

YouGov / Global Future Partners Survey Results

Sample Size: 1110 young adults aged 16-24

Fieldwork: 6th - 18th June 2024

Weighted Sample Unweighted Sample		Gender		Age			Social Grade		Country			England Regions			
	Total	Male	Female	16-19	20-21	22-24	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
	1110	562	548	476	245	389	785	325	963	53	93	272	191	158	343
	1110	536	574	495	252	363	785	325	962	54	94	281	205	113	363
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following are the most important issues facing

****YOU AND YOUR FAMILY**** at this time? Please tick up to three.

The cost of living	62	57	67	54	66	69	60	66	62	67	64	61	62	67	59
The economy in general	32	36	28	31	31	34	33	29	32	29	32	28	34	35	32
Health	28	25	30	27	31	27	29	25	27	35	26	27	25	23	31
Housing	20	21	19	16	22	24	20	21	21	13	13	21	16	31	21
The environment and climate change	20	21	19	18	21	22	21	17	19	25	29	20	18	12	22
Education	18	17	20	28	14	10	20	14	18	14	26	16	13	18	22
Tax	12	13	11	12	10	15	12	13	12	15	10	12	11	17	11
Britain's future relationship with the EU	9	11	7	11	7	8	11	4	9	8	13	9	7	5	11
Transport	9	11	6	10	10	6	9	9	8	7	12	9	8	7	9
Inequality	8	8	8	8	10	6	8	7	8	8	11	10	9	5	7
Immigration & asylum	7	10	4	8	7	7	8	6	7	8	8	8	8	6	7
Crime	5	6	4	5	4	6	5	5	6	0	2	2	7	13	5
Global conflict	5	5	5	6	5	4	5	5	5	5	3	5	5	6	5
Family life & childcare	4	4	4	6	3	3	4	6	4	4	3	2	4	6	6
Welfare benefits	4	4	4	4	5	3	3	7	4	2	4	6	5	2	3
Pensions	3	3	3	4	2	4	3	3	4	0	1	3	5	3	4
Defence and security	2	4	1	2	4	1	3	1	2	2	3	2	2	5	1
None of these	2	2	2	1	2	3	2	2	2	2	1	3	2	2	1
Don't know	5	4	6	6	5	3	4	6	4	9	6	4	4	4	5

To what extent, if at all, do you think political leaders...

...reflect the views of people like you?

A great deal	2	2	2	2	3	1	2	3	2	0	2	3	3	2	1
A fair amount	11	16	6	14	9	9	12	9	11	10	10	11	10	16	11
TOTAL A GREAT DEAL / A FAIR AMOUNT	13	18	8	16	12	10	14	12	13	10	12	14	13	18	12
Not very much	48	45	51	49	43	49	50	42	47	53	49	44	46	46	51
Not at all	33	33	34	29	40	34	31	39	33	31	32	35	36	31	32
TOTAL NOT VERY MUCH / NOT AT ALL	81	78	85	78	83	83	81	81	80	84	81	79	82	77	83
Don't know	6	4	8	6	5	7	5	7	6	6	7	7	5	6	5

...focus on the interests of people like you?

A great deal	1	2	1	1	2	1	1	2	1	0	3	1	2	1	1
A fair amount	12	15	8	15	6	11	12	11	11	13	15	10	12	13	11
TOTAL A GREAT DEAL / A FAIR AMOUNT	13	17	9	16	8	12	13	13	12	13	18	11	14	14	12
Not very much	52	50	53	52	49	53	53	48	52	57	49	53	45	51	55
Not at all	30	29	31	27	37	29	29	33	30	23	28	30	36	28	29
TOTAL NOT VERY MUCH / NOT AT ALL	82	79	84	79	86	82	82	81	82	80	77	83	81	79	84
Don't know	5	4	7	5	5	7	5	7	5	7	4	6	5	7	5

Weighted Sample
Unweighted Sample

	Gender		Age			Social Grade		Country			England Regions			
Total	Male	Female	16-19	20-21	22-24	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
1110	562	548	476	245	389	785	325	963	53	93	272	191	158	343
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%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Overall, how satisfied or dissatisfied do you feel with your life currently?

Very satisfied	6	7	5	6	6	5	6	5	6	2	7	7	4	6	7
Fairly satisfied	54	55	53	58	51	53	59	44	54	61	59	47	49	60	58
TOTAL SATISFIED	60	62	58	64	57	58	65	49	60	63	66	54	53	66	65
Fairly dissatisfied	27	26	29	23	29	30	24	35	27	23	27	32	30	28	22
Very dissatisfied	7	7	8	8	7	7	7	9	8	11	4	8	12	4	7
TOTAL DISSATISFIED	34	33	37	31	36	37	31	44	35	34	31	40	42	32	29
Don't know	5	5	5	5	7	4	4	7	6	3	3	7	6	2	6

How often, if at all, do you experience periods of the following?

Bad psychological wellbeing

All the time	5	4	6	4	7	6	5	7	6	2	4	6	9	3	5
Often	18	14	23	20	22	14	17	22	18	22	22	19	22	12	17
Sometimes	28	24	31	28	28	27	29	25	28	25	25	28	25	38	25
Occasionally	28	32	23	28	23	31	28	28	28	26	23	27	26	27	32
Never	12	16	8	10	13	13	13	9	11	10	20	13	8	11	11
Not sure	6	6	6	8	6	5	6	7	6	11	3	6	7	6	6
Prefer not to say	3	3	3	2	2	5	3	3	3	4	3	2	3	3	4

Weighted Sample
Unweighted Sample

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%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Bad emotional wellbeing

All the time	5	4	6	5	6	5	5	6	5	4	5	5	8	3	5
Often	24	18	31	26	25	23	24	25	25	27	23	27	30	21	21
Sometimes	30	29	31	32	28	29	29	32	31	18	31	25	29	37	33
Occasionally	28	31	25	25	30	31	29	26	28	36	30	28	24	28	28
Never	6	10	3	6	6	7	7	5	6	8	4	9	3	5	7
Not sure	3	4	2	4	3	2	3	4	3	3	4	3	3	4	2
Prefer not to say	3	3	3	2	2	4	3	2	3	4	3	2	3	3	3

And how often, if at all, do you feel lonely?

All the time	5	5	5	4	7	5	5	5	5	3	5	5	9	3	4
Often	24	23	25	25	23	24	24	26	24	22	26	25	29	26	21
Sometimes	29	28	31	31	27	29	29	30	30	26	25	30	27	27	33
Occasionally	27	27	27	25	31	27	28	25	27	31	29	25	28	30	26
Never	10	14	7	11	9	10	10	11	10	14	10	12	4	9	13
Not sure	2	2	1	2	1	1	2	2	2	2	1	2	2	2	1
Prefer not to say	2	2	3	1	3	3	2	3	2	2	3	1	2	5	2

Thinking about your own personal use of social media,
which of the following best reflects your position?

I would like to spend more time on social media	2	2	2	2	1	2	1	2	2	0	1	2	1	3	2
I would like to spend less time on social media	64	60	67	64	64	63	65	61	63	73	67	62	65	62	62
I spend about the right amount of time on social media	29	32	27	29	27	31	29	30	30	18	27	30	30	32	30
Don't know	3	3	3	3	4	4	3	5	3	5	3	4	2	2	3
Not applicable - I do not use social media	2	3	1	2	4	1	2	2	2	4	2	1	2	1	3

Weighted Sample
Unweighted Sample

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%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Generally speaking, what impact, if any, does using social media have on your personal wellbeing?

[Shown only to respondents who use social media; n=1086]

A very positive impact	1	1	2	2	1	1	2	1	2	0	2	1	2	2	1
A fairly positive impact	27	27	27	30	29	22	28	24	28	20	18	26	19	33	32
TOTAL POSITIVE IMPACT	28	28	29	32	30	23	30	25	30	20	20	27	21	35	33
No impact	30	33	26	27	31	31	29	31	29	21	36	27	35	28	29
A fairly negative impact	32	29	35	31	29	34	32	30	31	45	33	35	34	25	28
A very negative impact	3	4	2	3	2	4	4	3	4	2	3	5	3	4	3
TOTAL NEGATIVE IMPACT	35	33	37	34	31	38	36	33	35	47	36	40	37	29	31
Don't know	7	6	9	7	8	7	6	10	7	11	8	5	7	8	8

To what extent do you believe social media platforms are responsible for addressing any mental health impacts they might have on young people?

Very responsible	26	28	23	27	21	26	26	23	26	12	24	25	29	26	26
Somewhat responsible	48	44	53	48	51	47	47	51	47	58	51	50	49	45	45
TOTAL VERY / SOMEWHAT RESPONSIBLE	74	72	76	75	72	73	73	74	73	70	75	75	78	71	71
Not very responsible	13	13	13	15	11	12	14	11	13	14	14	10	12	14	15
Not responsible at all	5	7	3	5	7	5	6	4	5	4	3	7	4	8	4
TOTAL NOT VERY / NOT AT ALL RESPONSIBLE	18	20	16	20	18	17	20	15	18	18	17	17	16	22	19
Don't know	8	8	9	6	10	10	7	11	8	13	8	8	6	7	9

Do you think social media companies generally do enough to remove harmful content from their platform, or should they be doing more?

They are currently doing enough	9	12	6	9	10	9	8	11	10	4	6	10	10	14	7
They should be doing more	78	74	82	78	76	79	79	76	77	81	88	75	78	76	78
Don't know	13	15	11	12	15	12	13	13	13	15	5	15	12	10	15

Generally speaking, how well or badly do you think your school(s) equipped you for the real world?

Very well	2	2	1	3	1	1	2	1	2	2	1	1	2	3	1
Fairly well	18	21	15	21	18	15	19	15	19	17	14	17	16	22	20
TOTAL WELL	20	23	16	24	19	16	21	16	21	19	15	18	18	25	21
Neither well nor badly	25	26	25	27	22	25	27	21	25	29	28	26	27	24	23
Fairly badly	36	32	41	33	35	41	34	42	36	36	40	37	33	37	37
Very badly	14	14	15	13	19	13	13	18	14	11	16	15	17	10	14
TOTAL BADLY	50	46	56	46	54	54	47	60	50	47	56	52	50	47	51
Don't know	4	5	4	3	5	5	4	4	5	5	1	4	6	3	4

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Unweighted Sample

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%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And do you think your school provided too much or too little education in the following areas, or was it about right?

Financial literacy

Provided too much	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
It was about right	8	8	8	10	6	6	7	8	8	2	6	8	9	5	9
Provided too little	69	71	67	70	67	69	71	65	69	78	65	67	72	75	67
Don't know	4	4	4	4	4	4	3	6	4	4	2	4	3	8	4
education in this area	19	17	21	15	23	20	18	21	18	17	27	22	15	12	20

Coping with mental health struggles

Provided too much	5	7	2	8	3	2	5	4	5	2	3	8	4	5	3
It was about right	23	25	21	33	17	14	24	20	23	16	21	21	22	29	23
Provided too little	54	48	60	47	60	58	54	52	52	71	57	51	57	47	54
Don't know	5	7	4	5	5	5	4	7	5	4	4	4	6	5	6
Not applicable – I did not receive any education in this area	14	14	13	7	14	21	13	16	14	8	14	16	11	15	14

Practical skills

Provided too much	0	0	1	0	1	0	0	1	0	0	0	0	0	1	0
It was about right	20	21	19	20	20	19	19	22	20	11	21	18	25	21	19
Provided too little	65	66	65	67	65	64	68	59	66	68	60	67	60	66	68
Don't know	6	5	7	5	4	8	4	10	6	14	5	5	6	7	5
Not applicable – I did not receive any education in this area	9	8	9	8	10	9	9	8	8	6	14	10	9	6	8

Current affairs/political education

Provided too much	2	2	1	2	1	1	2	2	2	2	1	2	3	3	1
It was about right	22	22	21	23	21	21	23	20	22	13	25	19	24	29	21
Provided too little	56	57	55	59	55	54	59	51	55	66	61	57	53	51	57
Don't know	4	4	5	4	4	5	3	8	4	9	2	4	4	4	5
Not applicable – I did not receive any education in this area	16	15	17	11	19	19	14	19	16	10	11	18	16	13	17

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Unweighted Sample

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Job applications/ job-market preparations

Provided too much	1	1	1	1	1	1	1	1	0	1	1	0	1	1
It was about right	26	28	24	30	23	23	26	27	27	14	25	27	25	30
Provided too little	57	55	60	57	59	58	58	55	57	72	59	57	61	53
Don't know	4	5	3	3	4	4	3	6	4	5	3	3	3	6
Not applicable – I did not receive any education in this area	12	11	12	9	13	14	12	11	12	9	12	12	12	10

Sex and relationships

Provided too much	5	5	4	7	4	2	4	6	5	2	2	5	6	4
It was about right	47	50	43	49	46	44	47	45	47	46	46	39	51	53
Provided too little	40	34	45	38	41	41	40	37	39	41	42	48	35	33
Don't know	4	6	3	3	4	6	4	6	4	4	6	4	3	6
Not applicable – I did not receive any education in this area	5	5	5	3	4	7	5	5	5	8	5	5	5	4

Navigating social media

Provided too much	5	6	4	10	2	1	5	6	5	2	5	6	6	6
It was about right	32	29	34	39	32	22	32	31	33	19	30	34	36	40
Provided too little	37	38	37	31	40	42	38	34	37	49	35	36	34	33
Don't know	5	6	4	5	5	6	5	7	5	5	8	3	5	6
Not applicable – I did not receive any education in this area	21	20	21	15	21	28	20	22	20	25	22	21	19	14

Do you think that your generation will find it easier or harder than your parents' generation to do each of the following, or will it be about the same?

Get a good job

Much easier	1	1	1	1	0	2	1	2	1	2	0	3	0	1
Slightly easier	7	7	7	8	5	7	7	6	6	5	11	8	7	6
TOTAL EASIER	8	8	8	9	5	9	8	8	7	7	11	11	7	5
About the same	14	15	13	15	12	13	14	13	14	17	9	10	15	17
Slightly harder	35	35	35	36	36	33	38	29	34	32	46	34	33	28
Much harder	39	38	40	36	43	40	36	45	40	37	31	39	41	42
TOTAL HARDER	74	73	75	72	79	73	74	74	74	69	77	73	74	70
Don't know	4	4	4	4	3	5	4	5	4	7	3	5	4	6

Enjoy a reasonable standard of living

Much easier	1	1	1	1	1	1	1	1	1	2	1	2	0	0
Slightly easier	3	4	3	3	3	4	4	3	4	0	3	2	4	6
TOTAL EASIER	4	5	4	4	4	5	5	4	5	2	4	4	4	6
About the same	7	9	5	8	7	6	7	8	7	2	8	7	10	4
Slightly harder	33	36	29	34	29	34	35	27	32	40	38	32	31	34
Much harder	52	46	58	50	58	51	50	56	53	53	47	53	53	51
TOTAL HARDER	85	82	87	84	87	85	85	83	85	93	85	85	84	85
Don't know	4	4	3	4	3	4	3	5	4	3	2	4	2	5

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%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Buy a home

Much easier	1	1	0	0	1	1	0	1	1	2	0	1	0	0	1
Slightly easier	1	1	1	2	0	1	1	1	1	0	3	2	1	2	1
TOTAL EASIER	2	2	1	2	1	2	1	2	2	2	3	3	1	2	2
About the same	2	2	1	3	2	1	2	2	2	0	0	2	3	2	1
Slightly harder	9	9	10	11	7	8	9	11	9	8	13	9	8	9	10
Much harder	85	84	85	82	88	86	86	82	85	89	82	84	87	83	86
TOTAL HARDER	94	93	95	93	95	94	95	93	94	97	95	93	95	92	96
Don't know	2	2	2	2	2	2	2	3	2	2	1	2	2	4	1

To what extent, if at all, do you feel part of the community in your local area?

A great deal	3	3	3	4	3	3	4	1	3	2	1	3	2	4	4
A fair amount	32	33	31	40	27	26	33	30	31	29	44	31	34	25	32
TOTAL A GREAT DEAL / A FAIR AMOUNT	35	36	34	44	30	29	37	31	34	31	45	34	36	29	36
Not very much	50	48	52	45	51	55	50	49	50	52	47	52	49	51	49
Not at all	15	16	14	11	19	17	13	20	16	17	8	14	14	20	15
TOTAL NOT VERY MUCH / NOT AT ALL	65	64	66	56	70	72	63	69	66	69	55	66	63	71	64

To what extent, if at all, would you support or oppose the following?

Limiting the amount of time people can spend on social media each day

Strongly support	11	9	13	10	8	14	11	12	11	11	19	11	13	10	9
Tend to support	27	23	32	29	23	28	27	27	28	24	22	26	30	31	27
TOTAL SUPPORT	38	32	45	39	31	42	38	39	39	35	41	37	43	41	36
Tend to oppose	27	28	27	29	30	23	29	24	26	35	32	25	27	19	31
Strongly oppose	25	32	19	24	27	26	25	26	26	17	21	29	24	32	24
TOTAL OPPOSE	52	60	46	53	57	49	54	50	52	52	53	54	51	51	55
Don't know	8	8	9	7	11	8	8	10	8	13	6	9	7	8	9

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Unweighted Sample

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Banning social media accounts for under 18s

Strongly support	6	6	6	5	8	6	5	9	6	6	3	6	5	5	7
Tend to support	13	12	14	10	11	18	14	12	13	19	15	16	14	10	10
TOTAL SUPPORT	19	18	20	15	19	24	19	21	19	25	18	22	19	15	17
Tend to oppose	37	34	39	37	33	38	38	33	36	37	39	37	35	36	37
Strongly oppose	36	40	33	41	36	30	36	38	37	24	38	35	36	39	38
TOTAL OPPOSE	73	74	72	78	69	68	74	71	73	61	77	72	71	75	75
Don't know	8	8	8	6	11	8	8	9	8	14	5	6	10	10	7

Banning social media accounts for under 16s

Strongly support	17	17	17	14	16	21	16	21	17	22	15	19	15	15	18
Tend to support	28	27	30	26	28	31	29	27	28	28	33	28	33	22	28
TOTAL SUPPORT	45	44	47	40	44	52	45	48	45	50	48	47	48	37	46
Tend to oppose	31	32	31	36	31	26	34	25	31	25	32	34	26	38	29
Strongly oppose	15	16	13	17	14	13	14	15	15	9	15	11	17	17	16
TOTAL OPPOSE	46	48	44	53	45	39	48	40	46	34	47	45	43	55	45
Don't know	9	8	9	7	11	9	7	12	9	17	5	8	9	9	9

Social media companies having to be transparent about how the algorithms on their platforms are used

Strongly support	62	64	61	60	62	65	64	58	62	63	68	62	56	62	64
Tend to support	26	24	28	26	28	23	26	24	26	23	24	26	30	24	25
TOTAL SUPPORT	88	88	89	86	90	88	90	82	88	86	92	88	86	86	89
Tend to oppose	4	4	3	5	4	2	3	4	4	0	0	5	3	6	4
Strongly oppose	1	2	1	1	1	2	1	2	1	0	2	1	3	1	1
TOTAL OPPOSE	5	6	4	6	5	4	4	6	5	0	2	6	6	7	5
Don't know	7	6	8	7	5	8	5	12	7	13	6	6	8	8	6

Adding digital literacy training to school curriculums

Strongly support	40	40	41	35	42	46	41	39	41	43	35	43	38	48	38
Tend to support	44	43	45	47	45	39	45	42	43	46	58	40	46	38	45
TOTAL SUPPORT	84	83	86	82	87	85	86	81	84	89	93	83	84	86	83
Tend to oppose	5	7	3	7	4	3	5	5	6	2	2	7	3	5	6
Strongly oppose	2	2	1	1	0	2	1	2	2	0	1	2	2	3	1
TOTAL OPPOSE	7	9	4	8	4	5	6	7	8	2	3	9	5	8	7
Don't know	9	8	10	10	8	8	7	12	9	9	4	9	11	6	10

Banning smartphones for under 16s

Strongly support	7	7	6	6	6	8	6	9	7	8	3	10	6	4	7
Tend to support	14	13	14	13	14	15	13	15	14	13	14	13	15	15	13
TOTAL SUPPORT	21	20	20	19	20	23	19	24	21	21	17	23	21	19	20
Tend to oppose	37	34	40	37	38	37	39	32	37	32	46	36	36	39	37
Strongly oppose	34	37	31	38	33	30	34	34	34	34	32	33	33	32	37
TOTAL OPPOSE	71	71	71	75	71	67	73	66	71	66	78	69	69	71	74
Don't know	8	8	9	8	9	9	8	10	8	13	5	9	10	10	7