

YouGov Survey Results

Sample Size: 1715 Adults in GB
Fieldwork: 6th - 7th 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	1715	316	418	168	176	612	603	818	893	170	706	420	415	961	749	1502	83	126	410	280	208	605	
Unweighted Sample	1715	319	441	181	195	740	612	770	945	89	656	455	515	1075	640	1509	88	118	426	295	152	636	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	36	42	39	40	30	40	38	34	39	33	35	36	40	39	33	36	37	39	36	33	31	39
Trump [general / other]	25	29	29	21	21	28	24	26	23	15	19	31	32	25	24	24	27	25	23	23	21	28
War in Ukraine	14	14	11	19	22	12	17	17	10	12	13	15	13	13	15	14	8	10	15	14	19	12
Trump tariffs	3	2	4	6	1	3	3	5	2	7	4	4	1	4	2	3	0	7	1	2	6	5
Crime in the UK	1	1	2	0	1	1	1	0	3	2	3	1	0	1	2	2	1	1	1	3	2	1
Cost of living	1	1	0	2	1	1	1	2	1	2	2	0	1	1	1	2	1	0	3	0	3	1
Criticisms of the Labour government	1	2	1	0	6	0	2	2	1	2	0	2	2	1	1	1	0	1	1	3	0	1
Europe's support for Ukraine	1	1	1	1	2	2	0	1	1	3	1	1	1	2	1	1	1	3	1	0	5	1
Immigration to the UK	1	1	0	0	3	1	1	1	1	0	1	0	0	1	1	1	2	1	1	1	0	1
Other	6	3	5	6	3	5	5	5	7	15	8	3	3	6	7	7	5	3	10	6	7	4
Don't know / Don't watch the news	10	5	7	7	9	8	7	6	13	10	13	8	6	7	13	9	18	10	8	14	7	9

*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.