

# YouGov Topic Quantifier Results

Sample Size: 2173 adults in GB  
Fieldwork: 21st - 22nd 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	
<b>Weighted Sample</b>	2173	391	558	200	235	776	763	1052	1121	228	897	537	511	1239	934	1880	104	189	515	356	263	745	
<b>Unweighted Sample</b>	2173	374	624	225	248	804	898	949	1224	140	792	581	660	1385	788	1871	108	194	533	359	220	759	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## 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	19	16	21	29	12	23	15	23	14	14	21	21	14	22	15	19	7	18	19	15	21	21
Death of Pope Francis	16	18	16	14	13	13	16	15	17	24	17	13	15	17	15	16	19	13	18	17	21	13
Trump [general / other]	12	11	16	20	6	17	10	12	12	5	11	13	16	13	10	12	14	14	12	13	7	13
Supreme Court's ruling on the definition of a woman	10	11	8	7	13	8	11	9	10	16	9	9	8	11	8	9	10	13	8	10	6	10
War in Ukraine	9	11	10	10	10	11	10	10	9	4	8	10	14	9	10	9	7	14	8	8	10	10
Immigration to the UK	3	5	1	1	9	1	6	4	2	0	2	5	4	2	5	3	3	2	6	3	1	2
All female space flight	2	2	2	1	3	2	2	2	3	2	4	1	1	3	1	2	2	4	2	2	2	2
The Labour Party [general / other]	2	2	1	0	5	1	3	2	1	0	1	2	2	1	2	2	2	1	2	2	1	2
Criticisms of Donald Trump	2	2	3	1	1	3	1	2	2	0	1	3	2	2	2	2	0	3	1	2	0	2
Conflict in Gaza	1	1	2	2	1	2	1	1	1	0	2	1	1	2	1	1	1	1	1	1	1	2
Saving British Steel	1	2	1	2	1	2	2	1	1	0	1	2	2	1	1	1	2	0	1	0	2	2
Easter Bank Holiday	1	0	1	0	1	1	1	1	1	1	1	1	1	1	1	1	2	0	0	2	3	1
Crime in the UK	1	0	0	0	1	0	1	0	1	2	1	1	0	1	1	1	0	1	1	1	1	1
Other	9	10	9	8	8	7	8	8	10	15	9	7	8	7	11	9	15	6	9	10	13	7
Don't know / Don't watch the news	12	10	10	4	14	9	13	10	15	16	13	11	10	9	17	12	16	10	11	14	11	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.