

# YouGov / Full Fact Survey Results

Sample Size: 2175 Adults in the UK  
Fieldwork: 29th - 30th March 2026

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)			Country				Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South
<b>Weighted Sample</b>	<b>2175</b>	378	539	196	228	123	770	774	1055	1120	228	898	539	509	735	487	650	1820	113	181	61	500	346	250	724
<b>Unweighted Sample</b>	<b>2175</b>	338	592	204	230	127	841	746	963	1212	185	811	571	608	850	500	512	1834	119	176	46	489	357	190	798
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Generally speaking, how much, if at all, would you trust each of the following to provide accurate and reliable information?

Government department websites

Trust a great deal	9	7	14	10	3	7	11	6	11	7	15	9	8	6	12	7	7	9	9	9	6	10	6	11	9
Trust a fair amount	46	46	53	59	28	55	56	35	47	46	59	47	44	42	50	47	42	46	39	52	42	44	41	50	49
<b>TOTAL TRUST</b>	<b>55</b>	<b>53</b>	<b>67</b>	<b>69</b>	<b>31</b>	<b>62</b>	<b>67</b>	<b>41</b>	<b>58</b>	<b>53</b>	<b>74</b>	<b>56</b>	<b>52</b>	<b>48</b>	<b>62</b>	<b>54</b>	<b>49</b>	<b>55</b>	<b>48</b>	<b>61</b>	<b>48</b>	<b>54</b>	<b>47</b>	<b>61</b>	<b>58</b>
Don't trust very much	25	28	19	20	33	27	20	32	24	25	15	22	28	31	23	28	26	25	30	21	27	27	27	19	25
Don't trust at all	14	14	8	8	32	7	8	22	14	13	3	13	15	17	11	12	18	14	12	12	15	13	17	11	15
<b>TOTAL DON'T TRUST</b>	<b>39</b>	<b>42</b>	<b>27</b>	<b>28</b>	<b>65</b>	<b>34</b>	<b>28</b>	<b>54</b>	<b>38</b>	<b>38</b>	<b>18</b>	<b>35</b>	<b>43</b>	<b>48</b>	<b>34</b>	<b>40</b>	<b>44</b>	<b>39</b>	<b>42</b>	<b>33</b>	<b>42</b>	<b>40</b>	<b>44</b>	<b>30</b>	<b>40</b>
Don't know	6	5	5	3	5	4	5	5	4	8	8	8	4	4	4	6	7	6	9	6	10	6	9	9	3

Political parties

Trust a great deal	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	2	0
Trust a fair amount	9	11	13	7	2	5	12	5	9	9	17	7	10	8	9	9	7	9	6	12	15	9	6	9	9
<b>TOTAL TRUST</b>	<b>9</b>	<b>12</b>	<b>13</b>	<b>8</b>	<b>2</b>	<b>5</b>	<b>12</b>	<b>5</b>	<b>9</b>	<b>9</b>	<b>17</b>	<b>7</b>	<b>10</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>7</b>	<b>9</b>	<b>6</b>	<b>12</b>	<b>15</b>	<b>9</b>	<b>6</b>	<b>11</b>	<b>9</b>
Don't trust very much	48	52	53	59	33	53	55	42	49	48	55	49	45	49	53	49	44	49	53	46	45	49	43	48	51
Don't trust at all	38	34	28	30	62	38	30	50	38	37	17	38	43	42	35	39	42	38	34	37	36	39	45	33	36
<b>TOTAL DON'T TRUST</b>	<b>86</b>	<b>86</b>	<b>81</b>	<b>89</b>	<b>95</b>	<b>91</b>	<b>85</b>	<b>92</b>	<b>87</b>	<b>85</b>	<b>72</b>	<b>87</b>	<b>88</b>	<b>91</b>	<b>88</b>	<b>88</b>	<b>86</b>	<b>87</b>	<b>87</b>	<b>83</b>	<b>81</b>	<b>88</b>	<b>88</b>	<b>81</b>	<b>87</b>
Don't know	5	2	6	4	4	3	4	3	4	6	11	7	2	2	3	3	6	5	7	5	4	3	6	8	4

Your local MP

Trust a great deal	2	3	3	3	1	0	3	2	3	2	4	1	3	4	3	3	1	3	2	0	0	3	2	5	3
Trust a fair amount	28	33	35	43	13	28	35	23	27	29	34	23	29	33	31	29	23	29	26	28	22	30	24	22	32
<b>TOTAL TRUST</b>	<b>30</b>	<b>36</b>	<b>38</b>	<b>46</b>	<b>14</b>	<b>28</b>	<b>38</b>	<b>25</b>	<b>30</b>	<b>31</b>	<b>38</b>	<b>24</b>	<b>32</b>	<b>37</b>	<b>34</b>	<b>32</b>	<b>24</b>	<b>32</b>	<b>28</b>	<b>28</b>	<b>22</b>	<b>33</b>	<b>26</b>	<b>27</b>	<b>35</b>
Don't trust very much	34	33	33	36	35	39	34	33	35	34	31	37	34	32	35	35	37	34	29	38	45	34	31	37	34
Don't trust at all	21	19	16	10	41	21	15	31	24	19	9	22	24	22	20	20	24	21	26	19	18	22	26	15	21
<b>TOTAL DON'T TRUST</b>	<b>55</b>	<b>52</b>	<b>49</b>	<b>46</b>	<b>76</b>	<b>60</b>	<b>49</b>	<b>64</b>	<b>59</b>	<b>53</b>	<b>40</b>	<b>59</b>	<b>58</b>	<b>54</b>	<b>55</b>	<b>55</b>	<b>61</b>	<b>55</b>	<b>55</b>	<b>57</b>	<b>63</b>	<b>56</b>	<b>57</b>	<b>52</b>	<b>55</b>
Don't know	14	11	13	8	10	11	12	12	11	16	22	17	10	9	11	13	15	14	17	15	15	11	18	20	11

Mainstream media

Trust a great deal	2	3	3	3	0	2	3	2	3	1	2	3	2	2	3	3	0	2	2	1	3	2	2	5	2
Trust a fair amount	33	40	41	41	16	30	42	28	33	33	35	30	35	35	41	30	28	32	32	39	42	33	28	36	32
<b>TOTAL TRUST</b>	<b>35</b>	<b>43</b>	<b>44</b>	<b>44</b>	<b>16</b>	<b>32</b>	<b>45</b>	<b>30</b>	<b>36</b>	<b>34</b>	<b>37</b>	<b>33</b>	<b>37</b>	<b>37</b>	<b>44</b>	<b>33</b>	<b>28</b>	<b>34</b>	<b>34</b>	<b>40</b>	<b>45</b>	<b>35</b>	<b>30</b>	<b>41</b>	<b>34</b>
Don't trust very much	39	41	38	37	36	44	38	39	39	39	46	36	37	41	38	41	39	39	46	36	38	39	39	33	40
Don't trust at all	21	13	14	17	44	21	14	28	22	21	11	25	23	19	16	22	26	22	13	22	13	22	23	18	23
<b>TOTAL DON'T TRUST</b>	<b>60</b>	<b>54</b>	<b>52</b>	<b>54</b>	<b>80</b>	<b>65</b>	<b>52</b>	<b>67</b>	<b>61</b>	<b>60</b>	<b>57</b>	<b>61</b>	<b>60</b>	<b>60</b>	<b>54</b>	<b>63</b>	<b>65</b>	<b>61</b>	<b>59</b>	<b>58</b>	<b>51</b>	<b>61</b>	<b>62</b>	<b>51</b>	<b>63</b>
Don't know	4	3	4	2	4	3	3	4	3	6	5	6	3	2	2	3	6	5	7	1	5	4	8	7	3

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	Vote in 2024 GE						EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)			Country				Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South
<b>Weighted Sample</b>	<b>2175</b>	<b>378</b>	<b>539</b>	<b>196</b>	<b>228</b>	<b>123</b>	<b>770</b>	<b>774</b>	<b>1055</b>	<b>1120</b>	<b>228</b>	<b>898</b>	<b>539</b>	<b>509</b>	<b>735</b>	<b>487</b>	<b>650</b>	<b>1820</b>	<b>113</b>	<b>181</b>	<b>61</b>	<b>500</b>	<b>346</b>	<b>250</b>	<b>724</b>
<b>Unweighted Sample</b>	<b>2175</b>	<b>338</b>	<b>592</b>	<b>204</b>	<b>230</b>	<b>127</b>	<b>841</b>	<b>746</b>	<b>963</b>	<b>1212</b>	<b>185</b>	<b>811</b>	<b>571</b>	<b>608</b>	<b>850</b>	<b>500</b>	<b>512</b>	<b>1834</b>	<b>119</b>	<b>176</b>	<b>46</b>	<b>489</b>	<b>357</b>	<b>190</b>	<b>798</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Social media platforms**

Trust a great deal	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0
Trust a fair amount	8	5	7	6	11	7	6	7	9	8	19	8	7	4	7	5	9	9	10	5	3	7	9	8	9	
<b>TOTAL TRUST</b>	<b>8</b>	<b>5</b>	<b>7</b>	<b>6</b>	<b>11</b>	<b>7</b>	<b>6</b>	<b>7</b>	<b>9</b>	<b>8</b>	<b>20</b>	<b>8</b>	<b>7</b>	<b>4</b>	<b>7</b>	<b>5</b>	<b>9</b>	<b>9</b>	<b>11</b>	<b>5</b>	<b>3</b>	<b>7</b>	<b>9</b>	<b>8</b>	<b>9</b>	
Don't trust very much	44	43	45	38	37	50	44	37	39	49	56	50	39	34	41	44	46	44	45	47	45	48	43	49	40	
Don't trust at all	44	50	45	55	48	39	47	53	50	38	18	36	51	60	50	47	40	43	38	47	49	42	43	34	48	
<b>TOTAL DON'T TRUST</b>	<b>88</b>	<b>93</b>	<b>90</b>	<b>93</b>	<b>85</b>	<b>89</b>	<b>91</b>	<b>90</b>	<b>89</b>	<b>87</b>	<b>74</b>	<b>86</b>	<b>90</b>	<b>94</b>	<b>91</b>	<b>91</b>	<b>86</b>	<b>87</b>	<b>83</b>	<b>94</b>	<b>94</b>	<b>90</b>	<b>86</b>	<b>83</b>	<b>88</b>	
Don't know	4	2	3	1	4	3	3	3	2	5	6	5	2	2	3	4	5	4	6	1	3	3	5	9	3	

**AI tools (e.g. ChatGPT, Copilot)**

Trust a great deal	1	1	1	0	0	0	0	1	1	1	2	1	0	0	1	1	1	1	2	0	2	1	1	1	1
Trust a fair amount	19	19	21	19	17	14	21	15	22	17	22	24	18	11	22	18	18	19	19	22	27	20	17	23	18
<b>TOTAL TRUST</b>	<b>20</b>	<b>20</b>	<b>22</b>	<b>19</b>	<b>17</b>	<b>14</b>	<b>21</b>	<b>16</b>	<b>23</b>	<b>18</b>	<b>24</b>	<b>25</b>	<b>18</b>	<b>11</b>	<b>23</b>	<b>19</b>	<b>19</b>	<b>20</b>	<b>21</b>	<b>22</b>	<b>29</b>	<b>21</b>	<b>18</b>	<b>24</b>	<b>19</b>
Don't trust very much	35	34	35	36	35	33	36	31	35	34	36	38	35	29	38	36	32	34	38	37	37	34	35	33	35
Don't trust at all	37	36	37	39	39	46	36	44	36	38	35	30	40	47	34	39	37	38	29	36	32	37	39	35	39
<b>TOTAL DON'T TRUST</b>	<b>72</b>	<b>70</b>	<b>72</b>	<b>75</b>	<b>74</b>	<b>79</b>	<b>72</b>	<b>75</b>	<b>71</b>	<b>72</b>	<b>71</b>	<b>68</b>	<b>75</b>	<b>76</b>	<b>72</b>	<b>75</b>	<b>69</b>	<b>72</b>	<b>67</b>	<b>73</b>	<b>69</b>	<b>71</b>	<b>74</b>	<b>68</b>	<b>74</b>
Don't know	8	11	6	6	9	7	7	9	6	10	5	7	7	12	6	6	11	8	12	5	3	8	9	8	8

**In the event of a major national emergency (for example a pandemic, terrorist attack or widespread public disorder), which of the following, if any, do you trust the most to provide accurate and reliable information?**  
Please select up to three.

The police	37	42	45	44	27	36	43	34	38	37	38	36	35	43	40	38	37	37	30	45	35	38	35	37	38
Mainstream media	31	38	36	37	16	34	37	27	33	29	34	26	32	36	39	30	23	30	31	32	33	29	21	38	33
Local authorities	29	26	38	36	16	38	37	20	31	28	42	30	22	32	33	27	27	30	30	30	22	25	27	34	33
Government ministers	24	23	32	31	6	25	30	16	22	25	32	22	23	22	27	23	20	23	20	28	20	22	17	31	24
Social media platforms	7	3	4	5	18	6	5	8	9	6	15	8	6	3	5	5	10	7	4	7	7	6	8	12	7
Ofcom	6	3	8	7	2	11	6	3	7	5	10	8	3	4	5	6	7	6	6	8	12	5	7	5	5
Your local MP	6	8	8	8	3	3	8	5	6	7	6	5	6	8	6	7	5	7	5	3	3	6	4	8	7
AI tools (e.g. ChatGPT, Copilot)	3	3	2	1	3	4	2	3	4	2	4	3	3	2	3	4	3	3	3	3	0	3	3	3	3
Someone else [See Tab 1]	4	2	3	9	4	6	5	3	4	3	3	3	6	3	5	3	3	4	0	2	5	4	4	6	4
None of these	17	15	9	12	32	14	11	23	18	15	6	16	20	20	13	16	20	17	16	14	17	16	21	9	18
Don't know	11	8	11	5	12	11	8	13	7	15	10	13	10	9	8	12	13	11	19	8	13	13	11	11	10

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Unweighted Sample	2175	338	592	204	230	127	841	746	963	1212	185	811	571	608	850	500	512	1834	119	176	46	489	357	190	798	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Generally speaking, how easy or difficult do you find it to distinguish whether a video you see online is genuine or AI-generated?

Very easy	3	2	2	1	5	3	2	3	5	2	8	4	2	1	2	3	2	3	3	2	8	3	2	3	4
Fairly easy	36	31	37	39	33	48	36	29	37	34	59	44	29	18	34	34	34	38	23	27	23	37	36	45	37
<b>TOTAL EASY</b>	<b>39</b>	<b>33</b>	<b>39</b>	<b>40</b>	<b>38</b>	<b>51</b>	<b>38</b>	<b>32</b>	<b>42</b>	<b>36</b>	<b>67</b>	<b>48</b>	<b>31</b>	<b>19</b>	<b>36</b>	<b>37</b>	<b>36</b>	<b>41</b>	<b>26</b>	<b>29</b>	<b>31</b>	<b>40</b>	<b>38</b>	<b>48</b>	<b>41</b>
Fairly difficult	38	36	42	43	38	32	41	39	38	39	24	36	43	44	40	39	39	37	45	46	47	37	34	35	38
Very difficult	15	22	13	12	18	14	16	21	14	17	3	9	18	29	16	16	16	15	19	16	15	14	18	11	15
<b>TOTAL DIFFICULT</b>	<b>53</b>	<b>58</b>	<b>55</b>	<b>55</b>	<b>56</b>	<b>46</b>	<b>57</b>	<b>60</b>	<b>52</b>	<b>56</b>	<b>27</b>	<b>45</b>	<b>61</b>	<b>73</b>	<b>56</b>	<b>55</b>	<b>55</b>	<b>52</b>	<b>64</b>	<b>62</b>	<b>62</b>	<b>51</b>	<b>52</b>	<b>46</b>	<b>53</b>
Don't know	8	9	6	5	6	3	6	8	7	9	6	8	8	10	7	8	9	8	11	8	8	8	10	7	7

Generally speaking, how concerned, if at all, are you about misinformation related to politics?

Very concerned	32	29	35	36	41	43	36	35	38	27	32	28	35	37	40	29	27	33	31	32	30	34	32	30	33
Fairly concerned	48	50	50	53	38	46	50	45	46	50	52	47	45	49	45	50	49	48	46	47	53	45	46	46	51
<b>TOTAL CONCERNED</b>	<b>80</b>	<b>79</b>	<b>85</b>	<b>89</b>	<b>79</b>	<b>89</b>	<b>86</b>	<b>80</b>	<b>84</b>	<b>77</b>	<b>84</b>	<b>75</b>	<b>80</b>	<b>86</b>	<b>85</b>	<b>79</b>	<b>76</b>	<b>81</b>	<b>77</b>	<b>79</b>	<b>83</b>	<b>79</b>	<b>78</b>	<b>76</b>	<b>84</b>
Not very concerned	11	14	10	9	12	8	9	12	10	12	9	13	12	9	11	12	11	11	10	14	7	11	11	16	10
Not at all concerned	2	2	1	0	3	1	1	3	3	2	2	3	3	1	1	2	5	3	1	1	2	3	4	2	2
<b>TOTAL NOT CONCERNED</b>	<b>13</b>	<b>16</b>	<b>11</b>	<b>9</b>	<b>15</b>	<b>9</b>	<b>10</b>	<b>15</b>	<b>13</b>	<b>14</b>	<b>11</b>	<b>16</b>	<b>15</b>	<b>10</b>	<b>12</b>	<b>14</b>	<b>16</b>	<b>14</b>	<b>11</b>	<b>15</b>	<b>9</b>	<b>14</b>	<b>15</b>	<b>18</b>	<b>12</b>
Don't know	6	4	4	2	5	2	4	6	3	9	5	9	5	4	3	7	8	6	12	6	8	7	8	5	5

Generally speaking, how confident, if at all, are you about being able to distinguish between genuine and fake political information online?

Very confident	3	2	3	4	5	3	3	2	5	2	6	4	2	2	3	3	2	3	2	2	5	2	2	4	4
Fairly confident	36	33	41	35	34	43	41	31	43	29	47	42	33	25	43	31	31	37	28	33	33	37	35	40	37
<b>TOTAL CONFIDENT</b>	<b>39</b>	<b>35</b>	<b>44</b>	<b>39</b>	<b>39</b>	<b>46</b>	<b>44</b>	<b>33</b>	<b>48</b>	<b>31</b>	<b>53</b>	<b>46</b>	<b>35</b>	<b>27</b>	<b>46</b>	<b>34</b>	<b>33</b>	<b>40</b>	<b>30</b>	<b>35</b>	<b>38</b>	<b>39</b>	<b>37</b>	<b>44</b>	<b>41</b>
Not very confident	38	40	35	44	38	36	38	40	34	42	32	34	41	44	37	38	41	38	39	42	32	37	38	34	39
Not at all confident	12	16	10	12	10	13	10	17	9	14	3	6	15	21	11	14	12	11	12	13	16	11	12	10	12
<b>TOTAL NOT CONFIDENT</b>	<b>50</b>	<b>56</b>	<b>45</b>	<b>56</b>	<b>48</b>	<b>49</b>	<b>48</b>	<b>57</b>	<b>43</b>	<b>56</b>	<b>35</b>	<b>40</b>	<b>56</b>	<b>65</b>	<b>48</b>	<b>52</b>	<b>53</b>	<b>49</b>	<b>51</b>	<b>55</b>	<b>48</b>	<b>48</b>	<b>50</b>	<b>44</b>	<b>51</b>
Don't know	11	9	10	5	13	6	7	10	9	14	12	14	9	8	6	14	14	11	19	9	14	13	12	12	9

Generally speaking, do you think that the UK government is doing too much, too little or is currently doing about the right amount to address AI-generated misinformation?

Too much	1	0	0	4	5	0	1	2	2	1	1	2	1	1	1	2	2	1	0	2	3	2	1	1	2
Too little	66	71	71	68	58	81	70	68	68	64	72	61	67	70	71	63	62	66	59	70	59	63	68	62	69
About the right amount	9	8	8	6	9	3	8	7	12	7	15	9	8	7	9	9	10	9	7	7	13	12	8	12	8
Don't know	24	21	20	22	27	16	21	23	18	29	12	27	23	23	19	27	26	23	34	21	25	24	24	25	22

Sample Size: 2175 Adults in the UK  
Fieldwork: 29th - 30th March 2026

	Vote in 2024 GE						EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)			Country				Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	
Weighted Sample	2175	378	539	196	228	123	770	774	1055	1120	228	898	539	509	735	487	650	1820	113	181	61	500	346	250	724	
Unweighted Sample	2175	338	592	204	230	127	841	746	963	1212	185	811	571	608	850	500	512	1834	119	176	46	489	357	190	798	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

You previously said you were concerned about misinformation related to politics.  
In the past 12 months, to what extent have your concerns about misinformation related to politics negatively affected your feelings about the following?

[Asked only to those who said they were very or fairly concerned about misinformation related to politics; n=1783]

Your confidence that elections are fair and free

A great deal	13	15	12	10	21	12	10	18	13	14	14	12	14	13	12	14	14	13	10	12	13	17	14	9	12
A fair amount	29	32	28	26	29	27	30	30	30	28	28	28	33	28	29	29	30	29	25	33	34	27	30	27	31
<b>TOTAL A GREAT DEAL / FAIR AMOUNT</b>	<b>42</b>	<b>47</b>	<b>40</b>	<b>36</b>	<b>50</b>	<b>39</b>	<b>40</b>	<b>48</b>	<b>43</b>	<b>42</b>	<b>42</b>	<b>40</b>	<b>47</b>	<b>41</b>	<b>41</b>	<b>43</b>	<b>44</b>	<b>42</b>	<b>35</b>	<b>45</b>	<b>47</b>	<b>44</b>	<b>44</b>	<b>36</b>	<b>43</b>
Not very much	31	32	32	31	24	34	31	30	31	31	32	31	28	33	31	30	31	31	37	30	26	30	33	32	31
Not at all	19	15	21	27	23	17	23	16	21	17	16	18	18	21	22	19	14	19	14	21	17	19	17	20	19
<b>TOTAL NOT VERY MUCH / NOT AT ALL</b>	<b>50</b>	<b>47</b>	<b>53</b>	<b>58</b>	<b>47</b>	<b>51</b>	<b>54</b>	<b>46</b>	<b>52</b>	<b>48</b>	<b>48</b>	<b>49</b>	<b>46</b>	<b>54</b>	<b>53</b>	<b>49</b>	<b>45</b>	<b>50</b>	<b>51</b>	<b>51</b>	<b>43</b>	<b>49</b>	<b>50</b>	<b>52</b>	<b>50</b>
Don't know	8	6	7	7	4	10	7	5	5	11	10	10	6	5	5	8	10	8	13	5	10	8	6	11	7

Your trust in political institutions e.g. government or Parliament

A great deal	15	19	9	10	29	20	11	22	14	16	10	14	17	17	15	16	15	15	17	13	16	15	15	17	14
A fair amount	33	34	38	38	21	38	36	29	34	32	40	32	33	33	36	31	33	33	34	34	36	34	32	28	35
<b>TOTAL A GREAT DEAL / FAIR AMOUNT</b>	<b>48</b>	<b>53</b>	<b>47</b>	<b>48</b>	<b>50</b>	<b>58</b>	<b>47</b>	<b>51</b>	<b>48</b>	<b>48</b>	<b>50</b>	<b>46</b>	<b>50</b>	<b>50</b>	<b>51</b>	<b>47</b>	<b>48</b>	<b>48</b>	<b>51</b>	<b>47</b>	<b>52</b>	<b>49</b>	<b>47</b>	<b>45</b>	<b>49</b>
Not very much	32	33	37	33	21	28	37	28	30	33	30	32	31	33	34	32	29	32	32	35	28	31	33	32	31
Not at all	14	13	10	14	25	10	11	17	17	11	11	14	14	14	11	15	15	14	13	15	9	13	13	15	14
<b>TOTAL NOT VERY MUCH / NOT AT ALL</b>	<b>46</b>	<b>46</b>	<b>47</b>	<b>47</b>	<b>46</b>	<b>38</b>	<b>48</b>	<b>45</b>	<b>47</b>	<b>44</b>	<b>41</b>	<b>46</b>	<b>45</b>	<b>47</b>	<b>45</b>	<b>47</b>	<b>44</b>	<b>46</b>	<b>45</b>	<b>50</b>	<b>37</b>	<b>44</b>	<b>46</b>	<b>47</b>	<b>45</b>
Don't know	6	1	6	4	5	5	5	4	4	8	9	8	5	2	4	5	8	6	4	3	11	7	7	7	6

Your willingness to participate in political discussions in person or offline

A great deal	10	10	13	10	13	10	9	12	10	11	12	10	10	11	11	9	11	11	10	9	12	9	12	9	11
A fair amount	25	21	31	23	15	31	25	24	24	25	29	25	25	22	29	24	22	23	29	34	36	26	24	24	21
<b>TOTAL A GREAT DEAL / FAIR AMOUNT</b>	<b>35</b>	<b>31</b>	<b>44</b>	<b>33</b>	<b>28</b>	<b>41</b>	<b>34</b>	<b>36</b>	<b>34</b>	<b>36</b>	<b>41</b>	<b>35</b>	<b>35</b>	<b>33</b>	<b>40</b>	<b>33</b>	<b>33</b>	<b>34</b>	<b>39</b>	<b>43</b>	<b>48</b>	<b>35</b>	<b>36</b>	<b>33</b>	<b>32</b>
Not very much	29	27	25	34	30	32	33	24	32	26	27	30	29	28	28	29	26	29	24	31	17	25	24	36	32
Not at all	25	30	22	26	32	17	23	31	26	24	20	24	24	30	23	26	28	26	22	19	19	28	30	18	25
<b>TOTAL NOT VERY MUCH / NOT AT ALL</b>	<b>54</b>	<b>57</b>	<b>47</b>	<b>60</b>	<b>62</b>	<b>49</b>	<b>56</b>	<b>55</b>	<b>58</b>	<b>50</b>	<b>47</b>	<b>54</b>	<b>53</b>	<b>58</b>	<b>51</b>	<b>55</b>	<b>54</b>	<b>55</b>	<b>46</b>	<b>50</b>	<b>36</b>	<b>53</b>	<b>54</b>	<b>54</b>	<b>57</b>
Don't know	11	11	10	6	10	9	9	9	8	15	13	11	12	10	9	12	13	11	15	8	16	12	9	14	10

Your likelihood of voting in future elections

A great deal	12	15	11	14	14	8	12	16	13	11	5	10	15	16	10	15	15	12	16	10	9	14	14	12	11
A fair amount	15	15	12	11	14	15	13	16	16	14	14	15	14	17	13	14	18	15	16	12	24	14	14	17	15
<b>TOTAL A GREAT DEAL / FAIR AMOUNT</b>	<b>27</b>	<b>30</b>	<b>23</b>	<b>25</b>	<b>28</b>	<b>23</b>	<b>25</b>	<b>32</b>	<b>29</b>	<b>25</b>	<b>19</b>	<b>25</b>	<b>29</b>	<b>33</b>	<b>23</b>	<b>29</b>	<b>33</b>	<b>27</b>	<b>32</b>	<b>22</b>	<b>33</b>	<b>28</b>	<b>28</b>	<b>29</b>	<b>26</b>
Not very much	20	18	20	15	18	18	17	20	20	20	21	23	20	15	18	20	21	19	25	20	27	21	17	18	19
Not at all	46	47	52	57	50	55	53	43	47	45	52	44	44	50	55	45	36	47	33	53	31	42	52	45	49
<b>TOTAL NOT VERY MUCH / NOT AT ALL</b>	<b>66</b>	<b>65</b>	<b>72</b>	<b>72</b>	<b>68</b>	<b>73</b>	<b>70</b>	<b>63</b>	<b>67</b>	<b>65</b>	<b>73</b>	<b>67</b>	<b>64</b>	<b>65</b>	<b>73</b>	<b>65</b>	<b>57</b>	<b>66</b>	<b>58</b>	<b>73</b>	<b>58</b>	<b>63</b>	<b>69</b>	<b>63</b>	<b>68</b>
Don't know	7	5	6	3	5	4	5	4	3	10	7	9	6	3	4	6	10	7	10	5	8	10	4	8	6

Sample Size: 2175 Adults in the UK  
Fieldwork: 29th - 30th March 2026

	Vote in 2024 GE						EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)			Country				Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South
<b>Weighted Sample</b>	<b>2175</b>	<b>378</b>	<b>539</b>	<b>196</b>	<b>228</b>	<b>123</b>	<b>770</b>	<b>774</b>	<b>1055</b>	<b>1120</b>	<b>228</b>	<b>898</b>	<b>539</b>	<b>509</b>	<b>735</b>	<b>487</b>	<b>650</b>	<b>1820</b>	<b>113</b>	<b>181</b>	<b>61</b>	<b>500</b>	<b>346</b>	<b>250</b>	<b>724</b>
<b>Unweighted Sample</b>	<b>2175</b>	<b>338</b>	<b>592</b>	<b>204</b>	<b>230</b>	<b>127</b>	<b>841</b>	<b>746</b>	<b>963</b>	<b>1212</b>	<b>185</b>	<b>811</b>	<b>571</b>	<b>608</b>	<b>850</b>	<b>500</b>	<b>512</b>	<b>1834</b>	<b>119</b>	<b>176</b>	<b>46</b>	<b>489</b>	<b>357</b>	<b>190</b>	<b>798</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Your trust in the accuracy of information in the mainstream media**

A great deal	19	13	15	19	32	26	17	20	19	19	23	19	19	17	18	19	19	19	17	19	18	18	18	20	20
A fair amount	38	44	42	37	28	43	41	37	37	38	37	37	37	40	40	36	34	37	46	34	39	38	39	34	38
<b>TOTAL A GREAT DEAL / FAIR AMOUNT</b>	<b>57</b>	<b>57</b>	<b>57</b>	<b>56</b>	<b>60</b>	<b>69</b>	<b>58</b>	<b>57</b>	<b>56</b>	<b>57</b>	<b>60</b>	<b>56</b>	<b>56</b>	<b>57</b>	<b>58</b>	<b>55</b>	<b>53</b>	<b>56</b>	<b>63</b>	<b>53</b>	<b>57</b>	<b>56</b>	<b>57</b>	<b>54</b>	<b>58</b>
Not very much	29	31	31	29	22	22	30	30	30	28	25	27	29	33	32	29	28	28	25	34	30	28	28	31	28
Not at all	9	9	6	11	16	6	8	9	10	8	8	11	9	7	7	9	11	9	7	10	5	10	11	6	10
<b>TOTAL NOT VERY MUCH / NOT AT ALL</b>	<b>38</b>	<b>40</b>	<b>37</b>	<b>40</b>	<b>38</b>	<b>28</b>	<b>38</b>	<b>39</b>	<b>40</b>	<b>36</b>	<b>33</b>	<b>38</b>	<b>38</b>	<b>40</b>	<b>39</b>	<b>38</b>	<b>39</b>	<b>37</b>	<b>32</b>	<b>44</b>	<b>35</b>	<b>38</b>	<b>39</b>	<b>37</b>	<b>38</b>
Don't know	6	3	6	3	3	3	5	3	4	7	8	7	5	2	3	6	7	6	5	4	8	6	4	9	5

**When you encounter political information during an election campaign and are unsure whether it's true, what are you most likely to do? Please select up to three.**

Search online for more information about it	49	47	57	57	38	65	54	44	49	48	63	46	47	48	56	45	43	49	46	49	47	45	46	53	52
Wait to see if trusted news organisations report on it	35	41	41	49	19	34	41	31	37	33	42	28	33	45	40	36	30	35	30	33	36	33	31	40	37
Use a fact-checking website	27	23	35	33	18	37	34	22	29	25	25	28	29	24	34	27	20	26	30	27	34	26	24	28	28
Ignore it and move on	23	22	24	20	26	22	24	24	25	21	16	23	25	22	23	25	22	23	19	27	16	23	25	20	22
Ask friends, family, or colleagues about it	20	20	22	24	17	20	20	19	15	25	26	20	18	20	18	21	21	20	18	19	15	19	20	24	20
Use an AI tool (e.g. ChatGPT, Copilot)	5	4	5	6	6	3	5	4	6	3	7	5	4	3	5	5	5	5	3	6	6	4	4	5	5
Avoid political content for a while	4	3	3	4	4	4	4	4	4	4	3	5	3	4	3	4	5	4	2	6	7	3	5	6	4
Share it even though I'm unsure	0	0	1	0	0	0	0	0	0	0	1	1	0	0	0	0	0	0	0	1	0	0	0	1	0
Something else [See Tab 2]	1	1	1	1	4	1	1	2	2	0	1	1	2	2	1	1	1	1	1	1	0	1	1	1	1
Don't know	5	5	4	3	4	3	5	5	4	7	4	8	5	2	5	5	7	5	8	5	0	7	4	6	5
Not applicable – I don't usually encounter political information I'm unsure about	12	9	7	6	18	6	6	14	11	13	13	12	10	13	7	11	16	12	10	7	21	14	14	11	10

*\*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.*