

YouGov Survey Results

Sample Size: 2051 GB Adults
Fieldwork: 11th - 12th June 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	North	Midlands	London	Rest of South
Weighted Sample	2051	369	527	189	222	124	720	732	991	1060	215	845	507	484	695	459	613	1774	98	178	486	336	248	703
Unweighted Sample	2051	330	557	191	242	132	781	734	874	1177	171	742	594	544	787	468	497	1746	120	185	495	345	195	711
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How favourable or unfavourable do you feel about each of the following sectors in the UK? Please consider the organisations in each sector, their products and services, and their general operations.

Social media companies

Very favourable	2	3	2	0	2	0	1	3	2	2	3	1	2	3	1	2	2	2	2	4	2	2	1	3	1
Somewhat favourable	11	10	10	7	15	6	7	11	9	12	19	10	9	9	9	10	12	10	10	14	11	8	14	10	
TOTAL FAVOURABLE	13	13	12	7	17	6	8	14	11	14	22	11	11	12	10	12	14	12	14	16	13	9	17	11	
Neither favourable nor unfavourable	28	28	23	30	34	17	24	31	23	32	26	26	30	28	24	26	34	28	26	24	30	31	27	26	
Somewhat unfavourable	30	34	31	30	29	30	33	31	32	28	24	30	28	33	32	32	28	29	33	30	28	34	22	31	
Very unfavourable	27	23	32	31	17	44	34	21	32	22	20	28	28	25	33	27	20	26	26	28	25	20	31	29	
TOTAL UNFAVOURABLE	57	57	63	61	46	74	67	52	64	50	44	58	56	58	65	59	48	55	59	58	53	54	53	60	
Don't know	4	3	2	2	3	2	2	2	3	4	8	4	3	2	2	3	4	4	0	2	5	5	3	3	

Utility companies (water, electricity, gas providers etc.)

Very favourable	2	1	2	1	1	0	1	2	2	2	2	3	0	1	1	1	3	2	3	4	2	1	3	1
Somewhat favourable	10	13	9	6	9	4	9	9	9	11	15	8	9	12	10	7	11	10	5	12	10	11	9	9
TOTAL FAVOURABLE	12	14	11	7	10	4	10	11	11	13	17	11	9	13	11	8	14	12	8	16	12	12	12	10
Neither favourable nor unfavourable	25	30	21	20	27	24	22	26	21	29	29	21	26	28	20	28	24	24	29	31	23	30	27	21
Somewhat unfavourable	35	33	35	46	33	41	40	34	34	35	30	36	33	36	39	34	35	34	39	35	33	31	31	38
Very unfavourable	27	21	31	26	28	30	27	29	32	22	17	30	30	22	29	29	24	28	23	17	29	23	28	30
TOTAL UNFAVOURABLE	62	54	66	72	61	71	67	63	66	57	47	66	63	58	68	63	59	62	62	52	62	54	59	68
Don't know	2	2	1	2	1	1	2	1	2	3	6	3	1	1	1	2	2	3	0	1	3	3	2	2

Tobacco

Very favourable	1	1	1	1	3	0	1	2	2	1	2	1	1	1	1	1	2	1	3	0	1	3	2	1
Somewhat favourable	3	3	2	0	3	6	2	2	4	2	5	4	2	2	2	3	3	3	3	3	3	3	6	2
TOTAL FAVOURABLE	4	4	3	1	6	6	3	4	6	3	7	5	3	3	3	4	5	4	6	3	4	6	8	3
Neither favourable nor unfavourable	15	15	13	11	24	10	10	18	16	14	15	14	18	13	11	18	17	15	14	14	14	18	18	13
Somewhat unfavourable	14	12	13	13	15	12	13	12	15	14	21	17	13	9	13	14	15	14	12	21	12	12	15	15
Very unfavourable	63	68	69	72	52	69	73	63	61	66	47	61	64	74	71	63	59	63	68	61	66	60	56	65
TOTAL UNFAVOURABLE	77	80	82	85	67	81	86	75	76	80	68	78	77	83	84	77	74	77	80	82	78	72	71	80
Don't know	3	3	2	3	3	1	1	3	3	3	9	3	2	2	2	2	4	4	0	0	4	4	4	3

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		Social Media Use						
		Total	0-30 mins	30-60 mins	1-2 hours	2-3 hours	3-4 hours	More than 4 hours
Weighted Sample	2051	420	486	399	243	119	152	
Unweighted Sample	2051	436	486	388	242	118	140	
		%	%	%	%	%	%	

How favourable or unfavourable do you feel about each of the following sectors in the UK? Please consider the organisations in each sector, their products and services, and their general operations.

Social media companies

Very favourable	2	1	2	2	2	2	3
Somewhat favourable	11	5	9	13	15	18	21
TOTAL FAVOURABLE	13	6	11	15	17	20	24
Neither favourable nor unfavourable	28	25	28	32	35	30	33
Somewhat unfavourable	30	34	34	33	25	22	21
Very unfavourable	27	33	26	19	16	24	15
TOTAL UNFAVOURABLE	57	67	60	52	41	46	36
Don't know	4	2	3	1	7	4	7

Utility companies (water, electricity, gas providers etc.)

Very favourable	2	2	2	2	3	0	2
Somewhat favourable	10	10	7	7	11	10	16
TOTAL FAVOURABLE	12	12	9	9	14	10	18
Neither favourable nor unfavourable	25	28	22	24	21	29	28
Somewhat unfavourable	35	35	38	37	32	35	28
Very unfavourable	27	24	29	29	28	22	22
TOTAL UNFAVOURABLE	62	59	67	66	60	57	50
Don't know	2	1	2	1	5	3	4

Tobacco

Very favourable	1	2	1	1	3	2	1
Somewhat favourable	3	2	1	3	5	6	3
TOTAL FAVOURABLE	4	4	2	4	8	8	4
Neither favourable nor unfavourable	15	17	18	13	10	11	13
Somewhat unfavourable	14	11	12	20	19	15	14
Very unfavourable	63	67	65	60	57	64	62
TOTAL UNFAVOURABLE	77	78	77	80	76	79	76
Don't know	3	1	3	3	6	2	7

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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	North	Midlands	London	Rest of South
Weighted Sample	2051	369	527	189	222	124	720	732	991	1060	215	845	507	484	695	459	613	1774	98	178	486	336	248	703
Unweighted Sample	2051	330	557	191	242	132	781	734	874	1177	171	742	594	544	787	468	497	1746	120	185	495	345	195	711
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How much time do you think you spend on social media on an average day? If you do never use social media, please choose the 'N/A' option

N/A - I don't use social media at all	9	13	7	6	10	8	8	13	12	7	4	7	9	16	10	10	9	9	11	12	9	9	8	10
Less than 15 minutes	9	11	8	14	13	8	11	11	11	7	2	6	14	13	10	10	9	9	12	7	7	7	10	10
15-30 minutes	12	17	11	10	10	13	14	13	13	10	4	10	12	17	12	12	13	12	9	10	10	15	11	12
30-45 minutes	10	12	10	10	14	9	12	11	10	11	5	10	12	11	11	13	9	10	10	13	8	13	8	11
45-60 minutes	13	13	15	13	10	16	15	13	14	13	8	14	14	14	17	13	13	13	18	13	15	11	15	13
1-2 hours	19	15	22	19	20	21	20	20	18	20	15	24	19	13	19	19	21	19	20	19	23	20	15	18
2-3 hours	12	11	12	12	10	8	11	9	10	14	21	13	10	7	11	10	12	12	9	9	14	10	13	12
3-4 hours	6	4	5	9	5	7	5	5	5	7	13	6	3	5	5	6	5	6	5	8	6	6	5	6
4-5 hours	3	3	3	2	2	3	2	2	3	4	11	3	2	2	3	2	4	4	1	2	3	4	7	3
5-6 hours	2	1	2	1	1	3	1	1	1	3	6	2	2	1	0	2	3	2	4	2	2	2	3	2
6-7 hours	1	0	0	2	0	0	0	0	0	1	3	0	0	0	0	0	0	0	0	2	0	0	0	1
7-8 hours	0	0	0	1	1	1	0	1	0	1	2	0	0	0	0	0	1	1	0	0	0	0	1	1
More than 8 hours	1	0	1	0	1	2	1	1	1	1	3	1	0	1	0	1	1	1	0	1	2	0	1	1
Don't know	2	0	2	2	3	1	1	2	2	2	5	2	1	1	1	2	2	2	2	2	2	3	3	1

And thinking about your social media usage, which of the following comes closest to your view?

[Excluding those who don't use social media at all; n=1847]

I would like to spend a lot more time on social media	0	0	1	0	2	0	0	1	1	0	1	1	0	0	0	0	1	0	2	1	0	0	0	0
I would like to spend a bit more time on social media	1	1	2	1	0	0	1	1	1	1	1	2	2	1	1	2	2	1	0	1	1	2	4	1
I am about happy with the amount of time I spend on social media	44	54	39	40	59	40	41	57	47	41	23	32	52	69	39	48	51	45	46	34	47	45	39	45
I would like to spend a bit less time on social media	25	20	27	32	21	25	29	20	22	27	34	30	21	16	27	25	21	25	27	30	23	25	26	24
I would like to spend a lot less time on social media (but not cut it out entirely)	21	16	25	18	11	29	23	13	19	23	35	27	16	8	25	17	17	21	12	28	19	19	25	22
I would like to stop spending time on social media entirely	6	7	5	5	5	3	5	6	6	5	2	6	6	5	6	6	5	5	10	6	5	4	4	6
Don't know	3	2	1	3	2	3	1	2	4	2	4	3	3	1	1	2	3	3	1	2	4	4	2	2

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Weighted Sample	2051	420	486	399	243	119	152
Unweighted Sample	2051	436	486	388	242	118	140
	%	%	%	%	%	%	%

How much time do you think you spend on social media on an average day? If you do never use social media, please choose the 'N/A' option

N/A - I don't use social media at all	9	0	0	0	0	0	0
Less than 15 minutes	9	44	0	0	0	0	0
15-30 minutes	12	56	0	0	0	0	0
30-45 minutes	10	0	43	0	0	0	0
45-60 minutes	13	0	57	0	0	0	0
1-2 hours	19	0	0	100	0	0	0
2-3 hours	12	0	0	0	100	0	0
3-4 hours	6	0	0	0	0	100	0
4-5 hours	3	0	0	0	0	0	47
5-6 hours	2	0	0	0	0	0	27
6-7 hours	1	0	0	0	0	0	7
7-8 hours	0	0	0	0	0	0	6
More than 8 hours	1	0	0	0	0	0	13
Don't know	2	0	0	0	0	0	0

And thinking about your social media usage, which of the following comes closest to your view?

[Excluding those who don't use social media at all; n=1847]

I would like to spend a lot more time on social media	0	0	0	0	2	4
I would like to spend a bit more time on social media	1	1	2	2	0	2
I am about happy with the amount of time I spend on social media	44	66	46	39	31	29
I would like to spend a bit less time on social media	25	8	30	26	35	32
I would like to spend a lot less time on social media (but not cut it out entirely)	21	12	16	27	27	30
I would like to stop spending time on social media entirely	6	11	4	5	4	2
Don't know	3	2	3	1	3	2

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	Vote in 2024 GE						EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)			Country			Region in England				
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Unweighted Sample	2051	330	557	191	242	132	781	734	874	1177	171	742	594	544	787	468	497	1746	120	185	495	345	195	711	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Would you support or oppose banning children under the age of 16 from having social media accounts?

Strongly support	46	49	48	52	42	52	52	49	41	52	22	50	46	52	53	47	42	46	48	46	44	48	41	49
Somewhat support	33	33	35	35	32	22	33	32	32	33	35	30	35	33	32	32	32	32	32	37	31	33	33	32
TOTAL SUPPORT	79	82	83	87	74	74	85	81	73	85	57	80	81	85	85	79	74	78	80	83	75	81	74	81
Somewhat oppose	11	13	8	10	11	14	8	11	14	8	23	9	11	9	9	10	12	11	8	11	10	10	17	10
Strongly oppose	4	2	4	1	9	6	2	4	6	3	11	5	3	3	3	4	5	5	5	1	6	4	6	4
TOTAL OPPOSE	15	15	12	11	20	20	10	15	20	11	34	14	14	12	12	14	17	16	13	12	16	14	23	14
Don't know	6	3	4	3	6	6	4	4	6	5	10	6	6	4	3	6	8	6	7	5	9	5	4	4

How effective, if at all, do you think a ban on children under the age of 16 from having social media accounts would be at stopping children from creating and using social media accounts?

Very effective	5	6	6	4	4	4	6	5	5	6	5	7	5	4	5	7	5	5	4	8	5	7	6	5
Quite effective	29	29	35	36	25	29	34	25	28	29	23	32	27	28	34	27	25	29	32	27	28	29	32	29
TOTAL EFFECTIVE	34	35	41	40	29	33	40	30	33	35	28	39	32	32	39	34	30	34	36	35	33	36	38	34
Not very effective	40	47	37	44	39	37	42	40	39	41	41	37	42	44	40	39	43	40	41	39	39	37	35	44
Not at all effective	19	14	16	12	28	21	13	23	22	16	27	19	18	17	17	19	21	19	18	20	21	22	19	17
TOTAL NOT EFFECTIVE	59	61	53	56	67	58	55	63	61	57	68	56	60	61	57	58	64	59	59	59	60	59	54	61
Don't know	6	4	5	4	6	9	6	6	6	7	4	6	7	7	4	9	6	6	5	7	8	5	7	5

In general, to what extent do you think the benefits of the invention of social media have outweighed the drawbacks?

The benefits have greatly outweighed the drawbacks	5	5	6	3	4	5	5	4	6	5	4	6	4	4	5	4	6	5	10	7	5	4	5	4
The benefits have somewhat outweighed the drawbacks	17	20	15	24	21	14	18	17	17	17	19	17	15	20	20	17	14	17	15	21	16	17	19	17
They are about equal	26	25	28	22	25	24	24	27	23	28	36	23	27	26	22	25	29	27	24	20	26	27	29	26
The drawbacks have somewhat outweighed the benefits	25	26	29	30	21	24	29	25	26	25	20	26	24	28	28	29	23	25	26	27	24	25	26	25
The drawbacks have greatly outweighed the benefits	18	17	17	15	21	24	19	19	20	16	9	18	22	16	20	19	15	18	20	18	17	17	17	18
Don't know	9	7	6	7	7	8	6	8	8	9	11	10	8	6	5	6	13	9	5	7	11	9	4	9

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		%	%	%	%	%	%	

Would you support or oppose banning children under the age of 16 from having social media accounts?

Strongly support	46	52	47	44	40	42	32
Somewhat support	33	29	37	33	36	31	34
TOTAL SUPPORT	79	81	84	77	76	73	66
Somewhat oppose	11	10	10	10	12	15	19
Strongly oppose	4	4	3	5	3	4	9
TOTAL OPPOSE	15	14	13	15	15	19	28
Don't know	6	5	4	7	8	8	5

How effective, if at all, do you think a ban on children under the age of 16 from having social media accounts would be at stopping children from creating and using social media accounts?

Very effective	5	4	7	5	5	3	7
Quite effective	29	31	30	28	28	26	28
TOTAL EFFECTIVE	34	35	37	33	33	29	35
Not very effective	40	40	41	40	44	43	37
Not at all effective	19	20	16	19	17	23	24
TOTAL NOT EFFECTIVE	59	60	57	59	61	66	61
Don't know	6	5	6	7	6	6	4

In general, to what extent do you think the benefits of the invention of social media have outweighed the drawbacks?

The benefits have greatly outweighed the drawbacks	5	4	6	3	12	6	5
The benefits have somewhat outweighed the drawbacks	17	17	20	18	14	29	18
They are about equal	26	23	26	27	33	22	38
The drawbacks have somewhat outweighed the benefits	25	30	27	26	18	27	19
The drawbacks have greatly outweighed the benefits	18	18	17	16	11	9	12
Don't know	9	8	5	10	11	8	9

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

Overall, what kind of impact do you think social media usage has / has had on each of the following?

Children under the age of 16

Very positive	1	1	1	1	2	0	1	2	2	1	1	2	0	1	1	1	2	1	0	1	2	2	1	1
Fairly positive	3	5	2	2	5	3	2	5	4	2	1	3	3	5	3	3	4	3	5	4	4	4	3	2
TOTAL POSITIVE	4	6	3	3	7	3	3	7	6	3	2	5	3	6	4	4	6	4	5	5	6	6	4	3
Neither positive nor negative	10	8	8	6	11	11	6	9	11	9	23	9	8	7	5	10	13	10	9	7	10	11	14	9
Fairly negative	32	32	31	45	33	27	36	31	32	32	38	28	35	35	36	29	31	32	35	37	29	38	31	30
Very negative	49	51	55	43	45	54	53	50	46	52	32	54	51	46	54	53	44	49	48	46	49	43	47	54
TOTAL NEGATIVE	81	83	86	88	78	81	89	81	78	84	70	82	86	81	90	82	75	81	83	83	78	81	78	84
Not much impact either way	1	0	0	1	1	1	1	1	1	0	0	1	0	1	0	1	2	1	1	1	1	1	1	0
Don't know	3	4	1	3	2	4	2	3	4	3	5	4	2	3	1	4	5	3	3	3	5	2	3	3

Older people (i.e. those aged 65+)

Very positive	3	4	5	2	3	1	3	4	4	3	2	3	3	5	4	3	4	3	4	3	4	5	2	2
Fairly positive	24	28	26	29	31	15	27	28	23	26	19	22	27	26	27	26	22	24	19	26	25	26	26	23
TOTAL POSITIVE	27	32	31	31	34	16	30	32	27	29	21	25	30	31	31	29	26	27	23	29	29	31	28	25
Neither positive nor negative	31	33	31	27	34	27	28	36	29	33	26	26	37	37	29	32	35	31	38	30	30	33	28	32
Fairly negative	15	14	15	18	14	20	15	12	15	14	17	15	13	14	16	14	14	15	8	13	15	13	15	16
Very negative	10	4	10	10	5	24	12	5	13	7	20	13	7	5	10	9	9	10	15	11	9	8	15	10
TOTAL NEGATIVE	25	18	25	28	19	44	27	17	28	21	37	28	20	19	26	23	23	25	23	24	24	21	30	26
Not much impact either way	10	11	9	7	8	7	10	10	10	11	10	12	9	9	9	11	11	10	12	11	12	10	8	10
Don't know	6	5	4	7	6	6	5	5	6	5	6	8	4	4	5	5	6	6	4	6	6	4	5	7

An average person

Very positive	1	2	2	0	1	0	0	2	1	1	2	2	1	1	1	1	2	1	0	2	2	2	2	1
Fairly positive	20	23	20	21	24	15	18	22	19	20	20	15	22	25	20	19	19	20	15	18	21	22	21	18
TOTAL POSITIVE	21	25	22	21	25	15	18	24	20	21	22	17	23	26	21	20	21	21	15	20	23	24	23	19
Neither positive nor negative	32	33	30	32	32	28	27	37	27	36	33	27	33	37	28	31	37	31	37	32	30	35	26	32
Fairly negative	34	31	39	38	29	37	41	27	37	31	31	40	33	26	39	36	28	34	32	36	35	27	35	36
Very negative	9	6	6	5	8	15	9	7	10	8	5	11	8	5	9	9	7	8	11	8	7	10	10	8
TOTAL NEGATIVE	43	37	45	43	37	52	50	34	47	39	36	51	41	31	48	45	35	42	43	44	42	37	45	44
Not much impact either way	1	0	1	0	1	1	1	1	1	1	3	1	1	2	0	1	3	1	2	2	1	1	0	2
Don't know	4	4	2	4	4	4	3	4	5	4	6	4	3	4	3	4	5	4	2	4	4	3	6	4

YouGov Survey Results

Sample Size: 2051 GB Adults
Fieldwork: 11th - 12th June 2026

	Social Media Use						
	Total	0-30 mins	30-60 mins	1-2 hours	2-3 hours	3-4 hours	More than 4 hours
Weighted Sample	2051	420	486	399	243	119	152
Unweighted Sample	2051	436	486	388	242	118	140
	%	%	%	%	%	%	%

Overall, what kind of impact do you think social media usage has / has had on each of the following?

Children under the age of 16

Very positive	1	1	2	1	2	1	0
Fairly positive	3	3	4	3	4	3	2
TOTAL POSITIVE	4	4	6	4	6	4	2
Neither positive nor negative	10	10	7	10	9	15	19
Fairly negative	32	29	33	32	37	35	38
Very negative	49	53	51	48	45	44	38
TOTAL NEGATIVE	81	82	84	80	82	79	76
Not much impact either way	1	1	0	1	0	1	1
Don't know	3	3	3	4	4	2	3

Older people (i.e. those aged 65+)

Very positive	3	2	5	3	4	5	3
Fairly positive	24	24	27	24	27	27	24
TOTAL POSITIVE	27	26	32	27	31	32	27
Neither positive nor negative	31	35	32	30	30	31	33
Fairly negative	15	15	15	17	13	15	11
Very negative	10	8	8	8	11	10	17
TOTAL NEGATIVE	25	23	23	25	24	25	28
Not much impact either way	10	10	10	11	11	8	8
Don't know	6	7	4	6	5	4	3

An average person

Very positive	1	0	1	1	3	1	2
Fairly positive	20	17	21	20	19	28	26
TOTAL POSITIVE	21	17	22	21	22	29	28
Neither positive nor negative	32	32	32	32	34	35	30
Fairly negative	34	37	35	35	31	28	27
Very negative	9	8	7	7	6	6	7
TOTAL NEGATIVE	43	45	42	42	37	34	34
Not much impact either way	1	1	1	1	2	2	3
Don't know	4	5	3	4	5	0	5

YouGov Survey Results

Sample Size: 2051 GB Adults
Fieldwork: 11th - 12th June 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	North	Midlands	London	Rest of South	
Weighted Sample	2051	369	527	189	222	124	720	732	991	1060	215	845	507	484	695	459	613	1774	98	178	486	336	248	703	
Unweighted Sample	2051	330	557	191	242	132	781	734	874	1177	171	742	594	544	787	468	497	1746	120	185	495	345	195	711	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Yourself personally

[Excluding those who don't use social media at all;
n=1847]

Very positive	4	6	4	2	4	2	2	6	4	4	4	3	3	7	2	4	5	4	3	2	6	4	4	3
Fairly positive	23	22	24	30	25	21	24	23	20	25	24	20	23	27	23	24	21	23	22	22	24	23	26	21
TOTAL POSITIVE	27	28	28	32	29	23	26	29	24	29	28	23	26	34	25	28	26	27	25	24	30	27	30	24
Neither positive nor negative	40	45	43	37	42	34	41	43	41	40	31	36	49	43	42	41	42	40	45	38	38	45	42	40
Fairly negative	22	18	23	24	19	30	24	18	23	21	25	28	19	11	25	22	19	22	20	27	22	16	20	25
Very negative	5	3	2	3	6	7	4	4	5	5	7	6	3	3	4	5	4	5	4	4	3	7	3	5
TOTAL NEGATIVE	27	21	25	27	25	37	28	22	28	26	32	34	22	14	29	27	23	27	24	31	25	23	23	30
Not much impact either way	4	5	3	3	3	3	4	5	6	3	5	3	3	7	3	4	6	4	6	3	5	3	3	4
Don't know	2	2	1	2	1	4	1	2	3	2	4	3	1	1	1	2	3	2	0	3	3	2	2	2

Which of the following comes closest to your view?

Social media is fundamentally harmful to people, regardless of how they try to use it	28	26	30	26	27	27	31	27	29	27	20	34	27	24	31	27	26	27	36	30	28	25	25	29
Social media is not fundamentally harmful to people if used properly and in moderation	64	68	65	67	68	68	63	67	64	65	70	59	66	71	64	66	66	65	60	63	65	68	68	62
Don't know	8	6	5	8	5	6	6	6	7	8	10	8	7	6	5	7	8	8	3	7	7	7	7	9

*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.

YouGov Survey Results

Sample Size: 2051 GB Adults
Fieldwork: 11th - 12th June 2026

	Social Media Use						
	Total	0-30 mins	30-60 mins	1-2 hours	2-3 hours	3-4 hours	More than 4 hours
Weighted Sample	2051	420	486	399	243	119	152
Unweighted Sample	2051	436	486	388	242	118	140
	%	%	%	%	%	%	%

Yourself personally

[Excluding those who don't use social media at all;
n=1847]

Very positive	4	2	4	3	6	8	7
Fairly positive	23	15	24	23	23	36	28
TOTAL POSITIVE	27	17	28	26	29	44	35
Neither positive nor negative	40	48	42	37	38	31	36
Fairly negative	22	19	22	29	22	18	17
Very negative	5	5	5	3	5	5	7
TOTAL NEGATIVE	27	24	27	32	27	23	24
Not much impact either way	4	9	3	3	2	2	4
Don't know	2	2	1	2	3	0	2

Which of the following comes closest to your view?

Social media is fundamentally harmful to people, regardless of how they try to use it	28	29	26	27	24	19	22
Social media is not fundamentally harmful to people if used properly and in moderation	64	63	67	69	68	74	69
Don't know	8	8	7	4	8	7	9

*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.