

YouGov Survey Results

Sample Size: 2257 Adults in GB
Fieldwork: 17th - 18th 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	
Weighted Sample	2257	406	580	208	244	792	806	1092	1165	237	932	557	530	1286	971	1952	108	196	535	370	273	
Unweighted Sample	2257	399	659	224	267	950	856	1001	1256	136	840	588	693	1382	875	1953	120	184	565	374	200	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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 [general / other]	16	14	17	23	6	19	12	17	14	14	15	14	19	17	14	16	15	17	15	15	17
Changes to welfare benefits	15	15	19	16	14	15	17	15	15	11	13	18	16	14	16	15	12	16	14	15	15
War in Ukraine	14	18	13	15	24	16	17	18	11	11	12	17	17	14	14	15	15	10	17	15	11
Trump on the war in Ukraine	12	17	11	13	9	16	13	11	13	7	12	11	16	12	13	12	14	15	11	11	13
Trump's changes on tariffs	3	2	5	3	3	4	3	5	2	4	4	3	2	4	2	3	5	5	2	3	4
Abolishing NHS England	3	2	4	4	2	3	3	2	4	4	2	2	2	2	3	3	2	1	3	2	4
Conflict in Gaza	2	2	2	3	1	2	1	1	2	5	2	1	1	2	2	2	1	0	4	2	2
Newcastle United winning the Carabao Cup	1	0	2	2	2	2	1	2	1	1	1	3	1	2	1	2	0	1	3	0	0
Criticisms of the Labour government	1	2	0	0	3	0	3	1	1	1	0	2	3	1	1	1	3	2	1	2	1
Boat collision in the North Sea	1	2	2	1	1	1	2	1	1	0	1	2	1	1	1	1	2	2	1	1	0
European response to the war in Ukraine	1	1	0	1	1	1	1	1	1	1	1	1	1	2	1	1	0	0	1	1	2
Immigration to the UK	1	2	0	0	3	0	2	2	1	0	1	1	1	1	2	1	0	0	1	1	1
Labour government policies and performance	1	0	1	1	3	1	2	1	1	1	1	1	2	1	1	1	2	1	1	2	0
Fire in nightclub in North Macedonia	1	1	0	1	1	1	1	1	1	0	1	1	1	1	0	1	0	1	0	1	0
Other	12	12	12	8	14	10	11	13	11	23	12	11	9	13	11	12	15	13	12	11	14
Don't know / Can't remember	14	8	12	9	13	11	12	9	19	19	18	11	10	13	16	14	15	15	14	16	15

*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.

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	Total	Rest of South
Weighted Sample	2257	774
Unweighted Sample	2257	814
	%	%

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Respondents answered in their own words, which YouGov's AI language model has categorised into the below categories

Donald Trump [general / other]	16	16
Changes to welfare benefits	15	15
War in Ukraine	14	15
Trump on the war in Ukraine	12	12
Trump's changes on tariffs	3	4
Abolishing NHS England	3	3
Conflict in Gaza	2	1
Newcastle United winning the Carabao Cup	1	2
Criticisms of the Labour government	1	1
Boat collision in the North Sea	1	1
European response to the war in Ukraine	1	1
Immigration to the UK	1	2
Labour government policies and performance	1	1
Fire in nightclub in North Macedonia	1	1
Other	12	11
Don't know / Can't remember	14	13

**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.*