

## YouGov / King's College London Survey Results

Sample Size: 2164 Adults in the UK  
Fieldwork: 23rd - 27th March 2026

|                   | Westminster VI |     |     |         |           | Vote in 2024 GE |     |     |         |           | EU Ref 2016 |        | Gender |      | Age    |       |       |       |     |
|-------------------|----------------|-----|-----|---------|-----------|-----------------|-----|-----|---------|-----------|-------------|--------|--------|------|--------|-------|-------|-------|-----|
|                   | Total          | Con | Lab | Lib Dem | Reform UK | Green           | Con | Lab | Lib Dem | Reform UK | Green       | Remain | Leave  | Male | Female | 18-24 | 25-49 | 50-64 | 65+ |
| Weighted Sample   | 2164           | 264 | 302 | 192     | 394       | 336             | 377 | 537 | 195     | 227       | 118         | 766    | 770    | 1050 | 1114   | 227   | 894   | 537   | 506 |
| Unweighted Sample | 2164           | 260 | 346 | 205     | 350       | 364             | 322 | 572 | 215     | 208       | 138         | 887    | 675    | 989  | 1175   | 180   | 884   | 554   | 546 |
|                   | %              | %   | %   | %       | %         | %               | %   | %   | %       | %         | %           | %      | %      | %    | %      | %     | %     | %     | %   |

What percentage of people in England and Wales do you think personally experienced a crime in the year between October 2024 and September 2025? We're including all types of crime except fraud, cyber-crimes and murder. Please choose a percentage between 0 and 100%.

|    |   |    |    |   |   |    |   |    |    |   |    |   |   |    |   |    |   |   |    |
|----|---|----|----|---|---|----|---|----|----|---|----|---|---|----|---|----|---|---|----|
| 0  | 1 | 1  | 1  | 1 | 0 | 0  | 1 | 1  | 0  | 0 | 0  | 1 | 0 | 1  | 0 | 0  | 1 | 1 | 0  |
| 1  | 1 | 0  | 3  | 1 | 1 | 2  | 0 | 2  | 1  | 1 | 1  | 2 | 1 | 1  | 1 | 0  | 1 | 2 | 1  |
| 2  | 3 | 1  | 4  | 5 | 2 | 4  | 2 | 3  | 5  | 0 | 4  | 5 | 1 | 4  | 2 | 2  | 3 | 2 | 3  |
| 3  | 1 | 1  | 2  | 1 | 2 | 2  | 2 | 2  | 3  | 1 | 2  | 2 | 1 | 2  | 1 | 1  | 2 | 2 | 1  |
| 4  | 1 | 1  | 2  | 1 | 1 | 1  | 0 | 2  | 1  | 1 | 0  | 1 | 1 | 1  | 1 | 1  | 1 | 1 | 2  |
| 5  | 7 | 10 | 7  | 9 | 4 | 8  | 7 | 6  | 10 | 6 | 7  | 9 | 6 | 9  | 4 | 5  | 6 | 8 | 6  |
| 6  | 1 | 1  | 2  | 2 | 0 | 0  | 1 | 1  | 2  | 1 | 1  | 2 | 1 | 1  | 1 | 1  | 0 | 2 | 1  |
| 7  | 1 | 1  | 1  | 4 | 0 | 1  | 1 | 1  | 3  | 0 | 1  | 1 | 1 | 1  | 0 | 1  | 1 | 1 | 1  |
| 8  | 1 | 2  | 2  | 1 | 0 | 1  | 2 | 1  | 1  | 0 | 0  | 2 | 1 | 2  | 1 | 1  | 1 | 2 | 1  |
| 9  | 0 | 0  | 0  | 1 | 0 | 0  | 0 | 0  | 0  | 0 | 1  | 0 | 0 | 0  | 0 | 0  | 0 | 0 | 0  |
| 10 | 8 | 7  | 9  | 7 | 6 | 9  | 7 | 8  | 9  | 6 | 9  | 9 | 6 | 10 | 6 | 4  | 7 | 8 | 10 |
| 12 | 1 | 1  | 3  | 1 | 1 | 2  | 2 | 3  | 1  | 0 | 2  | 2 | 1 | 2  | 1 | 0  | 2 | 1 | 2  |
| 13 | 0 | 0  | 0  | 0 | 0 | 1  | 0 | 0  | 0  | 0 | 0  | 0 | 0 | 0  | 0 | 1  | 0 | 0 | 0  |
| 14 | 0 | 1  | 0  | 0 | 0 | 0  | 0 | 0  | 0  | 0 | 0  | 0 | 0 | 0  | 0 | 0  | 0 | 1 | 0  |
| 15 | 7 | 8  | 8  | 8 | 4 | 10 | 7 | 7  | 5  | 6 | 11 | 7 | 7 | 9  | 5 | 10 | 6 | 8 | 6  |
| 16 | 0 | 0  | 0  | 0 | 0 | 0  | 0 | 0  | 1  | 1 | 0  | 0 | 0 | 0  | 0 | 0  | 0 | 0 | 0  |
| 17 | 1 | 1  | 0  | 0 | 0 | 1  | 1 | 1  | 0  | 1 | 0  | 1 | 1 | 0  | 1 | 0  | 1 | 0 | 1  |
| 18 | 1 | 0  | 1  | 0 | 1 | 0  | 0 | 1  | 0  | 1 | 1  | 0 | 1 | 1  | 1 | 0  | 1 | 0 | 1  |
| 19 | 0 | 0  | 0  | 0 | 0 | 0  | 0 | 0  | 0  | 0 | 0  | 0 | 0 | 0  | 0 | 0  | 0 | 0 | 0  |
| 20 | 9 | 11 | 11 | 9 | 7 | 11 | 7 | 10 | 11 | 8 | 10 | 9 | 7 | 10 | 8 | 16 | 9 | 8 | 9  |
| 21 | 0 | 0  | 0  | 0 | 0 | 0  | 0 | 0  | 0  | 0 | 0  | 0 | 0 | 0  | 0 | 0  | 0 | 0 | 0  |
| 22 | 0 | 0  | 0  | 0 | 0 | 0  | 0 | 0  | 0  | 0 | 0  | 0 | 0 | 0  | 0 | 1  | 0 | 1 | 0  |
| 23 | 0 | 0  | 0  | 0 | 0 | 0  | 1 | 1  | 0  | 0 | 0  | 0 | 0 | 0  | 0 | 1  | 0 | 0 | 0  |
| 24 | 0 | 0  | 0  | 0 | 0 | 0  | 0 | 1  | 0  | 0 | 0  | 0 | 0 | 0  | 0 | 0  | 0 | 0 | 0  |
| 25 | 5 | 4  | 5  | 6 | 7 | 7  | 4 | 6  | 4  | 7 | 5  | 6 | 5 | 6  | 4 | 7  | 4 | 5 | 6  |
| 26 | 0 | 0  | 0  | 1 | 0 | 1  | 0 | 0  | 1  | 0 | 1  | 0 | 0 | 0  | 0 | 0  | 0 | 0 | 0  |
| 27 | 0 | 1  | 0  | 0 | 0 | 0  | 0 | 0  | 0  | 0 | 0  | 0 | 0 | 0  | 0 | 0  | 0 | 0 | 0  |
| 28 | 0 | 0  | 0  | 0 | 0 | 0  | 0 | 0  | 0  | 1 | 0  | 0 | 1 | 1  | 0 | 1  | 0 | 0 | 1  |

## YouGov / King's College London Survey Result

Sample Size: 2164 Adults in the UK

Fieldwork: 23rd - 27th March 2026

|                   | Generation |               |                    |               |                | Socio-economic Classification (NS-SEC) |        |              | Country |         |       |          |                  |
|-------------------|------------|---------------|--------------------|---------------|----------------|----------------------------------------|--------|--------------|---------|---------|-------|----------|------------------|
|                   | Total      | Gen Z (18-29) | Millennial (30-45) | Gen X (46-61) | Boomer (62-80) | Silent Generation (81+)                | Higher | Intermediate | Routine | England | Wales | Scotland | Northern Ireland |
| Weighted Sample   | 2164       | 343           | 626                | 594           | 554            | 48                                     | 731    | 485          | 647     | 1811    | 113   | 180      | 61               |
| Unweighted Sample | 2164       | 319           | 608                | 592           | 596            | 49                                     | 854    | 470          | 521     | 1879    | 87    | 160      | 38               |
|                   | %          | %             | %                  | %             | %              | %                                      | %      | %            | %       | %       | %     | %        | %                |

What percentage of people in England and Wales do you think personally experienced a crime in the year between October 2024 and September 2025? We're including all types of crime except fraud, cyber-crimes and murder. Please choose a percentage between 0 and 100%.

|    |   |    |   |   |   |    |    |    |   |   |    |   |    |
|----|---|----|---|---|---|----|----|----|---|---|----|---|----|
| 0  | 1 | 0  | 1 | 1 | 0 | 0  | 0  | 0  | 1 | 1 | 0  | 0 | 0  |
| 1  | 1 | 0  | 1 | 2 | 1 | 0  | 2  | 2  | 0 | 1 | 0  | 1 | 0  |
| 2  | 3 | 2  | 3 | 3 | 3 | 4  | 5  | 2  | 2 | 3 | 2  | 3 | 6  |
| 3  | 1 | 2  | 1 | 1 | 1 | 1  | 3  | 1  | 1 | 2 | 0  | 2 | 0  |
| 4  | 1 | 1  | 1 | 0 | 2 | 2  | 1  | 1  | 1 | 1 | 0  | 2 | 0  |
| 5  | 7 | 5  | 7 | 8 | 6 | 11 | 10 | 5  | 4 | 7 | 2  | 5 | 5  |
| 6  | 1 | 1  | 0 | 1 | 1 | 2  | 1  | 2  | 0 | 1 | 0  | 2 | 2  |
| 7  | 1 | 0  | 1 | 1 | 1 | 0  | 1  | 1  | 0 | 1 | 1  | 2 | 0  |
| 8  | 1 | 1  | 1 | 1 | 1 | 4  | 1  | 2  | 1 | 1 | 0  | 1 | 3  |
| 9  | 0 | 0  | 0 | 0 | 0 | 0  | 0  | 0  | 0 | 0 | 1  | 0 | 0  |
| 10 | 8 | 5  | 7 | 8 | 9 | 10 | 11 | 6  | 5 | 7 | 10 | 9 | 16 |
| 12 | 1 | 0  | 2 | 1 | 2 | 0  | 2  | 2  | 1 | 2 | 1  | 1 | 0  |
| 13 | 0 | 1  | 0 | 0 | 0 | 0  | 0  | 0  | 0 | 0 | 2  | 0 | 0  |
| 14 | 0 | 0  | 0 | 1 | 0 | 0  | 0  | 0  | 0 | 0 | 0  | 2 | 2  |
| 15 | 7 | 9  | 6 | 8 | 7 | 5  | 7  | 5  | 7 | 7 | 7  | 3 | 4  |
| 16 | 0 | 0  | 1 | 0 | 0 | 0  | 0  | 0  | 0 | 0 | 0  | 1 | 2  |
| 17 | 1 | 0  | 1 | 0 | 1 | 0  | 0  | 0  | 1 | 1 | 1  | 1 | 2  |
| 18 | 1 | 0  | 1 | 0 | 1 | 0  | 0  | 0  | 1 | 0 | 1  | 1 | 2  |
| 19 | 0 | 0  | 0 | 0 | 0 | 0  | 0  | 0  | 0 | 0 | 0  | 0 | 0  |
| 20 | 9 | 14 | 8 | 8 | 9 | 5  | 8  | 11 | 8 | 9 | 9  | 7 | 8  |
| 21 | 0 | 0  | 0 | 0 | 0 | 0  | 0  | 0  | 0 | 0 | 0  | 1 | 2  |
| 22 | 0 | 1  | 0 | 0 | 0 | 0  | 0  | 0  | 0 | 0 | 2  | 0 | 3  |
| 23 | 0 | 0  | 0 | 0 | 1 | 0  | 0  | 0  | 0 | 0 | 0  | 0 | 0  |
| 24 | 0 | 0  | 0 | 0 | 0 | 0  | 0  | 0  | 0 | 0 | 0  | 0 | 0  |
| 25 | 5 | 6  | 4 | 5 | 6 | 2  | 5  | 6  | 4 | 5 | 4  | 6 | 7  |
| 26 | 0 | 0  | 0 | 0 | 0 | 0  | 0  | 0  | 0 | 0 | 1  | 1 | 0  |
| 27 | 0 | 0  | 0 | 0 | 0 | 0  | 0  | 0  | 0 | 0 | 0  | 0 | 0  |
| 28 | 0 | 1  | 0 | 0 | 0 | 2  | 0  | 0  | 0 | 0 | 1  | 0 | 0  |

## YouGov / King's College London Survey Result

Sample Size: 2164 Adults in the UK  
Fieldwork: 23rd - 27th March 2026

|                   | Region in England |       |          |        |       | Education level |        |      | Tenure |      |       | Ethnicity |           | Work status |           |         |         |             |
|-------------------|-------------------|-------|----------|--------|-------|-----------------|--------|------|--------|------|-------|-----------|-----------|-------------|-----------|---------|---------|-------------|
|                   | Total             | North | Midlands | London | South | Low             | Medium | High | Own    | Rent | Other | White     | Non-white | Full Time   | Part Time | Student | Retired | Not Working |
| Weighted Sample   | 2164              | 498   | 344      | 249    | 721   | 582             | 867    | 715  | 1247   | 596  | 321   | 1785      | 314       | 902         | 363       | 125     | 493     | 280         |
| Unweighted Sample | 2164              | 434   | 283      | 563    | 599   | 486             | 831    | 847  | 1261   | 606  | 297   | 1717      | 384       | 891         | 325       | 121     | 536     | 291         |
|                   | %                 | %     | %        | %      | %     | %               | %      | %    | %      | %    | %     | %         | %         | %           | %         | %       | %       | %           |

What percentage of people in England and Wales do you think personally experienced a crime in the year between October 2024 and September 2025? We're including all types of crime except fraud, cyber-crimes and murder. Please choose a percentage between 0 and 100%.

|    |   |    |    |    |    |   |    |    |   |   |    |   |   |    |   |    |    |   |
|----|---|----|----|----|----|---|----|----|---|---|----|---|---|----|---|----|----|---|
| 0  | 1 | 0  | 1  | 0  | 1  | 1 | 0  | 1  | 0 | 1 | 1  | 0 | 1 | 1  | 1 | 0  | 0  | 1 |
| 1  | 1 | 1  | 2  | 3  | 1  | 1 | 1  | 2  | 1 | 1 | 0  | 1 | 3 | 2  | 1 | 0  | 1  | 1 |
| 2  | 3 | 3  | 3  | 2  | 3  | 1 | 3  | 4  | 4 | 2 | 1  | 3 | 3 | 4  | 1 | 1  | 4  | 0 |
| 3  | 1 | 2  | 1  | 2  | 1  | 0 | 1  | 2  | 2 | 1 | 1  | 1 | 2 | 2  | 0 | 2  | 1  | 0 |
| 4  | 1 | 2  | 1  | 1  | 0  | 0 | 1  | 2  | 1 | 1 | 0  | 1 | 1 | 1  | 1 | 2  | 2  | 0 |
| 5  | 7 | 6  | 6  | 6  | 9  | 5 | 6  | 8  | 8 | 5 | 5  | 7 | 6 | 7  | 5 | 7  | 7  | 5 |
| 6  | 1 | 1  | 0  | 2  | 1  | 1 | 1  | 1  | 1 | 1 | 2  | 1 | 2 | 1  | 1 | 2  | 1  | 1 |
| 7  | 1 | 0  | 0  | 1  | 1  | 1 | 1  | 1  | 1 | 1 | 0  | 1 | 0 | 1  | 0 | 0  | 1  | 1 |
| 8  | 1 | 1  | 0  | 2  | 1  | 0 | 2  | 1  | 1 | 1 | 2  | 1 | 2 | 1  | 2 | 3  | 1  | 2 |
| 9  | 0 | 0  | 1  | 0  | 0  | 0 | 0  | 0  | 0 | 0 | 0  | 0 | 0 | 0  | 1 | 0  | 0  | 0 |
| 10 | 8 | 7  | 5  | 10 | 7  | 6 | 7  | 10 | 9 | 6 | 5  | 8 | 7 | 7  | 5 | 6  | 10 | 8 |
| 12 | 1 | 2  | 2  | 2  | 1  | 1 | 1  | 2  | 2 | 1 | 1  | 1 | 1 | 2  | 1 | 1  | 1  | 1 |
| 13 | 0 | 0  | 0  | 0  | 0  | 0 | 1  | 0  | 0 | 0 | 1  | 0 | 0 | 0  | 0 | 1  | 0  | 1 |
| 14 | 0 | 0  | 0  | 0  | 0  | 0 | 0  | 0  | 0 | 0 | 0  | 0 | 0 | 0  | 0 | 0  | 0  | 0 |
| 15 | 7 | 6  | 10 | 9  | 7  | 5 | 8  | 8  | 7 | 7 | 9  | 7 | 7 | 6  | 8 | 15 | 6  | 8 |
| 16 | 0 | 0  | 0  | 1  | 0  | 0 | 0  | 0  | 0 | 0 | 0  | 0 | 0 | 0  | 0 | 0  | 0  | 0 |
| 17 | 1 | 0  | 0  | 0  | 1  | 1 | 0  | 1  | 1 | 0 | 1  | 1 | 0 | 1  | 1 | 0  | 1  | 1 |
| 18 | 1 | 1  | 1  | 1  | 0  | 1 | 1  | 0  | 0 | 1 | 0  | 1 | 0 | 1  | 0 | 0  | 0  | 0 |
| 19 | 0 | 0  | 0  | 0  | 0  | 0 | 0  | 0  | 0 | 0 | 0  | 0 | 0 | 0  | 0 | 0  | 0  | 0 |
| 20 | 9 | 10 | 7  | 10 | 10 | 7 | 10 | 10 | 9 | 8 | 12 | 9 | 9 | 10 | 9 | 12 | 9  | 7 |
| 21 | 0 | 0  | 0  | 0  | 0  | 0 | 0  | 0  | 0 | 0 | 0  | 0 | 0 | 0  | 0 | 0  | 1  | 0 |
| 22 | 0 | 0  | 0  | 0  | 0  | 0 | 0  | 0  | 0 | 0 | 1  | 0 | 0 | 0  | 0 | 0  | 0  | 0 |
| 23 | 0 | 0  | 1  | 0  | 0  | 0 | 0  | 0  | 0 | 0 | 0  | 0 | 0 | 0  | 0 | 1  | 0  | 0 |
| 24 | 0 | 0  | 0  | 0  | 0  | 0 | 0  | 0  | 0 | 0 | 0  | 0 | 0 | 0  | 0 | 0  | 0  | 1 |
| 25 | 5 | 5  | 5  | 5  | 5  | 4 | 5  | 5  | 5 | 6 | 5  | 5 | 4 | 5  | 6 | 6  | 5  | 4 |
| 26 | 0 | 0  | 0  | 0  | 0  | 0 | 0  | 0  | 0 | 0 | 0  | 0 | 1 | 0  | 0 | 0  | 0  | 0 |
| 27 | 0 | 0  | 0  | 0  | 0  | 0 | 0  | 0  | 0 | 0 | 0  | 0 | 0 | 0  | 0 | 0  | 0  | 0 |
| 28 | 0 | 1  | 1  | 0  | 0  | 0 | 1  | 0  | 0 | 1 | 0  | 0 | 0 | 0  | 1 | 0  | 1  | 0 |

## YouGov / King's College London Survey Result

Sample Size: 2164 Adults in the UK

Fieldwork: 23rd - 27th March 2026

|                   |       | Source of news                |                       |                                                |                                         |                              |                    |                                |                         |            |       |         |
|-------------------|-------|-------------------------------|-----------------------|------------------------------------------------|-----------------------------------------|------------------------------|--------------------|--------------------------------|-------------------------|------------|-------|---------|
|                   | Total | A printed copy of a newspaper | A newspaper's website | A news website not associated with a newspaper | A news app on a mobile or tablet device | A printed copy of a magazine | An online magazine | Email newsletters or RSS feeds | Social network websites | Television | Radio | Podcast |
| Weighted Sample   | 2164  | 366                           | 741                   | 487                                            | 670                                     | 113                          | 109                | 123                            | 720                     | 1103       | 852   | 264     |
| Unweighted Sample | 2164  | 408                           | 825                   | 528                                            | 730                                     | 142                          | 135                | 148                            | 751                     | 1167       | 887   | 301     |
|                   | %     | %                             | %                     | %                                              | %                                       | %                            | %                  | %                              | %                       | %          | %     | %       |

What percentage of people in England and Wales do you think personally experienced a crime in the year between October 2024 and September 2025? We're including all types of crime except fraud, cyber-crimes and murder. Please choose a percentage between 0 and 100%.

|    |   |    |    |    |    |    |    |    |   |   |   |    |
|----|---|----|----|----|----|----|----|----|---|---|---|----|
| 0  | 1 | 0  | 0  | 0  | 1  | 0  | 0  | 0  | 0 | 0 | 0 | 0  |
| 1  | 1 | 1  | 2  | 1  | 2  | 2  | 2  | 2  | 1 | 1 | 1 | 2  |
| 2  | 3 | 2  | 4  | 7  | 4  | 3  | 4  | 5  | 3 | 3 | 5 | 5  |
| 3  | 1 | 1  | 2  | 2  | 1  | 1  | 2  | 4  | 2 | 1 | 2 | 4  |
| 4  | 1 | 2  | 1  | 1  | 1  | 1  | 2  | 1  | 0 | 1 | 1 | 2  |
| 5  | 7 | 9  | 9  | 9  | 10 | 10 | 10 | 13 | 7 | 7 | 8 | 13 |
| 6  | 1 | 2  | 1  | 2  | 1  | 0  | 0  | 0  | 1 | 1 | 1 | 1  |
| 7  | 1 | 1  | 1  | 1  | 1  | 1  | 1  | 1  | 1 | 1 | 1 | 1  |
| 8  | 1 | 1  | 2  | 3  | 2  | 2  | 3  | 3  | 1 | 2 | 2 | 2  |
| 9  | 0 | 0  | 0  | 0  | 0  | 0  | 0  | 1  | 0 | 0 | 0 | 1  |
| 10 | 8 | 11 | 10 | 9  | 8  | 14 | 16 | 18 | 7 | 9 | 9 | 14 |
| 12 | 1 | 2  | 2  | 2  | 1  | 2  | 2  | 1  | 1 | 1 | 1 | 1  |
| 13 | 0 | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0 | 0 | 0 | 0  |
| 14 | 0 | 0  | 0  | 0  | 1  | 0  | 1  | 0  | 0 | 0 | 0 | 0  |
| 15 | 7 | 7  | 9  | 9  | 7  | 7  | 7  | 9  | 9 | 6 | 7 | 9  |
| 16 | 0 | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0 | 0 | 0 | 0  |
| 17 | 1 | 1  | 0  | 0  | 1  | 0  | 0  | 0  | 1 | 1 | 1 | 1  |
| 18 | 1 | 0  | 0  | 0  | 1  | 0  | 1  | 1  | 1 | 1 | 1 | 1  |
| 19 | 0 | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0 | 0 | 0 | 0  |
| 20 | 9 | 8  | 9  | 10 | 10 | 7  | 4  | 6  | 8 | 9 | 8 | 9  |
| 21 | 0 | 0  | 0  | 0  | 0  | 0  | 0  | 1  | 0 | 0 | 0 | 0  |
| 22 | 0 | 0  | 1  | 0  | 0  | 0  | 0  | 0  | 1 | 0 | 0 | 0  |
| 23 | 0 | 0  | 0  | 0  | 0  | 1  | 2  | 0  | 0 | 0 | 0 | 0  |
| 24 | 0 | 0  | 1  | 0  | 0  | 0  | 0  | 0  | 0 | 0 | 0 | 0  |
| 25 | 5 | 6  | 6  | 5  | 6  | 6  | 4  | 4  | 4 | 5 | 5 | 4  |
| 26 | 0 | 0  | 0  | 0  | 0  | 1  | 0  | 0  | 0 | 0 | 0 | 0  |
| 27 | 0 | 0  | 0  | 0  | 0  | 1  | 0  | 0  | 0 | 0 | 0 | 0  |
| 28 | 0 | 0  | 0  | 0  | 0  | 0  | 0  | 1  | 1 | 0 | 0 | 0  |

## YouGov / King's College London Survey Result

Sample Size: 2164 Adults in the UK

Fieldwork: 23rd - 27th March 2026

|                   | Social media used (last month) |          |     |          |           |           |          |        |        |         |                                     | Political attention                  |     |        |      |
|-------------------|--------------------------------|----------|-----|----------|-----------|-----------|----------|--------|--------|---------|-------------------------------------|--------------------------------------|-----|--------|------|
|                   | Total                          | Facebook | X   | LinkedIn | Pinterest | Instagram | Snapchat | Reddit | TikTok | Youtube | N/A - Not currently a member of any | N/A - Not used any in the last month | Low | Medium | High |
| Weighted Sample   | 2164                           | 1459     | 379 | 417      | 270       | 1066      | 262      | 279    | 465    | 1107    | 174                                 | 69                                   | 201 | 954    | 880  |
| Unweighted Sample | 2164                           | 1436     | 402 | 473      | 289       | 1093      | 227      | 268    | 447    | 1098    | 179                                 | 72                                   | 121 | 905    | 986  |
|                   | %                              | %        | %   | %        | %         | %         | %        | %      | %      | %       | %                                   | %                                    | %   | %      | %    |

What percentage of people in England and Wales do you think personally experienced a crime in the year between October 2024 and September 2025? We're including all types of crime except fraud, cyber-crimes and murder. Please choose a percentage between 0 and 100%.

|    |   |   |   |    |   |   |    |    |   |    |   |    |   |    |   |
|----|---|---|---|----|---|---|----|----|---|----|---|----|---|----|---|
| 0  | 1 | 1 | 1 | 0  | 0 | 1 | 0  | 0  | 0 | 0  | 0 | 4  | 1 | 1  | 0 |
| 1  | 1 | 1 | 2 | 2  | 1 | 1 | 1  | 1  | 1 | 1  | 1 | 1  | 1 | 1  | 1 |
| 2  | 3 | 2 | 3 | 3  | 5 | 2 | 2  | 4  | 2 | 4  | 4 | 0  | 2 | 3  | 3 |
| 3  | 1 | 1 | 2 | 3  | 1 | 2 | 0  | 2  | 1 | 2  | 1 | 1  | 1 | 1  | 2 |
| 4  | 1 | 1 | 1 | 0  | 0 | 0 | 1  | 1  | 0 | 1  | 1 | 2  | 0 | 0  | 1 |
| 5  | 7 | 6 | 7 | 8  | 6 | 6 | 7  | 11 | 4 | 7  | 7 | 6  | 4 | 5  | 8 |
| 6  | 1 | 1 | 1 | 1  | 1 | 1 | 1  | 1  | 1 | 1  | 2 | 3  | 2 | 1  | 1 |
| 7  | 1 | 1 | 2 | 1  | 0 | 1 | 0  | 1  | 1 | 1  | 1 | 2  | 0 | 1  | 1 |
| 8  | 1 | 1 | 2 | 2  | 1 | 1 | 1  | 2  | 1 | 1  | 1 | 0  | 0 | 1  | 2 |
| 9  | 0 | 0 | 0 | 0  | 0 | 0 | 0  | 0  | 0 | 0  | 0 | 0  | 0 | 0  | 0 |
| 10 | 8 | 8 | 7 | 12 | 7 | 6 | 5  | 10 | 6 | 8  | 7 | 14 | 5 | 7  | 9 |
| 12 | 1 | 2 | 2 | 1  | 1 | 1 | 0  | 2  | 0 | 2  | 1 | 1  | 1 | 1  | 2 |
| 13 | 0 | 0 | 0 | 0  | 0 | 0 | 1  | 1  | 0 | 0  | 0 | 0  | 0 | 0  | 0 |
| 14 | 0 | 0 | 0 | 0  | 0 | 0 | 0  | 0  | 0 | 0  | 0 | 0  | 0 | 0  | 0 |
| 15 | 7 | 7 | 9 | 6  | 6 | 8 | 10 | 7  | 6 | 9  | 6 | 1  | 2 | 7  | 8 |
| 16 | 0 | 0 | 0 | 0  | 0 | 0 | 0  | 0  | 0 | 0  | 0 | 0  | 0 | 0  | 0 |
| 17 | 1 | 0 | 0 | 0  | 1 | 0 | 0  | 0  | 0 | 0  | 1 | 2  | 0 | 1  | 1 |
| 18 | 1 | 1 | 1 | 1  | 1 | 1 | 0  | 1  | 1 | 0  | 1 | 3  | 1 | 0  | 1 |
| 19 | 0 | 0 | 0 | 0  | 0 | 0 | 0  | 0  | 0 | 0  | 1 | 0  | 0 | 0  | 0 |
| 20 | 9 | 8 | 9 | 10 | 7 | 9 | 9  | 12 | 6 | 10 | 9 | 22 | 7 | 10 | 9 |
| 21 | 0 | 0 | 0 | 0  | 0 | 0 | 0  | 0  | 0 | 0  | 0 | 1  | 0 | 0  | 0 |
| 22 | 0 | 0 | 1 | 0  | 1 | 0 | 1  | 0  | 0 | 0  | 0 | 0  | 0 | 0  | 0 |
| 23 | 0 | 0 | 0 | 0  | 0 | 0 | 0  | 0  | 0 | 0  | 0 | 0  | 0 | 0  | 0 |
| 24 | 0 | 0 | 0 | 0  | 0 | 0 | 0  | 1  | 0 | 0  | 0 | 0  | 0 | 0  | 0 |
| 25 | 5 | 4 | 6 | 5  | 5 | 5 | 3  | 5  | 5 | 5  | 5 | 0  | 2 | 6  | 5 |
| 26 | 0 | 0 | 0 | 0  | 0 | 0 | 0  | 0  | 0 | 0  | 0 | 0  | 0 | 0  | 0 |
| 27 | 0 | 0 | 0 | 0  | 0 | 0 | 0  | 0  | 0 | 0  | 0 | 0  | 0 | 0  | 0 |
| 28 | 0 | 0 | 0 | 1  | 0 | 0 | 1  | 0  | 1 | 0  | 1 | 0  | 0 | 0  | 1 |

Sample Size: 2164 Adults in the UK  
Fieldwork: 23rd - 27th March 2026

|                   |       | Westminster VI |     |         |           |       | Vote in 2024 GE |     |         |           |       | EU Ref 2016 |       | Gender |        | Age   |       |       |     |
|-------------------|-------|----------------|-----|---------|-----------|-------|-----------------|-----|---------|-----------|-------|-------------|-------|--------|--------|-------|-------|-------|-----|
|                   | Total | Con            | Lab | Lib Dem | Reform UK | Green | Con             | Lab | Lib Dem | Reform UK | Green | Remain      | Leave | Male   | Female | 18-24 | 25-49 | 50-64 | 65+ |
| Weighted Sample   | 2164  | 264            | 302 | 192     | 394       | 336   | 377             | 537 | 195     | 227       | 118   | 766         | 770   | 1050   | 1114   | 227   | 894   | 537   | 506 |
| Unweighted Sample | 2164  | 260            | 346 | 205     | 350       | 364   | 322             | 572 | 215     | 208       | 138   | 887         | 675   | 989    | 1175   | 180   | 884   | 554   | 546 |
|                   | %     | %              | %   | %       | %         | %     | %               | %   | %       | %         | %     | %           | %     | %      | %      | %     | %     | %     | %   |
| 29                | 0     | 0              | 0   | 0       | 0         | 0     | 0               | 0   | 0       | 0         | 0     | 0           | 0     | 0      | 0      | 0     | 0     | 0     | 0   |
| 30                | 8     | 11             | 8   | 12      | 9         | 5     | 11              | 8   | 8       | 8         | 6     | 7           | 10    | 7      | 10     | 5     | 9     | 7     | 10  |
| 31                | 0     | 0              | 0   | 0       | 0         | 0     | 0               | 0   | 0       | 0         | 0     | 0           | 0     | 0      | 0      | 0     | 0     | 0     | 0   |
| 32                | 0     | 0              | 0   | 0       | 1         | 1     | 1               | 0   | 0       | 1         | 2     | 0           | 0     | 0      | 0      | 0     | 1     | 0     | 0   |
| 33                | 1     | 0              | 0   | 0       | 1         | 1     | 1               | 0   | 0       | 0         | 0     | 0           | 1     | 1      | 1      | 0     | 1     | 1     | 1   |
| 34                | 0     | 0              | 0   | 0       | 1         | 0     | 0               | 0   | 0       | 0         | 0     | 0           | 0     | 0      | 1      | 1     | 1     | 0     | 0   |
| 35                | 3     | 4              | 3   | 3       | 3         | 3     | 4               | 3   | 2       | 4         | 6     | 3           | 4     | 2      | 4      | 4     | 3     | 3     | 3   |
| 36                | 0     | 1              | 0   | 0       | 0         | 0     | 1               | 0   | 0       | 0         | 0     | 0           | 1     | 0      | 0      | 0     | 0     | 0     | 0   |
| 37                | 0     | 0              | 0   | 1       | 0         | 0     | 0               | 1   | 1       | 0         | 0     | 0           | 0     | 0      | 0      | 0     | 1     | 0     | 0   |
| 38                | 0     | 0              | 1   | 0       | 0         | 1     | 0               | 0   | 0       | 0         | 2     | 0           | 0     | 0      | 0      | 0     | 0     | 0     | 0   |
| 39                | 0     | 0              | 0   | 1       | 1         | 0     | 0               | 0   | 1       | 1         | 0     | 0           | 0     | 0      | 0      | 0     | 0     | 0     | 1   |
| 40                | 7     | 6              | 7   | 4       | 6         | 7     | 5               | 9   | 4       | 9         | 7     | 5           | 8     | 6      | 8      | 6     | 7     | 6     | 7   |
| 41                | 0     | 0              | 0   | 0       | 0         | 0     | 0               | 0   | 0       | 0         | 0     | 0           | 0     | 0      | 0      | 1     | 0     | 0     | 0   |
| 42                | 0     | 0              | 0   | 0       | 0         | 1     | 0               | 0   | 0       | 0         | 0     | 0           | 0     | 0      | 0      | 0     | 0     | 0     | 0   |
| 43                | 0     | 1              | 0   | 0       | 0         | 1     | 0               | 0   | 0       | 0         | 0     | 0           | 0     | 0      | 0      | 0     | 0     | 0     | 0   |
| 44                | 0     | 0              | 0   | 0       | 0         | 0     | 0               | 0   | 0       | 0         | 0     | 0           | 0     | 0      | 0      | 0     | 0     | 0     | 0   |
| 45                | 4     | 4              | 3   | 3       | 5         | 2     | 5               | 3   | 3       | 3         | 2     | 3           | 4     | 3      | 5      | 4     | 3     | 3     | 5   |
| 46                | 0     | 0              | 0   | 0       | 1         | 0     | 0               | 0   | 0       | 1         | 0     | 0           | 0     | 0      | 0      | 0     | 0     | 0     | 0   |
| 47                | 0     | 0              | 0   | 0       | 0         | 0     | 0               | 0   | 0       | 0         | 0     | 0           | 0     | 0      | 0      | 0     | 0     | 0     | 0   |
| 48                | 0     | 0              | 0   | 0       | 0         | 0     | 0               | 0   | 0       | 0         | 0     | 0           | 0     | 0      | 0      | 0     | 0     | 0     | 0   |
| 49                | 0     | 0              | 0   | 1       | 0         | 0     | 0               | 0   | 1       | 0         | 1     | 0           | 0     | 0      | 0      | 0     | 0     | 0     | 0   |
| 50                | 6     | 8              | 6   | 5       | 7         | 6     | 9               | 6   | 4       | 5         | 6     | 6           | 7     | 4      | 8      | 4     | 7     | 5     | 6   |
| 51                | 0     | 0              | 0   | 0       | 0         | 0     | 0               | 0   | 0       | 0         | 0     | 0           | 0     | 0      | 0      | 0     | 0     | 0     | 0   |
| 52                | 0     | 0              | 0   | 0       | 0         | 0     | 0               | 0   | 0       | 0         | 0     | 0           | 0     | 0      | 0      | 0     | 0     | 0     | 0   |
| 53                | 0     | 0              | 0   | 0       | 0         | 0     | 0               | 0   | 0       | 0         | 1     | 0           | 0     | 0      | 0      | 0     | 0     | 0     | 0   |
| 55                | 1     | 1              | 1   | 1       | 1         | 0     | 1               | 0   | 1       | 1         | 0     | 0           | 1     | 1      | 1      | 0     | 0     | 2     | 1   |
| 56                | 0     | 0              | 0   | 1       | 0         | 0     | 0               | 0   | 0       | 0         | 0     | 0           | 0     | 0      | 0      | 0     | 0     | 0     | 0   |
| 57                | 0     | 0              | 0   | 0       | 0         | 0     | 0               | 0   | 0       | 0         | 0     | 0           | 0     | 0      | 0      | 0     | 0     | 0     | 0   |
| 58                | 0     | 0              | 0   | 0       | 0         | 0     | 0               | 0   | 0       | 0         | 0     | 0           | 0     | 0      | 0      | 1     | 0     | 0     | 0   |
| 59                | 0     | 0              | 0   | 0       | 0         | 0     | 0               | 0   | 1       | 0         | 0     | 0           | 0     | 0      | 0      | 1     | 0     | 0     | 0   |
| 60                | 5     | 4              | 3   | 3       | 6         | 3     | 5               | 3   | 5       | 6         | 4     | 4           | 4     | 3      | 6      | 6     | 5     | 5     | 3   |
| 61                | 0     | 0              | 0   | 0       | 0         | 0     | 0               | 0   | 0       | 0         | 0     | 0           | 0     | 0      | 0      | 1     | 0     | 0     | 0   |
| 62                | 0     | 0              | 0   | 0       | 0         | 0     | 0               | 0   | 0       | 0         | 1     | 0           | 0     | 0      | 0      | 0     | 0     | 0     | 0   |
| 63                | 0     | 0              | 0   | 0       | 0         | 0     | 0               | 0   | 0       | 0         | 0     | 0           | 0     | 0      | 0      | 0     | 0     | 0     | 0   |
| 64                | 0     | 0              | 0   | 0       | 0         | 0     | 0               | 0   | 0       | 0         | 0     | 0           | 0     | 0      | 0      | 0     | 0     | 0     | 0   |
| 65                | 1     | 0              | 1   | 2       | 3         | 2     | 2               | 1   | 3       | 2         | 3     | 1           | 2     | 1      | 2      | 1     | 1     | 2     | 2   |
| 67                | 0     | 0              | 1   | 0       | 1         | 0     | 1               | 0   | 1       | 0         | 0     | 1           | 0     | 0      | 1      | 0     | 0     | 1     | 0   |
| 68                | 0     | 0              | 0   | 0       | 0         | 0     | 0               | 0   | 0       | 0         | 0     | 0           | 0     | 0      | 0      | 0     | 0     | 0     | 0   |
| 69                | 0     | 0              | 0   | 1       | 0         | 0     | 0               | 0   | 1       | 0         | 0     | 0           | 0     | 0      | 0      | 0     | 0     | 0     | 0   |
| 70                | 3     | 1              | 0   | 2       | 4         | 2     | 1               | 2   | 3       | 5         | 1     | 2           | 2     | 2      | 4      | 7     | 3     | 2     | 2   |
| 72                | 0     | 0              | 0   | 0       | 0         | 0     | 0               | 0   | 0       | 0         | 0     | 0           | 0     | 0      | 0      | 0     | 0     | 0     | 0   |
| 75                | 2     | 1              | 2   | 0       | 2         | 2     | 2               | 1   | 2       | 3         | 2     | 1           | 2     | 1      | 3      | 2     | 2     | 1     | 2   |
| 76                | 0     | 0              | 0   | 0       | 0         | 0     | 0               | 0   | 1       | 0         | 0     | 0           | 0     | 0      | 0      | 0     | 0     | 0     | 0   |
| 78                | 0     | 0              | 0   | 0       | 0         | 0     | 0               | 0   | 0       | 0         | 0     | 0           | 0     | 0      | 0      | 0     | 0     | 0     | 0   |
| 79                | 0     | 0              | 0   | 0       | 0         | 0     | 0               | 0   | 0       | 0         | 0     | 0           | 0     | 0      | 0      | 0     | 0     | 0     | 0   |

Sample Size: 2164 Adults in the UK  
Fieldwork: 23rd - 27th March 2026

|                          | Generation  |               |                    |               |                |                         | Socio-economic classification (NS-SEC) |              |            | Country     |            |            |                  |
|--------------------------|-------------|---------------|--------------------|---------------|----------------|-------------------------|----------------------------------------|--------------|------------|-------------|------------|------------|------------------|
|                          | Total       | Gen Z (18-29) | Millennial (30-45) | Gen X (46-61) | Boomer (62-80) | Silent Generation (81+) | Higher                                 | Intermediate | Routine    | England     | Wales      | Scotland   | Northern Ireland |
| <b>Weighted Sample</b>   | <b>2164</b> | <b>343</b>    | <b>626</b>         | <b>594</b>    | <b>554</b>     | <b>48</b>               | <b>731</b>                             | <b>485</b>   | <b>647</b> | <b>1811</b> | <b>113</b> | <b>180</b> | <b>61</b>        |
| <b>Unweighted Sample</b> | <b>2164</b> | <b>319</b>    | <b>608</b>         | <b>592</b>    | <b>596</b>     | <b>49</b>               | <b>854</b>                             | <b>470</b>   | <b>521</b> | <b>1879</b> | <b>87</b>  | <b>160</b> | <b>38</b>        |
|                          | %           | %             | %                  | %             | %              | %                       | %                                      | %            | %          | %           | %          | %          | %                |
| 29                       | 0           | 0             | 0                  | 0             | 0              | 0                       | 0                                      | 0            | 0          | 0           | 0          | 0          | 0                |
| 30                       | 8           | 7             | 8                  | 8             | 10             | 14                      | 6                                      | 11           | 10         | 8           | 17         | 5          | 9                |
| 31                       | 0           | 0             | 0                  | 0             | 0              | 0                       | 0                                      | 0            | 0          | 0           | 0          | 1          | 0                |
| 32                       | 0           | 1             | 0                  | 0             | 0              | 0                       | 0                                      | 0            | 0          | 0           | 0          | 0          | 0                |
| 33                       | 1           | 0             | 1                  | 1             | 1              | 0                       | 0                                      | 1            | 1          | 0           | 0          | 1          | 3                |
| 34                       | 0           | 1             | 0                  | 0             | 0              | 0                       | 1                                      | 0            | 0          | 0           | 1          | 0          | 2                |
| 35                       | 3           | 3             | 3                  | 3             | 4              | 0                       | 3                                      | 3            | 3          | 3           | 2          | 2          | 5                |
| 36                       | 0           | 0             | 0                  | 1             | 0              | 0                       | 0                                      | 0            | 1          | 0           | 0          | 0          | 0                |
| 37                       | 0           | 0             | 0                  | 0             | 0              | 0                       | 0                                      | 1            | 0          | 0           | 0          | 0          | 0                |
| 38                       | 0           | 0             | 0                  | 1             | 0              | 0                       | 0                                      | 0            | 0          | 0           | 0          | 0          | 0                |
| 39                       | 0           | 0             | 0                  | 0             | 0              | 0                       | 0                                      | 0            | 0          | 0           | 2          | 0          | 0                |
| 40                       | 7           | 7             | 7                  | 7             | 7              | 7                       | 5                                      | 6            | 9          | 7           | 9          | 7          | 2                |
| 41                       | 0           | 0             | 0                  | 0             | 0              | 0                       | 0                                      | 0            | 0          | 0           | 0          | 1          | 0                |
| 42                       | 0           | 0             | 0                  | 0             | 0              | 0                       | 0                                      | 0            | 0          | 0           | 1          | 0          | 0                |
| 43                       | 0           | 0             | 0                  | 0             | 0              | 0                       | 0                                      | 0            | 0          | 0           | 1          | 0          | 0                |
| 44                       | 0           | 0             | 0                  | 0             | 0              | 0                       | 0                                      | 0            | 0          | 0           | 0          | 0          | 0                |
| 45                       | 4           | 3             | 3                  | 3             | 5              | 2                       | 3                                      | 5            | 5          | 4           | 0          | 6          | 2                |
| 46                       | 0           | 0             | 0                  | 0             | 0              | 0                       | 0                                      | 0            | 1          | 0           | 0          | 0          | 0                |
| 47                       | 0           | 0             | 0                  | 0             | 0              | 0                       | 0                                      | 0            | 0          | 0           | 0          | 0          | 0                |
| 48                       | 0           | 0             | 0                  | 0             | 0              | 0                       | 0                                      | 0            | 0          | 0           | 0          | 0          | 0                |
| 49                       | 0           | 1             | 0                  | 0             | 0              | 0                       | 0                                      | 0            | 0          | 0           | 0          | 0          | 0                |
| 50                       | 6           | 5             | 8                  | 4             | 7              | 9                       | 6                                      | 4            | 9          | 6           | 4          | 6          | 5                |
| 51                       | 0           | 0             | 0                  | 0             | 0              | 0                       | 0                                      | 0            | 0          | 0           | 0          | 0          | 0                |
| 52                       | 0           | 0             | 0                  | 0             | 0              | 0                       | 0                                      | 0            | 0          | 0           | 0          | 0          | 0                |
| 53                       | 0           | 0             | 0                  | 0             | 0              | 0                       | 0                                      | 0            | 0          | 0           | 0          | 0          | 0                |
| 55                       | 1           | 0             | 0                  | 2             | 1              | 0                       | 1                                      | 1            | 1          | 1           | 1          | 2          | 0                |
| 56                       | 0           | 0             | 0                  | 0             | 0              | 0                       | 0                                      | 0            | 0          | 0           | 0          | 1          | 0                |
| 57                       | 0           | 0             | 0                  | 0             | 0              | 0                       | 0                                      | 0            | 0          | 0           | 0          | 0          | 0                |
| 58                       | 0           | 0             | 0                  | 0             | 0              | 0                       | 0                                      | 0            | 0          | 0           | 0          | 0          | 0                |
| 59                       | 0           | 0             | 0                  | 0             | 0              | 0                       | 0                                      | 0            | 0          | 0           | 0          | 0          | 0                |
| 60                       | 5           | 5             | 5                  | 6             | 3              | 0                       | 3                                      | 4            | 7          | 5           | 11         | 4          | 0                |
| 61                       | 0           | 1             | 0                  | 0             | 0              | 0                       | 0                                      | 0            | 0          | 0           | 0          | 0          | 0                |
| 62                       | 0           | 0             | 0                  | 0             | 0              | 0                       | 0                                      | 0            | 0          | 0           | 0          | 0          | 0                |
| 63                       | 0           | 0             | 0                  | 0             | 0              | 0                       | 0                                      | 0            | 0          | 0           | 0          | 0          | 0                |
| 64                       | 0           | 0             | 0                  | 0             | 0              | 0                       | 0                                      | 0            | 0          | 0           | 0          | 0          | 0                |
| 65                       | 1           | 1             | 1                  | 2             | 2              | 2                       | 2                                      | 2            | 2          | 1           | 1          | 2          | 0                |
| 67                       | 0           | 0             | 0                  | 1             | 0              | 0                       | 0                                      | 0            | 1          | 0           | 1          | 1          | 0                |
| 68                       | 0           | 0             | 0                  | 0             | 0              | 0                       | 0                                      | 0            | 0          | 0           | 0          | 1          | 0                |
| 69                       | 0           | 0             | 0                  | 0             | 0              | 0                       | 0                                      | 0            | 0          | 0           | 0          | 1          | 0                |
| 70                       | 3           | 6             | 3                  | 1             | 2              | 4                       | 2                                      | 3            | 2          | 3           | 2          | 2          | 8                |
| 72                       | 0           | 0             | 0                  | 0             | 0              | 0                       | 0                                      | 0            | 0          | 0           | 0          | 0          | 0                |
| 75                       | 2           | 2             | 2                  | 1             | 1              | 6                       | 1                                      | 2            | 2          | 2           | 2          | 2          | 0                |
| 76                       | 0           | 0             | 0                  | 0             | 0              | 2                       | 0                                      | 0            | 0          | 0           | 0          | 0          | 0                |
| 78                       | 0           | 0             | 0                  | 0             | 0              | 0                       | 0                                      | 0            | 0          | 0           | 0          | 1          | 0                |
| 79                       | 0           | 0             | 0                  | 0             | 0              | 0                       | 0                                      | 0            | 0          | 0           | 0          | 0          | 0                |

Sample Size: 2164 Adults in the UK  
Fieldwork: 23rd - 27th March 2026

|                   | Region in England |       |          |        |       | Education level |        |      | Tenure |      |       | Ethnicity |           | Work status |           |         |         |             |
|-------------------|-------------------|-------|----------|--------|-------|-----------------|--------|------|--------|------|-------|-----------|-----------|-------------|-----------|---------|---------|-------------|
|                   | Total             | North | Midlands | London | South | Low             | Medium | High | Own    | Rent | Other | White     | Non-white | Full Time   | Part Time | Student | Retired | Not Working |
| Weighted Sample   | 2164              | 498   | 344      | 249    | 721   | 582             | 867    | 715  | 1247   | 596  | 321   | 1785      | 314       | 902         | 363       | 125     | 493     | 280         |
| Unweighted Sample | 2164              | 434   | 283      | 563    | 599   | 486             | 831    | 847  | 1261   | 606  | 297   | 1717      | 384       | 891         | 325       | 121     | 536     | 291         |
|                   | %                 | %     | %        | %      | %     | %               | %      | %    | %      | %    | %     | %         | %         | %           | %         | %       | %       | %           |
| 29                | 0                 | 0     | 0        | 0      | 0     | 0               | 0      | 0    | 0      | 0    | 0     | 0         | 0         | 0           | 0         | 0       | 0       | 0           |
| 30                | 8                 | 7     | 7        | 8      | 10    | 9               | 9      | 7    | 9      | 7    | 6     | 8         | 10        | 8           | 9         | 5       | 9       | 7           |
| 31                | 0                 | 0     | 0        | 0      | 0     | 0               | 0      | 0    | 0      | 0    | 0     | 0         | 0         | 0           | 0         | 1       | 0       | 0           |
| 32                | 0                 | 0     | 1        | 0      | 0     | 0               | 0      | 0    | 0      | 1    | 0     | 0         | 0         | 0           | 0         | 0       | 0       | 1           |
| 33                | 1                 | 1     | 0        | 0      | 0     | 0               | 1      | 0    | 1      | 1    | 0     | 1         | 0         | 1           | 0         | 0       | 1       | 0           |
| 34                | 0                 | 0     | 1        | 1      | 0     | 0               | 0      | 1    | 0      | 0    | 1     | 1         | 0         | 1           | 1         | 0       | 0       | 0           |
| 35                | 3                 | 3     | 5        | 3      | 2     | 4               | 3      | 2    | 3      | 2    | 4     | 3         | 2         | 3           | 3         | 2       | 3       | 4           |
| 36                | 0                 | 0     | 1        | 0      | 0     | 1               | 0      | 0    | 0      | 1    | 0     | 0         | 0         | 0           | 0         | 0       | 0       | 0           |
| 37                | 0                 | 1     | 0        | 0      | 0     | 0               | 0      | 0    | 0      | 0    | 0     | 0         | 0         | 0           | 0         | 0       | 0       | 1           |
| 38                | 0                 | 0     | 0        | 0      | 0     | 0               | 0      | 0    | 0      | 0    | 0     | 0         | 0         | 0           | 0         | 0       | 0       | 0           |
| 39                | 0                 | 0     | 0        | 0      | 0     | 0               | 0      | 0    | 0      | 0    | 1     | 0         | 0         | 0           | 0         | 0       | 0       | 0           |
| 40                | 7                 | 5     | 11       | 6      | 6     | 9               | 6      | 6    | 6      | 8    | 9     | 7         | 7         | 7           | 7         | 6       | 7       | 8           |
| 41                | 0                 | 0     | 0        | 0      | 0     | 0               | 0      | 0    | 0      | 0    | 0     | 0         | 0         | 0           | 0         | 0       | 0       | 0           |
| 42                | 0                 | 0     | 0        | 1      | 0     | 0               | 0      | 0    | 0      | 0    | 0     | 0         | 0         | 0           | 0         | 0       | 0       | 0           |
| 43                | 0                 | 0     | 0        | 0      | 0     | 0               | 0      | 0    | 0      | 0    | 0     | 0         | 0         | 0           | 0         | 0       | 0       | 0           |
| 44                | 0                 | 0     | 0        | 0      | 0     | 0               | 0      | 0    | 0      | 0    | 0     | 0         | 0         | 0           | 0         | 0       | 0       | 0           |
| 45                | 4                 | 4     | 4        | 2      | 4     | 6               | 3      | 3    | 3      | 5    | 3     | 4         | 3         | 3           | 3         | 4       | 5       | 3           |
| 46                | 0                 | 1     | 0        | 0      | 0     | 0               | 0      | 0    | 0      | 0    | 0     | 0         | 0         | 0           | 0         | 0       | 0       | 0           |
| 47                | 0                 | 0     | 0        | 0      | 0     | 0               | 0      | 0    | 0      | 0    | 0     | 0         | 0         | 0           | 0         | 0       | 0       | 0           |
| 48                | 0                 | 0     | 0        | 0      | 0     | 0               | 0      | 0    | 0      | 0    | 0     | 0         | 1         | 0           | 0         | 0       | 0       | 0           |
| 49                | 0                 | 0     | 0        | 0      | 0     | 0               | 0      | 0    | 0      | 0    | 0     | 0         | 0         | 0           | 0         | 0       | 0       | 0           |
| 50                | 6                 | 6     | 7        | 4      | 7     | 8               | 6      | 6    | 6      | 6    | 6     | 6         | 8         | 6           | 7         | 4       | 6       | 7           |
| 51                | 0                 | 0     | 0        | 0      | 0     | 0               | 0      | 0    | 0      | 0    | 0     | 0         | 0         | 0           | 0         | 0       | 0       | 0           |
| 52                | 0                 | 0     | 0        | 0      | 0     | 0               | 0      | 0    | 0      | 0    | 0     | 0         | 0         | 0           | 0         | 0       | 0       | 0           |
| 53                | 0                 | 0     | 0        | 0      | 0     | 0               | 0      | 0    | 0      | 0    | 0     | 0         | 0         | 0           | 0         | 0       | 0       | 0           |
| 55                | 1                 | 1     | 1        | 1      | 1     | 2               | 1      | 0    | 1      | 1    | 1     | 1         | 1         | 1           | 1         | 0       | 1       | 1           |
| 56                | 0                 | 0     | 0        | 0      | 0     | 0               | 0      | 0    | 0      | 0    | 0     | 0         | 0         | 0           | 0         | 0       | 0       | 0           |
| 57                | 0                 | 0     | 0        | 0      | 0     | 0               | 0      | 0    | 0      | 0    | 0     | 0         | 0         | 0           | 0         | 0       | 0       | 0           |
| 58                | 0                 | 0     | 0        | 0      | 0     | 0               | 0      | 0    | 0      | 0    | 1     | 0         | 0         | 0           | 0         | 1       | 0       | 1           |
| 59                | 0                 | 0     | 0        | 0      | 0     | 0               | 0      | 0    | 0      | 0    | 1     | 0         | 0         | 0           | 0         | 0       | 0       | 0           |
| 60                | 5                 | 5     | 3        | 5      | 5     | 5               | 6      | 3    | 4      | 6    | 5     | 5         | 5         | 5           | 7         | 6       | 2       | 6           |
| 61                | 0                 | 0     | 0        | 0      | 0     | 0               | 0      | 0    | 0      | 0    | 0     | 0         | 0         | 0           | 0         | 0       | 0       | 1           |
| 62                | 0                 | 0     | 0        | 0      | 0     | 0               | 0      | 0    | 0      | 0    | 0     | 0         | 0         | 0           | 1         | 0       | 0       | 0           |
| 63                | 0                 | 0     | 0        | 0      | 0     | 0               | 0      | 0    | 0      | 0    | 0     | 0         | 0         | 0           | 0         | 0       | 0       | 0           |
| 64                | 0                 | 0     | 0        | 0      | 0     | 0               | 0      | 0    | 0      | 0    | 0     | 0         | 0         | 0           | 0         | 0       | 0       | 0           |
| 65                | 1                 | 1     | 2        | 1      | 1     | 2               | 2      | 1    | 1      | 2    | 1     | 2         | 1         | 1           | 2         | 0       | 2       | 1           |
| 67                | 0                 | 0     | 0        | 0      | 0     | 0               | 1      | 0    | 0      | 0    | 0     | 0         | 0         | 0           | 1         | 0       | 0       | 0           |
| 68                | 0                 | 0     | 0        | 0      | 0     | 0               | 0      | 0    | 0      | 0    | 0     | 0         | 0         | 0           | 0         | 0       | 0       | 0           |
| 69                | 0                 | 0     | 0        | 0      | 0     | 0               | 0      | 0    | 0      | 0    | 0     | 0         | 0         | 0           | 0         | 0       | 0       | 0           |
| 70                | 3                 | 4     | 1        | 3      | 2     | 5               | 3      | 1    | 1      | 5    | 5     | 2         | 5         | 2           | 3         | 7       | 2       | 5           |
| 72                | 0                 | 0     | 0        | 0      | 0     | 0               | 0      | 0    | 0      | 0    | 0     | 0         | 0         | 0           | 0         | 0       | 0       | 0           |
| 75                | 2                 | 2     | 1        | 1      | 2     | 2               | 2      | 2    | 2      | 1    | 2     | 2         | 1         | 1           | 2         | 2       | 2       | 3           |
| 76                | 0                 | 1     | 0        | 0      | 0     | 0               | 0      | 0    | 0      | 1    | 0     | 0         | 0         | 0           | 1         | 0       | 0       | 0           |
| 78                | 0                 | 0     | 0        | 0      | 0     | 0               | 0      | 0    | 0      | 0    | 0     | 0         | 0         | 0           | 0         | 0       | 0       | 0           |
| 79                | 0                 | 0     | 0        | 1      | 0     | 0               | 0      | 0    | 0      | 1    | 0     | 0         | 1         | 0           | 0         | 0       | 0       | 0           |

Sample Size: 2164 Adults in the UK  
Fieldwork: 23rd - 27th March 2026

|                   |      | Source of news                |                       |                                                |                                         |                              |                    |                                |                         |            |       |          |
|-------------------|------|-------------------------------|-----------------------|------------------------------------------------|-----------------------------------------|------------------------------|--------------------|--------------------------------|-------------------------|------------|-------|----------|
| Total             |      | A printed copy of a newspaper | A newspaper's website | A news website not associated with a newspaper | A news app on a mobile or tablet device | A printed copy of a magazine | An online magazine | Email newsletters or RSS feeds | Social network websites | Television | Radio | Podcasts |
| Weighted Sample   | 2164 | 366                           | 741                   | 487                                            | 670                                     | 113                          | 109                | 123                            | 720                     | 1103       | 852   | 264      |
| Unweighted Sample | 2164 | 408                           | 825                   | 528                                            | 730                                     | 142                          | 135                | 148                            | 751                     | 1167       | 887   | 301      |
|                   | %    | %                             | %                     | %                                              | %                                       | %                            | %                  | %                              | %                       | %          | %     | %        |
| 29                | 0    | 0                             | 0                     | 0                                              | 0                                       | 0                            | 0                  | 0                              | 0                       | 0          | 0     | 0        |
| 30                | 8    | 9                             | 6                     | 8                                              | 8                                       | 6                            | 3                  | 4                              | 7                       | 8          | 8     | 3        |
| 31                | 0    | 0                             | 0                     | 0                                              | 0                                       | 0                            | 1                  | 1                              | 0                       | 0          | 0     | 0        |
| 32                | 0    | 0                             | 0                     | 0                                              | 0                                       | 0                            | 0                  | 0                              | 0                       | 0          | 0     | 0        |
| 33                | 1    | 1                             | 0                     | 2                                              | 0                                       | 0                            | 0                  | 0                              | 1                       | 0          | 1     | 0        |
| 34                | 0    | 0                             | 1                     | 0                                              | 0                                       | 0                            | 0                  | 0                              | 1                       | 0          | 0     | 1        |
| 35                | 3    | 4                             | 3                     | 2                                              | 3                                       | 2                            | 3                  | 2                              | 4                       | 4          | 3     | 5        |
| 36                | 0    | 0                             | 0                     | 0                                              | 0                                       | 1                            | 0                  | 0                              | 0                       | 0          | 0     | 0        |
| 37                | 0    | 1                             | 1                     | 0                                              | 0                                       | 0                            | 0                  | 0                              | 0                       | 0          | 0     | 0        |
| 38                | 0    | 0                             | 1                     | 0                                              | 1                                       | 0                            | 1                  | 1                              | 0                       | 0          | 0     | 1        |
| 39                | 0    | 0                             | 0                     | 0                                              | 0                                       | 0                            | 0                  | 2                              | 0                       | 0          | 1     | 0        |
| 40                | 7    | 4                             | 6                     | 5                                              | 4                                       | 5                            | 4                  | 4                              | 7                       | 7          | 7     | 3        |
| 41                | 0    | 0                             | 0                     | 0                                              | 0                                       | 0                            | 0                  | 0                              | 0                       | 0          | 0     | 0        |
| 42                | 0    | 0                             | 0                     | 0                                              | 0                                       | 0                            | 0                  | 0                              | 0                       | 0          | 0     | 0        |
| 43                | 0    | 0                             | 0                     | 0                                              | 0                                       | 0                            | 0                  | 0                              | 0                       | 0          | 0     | 0        |
| 44                | 0    | 0                             | 0                     | 0                                              | 0                                       | 0                            | 1                  | 0                              | 0                       | 0          | 0     | 0        |
| 45                | 4    | 3                             | 2                     | 2                                              | 4                                       | 4                            | 5                  | 2                              | 3                       | 4          | 3     | 2        |
| 46                | 0    | 0                             | 0                     | 0                                              | 0                                       | 0                            | 0                  | 0                              | 0                       | 0          | 0     | 1        |
| 47                | 0    | 0                             | 0                     | 0                                              | 0                                       | 0                            | 0                  | 0                              | 0                       | 0          | 0     | 0        |
| 48                | 0    | 0                             | 0                     | 0                                              | 0                                       | 0                            | 0                  | 0                              | 0                       | 0          | 0     | 0        |
| 49                | 0    | 0                             | 0                     | 0                                              | 0                                       | 0                            | 0                  | 0                              | 0                       | 0          | 0     | 0        |
| 50                | 6    | 6                             | 5                     | 4                                              | 6                                       | 4                            | 9                  | 6                              | 7                       | 6          | 5     | 4        |
| 51                | 0    | 0                             | 0                     | 0                                              | 0                                       | 0                            | 0                  | 0                              | 0                       | 0          | 0     | 0        |
| 52                | 0    | 0                             | 0                     | 0                                              | 0                                       | 0                            | 0                  | 0                              | 0                       | 0          | 0     | 0        |
| 53                | 0    | 0                             | 0                     | 0                                              | 0                                       | 0                            | 1                  | 0                              | 0                       | 0          | 0     | 0        |
| 55                | 1    | 0                             | 1                     | 0                                              | 1                                       | 0                            | 1                  | 1                              | 1                       | 1          | 1     | 0        |
| 56                | 0    | 0                             | 0                     | 0                                              | 0                                       | 0                            | 0                  | 0                              | 0                       | 0          | 0     | 0        |
| 57                | 0    | 0                             | 0                     | 0                                              | 0                                       | 0                            | 0                  | 0                              | 0                       | 0          | 0     | 0        |
| 58                | 0    | 0                             | 0                     | 0                                              | 0                                       | 0                            | 0                  | 0                              | 0                       | 0          | 0     | 0        |
| 59                | 0    | 0                             | 0                     | 0                                              | 0                                       | 0                            | 1                  | 1                              | 0                       | 0          | 0     | 0        |
| 60                | 5    | 6                             | 3                     | 3                                              | 4                                       | 6                            | 2                  | 3                              | 5                       | 5          | 5     | 4        |
| 61                | 0    | 0                             | 0                     | 0                                              | 0                                       | 0                            | 0                  | 0                              | 0                       | 0          | 0     | 0        |
| 62                | 0    | 0                             | 0                     | 0                                              | 0                                       | 0                            | 0                  | 0                              | 0                       | 0          | 0     | 0        |
| 63                | 0    | 0                             | 0                     | 0                                              | 0                                       | 0                            | 0                  | 0                              | 0                       | 0          | 0     | 0        |
| 64                | 0    | 0                             | 0                     | 0                                              | 0                                       | 0                            | 0                  | 0                              | 0                       | 0          | 0     | 0        |
| 65                | 1    | 2                             | 1                     | 1                                              | 1                                       | 1                            | 1                  | 1                              | 1                       | 1          | 1     | 1        |
| 67                | 0    | 0                             | 0                     | 0                                              | 0                                       | 1                            | 0                  | 0                              | 0                       | 0          | 1     | 0        |
| 68                | 0    | 0                             | 0                     | 0                                              | 0                                       | 0                            | 0                  | 0                              | 0                       | 0          | 0     | 0        |
| 69                | 0    | 0                             | 0                     | 0                                              | 0                                       | 0                            | 0                  | 0                              | 0                       | 0          | 0     | 0        |
| 70                | 3    | 3                             | 2                     | 2                                              | 2                                       | 2                            | 4                  | 1                              | 3                       | 2          | 2     | 3        |
| 72                | 0    | 0                             | 0                     | 0                                              | 0                                       | 0                            | 0                  | 0                              | 0                       | 0          | 0     | 0        |
| 75                | 2    | 1                             | 2                     | 2                                              | 1                                       | 0                            | 0                  | 1                              | 2                       | 2          | 1     | 2        |
| 76                | 0    | 0                             | 0                     | 0                                              | 0                                       | 1                            | 0                  | 0                              | 0                       | 0          | 0     | 0        |
| 78                | 0    | 0                             | 0                     | 0                                              | 0                                       | 0                            | 0                  | 0                              | 0                       | 0          | 0     | 1        |
| 79                | 0    | 0                             | 0                     | 0                                              | 0                                       | 0                            | 0                  | 0                              | 0                       | 0          | 0     | 0        |

Sample Size: 2164 Adults in the UK  
Fieldwork: 23rd - 27th March 2026

|                   |       | Social media used (last month) |     |          |           |           |          |        |        |         |                                     |                                      | Political attention |        |      |
|-------------------|-------|--------------------------------|-----|----------|-----------|-----------|----------|--------|--------|---------|-------------------------------------|--------------------------------------|---------------------|--------|------|
|                   | Total | Facebook                       | X   | LinkedIn | Pinterest | Instagram | Snapchat | Reddit | TikTok | Youtube | N/A - Not currently a member of any | N/A - Not used any in the last month | Low                 | Medium | High |
| Weighted Sample   | 2164  | 1459                           | 379 | 417      | 270       | 1066      | 262      | 279    | 465    | 1107    | 174                                 | 69                                   | 201                 | 954    | 880  |
| Unweighted Sample | 2164  | 1436                           | 402 | 473      | 289       | 1093      | 227      | 268    | 447    | 1098    | 179                                 | 72                                   | 121                 | 905    | 986  |
|                   | %     | %                              | %   | %        | %         | %         | %        | %      | %      | %       | %                                   | %                                    | %                   | %      | %    |
| 29                | 0     | 0                              | 0   | 0        | 0         | 0         | 0        | 0      | 0      | 0       | 0                                   | 0                                    | 0                   | 0      | 0    |
| 30                | 8     | 9                              | 5   | 8        | 8         | 8         | 7        | 7      | 7      | 8       | 12                                  | 7                                    | 8                   | 10     | 8    |
| 31                | 0     | 0                              | 0   | 0        | 0         | 0         | 0        | 0      | 0      | 0       | 0                                   | 0                                    | 0                   | 0      | 0    |
| 32                | 0     | 0                              | 1   | 0        | 1         | 1         | 0        | 0      | 1      | 0       | 0                                   | 0                                    | 1                   | 0      | 0    |
| 33                | 1     | 1                              | 2   | 0        | 0         | 1         | 1        | 1      | 1      | 1       | 0                                   | 0                                    | 0                   | 1      | 0    |
| 34                | 0     | 0                              | 1   | 0        | 1         | 0         | 1        | 1      | 1      | 0       | 1                                   | 2                                    | 1                   | 0      | 0    |
| 35                | 3     | 3                              | 3   | 3        | 3         | 3         | 3        | 1      | 4      | 3       | 1                                   | 7                                    | 4                   | 4      | 3    |
| 36                | 0     | 0                              | 0   | 0        | 0         | 0         | 0        | 0      | 0      | 0       | 0                                   | 0                                    | 2                   | 0      | 0    |
| 37                | 0     | 0                              | 0   | 0        | 0         | 0         | 0        | 0      | 0      | 0       | 1                                   | 1                                    | 0                   | 0      | 0    |
| 38                | 0     | 0                              | 1   | 0        | 0         | 0         | 0        | 1      | 0      | 0       | 0                                   | 0                                    | 0                   | 0      | 0    |
| 39                | 0     | 0                              | 0   | 1        | 0         | 0         | 0        | 0      | 0      | 0       | 0                                   | 0                                    | 0                   | 0      | 0    |
| 40                | 7     | 7                              | 7   | 5        | 8         | 7         | 6        | 7      | 7      | 6       | 6                                   | 4                                    | 12                  | 7      | 5    |
| 41                | 0     | 0                              | 0   | 0        | 0         | 0         | 0        | 0      | 0      | 0       | 0                                   | 0                                    | 0                   | 0      | 0    |
| 42                | 0     | 0                              | 0   | 0        | 0         | 0         | 0        | 0      | 0      | 0       | 0                                   | 1                                    | 0                   | 0      | 0    |
| 43                | 0     | 0                              | 0   | 0        | 0         | 0         | 0        | 0      | 0      | 0       | 0                                   | 0                                    | 0                   | 0      | 0    |
| 44                | 0     | 0                              | 0   | 0        | 0         | 0         | 0        | 0      | 0      | 0       | 0                                   | 0                                    | 0                   | 0      | 0    |
| 45                | 4     | 4                              | 2   | 3        | 4         | 4         | 5        | 2      | 4      | 3       | 6                                   | 0                                    | 7                   | 3      | 4    |
| 46                | 0     | 0                              | 0   | 0        | 0         | 0         | 0        | 0      | 0      | 0       | 0                                   | 0                                    | 0                   | 0      | 0    |
| 47                | 0     | 0                              | 0   | 0        | 0         | 0         | 0        | 0      | 0      | 0       | 0                                   | 0                                    | 0                   | 0      | 0    |
| 48                | 0     | 0                              | 0   | 0        | 0         | 0         | 0        | 0      | 0      | 0       | 0                                   | 0                                    | 0                   | 0      | 0    |
| 49                | 0     | 0                              | 0   | 0        | 0         | 0         | 0        | 0      | 0      | 0       | 0                                   | 0                                    | 0                   | 0      | 0    |
| 50                | 6     | 7                              | 5   | 4        | 6         | 7         | 6        | 5      | 6      | 6       | 7                                   | 1                                    | 8                   | 7      | 6    |
| 51                | 0     | 0                              | 0   | 0        | 0         | 0         | 0        | 0      | 0      | 0       | 0                                   | 0                                    | 0                   | 0      | 0    |
| 52                | 0     | 0                              | 0   | 0        | 0         | 0         | 0        | 0      | 0      | 0       | 0                                   | 0                                    | 0                   | 0      | 0    |
| 53                | 0     | 0                              | 0   | 0        | 0         | 0         | 0        | 0      | 0      | 0       | 0                                   | 0                                    | 0                   | 0      | 0    |
| 55                | 1     | 1                              | 1   | 0        | 1         | 1         | 0        | 0      | 1      | 1       | 0                                   | 2                                    | 1                   | 1      | 1    |
| 56                | 0     | 0                              | 0   | 0        | 0         | 0         | 0        | 0      | 0      | 0       | 0                                   | 0                                    | 0                   | 0      | 0    |
| 57                | 0     | 0                              | 0   | 0        | 0         | 0         | 0        | 0      | 0      | 0       | 0                                   | 0                                    | 0                   | 0      | 0    |
| 58                | 0     | 0                              | 0   | 0        | 0         | 0         | 1        | 0      | 0      | 0       | 0                                   | 0                                    | 1                   | 0      | 0    |
| 59                | 0     | 0                              | 0   | 0        | 0         | 0         | 0        | 0      | 0      | 0       | 0                                   | 0                                    | 0                   | 0      | 0    |
| 60                | 5     | 5                              | 3   | 4        | 7         | 5         | 7        | 3      | 8      | 5       | 7                                   | 1                                    | 7                   | 5      | 4    |
| 61                | 0     | 0                              | 0   | 0        | 1         | 0         | 1        | 0      | 0      | 0       | 0                                   | 0                                    | 1                   | 0      | 0    |
| 62                | 0     | 0                              | 0   | 0        | 0         | 0         | 0        | 0      | 0      | 0       | 0                                   | 0                                    | 0                   | 0      | 0    |
| 63                | 0     | 0                              | 0   | 0        | 0         | 0         | 0        | 0      | 0      | 0       | 0                                   | 0                                    | 0                   | 0      | 0    |
| 64                | 0     | 0                              | 0   | 0        | 0         | 0         | 0        | 0      | 0      | 0       | 0                                   | 0                                    | 0                   | 0      | 0    |
| 65                | 1     | 2                              | 2   | 1        | 2         | 2         | 1        | 1      | 2      | 1       | 0                                   | 2                                    | 0                   | 1      | 2    |
| 67                | 0     | 0                              | 0   | 0        | 0         | 0         | 1        | 0      | 0      | 0       | 0                                   | 0                                    | 0                   | 0      | 0    |
| 68                | 0     | 0                              | 0   | 0        | 0         | 0         | 0        | 0      | 0      | 0       | 0                                   | 0                                    | 0                   | 0      | 0    |
| 69                | 0     | 0                              | 0   | 0        | 0         | 0         | 0        | 0      | 0      | 0       | 0                                   | 0                                    | 0                   | 0      | 0    |
| 70                | 3     | 3                              | 4   | 3        | 4         | 4         | 4        | 2      | 6      | 3       | 2                                   | 0                                    | 5                   | 3      | 2    |
| 72                | 0     | 0                              | 0   | 0        | 0         | 0         | 0        | 0      | 0      | 0       | 0                                   | 0                                    | 0                   | 0      | 0    |
| 75                | 2     | 2                              | 1   | 1        | 2         | 2         | 2        | 1      | 3      | 1       | 2                                   | 1                                    | 4                   | 2      | 1    |
| 76                | 0     | 0                              | 0   | 0        | 0         | 0         | 0        | 0      | 0      | 0       | 0                                   | 0                                    | 1                   | 0      | 0    |
| 78                | 0     | 0                              | 0   | 0        | 0         | 0         | 0        | 0      | 0      | 0       | 0                                   | 0                                    | 0                   | 0      | 0    |
| 79                | 0     | 0                              | 0   | 0        | 0         | 0         | 0        | 0      | 0      | 0       | 0                                   | 0                                    | 0                   | 0      | 0    |

Sample Size: 2164 Adults in the UK  
Fieldwork: 23rd - 27th March 2026

|                   |       | Westminster VI |     |         |           |       | Vote in 2024 GE |     |         |           |       | EU Ref 2016 |       | Gender |        | Age   |       |       |     |
|-------------------|-------|----------------|-----|---------|-----------|-------|-----------------|-----|---------|-----------|-------|-------------|-------|--------|--------|-------|-------|-------|-----|
|                   | Total | Con            | Lab | Lib Dem | Reform UK | Green | Con             | Lab | Lib Dem | Reform UK | Green | Remain      | Leave | Male   | Female | 18-24 | 25-49 | 50-64 | 65+ |
| Weighted Sample   | 2164  | 264            | 302 | 192     | 394       | 336   | 377             | 537 | 195     | 227       | 118   | 766         | 770   | 1050   | 1114   | 227   | 894   | 537   | 506 |
| Unweighted Sample | 2164  | 260            | 346 | 205     | 350       | 364   | 322             | 572 | 215     | 208       | 138   | 887         | 675   | 989    | 1175   | 180   | 884   | 554   | 546 |
|                   | %     | %              | %   | %       | %         | %     | %               | %   | %       | %         | %     | %           | %     | %      | %      | %     | %     | %     | %   |
| 80                | 2     | 2              | 1   | 3       | 4         | 0     | 3               | 1   | 1       | 5         | 0     | 1           | 4     | 1      | 3      | 0     | 2     | 1     | 2   |
| 81                | 0     | 0              | 0   | 0       | 0         | 0     | 0               | 0   | 0       | 0         | 0     | 0           | 0     | 0      | 0      | 0     | 0     | 0     | 0   |
| 85                | 0     | 0              | 0   | 0       | 1         | 0     | 0               | 0   | 0       | 1         | 1     | 0           | 1     | 0      | 0      | 0     | 1     | 0     | 0   |
| 86                | 0     | 0              | 0   | 0       | 0         | 0     | 0               | 0   | 0       | 0         | 0     | 0           | 0     | 0      | 0      | 0     | 0     | 0     | 0   |
| 87                | 0     | 0              | 0   | 0       | 0         | 0     | 0               | 0   | 0       | 1         | 0     | 0           | 0     | 0      | 0      | 0     | 0     | 0     | 0   |
| 88                | 0     | 0              | 0   | 0       | 0         | 0     | 0               | 0   | 0       | 0         | 0     | 0           | 0     | 0      | 0      | 0     | 0     | 0     | 0   |
| 90                | 1     | 0              | 0   | 0       | 2         | 0     | 0               | 0   | 0       | 2         | 0     | 0           | 2     | 1      | 1      | 0     | 1     | 0     | 1   |
| 93                | 0     | 0              | 0   | 0       | 0         | 0     | 0               | 0   | 0       | 0         | 0     | 0           | 0     | 0      | 0      | 0     | 0     | 0     | 0   |
| 94                | 0     | 0              | 0   | 0       | 0         | 0     | 0               | 0   | 0       | 0         | 0     | 0           | 0     | 0      | 0      | 0     | 0     | 0     | 0   |
| 95                | 0     | 0              | 0   | 0       | 0         | 0     | 0               | 0   | 0       | 0         | 0     | 0           | 0     | 0      | 0      | 0     | 0     | 0     | 0   |
| 99                | 0     | 0              | 0   | 0       | 1         | 0     | 0               | 0   | 0       | 1         | 0     | 0           | 0     | 0      | 0      | 0     | 0     | 0     | 0   |
| 100               | 0     | 0              | 0   | 0       | 0         | 1     | 1               | 0   | 0       | 0         | 0     | 0           | 1     | 1      | 0      | 0     | 1     | 0     | 0   |
| MEAN              | 32    | 29             | 25  | 27      | 38        | 27    | 33              | 28  | 28      | 39        | 27    | 27          | 35    | 25     | 38     | 32    | 33    | 30    | 30  |
| MEDIAN            | 27    | 25             | 20  | 20      | 34        | 20    | 30              | 25  | 20      | 35        | 20    | 20          | 30    | 20     | 35     | 25    | 30    | 25    | 25  |

\*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.

Sample Size: 2164 Adults in the UK  
Fieldwork: 23rd - 27th March 2026

|                   |      | Generation |               |                    |               |                | Socio-economic classification (NS-SEC) |        |              | Country |         |       |          |                  |
|-------------------|------|------------|---------------|--------------------|---------------|----------------|----------------------------------------|--------|--------------|---------|---------|-------|----------|------------------|
|                   |      | Total      | Gen Z (18-29) | Millennial (30-45) | Gen X (46-61) | Boomer (62-80) | Silent Generation (81+)                | Higher | Intermediate | Routine | England | Wales | Scotland | Northern Ireland |
| Weighted Sample   | 2164 | 343        | 626           | 594                | 554           | 48             | 731                                    | 485    | 647          | 1811    | 113     | 180   | 61       |                  |
| Unweighted Sample | 2164 | 319        | 608           | 592                | 596           | 49             | 854                                    | 470    | 521          | 1879    | 87      | 160   | 38       |                  |
|                   | %    | %          | %             | %                  | %             | %              | %                                      | %      | %            | %       | %       | %     | %        |                  |
| 80                | 2    | 1          | 2             | 2                  | 2             | 7              | 1                                      | 3      | 2            | 2       | 1       | 1     | 0        |                  |
| 81                | 0    | 0          | 0             | 0                  | 0             | 0              | 0                                      | 0      | 0            | 0       | 0       | 0     | 0        |                  |
| 85                | 0    | 0          | 0             | 1                  | 0             | 0              | 0                                      | 0      | 1            | 0       | 0       | 0     | 0        |                  |
| 86                | 0    | 0          | 0             | 0                  | 0             | 0              | 0                                      | 0      | 0            | 0       | 0       | 0     | 0        |                  |
| 87                | 0    | 0          | 0             | 0                  | 0             | 0              | 0                                      | 0      | 0            | 0       | 1       | 0     | 0        |                  |
| 88                | 0    | 0          | 0             | 0                  | 0             | 0              | 0                                      | 0      | 0            | 0       | 0       | 0     | 0        |                  |
| 90                | 1    | 0          | 1             | 1                  | 1             | 0              | 0                                      | 1      | 1            | 1       | 0       | 0     | 0        |                  |
| 93                | 0    | 0          | 0             | 0                  | 0             | 0              | 0                                      | 0      | 0            | 0       | 0       | 0     | 0        |                  |
| 94                | 0    | 0          | 0             | 0                  | 0             | 0              | 0                                      | 0      | 0            | 0       | 0       | 0     | 0        |                  |
| 95                | 0    | 0          | 0             | 0                  | 0             | 0              | 0                                      | 0      | 0            | 0       | 0       | 0     | 0        |                  |
| 99                | 0    | 0          | 0             | 0                  | 0             | 0              | 0                                      | 0      | 0            | 0       | 0       | 0     | 0        |                  |
| 100               | 0    | 0          | 0             | 1                  | 0             | 0              | 0                                      | 0      | 1            | 0       | 0       | 2     | 0        |                  |
| MEAN              | 32   | 31         | 33            | 32                 | 29            | 33             | 26                                     | 32     | 37           | 32      | 33      | 32    | 24       |                  |
| MEDIAN            | 27   | 25         | 30            | 25                 | 25            | 30             | 20                                     | 30     | 35           | 27      | 30      | 30    | 20       |                  |

\*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.

Sample Size: 2164 Adults in the UK  
Fieldwork: 23rd - 27th March 2026

|                 |                   | Region in England |       |          |        | Education level |     |        | Tenure |      |      | Ethnicity |       | Work status |           |           |         |         |             |
|-----------------|-------------------|-------------------|-------|----------|--------|-----------------|-----|--------|--------|------|------|-----------|-------|-------------|-----------|-----------|---------|---------|-------------|
|                 |                   | Total             | North | Midlands | London | South           | Low | Medium | High   | Own  | Rent | Other     | White | Non-white   | Full Time | Part Time | Student | Retired | Not Working |
| Weighted Sample | 2164              | 498               | 344   | 249      | 721    | 582             | 867 | 715    | 1247   | 596  | 321  | 1785      | 314   | 902         | 363       | 125       | 493     | 280     |             |
|                 | Unweighted Sample | 2164              | 434   | 283      | 563    | 599             | 486 | 831    | 847    | 1261 | 606  | 297       | 1717  | 384         | 891       | 325       | 121     | 536     | 291         |
|                 | %                 | %                 | %     | %        | %      | %               | %   | %      | %      | %    | %    | %         | %     | %           | %         | %         | %       | %       | %           |
| 80              | 2                 | 2                 | 3     | 1        | 2      | 4               | 1   | 2      | 2      | 2    | 2    | 2         | 1     | 1           | 2         | 1         | 3       | 2       |             |
| 81              | 0                 | 0                 | 0     | 0        | 0      | 0               | 0   | 0      | 0      | 0    | 0    | 0         | 0     | 0           | 0         | 0         | 0       | 0       | 0           |
| 85              | 0                 | 1                 | 0     | 1        | 0      | 1               | 0   | 0      | 0      | 1    | 1    | 0         | 1     | 1           | 0         | 0         | 0       | 0       | 0           |
| 86              | 0                 | 0                 | 0     | 0        | 0      | 0               | 0   | 0      | 0      | 0    | 0    | 0         | 0     | 0           | 0         | 1         | 0       | 0       | 0           |
| 87              | 0                 | 0                 | 0     | 0        | 0      | 0               | 0   | 0      | 0      | 0    | 0    | 0         | 0     | 0           | 0         | 0         | 0       | 0       | 0           |
| 88              | 0                 | 0                 | 0     | 0        | 0      | 0               | 0   | 0      | 0      | 0    | 0    | 0         | 0     | 0           | 0         | 0         | 0       | 0       | 0           |
| 90              | 1                 | 0                 | 2     | 0        | 1      | 2               | 0   | 0      | 0      | 1    | 1    | 1         | 0     | 0           | 1         | 0         | 0       | 2       |             |
| 93              | 0                 | 0                 | 0     | 0        | 0      | 0               | 0   | 0      | 0      | 0    | 0    | 0         | 0     | 0           | 0         | 0         | 0       | 0       | 0           |
| 94              | 0                 | 0                 | 0     | 0        | 0      | 0               | 0   | 0      | 0      | 0    | 0    | 0         | 0     | 0           | 0         | 0         | 0       | 0       | 0           |
| 95              | 0                 | 0                 | 0     | 0        | 0      | 0               | 0   | 0      | 0      | 0    | 0    | 0         | 0     | 0           | 0         | 0         | 0       | 0       | 0           |
| 99              | 0                 | 1                 | 0     | 0        | 0      | 0               | 0   | 0      | 0      | 0    | 0    | 0         | 1     | 0           | 0         | 1         | 0       | 0       | 0           |
| 100             | 0                 | 0                 | 1     | 0        | 1      | 1               | 1   | 0      | 0      | 1    | 1    | 0         | 0     | 1           | 0         | 0         | 0       | 1       |             |
| MEAN            | 32                | 33                | 33    | 28       | 31     | 37              | 32  | 26     | 29     | 35   | 34   | 31        | 31    | 30          | 35        | 30        | 30      | 36      |             |
| MEDIAN          | 27                | 30                | 30    | 20       | 25     | 35              | 28  | 20     | 25     | 30   | 30   | 25        | 30    | 25          | 30        | 20        | 25      | 32      |             |

\*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.

Sample Size: 2164 Adults in the UK  
Fieldwork: 23rd - 27th March 2026

|                   |       | Source of news                |                       |                                                |                                         |                              |                    |                                |                         |            |       |          |
|-------------------|-------|-------------------------------|-----------------------|------------------------------------------------|-----------------------------------------|------------------------------|--------------------|--------------------------------|-------------------------|------------|-------|----------|
|                   | Total | A printed copy of a newspaper | A newspaper's website | A news website not associated with a newspaper | A news app on a mobile or tablet device | A printed copy of a magazine | An online magazine | Email newsletters or RSS feeds | Social network websites | Television | Radio | Podcasts |
| Weighted Sample   | 2164  | 366                           | 741                   | 487                                            | 670                                     | 113                          | 109                | 123                            | 720                     | 1103       | 852   | 264      |
| Unweighted Sample | 2164  | 408                           | 825                   | 528                                            | 730                                     | 142                          | 135                | 148                            | 751                     | 1167       | 887   | 301      |
|                   | %     | %                             | %                     | %                                              | %                                       | %                            | %                  | %                              | %                       | %          | %     | %        |
| 80                | 2     | 1                             | 2                     | 1                                              | 2                                       | 3                            | 1                  | 0                              | 1                       | 2          | 2     | 0        |
| 81                | 0     | 0                             | 0                     | 0                                              | 0                                       | 1                            | 0                  | 0                              | 0                       | 0          | 0     | 0        |
| 85                | 0     | 0                             | 0                     | 0                                              | 0                                       | 0                            | 1                  | 0                              | 0                       | 0          | 0     | 0        |
| 86                | 0     | 0                             | 0                     | 0                                              | 0                                       | 1                            | 0                  | 0                              | 0                       | 0          | 0     | 0        |
| 87                | 0     | 0                             | 0                     | 0                                              | 0                                       | 0                            | 0                  | 0                              | 0                       | 0          | 0     | 0        |
| 88                | 0     | 0                             | 0                     | 0                                              | 0                                       | 0                            | 0                  | 0                              | 0                       | 0          | 0     | 0        |
| 90                | 1     | 1                             | 0                     | 0                                              | 0                                       | 0                            | 0                  | 0                              | 0                       | 0          | 0     | 0        |
| 93                | 0     | 0                             | 0                     | 0                                              | 0                                       | 0                            | 0                  | 0                              | 0                       | 0          | 0     | 0        |
| 94                | 0     | 0                             | 0                     | 0                                              | 0                                       | 0                            | 1                  | 0                              | 0                       | 0          | 0     | 0        |
| 95                | 0     | 0                             | 0                     | 0                                              | 0                                       | 0                            | 0                  | 0                              | 0                       | 0          | 0     | 0        |
| 99                | 0     | 0                             | 0                     | 0                                              | 0                                       | 0                            | 0                  | 0                              | 0                       | 0          | 0     | 0        |
| 100               | 0     | 0                             | 0                     | 0                                              | 0                                       | 0                            | 0                  | 0                              | 0                       | 0          | 0     | 0        |
| MEAN              | 32    | 29                            | 27                    | 24                                             | 28                                      | 28                           | 26                 | 22                             | 31                      | 31         | 29    | 23       |
| MEDIAN            | 27    | 25                            | 20                    | 20                                             | 20                                      | 20                           | 18                 | 15                             | 28                      | 25         | 25    | 15       |

\*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.

Sample Size: 2164 Adults in the UK  
Fieldwork: 23rd - 27th March 2026

Fieldwork: 23rd - 27th March 2020

|                   |   | Social media used (last month) |          |     |          |           |           |          |        |        |         |                                     | Political attention                  |     |        |      |
|-------------------|---|--------------------------------|----------|-----|----------|-----------|-----------|----------|--------|--------|---------|-------------------------------------|--------------------------------------|-----|--------|------|
|                   |   | Total                          | Facebook | X   | LinkedIn | Pinterest | Instagram | Snapchat | Reddit | TikTok | Youtube | N/A - Not currently a member of any | N/A - Not used any in the last month | Low | Medium | High |
| Weighted Sample   |   | 2164                           | 1459     | 379 | 417      | 270       | 1066      | 262      | 279    | 465    | 1107    | 174                                 | 69                                   | 201 | 954    | 880  |
| Unweighted Sample |   | 2164                           | 1436     | 402 | 473      | 289       | 1093      | 227      | 268    | 447    | 1098    | 179                                 | 72                                   | 121 | 905    | 986  |
|                   |   | %                              | %        | %   | %        | %         | %         | %        | %      | %      | %       | %                                   | %                                    | %   | %      | %    |
| 80                | 2 | 2                              | 2        | 1   | 1        | 2         | 2         | 1        | 1      | 1      | 1       | 3                                   | 3                                    | 5   | 1      | 2    |
| 81                | 0 | 0                              | 0        | 0   | 0        | 0         | 0         | 0        | 0      | 0      | 0       | 0                                   | 0                                    | 1   | 0      | 0    |
| 85                | 0 | 0                              | 0        | 0   | 0        | 0         | 0         | 1        | 1      | 1      | 1       | 1                                   | 0                                    | 1   | 0      | 0    |
| 86                | 0 | 0                              | 0        | 0   | 0        | 0         | 0         | 0        | 0      | 0      | 0       | 0                                   | 0                                    | 0   | 0      | 0    |
| 87                | 0 | 0                              | 0        | 0   | 0        | 0         | 0         | 1        | 0      | 1      | 0       | 0                                   | 0                                    | 1   | 0      | 0    |
| 88                | 0 | 0                              | 0        | 0   | 0        | 0         | 0         | 0        | 0      | 0      | 0       | 0                                   | 1                                    | 0   | 0      | 0    |
| 90                | 1 | 1                              | 1        | 0   | 2        | 1         | 1         | 0        | 1      | 1      | 1       | 1                                   | 2                                    | 1   | 1      | 0    |
| 93                | 0 | 0                              | 0        | 0   | 0        | 0         | 0         | 0        | 0      | 0      | 0       | 0                                   | 0                                    | 0   | 0      | 0    |
| 94                | 0 | 0                              | 0        | 0   | 0        | 0         | 0         | 0        | 0      | 0      | 0       | 0                                   | 0                                    | 0   | 0      | 0    |
| 95                | 0 | 0                              | 0        | 0   | 0        | 0         | 0         | 0        | 0      | 0      | 0       | 0                                   | 0                                    | 0   | 0      | 0    |
| 99                | 0 | 0                              | 0        | 0   | 0        | 0         | 0         | 0        | 0      | 0      | 0       | 0                                   | 1                                    | 1   | 0      | 0    |
| 100               | 0 | 0                              | 0        | 0   | 0        | 0         | 0         | 1        | 1      | 0      | 0       | 0                                   | 2                                    | 1   | 1      | 0    |
| MEAN              |   | 32                             | 33       | 28  | 26       | 34        | 32        | 35       | 27     | 38     | 30      | 32                                  | 27                                   | 42  | 33     | 28   |
| MEDIAN            |   | 27                             | 30       | 20  | 20       | 30        | 30        | 30       | 20     | 35     | 25      | 30                                  | 20                                   | 40  | 30     | 20   |

\*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.