

YouGov Survey Results

Sample Size: 2068 Adults in GB
Fieldwork: 9th - 10th 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	2068	372	531	190	223	726	738	1001	1067	217	854	511	486	1179	889	1789	99	180	490	339	250	709	
Unweighted Sample	2068	360	576	216	254	826	820	879	1189	116	761	569	622	1279	789	1784	108	176	487	332	197	768	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	30	33	34	35	22	29	35	30	30	24	25	33	38	33	27	30	32	30	34	28	28	30
Trump [general / other]	21	22	25	29	12	20	25	20	22	18	18	24	25	23	18	21	21	26	20	18	22	22
War in Ukraine	14	17	13	14	14	14	15	11	17	10	14	14	13	14	13	14	13	13	9	15	15	14
Trump's changes on tariffs	4	3	6	4	2	4	4	2	6	3	6	4	2	4	4	4	5	2	7	3	3	5
Crime in the UK	2	3	1	0	3	2	1	3	1	4	2	2	1	1	3	2	1	3	3	2	3	1
Reform UK and Rupert Lowe	2	2	1	1	9	4	1	1	2	0	2	2	3	2	2	2	3	1	1	2	2	2
Immigration to the UK	2	3	1	0	7	4	0	1	2	0	1	2	3	1	2	2	1	0	1	2	2	2
Passing of Gene Hackman and his wife Betsy Arakawa	1	1	1	1	1	1	1	2	0	2	1	1	1	1	1	1	0	1	1	2	1	1
Pro-Palestine protestor scaling Big Ben	1	1	1	1	2	1	1	1	0	2	1	1	1	1	1	1	1	1	2	0	0	1
European response to the war in Ukraine	1	1	1	1	1	1	1	1	1	2	1	1	1	1	1	1	1	1	1	1	0	1
Other	10	8	9	6	11	9	7	10	9	19	12	7	5	9	12	10	7	12	12	13	9	9
Don't know / Don't watch the news	13	6	8	8	17	12	8	17	9	17	18	9	8	10	17	13	15	11	10	13	16	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.