

YouGov Topic Quantifier Results

Sample Size: 2178 adults in GB
Fieldwork: 6th - 7th April 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	2178	392	560	200	235	764	778	1054	1124	229	900	538	512	1241	937	1884	105	189	516	357	264	747
Unweighted Sample	2178	381	594	217	251	884	790	937	1241	146	799	574	659	1342	836	1867	112	199	526	359	188	794
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking back over the last week, 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's changes on tariffs	56	61	65	67	48	65	55	63	49	55	52	59	61	62	47	56	61	56	55	47	64	57
Donald Trump and US politics [general / other]	10	12	10	12	6	11	11	9	11	6	9	11	14	10	11	10	10	14	11	10	5	11
Earthquake in Myanmar	2	4	2	2	1	3	2	2	3	1	2	2	4	3	2	2	3	1	3	2	1	2
Criticisms of the Labour Party	2	3	1	0	8	0	4	3	2	0	2	3	3	1	3	2	0	2	2	2	3	2
Immigration to the UK	2	2	0	1	10	1	3	3	2	5	1	2	3	2	3	2	1	1	4	3	3	1
Changes to welfare benefits	2	0	2	0	2	1	2	1	2	0	3	1	1	1	3	2	1	0	3	1	2	2
Criticisms of Donald Trump	2	3	2	2	0	2	1	1	2	0	1	3	2	2	2	2	1	1	1	2	1	2
Conflict in Gaza	2	1	2	1	1	1	1	1	2	4	1	2	1	1	2	2	0	1	1	2	5	1
Cost of living	1	1	1	0	1	1	1	1	1	1	2	1	1	1	1	1	0	1	1	3	1	1
War in Ukraine	1	0	1	1	0	1	1	1	1	3	1	1	0	1	2	1	1	1	1	3	1	1
Crime in the UK	1	1	0	0	2	0	1	0	1	0	0	1	1	1	1	1	0	1	1	1	1	1
Other	7	6	5	3	9	5	7	5	9	6	9	5	6	6	8	7	5	6	6	11	6	6
Don't know / I avoid the news	13	7	8	10	12	7	11	10	15	19	17	11	4	10	16	12	18	15	12	13	8	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.