	230	175	144	364	
Unweighted Sample	1078	214	306	109	123	437	428	473	605	52	393	292	341	690	388	912	62	104	240	179	113	380	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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 in Ukraine	51	52	56	62	54	55	50	52	50	53	44	54	57	55	44	52	45	46	49	53	53	52
Trump [general / other]	21	23	21	22	19	21	23	24	18	14	19	23	24	20	22	21	20	20	22	19	21	21
War in Ukraine	11	11	11	10	12	11	12	13	9	7	12	11	9	12	8	9	16	19	10	13	6	9
Other	8	7	5	5	10	6	8	6	11	14	11	6	5	6	12	9	11	4	6	9	14	8
Dont know	9	6	6	2	5	8	7	6	13	12	14	6	4	6	15	9	8	11	13	6	5	10

*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.