

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				Generation			
	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+	Gen Z (18-29)	Millenial (30-45)	Gen X (46-61)	Boomer (62-80)
Weighted Sample	2164	264	302	192	394	336	377	537	195	227	118	766	770	1050	1114	227	894	537	506	343	626	594	554
Unweighted Sample	2164	260	346	205	350	364	322	572	215	208	138	887	675	989	1175	180	884	554	546	319	608	592	596
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

To the best of your knowledge, are the following statements about London true or false?

London receives more in public spending than other regions of the UK

True	69	68	73	70	73	76	66	72	60	71	81	67	69	72	65	78	69	65	69	75	69	65	69
False	7	9	7	7	7	5	9	7	7	4	4	7	6	8	5	6	6	9	5	6	6	8	6
Don't know	25	23	20	23	20	19	25	21	33	25	15	26	25	20	29	15	25	27	26	19	25	27	25

London pays more in taxes than it receives back in public spending

True	30	30	42	30	28	34	27	35	29	29	39	34	25	37	24	35	34	28	23	36	34	29	22
False	23	23	22	26	31	20	23	21	21	27	15	20	26	24	21	24	21	23	24	24	22	23	24
Don't know	47	47	36	44	41	46	50	44	50	44	46	46	49	39	55	40	45	49	53	40	44	48	53

Which of the following regions in the UK do you think had the highest number of the following crimes per thousand people, in the year ending September 2025?

Violent crimes

Scotland	2	2	3	4	2	2	3	3	2	0	2	3	3	3	2	1	2	4	2	1	2	3	3
London	48	54	43	54	60	43	55	47	45	60	43	48	54	49	47	42	50	50	47	44	49	51	47
North East	3	3	5	2	4	3	3	3	3	4	2	3	3	3	3	3	3	3	3	3	3	3	2
North West	4	3	7	3	2	5	3	5	3	2	7	5	2	4	3	4	4	3	4	4	4	3	4
Wales	1	1	0	1	0	0	0	0	1	0	0	0	0	0	1	1	1	0	1	1	1	0	1
West Midlands	7	10	5	7	5	7	7	7	7	8	8	6	7	8	5	10	5	6	9	8	5	6	8
South East	3	2	3	3	2	2	2	3	3	1	4	3	2	2	3	4	3	2	2	3	3	3	2
Yorkshire and the Humber	2	2	1	1	3	2	3	2	1	2	3	1	3	2	2	5	1	3	2	4	1	3	2
South West	1	0	1	0	0	1	0	1	0	0	0	0	1	1	1	0	1	1	0	0	1	1	0
East of England	1	0	1	0	1	1	1	1	1	0	0	1	1	1	1	1	1	1	0	1	1	1	0
Northern Ireland	3	3	5	5	3	4	2	5	5	3	3	5	2	3	3	1	3	3	5	3	3	3	4
East Midlands	2	2	3	3	1	4	2	2	4	1	1	3	2	3	2	3	3	2	2	3	3	2	2
Don't know	24	19	25	17	19	26	19	21	24	20	26	21	22	21	26	27	23	22	25	25	25	21	25

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Sample Size: 2164 Adults in the UK

Fieldwork: 23rd - 27th March 2026

		Socio-economic classification (NS-SEC)			Country				Region in England				Education level			Tenure			
	Total	Silent Generation (81+)	Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	Low	Medium	High	Own	Rent	Other
Weighted Sample	2164	48	731	485	647	1811	113	180	61	498	344	249	721	582	867	715	1247	596	321
Unweighted Sample	2164	49	854	470	521	1879	87	160	38	434	283	563	599	486	831	847	1261	606	297
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

To the best of your knowledge, are the following statements about London true or false?

London receives more in public spending than other regions of the UK

True	69	67	71	68	65	68	82	72	41	76	75	58	64	70	68	68	67	70	71
False	7	2	7	8	6	7	1	4	8	3	4	17	8	4	7	8	7	6	5
Don't know	25	32	22	25	29	24	17	24	51	21	21	25	28	26	25	23	25	24	25

London pays more in taxes than it receives back in public spending

True	30	26	34	26	28	30	38	25	22	24	23	54	29	23	29	36	30	29	32
False	23	12	24	24	21	23	26	27	8	25	32	8	22	23	25	20	23	23	22
Don't know	47	62	42	50	50	47	36	48	70	51	45	38	49	53	46	44	48	47	46

Which of the following regions in the UK do you think had the highest number of the following crimes per thousand people, in the year ending September 2025?

Violent crimes

Scotland	2	0	3	3	2	2	5	5	5	1	2	3	2	2	2	3	3	2	0
London	48	49	49	49	51	48	59	46	39	53	45	44	48	50	48	48	49	45	51
North East	3	9	3	4	3	3	3	3	0	3	1	4	4	3	3	4	4	3	2
North West	4	0	5	2	2	4	3	2	0	5	3	5	3	2	4	4	3	3	5
Wales	1	0	0	0	0	0	0	1	2	0	0	0	1	0	1	0	0	1	1
West Midlands	7	5	7	5	7	7	4	7	9	5	7	5	8	6	7	6	7	7	5
South East	3	2	2	4	2	3	1	2	0	2	4	2	3	2	3	2	2	3	3
Yorkshire and the Humber	2	3	2	2	2	2	3	4	0	2	1	1	2	2	2	2	2	3	2
South West	1	0	1	1	1	0	1	3	3	0	0	1	1	0	1	1	1	1	0
East of England	1	2	0	1	1	1	1	0	2	0	1	1	1	1	1	1	1	1	1
Northern Ireland	3	6	3	3	4	3	1	3	8	3	4	4	3	3	3	3	4	3	1
East Midlands	2	0	2	2	3	2	2	2	5	1	2	4	3	1	2	3	2	3	1
Don't know	24	23	22	25	21	24	19	23	28	24	28	25	22	27	22	24	22	26	27

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Fieldwork: 23rd - 27th March 2026

	Ethnicity		Work status						Source of news					
	Total	White	Non-white	Full Time	Part Time	Student	Retired	Not Working	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
Weighted Sample	2164	1785	314	902	363	125	493	280	366	741	487	670	113	109
Unweighted Sample	2164	1717	384	891	325	121	536	291	408	825	528	730	142	135
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

To the best of your knowledge, are the following statements about London true or false?

London receives more in public spending than other regions of the UK

True	69	69	68	71	63	79	69	65	68	69	73	72	75	74
False	7	6	9	8	7	5	5	5	8	9	7	8	7	7
Don't know	25	25	23	21	30	16	26	30	23	22	20	20	18	19

London pays more in taxes than it receives back in public spending

True	30	27	46	35	30	32	22	25	30	35	34	35	42	39
False	23	23	19	24	20	21	23	24	25	23	25	22	24	25
Don't know	47	49	35	41	50	47	55	51	46	42	42	43	34	36

Which of the following regions in the UK do you think had the highest number of the following crimes per thousand people, in the year ending September 2025?

Violent crimes

Scotland	2	3	2	3	2	1	3	1	2	3	2	3	1	2
London	48	50	37	49	51	39	48	46	50	47	49	47	45	44
North East	3	3	3	4	2	5	3	2	4	5	4	4	4	6
North West	4	3	5	3	3	6	3	5	6	5	5	4	3	6
Wales	1	0	1	0	0	0	1	1	1	0	1	0	1	1
West Midlands	7	6	8	7	6	7	7	5	6	7	7	8	9	14
South East	3	2	4	3	3	3	2	2	2	2	3	2	3	2
Yorkshire and the Humber	2	2	1	1	2	3	2	3	1	2	1	2	3	4
South West	1	0	2	1	0	1	0	1	1	1	1	1	0	0
East of England	1	1	1	1	1	2	0	1	1	1	0	1	1	0
Northern Ireland	3	3	3	3	3	2	5	3	3	4	4	4	2	1
East Midlands	2	2	4	2	4	1	2	2	1	2	2	2	4	4
Don't know	24	23	29	22	24	30	24	28	22	22	21	21	25	15

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						Social media used (last month)									
	Total	Email newsletters or RSS feeds	Social network websites	Television	Radio	Podcasts	Facebook	X	LinkedIn	Pinterest	Instagram	Snapchat	Reddit	TikTok	Youtube
Weighted Sample	2164	123	720	1103	852	264	1459	379	417	270	1066	262	279	465	1107
Unweighted Sample	2164	148	751	1167	887	301	1436	402	473	289	1093	227	268	447	1098
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

To the best of your knowledge, are the following statements about London true or false?

London receives more in public spending than other regions of the UK

True	69	67	70	71	69	70	69	67	69	74	69	75	73	69	68
False	7	10	6	6	8	11	6	9	9	5	7	4	7	7	7
Don't know	25	24	24	23	23	18	25	24	23	21	24	20	20	24	25

London pays more in taxes than it receives back in public spending

True	30	42	33	29	31	42	29	35	41	29	32	32	41	34	33
False	23	16	21	24	22	20	23	21	18	23	22	20	22	21	21
Don't know	47	42	46	47	47	38	48	45	41	48	46	48	37	45	46

Which of the following regions in the UK do you think had the highest number of the following crimes per thousand people, in the year ending September 2025?

Violent crimes

Scotland	2	4	2	3	3	3	2	1	2	3	2	1	3	1	2
London	48	50	47	49	48	42	50	50	48	48	49	52	50	52	48
North East	3	6	3	3	4	5	3	4	4	3	4	4	4	4	3
North West	4	3	4	5	4	5	3	5	4	4	4	4	3	5	4
Wales	1	1	1	0	1	1	0	1	1	1	0	1	0	1	0
West Midlands	7	12	7	8	7	9	7	7	9	5	7	3	9	5	7
South East	3	1	4	2	2	2	3	3	4	3	3	3	2	2	3
Yorkshire and the Humber	2	1	3	2	2	2	2	2	2	3	2	4	2	3	2
South West	1	0	1	0	1	0	1	1	1	0	1	2	0	1	1
East of England	1	0	1	1	1	2	1	1	0	1	1	1	1	1	1
Northern Ireland	3	2	4	4	4	2	3	2	3	4	2	2	5	2	3
East Midlands	2	0	2	2	2	2	2	3	2	2	3	3	2	2	2
Don't know	24	21	23	22	22	26	22	20	21	23	22	21	19	21	22

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				Political attention		
	Total	N/A - Not currently a member of any	N/A - Not used any in the last month	Low	Medium	High
Weighted Sample	2164	174	69	201	954	880
Unweighted Sample	2164	179	72	121	905	986
	%	%	%	%	%	%

To the best of your knowledge, are the following statements about London true or false?

London receives more in public spending than other regions of the UK

True	69	66	62	57	67	73
False	7	8	11	4	5	9
Don't know	25	26	27	40	29	19

London pays more in taxes than it receives back in public spending

True	30	28	39	20	24	36
False	23	29	15	23	22	23
Don't know	47	42	46	57	53	42

Which of the following regions in the UK do you think had the highest number of the following crimes per thousand people, in the year ending September 2025?

Violent crimes

Scotland	2	2	2	1	2	3
London	48	42	42	39	52	47
North East	3	5	3	1	2	4
North West	4	4	7	4	2	5
Wales	1	2	0	1	1	0
West Midlands	7	7	3	3	6	8
South East	3	4	0	4	2	3
Yorkshire and the Humber	2	5	0	4	2	2
South West	1	1	0	2	1	1
East of England	1	1	0	0	1	1
Northern Ireland	3	3	3	0	4	4
East Midlands	2	3	2	2	2	3
Don't know	24	23	38	39	24	20

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

	Westminster VI						Vote in 2024 GE					EU Ref 2016		Gender		Age				Generation			
	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+	Gen Z (18-29)	Millennial (30-45)	Gen X (46-61)	Boomer (62-80)
Weighted Sample	2164	264	302	192	394	336	377	537	195	227	118	766	770	1050	1114	227	894	537	506	343	626	594	554
Unweighted Sample	2164	260	346	205	350	364	322	572	215	208	138	887	675	989	1175	180	884	554	546	319	608	592	596
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Sexual offences																							
Scotland	2	1	1	2	3	3	2	1	2	2	4	2	2	1	2	2	1	2	1	1	1	2	1
London	37	34	37	37	43	34	35	41	31	43	30	36	38	38	37	34	41	39	29	36	41	40	32
North East	4	6	5	5	3	3	4	3	5	3	1	5	3	4	4	4	4	5	3	4	4	5	3
North West	5	6	4	7	6	3	7	5	7	5	4	5	6	5	5	6	3	3	9	5	3	3	8
Wales	1	2	0	0	0	2	1	1	1	0	2	1	0	1	1	2	1	1	1	2	0	1	1
West Midlands	9	10	11	10	10	9	11	9	10	11	10	9	10	10	8	7	10	8	9	9	9	9	9
South East	3	1	3	4	2	4	1	3	4	2	4	3	2	3	3	4	2	3	2	3	2	3	2
Yorkshire and the Humber	5	6	4	5	6	4	7	5	5	7	5	4	5	5	5	5	4	4	6	6	4	4	6
South West	1	1	1	1	2	1	0	1	0	1	2	1	1	1	1	0	1	1	1	1	1	1	0
East of England	2	2	2	0	2	2	2	2	2	1	1	2	2	1	2	2	1	2	2	2	1	2	2
Northern Ireland	1	0	0	1	1	1	0	0	0	1	2	1	1	1	1	0	1	1	0	0	1	1	0
East Midlands	4	5	3	3	3	2	4	2	6	2	7	3	4	3	4	2	3	4	4	2	3	4	4
Don't know	28	25	29	26	20	32	26	27	27	22	29	28	25	26	31	32	27	26	32	29	28	25	31
Thefts from person																							
Scotland	2	2	2	2	3	1	1	3	1	2	0	2	2	2	1	0	2	3	2	1	1	3	2
London	53	52	56	56	59	50	54	54	49	60	45	55	55	54	52	53	53	53	53	53	53	53	54
North East	3	3	1	5	4	3	2	2	6	4	2	3	3	2	3	0	4	3	2	2	3	4	1
North West	3	3	4	7	2	4	4	2	5	3	6	4	2	4	3	4	3	4	3	4	2	4	3
Wales	1	1	0	1	1	1	0	1	1	1	1	1	1	1	0	0	0	1	1	0	1	1	1
West Midlands	4	5	4	6	2	5	5	5	4	5	7	4	4	5	4	3	5	4	4	4	5	3	4
South East	3	5	3	3	3	4	4	3	4	3	3	4	3	3	3	2	2	5	4	3	2	4	4
Yorkshire and the Humber	2	4	1	1	2	4	3	1	1	1	5	1	3	2	3	5	2	2	3	3	2	3	2
South West	1	2	0	1	2	1	3	1	1	0	0	1	1	2	1	2	1	2	1	2	2	1	2
East of England	2	1	1	1	1	2	1	2	2	1	2	1	1	1	2	3	2	1	1	2	2	1	1
Northern Ireland	2	1	1	0	3	2	1	2	1	3	2	1	3	2	2	1	2	2	1	1	2	2	1
East Midlands	2	3	2	2	2	1	3	2	3	0	2	2	1	2	2	1	2	2	2	1	2	2	2
Don't know	22	18	23	15	17	24	20	20	22	19	25	20	21	21	24	25	22	20	24	24	23	19	23
Shoplifting																							
Scotland	3	4	3	5	1	4	2	4	7	1	5	4	3	3	3	2	3	3	3	2	3	4	2
London	39	38	37	36	49	32	38	41	30	50	31	38	41	42	35	36	42	34	38	38	42	35	39
North East	6	5	7	8	5	8	7	7	8	2	8	7	7	7	6	6	5	8	6	5	5	8	6
North West	6	8	10	8	4	6	6	7	7	5	6	8	5	5	6	3	5	8	6	3	5	8	6
Wales	2	2	2	0	2	2	2	2	4	3	2	2	2	2	3	4	2	3	2	2	2	3	2
West Midlands	5	6	4	7	5	5	6	5	6	6	5	5	5	6	5	5	5	5	5	5	5	5	5
South East	4	5	2	4	3	4	6	3	4	3	4	4	4	3	4	2	3	4	4	2	4	4	4
Yorkshire and the Humber	3	2	3	3	4	5	3	4	1	3	2	3	3	4	3	2	2	6	2	3	2	6	2
South West	1	3	1	3	1	1	2	1	3	1	2	1	2	1	2	2	1	1	2	2	1	1	2
East of England	3	4	3	4	2	1	2	2	4	5	3	3	3	2	3	3	2	3	3	3	1	3	2
Northern Ireland	1	1	1	1	2	1	1	1	1	0	0	2	1	1	1	1	1	2	1	1	2	1	1
East Midlands	4	6	2	4	3	5	4	2	6	2	5	3	4	3	5	6	4	3	3	6	4	4	3
Don't know	23	17	24	16	18	26	20	21	20	20	28	21	21	22	24	30	23	19	25	27	24	19	25

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		Socio-economic classification (NS-SEC)				Country				Region in England				Education level			Tenure		
	Total	Silent Generation (81+)	Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	Low	Medium	High	Own	Rent	Other
Weighted Sample	2164	48	731	485	647	1811	113	180	61	498	344	249	721	582	867	715	1247	596	321
Unweighted Sample	2164	49	854	470	521	1879	87	160	38	434	283	563	599	486	831	847	1261	606	297
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Sexual offences																			
	Scotland	2	2	2	1	2	1	1	5	0	1	2	1	2	1	2	1	1	2
	London	37	20	37	37	41	36	54	38	44	41	30	34	36	38	35	39	37	38
	North East	4	4	4	4	3	4	3	2	6	4	2	4	5	3	4	4	4	3
	North West	5	12	4	5	5	6	0	1	4	5	7	3	6	4	6	4	6	3
	Wales	1	2	1	1	1	1	1	2	0	1	1	1	1	2	1	1	1	0
	West Midlands	9	11	10	10	8	9	9	7	7	5	12	11	10	8	9	10	10	8
	South East	3	3	3	3	2	3	2	4	0	1	2	4	3	2	3	3	3	1
	Yorkshire and the Humber	5	4	5	5	5	5	4	4	0	7	6	5	4	6	5	4	5	4
	South West	1	2	1	1	1	1	0	1	2	1	2	1	1	1	1	1	1	1
	East of England	2	2	1	1	2	2	4	2	0	1	1	2	2	2	2	1	2	3
	Northern Ireland	1	0	1	0	1	1	0	1	2	1	1	1	0	1	0	1	0	2
	East Midlands	4	4	4	3	4	4	3	3	2	3	4	4	4	3	4	3	3	4
	Don't know	28	34	27	30	26	29	20	29	33	29	32	31	26	29	28	29	27	32
Thefts from person																			
	Scotland	2	4	3	2	2	1	4	5	4	2	0	1	2	2	2	1	2	1
	London	53	50	55	53	52	53	58	50	41	53	47	57	55	52	53	54	54	52
	North East	3	2	3	2	3	3	0	1	0	3	4	3	3	2	3	3	2	1
	North West	3	0	3	3	3	3	1	1	7	5	1	3	4	2	4	4	3	5
	Wales	1	0	1	1	1	1	1	1	0	1	0	1	0	1	0	1	1	0
	West Midlands	4	3	4	5	3	4	5	1	2	3	6	5	4	4	4	4	4	3
	South East	3	4	3	4	3	3	5	5	2	2	3	2	4	3	4	3	3	3
	Yorkshire and the Humber	2	4	3	3	2	2	1	0	9	4	3	1	1	2	2	3	2	3
	South West	1	0	1	1	2	1	0	5	5	1	1	1	1	1	3	1	1	2
	East of England	2	6	1	2	2	2	1	2	0	1	2	1	2	2	2	1	2	3
	Northern Ireland	2	0	1	1	3	1	6	3	3	1	1	2	1	3	1	2	2	1
	East Midlands	2	0	2	1	3	2	1	1	0	2	2	2	2	2	1	2	2	1
	Don't know	22	27	21	23	20	22	16	25	27	22	29	22	20	24	21	23	21	26
Shoplifting																			
	Scotland	3	3	3	2	4	3	2	7	3	4	4	3	2	3	2	4	4	2
	London	39	30	42	37	38	38	43	41	27	35	36	45	39	39	37	40	38	39
	North East	6	7	7	5	7	7	4	5	2	11	4	6	5	6	6	6	7	5
	North West	6	8	6	6	4	6	5	2	6	8	5	4	6	4	6	7	7	5
	Wales	2	4	1	3	3	2	7	1	4	1	2	2	3	3	3	1	3	2
	West Midlands	5	5	6	5	5	5	9	2	7	3	10	4	4	5	5	5	5	3
	South East	4	4	4	3	3	4	2	2	0	1	2	2	8	3	4	3	4	3
	Yorkshire and the Humber	3	0	3	3	4	3	2	4	7	5	2	3	2	4	3	3	2	4
	South West	1	2	1	1	2	1	0	1	2	1	1	1	2	2	1	1	1	2
	East of England	3	11	1	4	4	3	1	2	2	2	1	2	4	3	4	1	3	3
	Northern Ireland	1	0	1	1	2	1	2	3	9	1	1	0	1	1	1	1	1	2
	East Midlands	4	2	4	4	3	4	1	4	5	3	4	3	5	3	4	4	3	6
	Don't know	23	24	21	25	21	23	23	25	25	24	28	24	20	24	23	23	22	28

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

	Ethnicity			Work status					Source of news					
	Total	White	Non-white	Full Time	Part Time	Student	Retired	Not Working	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
Weighted Sample	2164	1785	314	902	363	125	493	280	366	741	487	670	113	109
Unweighted Sample	2164	1717	384	891	325	121	536	291	408	825	528	730	142	135
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Sexual offences														
Scotland	2	2	0	1	2	0	2	1	2	1	1	1	0	1
London	37	39	25	40	43	28	31	37	36	37	40	34	27	34
North East	4	4	5	4	2	5	4	4	3	4	4	4	3	3
North West	5	5	5	3	4	9	7	6	7	6	6	6	7	9
Wales	1	1	1	1	1	1	1	1	1	1	2	1	3	3
West Midlands	9	9	12	11	7	7	9	7	9	10	11	12	14	12
South East	3	3	2	2	4	2	2	3	2	3	2	3	2	2
Yorkshire and the Humber	5	4	7	5	3	5	6	4	6	5	5	5	7	7
South West	1	1	1	2	0	0	1	1	2	1	1	1	3	2
East of England	2	2	2	1	1	3	2	3	2	2	1	1	0	1
Northern Ireland	1	1	2	1	0	0	0	0	1	0	0	1	1	0
East Midlands	4	4	2	4	4	1	4	2	4	3	3	3	2	5
Don't know	28	27	35	25	29	38	31	30	26	26	25	28	31	21
Thefts from person														
Scotland	2	2	1	3	1	0	1	1	3	1	1	2	0	1
London	53	54	44	52	55	52	54	53	54	57	57	56	53	57
North East	3	2	3	3	4	0	2	1	2	3	3	3	3	3
North West	3	3	6	4	3	6	3	2	4	4	4	4	5	11
Wales	1	1	1	1	0	0	1	0	1	0	0	1	0	0
West Midlands	4	4	5	4	3	5	4	5	3	4	4	4	1	4
South East	3	3	3	2	3	5	5	3	3	4	4	3	6	1
Yorkshire and the Humber	2	3	1	3	3	1	3	1	3	2	2	1	3	3
South West	1	1	2	2	1	0	1	2	1	1	1	1	0	0
East of England	2	1	2	3	0	0	1	1	3	1	1	2	2	1
Northern Ireland	2	2	2	2	1	1	1	3	1	2	1	2	1	3
East Midlands	2	2	2	2	3	2	1	1	1	2	1	2	0	1
Don't know	22	22	27	20	22	29	23	26	21	20	20	20	25	15
Shoplifting														
Scotland	3	3	3	4	2	2	2	3	3	3	3	3	2	3
London	39	39	34	40	38	33	39	35	39	39	44	39	33	36
North East	6	7	3	7	6	6	6	7	6	7	9	7	6	6
North West	6	6	4	6	6	5	6	5	5	7	6	7	7	7
Wales	2	2	3	2	2	3	2	5	3	2	1	2	3	3
West Midlands	5	5	7	5	5	5	5	6	6	5	5	7	6	6
South East	4	4	3	4	3	3	4	3	3	4	3	4	3	3
Yorkshire and the Humber	3	3	4	4	3	0	3	3	3	3	2	2	2	7
South West	1	1	1	1	1	1	2	3	1	1	1	1	2	4
East of England	3	3	2	2	3	2	4	1	3	3	1	2	5	1
Northern Ireland	1	1	2	1	2	0	1	1	2	1	1	2	2	2
East Midlands	4	4	3	4	6	3	2	2	4	3	2	4	4	7
Don't know	23	22	31	21	23	35	24	26	22	22	21	21	25	16

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

								Social media used (last month)								
		Total	Email newsletters or RSS feeds	Social network websites	Television	Radio	Podcasts	Facebook	X	LinkedIn	Pinterest	Instagram	Snapchat	Reddit	TikTok	Youtube
Weighted Sample		2164	123	720	1103	852	264	1459	379	417	270	1066	262	279	465	1107
Unweighted Sample		2164	148	751	1167	887	301	1436	402	473	289	1093	227	268	447	1098
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Sexual offences																
	Scotland	2	3	2	2	1	1	2	1	1	0	2	2	1	2	1
	London	37	33	36	37	37	38	38	37	36	39	39	42	38	39	38
	North East	4	3	4	3	4	5	4	5	5	3	4	3	8	4	4
	North West	5	12	5	6	6	5	5	6	4	5	4	5	4	5	5
	Wales	1	2	1	1	1	1	1	1	1	1	1	1	0	1	1
	West Midlands	9	10	11	10	9	10	10	14	12	7	10	6	18	7	10
	South East	3	3	3	3	3	3	3	2	3	3	3	3	2	3	3
	Yorkshire and the Humber	5	6	5	5	6	6	5	5	6	5	5	7	4	6	5
	South West	1	1	1	1	1	2	1	1	1	2	1	1	0	1	1
	East of England	2	5	2	2	2	2	2	1	2	2	1	3	1	1	2
	Northern Ireland	1	0	1	1	1	0	1	0	1	2	1	0	1	1	1
	East Midlands	4	1	3	4	3	2	3	1	2	2	3	2	1	3	3
	Don't know	28	21	26	27	27	26	27	25	25	29	26	25	23	26	26
Thefts from person																
	Scotland	2	3	2	2	2	1	2	1	2	1	2	2	0	2	2
	London	53	58	54	55	54	56	53	57	54	56	53	54	55	52	54
	North East	3	4	4	3	2	1	3	2	4	3	3	2	4	3	3
	North West	3	4	3	4	4	7	3	5	4	4	4	6	3	5	4
	Wales	1	1	1	0	1	0	1	1	1	0	1	0	1	1	0
	West Midlands	4	3	3	4	4	3	5	4	5	3	5	2	7	4	5
	South East	3	3	3	4	4	3	3	3	3	3	3	3	3	2	3
	Yorkshire and the Humber	2	3	3	2	2	1	3	3	2	2	2	4	2	3	3
	South West	1	0	0	1	2	0	2	1	1	1	1	2	1	1	1
	East of England	2	0	2	1	2	1	1	0	1	1	2	1	1	2	1
	Northern Ireland	2	2	2	2	2	2	2	1	1	2	2	2	2	3	2
	East Midlands	2	4	2	2	2	1	2	1	1	2	2	0	2	1	2
	Don't know	22	18	21	20	21	24	21	20	20	21	21	22	18	21	21
Shoplifting																
	Scotland	3	4	3	3	3	4	3	3	4	4	4	3	3	4	3
	London	39	38	37	40	38	42	39	42	44	38	38	39	43	37	40
	North East	6	7	7	6	7	5	7	6	6	7	6	6	5	7	7
	North West	6	8	5	7	7	4	6	7	4	6	5	3	4	4	5
	Wales	2	2	2	3	3	3	3	3	2	3	3	3	3	3	3
	West Midlands	5	7	6	5	5	3	6	4	7	6	6	5	7	6	4
	South East	4	4	4	3	4	3	4	3	4	3	3	1	3	2	3
	Yorkshire and the Humber	3	1	4	2	3	4	3	2	4	3	4	5	4	4	3
	South West	1	2	2	2	1	2	2	1	1	0	2	2	1	2	1
	East of England	3	2	2	3	3	1	2	1	1	1	2	3	2	3	2
	Northern Ireland	1	0	2	2	2	2	1	1	1	2	2	2	2	1	2
	East Midlands	4	3	5	3	3	2	4	3	3	4	4	5	4	4	4
	Don't know	23	22	22	21	21	25	22	23	21	22	22	24	19	23	22

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

Fieldwork: 23rd - 27th March 2020

		Political attention				
	Total	N/A - Not currently a member of any	N/A - Not used any in the last month	Low	Medium	High
Weighted Sample	2164	174	69	201	954	880
Unweighted Sample	2164	179	72	121	905	986
	%	%	%	%	%	%
Sexual offences						
Scotland	2	1	3	2	2	1
London	37	35	29	32	39	36
North East	4	4	2	1	4	4
North West	5	6	12	5	4	6
Wales	1	2	0	1	1	1
West Midlands	9	5	5	3	8	12
South East	3	2	0	2	2	3
Yorkshire and the Humber	5	8	2	4	4	5
South West	1	1	0	1	1	1
East of England	2	1	4	0	2	2
Northern Ireland	1	0	2	0	1	1
East Midlands	4	6	4	6	3	4
Don't know	28	27	37	42	29	25
Thefts from person						
Scotland	2	2	0	1	2	2
London	53	49	47	40	55	52
North East	3	6	0	6	3	2
North West	3	2	6	3	3	4
Wales	1	0	3	0	1	1
West Midlands	4	2	3	1	4	5
South East	3	5	4	3	3	4
Yorkshire and the Humber	2	3	1	1	3	2
South West	1	1	5	2	1	2
East of England	2	3	2	4	1	1
Northern Ireland	2	2	0	2	1	3
East Midlands	2	3	1	1	2	2
Don't know	22	22	29	35	22	20
Shoplifting						
Scotland	3	4	2	4	2	4
London	39	35	35	33	38	40
North East	6	8	1	2	7	6
North West	6	6	14	4	6	6
Wales	2	3	0	4	1	3
West Midlands	5	6	1	3	4	6
South East	4	3	3	2	4	3
Yorkshire and the Humber	3	3	2	4	3	2
South West	1	1	2	0	1	2
East of England	3	4	3	4	3	2
Northern Ireland	1	0	3	1	2	1
East Midlands	4	3	4	4	4	3
Don't know	23	22	28	34	24	21

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

		Westminster VI					Vote in 2024 GE					EU Ref 2016		Gender		Age				Generation			
	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+	Gen Z (18-29)	Millenial (30-45)	Gen X (46-61)	Boomer (62-80)
Weighted Sample	2164	264	302	192	394	336	377	537	195	227	118	766	770	1050	1114	227	894	537	506	343	626	594	554
Unweighted Sample	2164	260	346	205	350	364	322	572	215	208	138	887	675	989	1175	180	884	554	546	319	608	592	596
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	0	1	1	0
1	1	0	3	1	1	2	0	2	1	1	1	2	1	1	1	0	1	2	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	2	3	3	3
3	1	1	2	1	2	2	2	2	3	1	2	2	1	2	1	1	2	2	1	2	1	1	1
4	1	1	2	1	1	1	0	2	1	1	0	1	1	1	1	1	1	1	2	1	1	0	2
5	7	10	7	9	4	8	7	6	10	6	7	9	6	9	4	5	6	8	6	5	7	8	6
6	1	1	2	2	0	0	1	1	2	1	1	2	1	1	1	1	0	2	1	1	0	1	1
7	1	1	1	4	0	1	1	1	3	0	1	1	1	1	0	1	1	1	1	0	1	1	1
8	1	2	2	1	0	1	2	1	1	0	0	2	1	2	1	1	1	2	1	1	1	1	1
9	0	0	0	1	0	0	0	0	0	0	1	0	0	0	0	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	5	7	8	9
12	1	1	3	1	1	2	2	3	1	0	2	2	1	2	1	0	2	1	2	0	2	1	2
13	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	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	0	0	1	0
15	7	8	8	8	4	10	7	7	5	6	11	7	7	9	5	10	6	8	6	9	6	8	7
16	0	0	0	0	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	1	0	0
17	1	1	0	0	0	1	1	1	0	1	0	1	1	0	1	0	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	0	1	0	1
19	0	0	0	0	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	14	8	8	9
21	0	0	0	0	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	1	0	0	0
23	0	0	0	0	0	0	1	1	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1
24	0	0	0	0	0	0	0	1	0	0	0	0	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	6	4	5	6
26	0	0	0	1	0	1	0	0	1	0	1	0	0	0	0	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	0	0	0	0
28	0	0	0	0	0	0	0	0	0	1	0	0	1	1	0	1	0	0	1	1	0	0	0
29	0	0	0	0	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	7	8	8	10
31	0	0	0	0	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	1	0	0	0
33	1	0	0	0	1	1	1	0	0	0	0	0	1	1	1	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	1	0	0	0
35	3	4	3	3	3	3	4	3	2	4	6	3	4	2	4	4	3	3	3	3	3	3	4
36	0	1	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0
37	0	0	0	1	0	0	0	1	1	0	0	0	0	0	0	0	1	0	0	0	0	0	0
38	0	0	1	0	0	1	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	1	0
39	0	0	0	1	1	0	0	0	1	1	0	0	0	0	0	0	0	0	1	0	0	0	0

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

		Socio-economic classification (NS-SEC)			Country				Region in England				Education level			Tenure			
	Total	Silent Generation (81+)	Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	Low	Medium	High	Own	Rent	Other
Weighted Sample	2164	48	731	485	647	1811	113	180	61	498	344	249	721	582	867	715	1247	596	321
Unweighted Sample	2164	49	854	470	521	1879	87	160	38	434	283	563	599	486	831	847	1261	606	297
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	1	0	0	0	0	1	0	1	1	0	1	0	1	1
1	1	0	2	2	0	1	0	1	0	1	2	3	1	1	1	2	1	1	0
2	3	4	5	2	2	3	2	3	6	3	3	2	3	1	3	4	4	2	1
3	1	1	3	1	1	2	0	2	0	2	1	2	1	0	1	2	2	1	1
4	1	2	1	1	1	1	0	2	0	2	1	1	0	0	1	2	1	1	0
5	7	11	10	5	4	7	2	5	5	6	6	6	9	5	6	8	8	5	5
6	1	2	1	2	0	1	0	2	2	1	0	2	1	1	1	1	1	1	2
7	1	0	1	1	0	1	1	2	0	0	0	1	1	1	1	1	1	1	0
8	1	4	1	2	1	1	0	1	3	1	0	2	1	0	2	1	1	1	2
9	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0
10	8	10	11	6	5	7	10	9	16	7	5	10	7	6	7	10	9	6	5
12	1	0	2	2	1	2	1	1	0	2	2	2	1	1	1	2	2	1	1
13	0	0	0	0	0	0	2	0	0	0	0	0	0	0	1	0	0	0	1
14	0	0	0	0	0	0	0	2	2	0	0	0	0	0	0	0	0	0	0
15	7	5	7	5	7	7	7	3	4	6	10	9	7	5	8	8	7	7	9
16	0	0	0	0	0	0	0	1	2	0	0	1	0	0	0	0	0	0	0
17	1	0	0	0	1	1	1	1	2	0	0	0	1	1	0	1	1	0	1
18	1	0	0	0	1	0	1	1	2	1	1	1	0	1	1	0	0	1	0
19	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
20	9	5	8	11	8	9	9	7	8	10	7	10	10	7	10	10	9	8	12
21	0	0	0	0	0	0	0	1	2	0	0	0	0	0	0	0	0	0	0
22	0	0	0	0	0	0	2	0	3	0	0	0	0	0	0	0	0	0	1
23	0	0	0	0	0	0	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	0	0	0	0	0	0
25	5	2	5	6	4	5	4	6	7	5	5	5	5	4	5	5	5	6	5
26	0	0	0	0	0	0	1	1	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	0	0	0	0
28	0	2	0	0	0	0	1	0	0	1	1	0	0	0	1	0	0	1	0
29	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
30	8	14	6	11	10	8	17	5	9	7	7	8	10	9	9	7	9	7	6
31	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0
32	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1	0
33	1	0	0	1	1	0	0	1	3	1	0	0	0	0	1	0	1	1	0
34	0	0	1	0	0	0	1	0	2	0	1	1	0	0	0	1	0	0	1
35	3	0	3	3	3	3	2	2	5	3	5	3	2	4	3	2	3	2	4
36	0	0	0	0	1	0	0	0	0	0	1	0	0	1	0	0	0	1	0
37	0	0	0	1	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
38	0	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	2	0	0	0	0	0	0	0	0	0	0	0	1

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

Weighted Sample Unweighted Sample		Ethnicity		Work status					Source of news					
	Total	White	Non-white	Full Time	Part Time	Student	Retired	Not Working	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
	2164	1785	314	902	363	125	493	280	366	741	487	670	113	109
	2164	1717	384	891	325	121	536	291	408	825	528	730	142	135
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	1	0	0	1	0	0	0	1	0	0
1	1	1	3	2	1	0	1	1	1	2	1	2	2	2
2	3	3	3	4	1	1	4	0	2	4	7	4	3	4
3	1	1	2	2	0	2	1	0	1	2	2	1	1	2
4	1	1	1	1	1	2	2	0	2	1	1	1	1	2
5	7	7	6	7	5	7	7	5	9	9	9	10	10	10
6	1	1	2	1	1	2	1	1	2	1	2	1	0	0
7	1	1	0	1	0	0	1	1	1	1	1	1	1	1
8	1	1	2	1	2	3	1	2	1	2	3	2	2	3
9	0	0	0	0	1	0	0	0	0	0	0	0	0	0
10	8	8	7	7	5	6	10	8	11	10	9	8	14	16
12	1	1	1	2	1	1	1	1	2	2	2	1	2	2
13	0	0	0	0	0	1	0	1	0	0	0	0	0	0
14	0	0	0	0	0	0	0	0	0	0	0	1	0	1
15	7	7	7	6	8	15	6	8	7	9	9	7	7	7
16	0	0	0	0	0	0	0	0	0	0	0	0	0	0
17	1	1	0	1	1	0	1	1	1	0	0	1	0	0
18	1	1	0	1	0	0	0	0	0	0	0	1	0	1
19	0	0	0	0	0	0	0	0	0	0	0	0	0	0
20	9	9	9	10	9	12	9	7	8	9	10	10	7	4
21	0	0	0	0	0	0	1	0	0	0	0	0	0	0
22	0	0	0	0	0	0	0	0	0	1	0	0	0	0
23	0	0	0	0	0	1	0	0	0	0	0	0	1	2
24	0	0	0	0	0	0	0	1	0	1	0	0	0	0
25	5	5	4	5	6	6	5	4	6	6	5	6	6	4
26	0	0	1	0	0	0	0	0	0	0	0	0	1	0
27	0	0	0	0	0	0	0	0	0	0	0	0	1	0
28	0	0	0	0	1	0	1	0	0	0	0	0	0	0
29	0	0	0	0	0	0	0	0	0	0	0	0	0	0
30	8	8	10	8	9	5	9	7	9	6	8	8	6	3
31	0	0	0	0	0	1	0	0	0	0	0	0	0	1
32	0	0	0	0	0	0	0	1	0	0	0	0	0	0
33	1	1	0	1	0	0	1	0	1	0	2	0	0	0
34	0	1	0	1	1	0	0	0	0	1	0	0	0	0
35	3	3	2	3	3	2	3	4	4	3	2	3	2	3
36	0	0	0	0	0	0	0	0	0	0	0	0	1	0
37	0	0	0	0	0	0	0	1	1	1	0	0	0	0
38	0	0	0	0	0	0	0	0	0	1	0	1	0	1
39	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

							Social media used (last month)								
	Total	Email newsletters or RSS feeds	Social network websites	Television	Radio	Podcasts	Facebook	X	LinkedIn	Pinterest	Instagram	Snapchat	Reddit	TikTok	Youtube
Weighted Sample	2164	123	720	1103	852	264	1459	379	417	270	1066	262	279	465	1107
Unweighted Sample	2164	148	751	1167	887	301	1436	402	473	289	1093	227	268	447	1098
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	0	0	1	1	0	0	1	0	0	0	0
1	1	2	1	1	1	2	1	2	2	1	1	1	1	1	1
2	3	5	3	3	5	5	2	3	3	5	2	2	4	2	4
3	1	4	2	1	2	4	1	2	3	1	2	0	2	1	2
4	1	1	0	1	1	2	1	1	0	0	0	1	1	0	1
5	7	13	7	7	8	13	6	7	8	6	6	7	11	4	7
6	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1
7	1	1	1	1	1	1	1	2	1	0	1	0	1	1	1
8	1	3	1	2	2	2	1	2	2	1	1	1	2	1	1
9	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0
10	8	18	7	9	9	14	8	7	12	7	6	5	10	6	8
12	1	1	1	1	1	1	2	2	1	1	1	0	2	0	2
13	0	0	0	0	0	0	0	0	0	0	0	1	1	0	0
14	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
15	7	9	9	6	7	9	7	9	6	6	8	10	7	6	9
16	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
17	1	0	1	1	1	1	0	0	0	1	0	0	0	0	0
18	1	1	1	1	1	1	1	1	1	1	1	0	1	1	0
19	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
20	9	6	8	9	8	9	8	9	10	7	9	9	12	6	10
21	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
22	0	0	1	0	0	0	0	1	0	1	0	1	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	0	0	0	0	0	1	0	0
25	5	4	4	5	5	4	4	6	5	5	5	3	5	5	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	1	1	0	0	0	0	0	1	0	0	1	0	1	0
29	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
30	8	4	7	8	8	3	9	5	8	8	8	7	7	7	8
31	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
32	0	0	0	0	0	0	0	1	0	1	1	0	0	1	0
33	1	0	1	0	1	0	1	2	0	0	1	1	1	1	1
34	0	0	1	0	0	1	0	1	0	1	0	1	1	1	0
35	3	2	4	4	3	5	3	3	3	3	3	3	1	4	3
36	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
37	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
38	0	1	0	0	0	1	0	1	0	0	0	0	1	0	0
39	0	2	0	0	1	0	0	0	1	0	0	0	0	0	0

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

Weighted Sample Unweighted Sample				Political attention		
	Total	N/A - Not currently a member of any	N/A - Not used any in the last month	Low	Medium	High
	2164	174	69	201	954	880
	2164	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	0	4	1	1	0
1	1	1	1	1	1	1
2	3	4	0	2	3	3
3	1	1	1	1	1	2
4	1	1	2	0	0	1
5	7	7	6	4	5	8
6	1	2	3	2	1	1
7	1	1	2	0	1	1
8	1	1	0	0	1	2
9	0	0	0	0	0	0
10	8	7	14	5	7	9
12	1	1	1	1	1	2
13	0	0	0	0	0	0
14	0	0	0	0	0	0
15	7	6	1	2	7	8
16	0	0	0	0	0	0
17	1	1	2	0	1	1
18	1	1	3	1	0	1
19	0	1	0	0	0	0
20	9	9	22	7	10	9
21	0	0	1	0	0	0
22	0	0	0	0	0	0
23	0	0	0	0	0	0
24	0	0	0	0	0	0
25	5	5	0	2	6	5
26	0	0	0	0	0	0
27	0	0	0	0	0	0
28	0	1	0	0	0	1
29	0	0	0	0	0	0
30	8	12	7	8	10	8
31	0	0	0	0	0	0
32	0	0	0	1	0	0
33	1	0	0	0	1	0
34	0	1	2	1	0	0
35	3	1	7	4	4	3
36	0	0	0	2	0	0
37	0	1	1	0	0	0
38	0	0	0	0	0	0
39	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				Generation			
	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+	Gen Z (18-29)	Millenial (30-45)	Gen X (46-61)	Boomer (62-80)
Weighted Sample	2164	264	302	192	394	336	377	537	195	227	118	766	770	1050	1114	227	894	537	506	343	626	594	554
Unweighted Sample	2164	260	346	205	350	364	322	572	215	208	138	887	675	989	1175	180	884	554	546	319	608	592	596
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
40	7	6	7	4	6	7	5	9	4	9	7	5	8	6	8	6	7	6	7	7	7	7	7
41	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0
42	0	0	0	0	0	1	0	0	0	0	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	0	0	0	0
44	0	0	0	0	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	3	3	3	5
46	0	0	0	0	1	0	0	0	0	1	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	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	0	0	0	0
49	0	0	0	1	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	1	0	0	0
50	6	8	6	5	7	6	9	6	4	5	6	6	7	4	8	4	7	5	6	5	8	4	7
51	0	0	0	0	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	0	0	0	0
53	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	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	0	0	2	1
56	0	0	0	1	0	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	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	0	0	0	0
59	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1	0	0	0	0	0	0	0
60	5	4	3	3	6	3	5	3	5	6	4	4	4	3	6	6	5	5	3	5	5	6	3
61	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	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	0	0	0	0
63	0	0	0	0	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	0	0	0	0
65	1	0	1	2	3	2	2	1	3	2	3	1	2	1	2	1	1	2	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	0	0	1	0
68	0	0	0	0	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	0	0	0	0
70	3	1	0	2	4	2	1	2	3	5	1	2	2	2	4	7	3	2	2	6	3	1	2
72	0	0	0	0	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	2	2	1	1
76	0	0	0	0	0	0	0	0	1	0	0	0	0	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	0	0	0	0
79	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
80	2	2	1	3	4	0	3	1	1	5	0	1	4	1	3	0	2	1	2	1	2	2	2
81	0	0	0	0	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	0	0	1	0
86	0	0	0	0	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	0	0	0	0
88	0	0	0	0	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	0	1	1	1
93	0	0	0	0	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	0	0	0	0
95	0	0	0	0	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	0	0	0	0

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

			Socio-economic classification (NS-SEC)			Country				Region in England				Education level			Tenure		
	Total	Silent Generation (81+)	Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	Low	Medium	High	Own	Rent	Other
Weighted Sample	2164	48	731	485	647	1811	113	180	61	498	344	249	721	582	867	715	1247	596	321
Unweighted Sample	2164	49	854	470	521	1879	87	160	38	434	283	563	599	486	831	847	1261	606	297
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
40	7	7	5	6	9	7	9	7	2	5	11	6	6	9	6	6	6	8	9
41	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0
42	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0
43	0	0	0	0	0	0	1	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	2	3	5	5	4	0	6	2	4	4	2	4	6	3	3	3	5	3
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	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
50	6	9	6	4	9	6	4	6	5	6	7	4	7	8	6	6	6	6	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	0	0	0	0	0	0	0	0	0
55	1	0	1	1	1	1	1	2	0	1	1	1	1	2	1	0	1	1	1
56	0	0	0	0	0	0	0	1	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	0	0	0	1
59	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
60	5	0	3	4	7	5	11	4	0	5	3	5	5	5	6	3	4	6	5
61	0	0	0	0	0	0	0	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	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	2	2	2	2	1	1	2	0	1	2	1	1	2	2	1	1	2	1
67	0	0	0	0	1	0	1	1	0	0	0	0	0	0	1	0	0	0	0
68	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0
69	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0
70	3	4	2	3	2	3	2	2	8	4	1	3	2	5	3	1	1	5	5
72	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
75	2	6	1	2	2	2	2	2	0	2	1	1	2	2	2	2	2	1	2
76	0	2	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1	0
78	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0
79	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0
80	2	7	1	3	2	2	1	1	0	2	3	1	2	4	1	2	2	2	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	0	1	0	1	0	0	0	1	1
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	1	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	0	1	1	1	0	0	0	0	2	0	1	2	0	0	0	1	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	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0

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

	Ethnicity			Work status					Source of news					
	Total	White	Non-white	Full Time	Part Time	Student	Retired	Not Working	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
Weighted Sample	2164	1785	314	902	363	125	493	280	366	741	487	670	113	109
Unweighted Sample	2164	1717	384	891	325	121	536	291	408	825	528	730	142	135
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
40	7	7	7	7	7	6	7	8	4	6	5	4	5	4
41	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	0	0	0
43	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	1
45	4	4	3	3	3	4	5	3	3	2	2	4	4	5
46	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
48	0	0	1	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
50	6	6	8	6	7	4	6	7	6	5	4	6	4	9
51	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
53	0	0	0	0	0	0	0	0	0	0	0	0	0	1
55	1	1	1	1	1	0	1	1	0	1	0	1	0	1
56	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
58	0	0	0	0	0	1	0	1	0	0	0	0	0	0
59	0	0	0	0	0	0	0	0	0	0	0	0	0	1
60	5	5	5	5	7	6	2	6	6	3	3	4	6	2
61	0	0	0	0	0	0	0	1	0	0	0	0	0	0
62	0	0	0	0	1	0	0	0	0	0	0	0	0	0
63	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
65	1	2	1	1	2	0	2	1	2	1	1	1	1	1
67	0	0	0	0	1	0	0	0	0	0	0	0	1	0
68	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
70	3	2	5	2	3	7	2	5	3	2	2	2	2	4
72	0	0	0	0	0	0	0	0	0	0	0	0	0	0
75	2	2	1	1	2	2	2	3	1	2	2	1	0	0
76	0	0	0	0	1	0	0	0	0	0	0	0	1	0
78	0	0	0	0	0	0	0	0	0	0	0	0	0	0
79	0	0	1	0	0	0	0	0	0	0	0	0	0	0
80	2	2	1	1	2	1	3	2	1	2	1	2	3	1
81	0	0	0	0	0	0	0	0	0	0	0	0	1	0
85	0	0	1	1	0	0	0	0	0	0	0	0	0	1
86	0	0	0	0	0	1	0	0	0	0	0	0	1	0
87	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
90	1	1	0	0	1	0	0	2	1	0	0	0	0	0
93	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	1
95	0	0	0	0	0	0	0	0	0	0	0	0	0	0
99	0	0	1	0	0	1	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)								
	Total	Email newsletters or RSS feeds	Social network websites	Television	Radio	Podcasts	Facebook	X	LinkedIn	Pinterest	Instagram	Snapchat	Reddit	TikTok	Youtube
Weighted Sample	2164	123	720	1103	852	264	1459	379	417	270	1066	262	279	465	1107
Unweighted Sample	2164	148	751	1167	887	301	1436	402	473	289	1093	227	268	447	1098
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
40	7	4	7	7	7	3	7	7	5	8	7	6	7	7	6
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	0	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	2	3	4	3	2	4	2	3	4	4	5	2	4	3
46	0	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
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	6	7	6	5	4	7	5	4	6	7	6	5	6	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	1	1	0	1	1	0	1	1	0	0	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	0	0	0	0	0	1	0	0	0
59	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
60	5	3	5	5	5	4	5	3	4	7	5	7	3	8	5
61	0	0	0	0	0	0	0	0	0	1	0	1	0	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	1	1	1	1	1	2	2	1	2	2	1	1	2	1
67	0	0	0	0	1	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
69	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
70	3	1	3	2	2	3	3	4	3	4	4	4	2	6	3
72	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
75	2	1	2	2	1	2	2	1	1	2	2	2	1	3	1
76	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
78	0	0	0	0	0	1	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
80	2	0	1	2	2	0	2	1	1	2	2	1	1	1	1
81	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
85	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1
86	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	0	0	1	0	1	0
88	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
90	1	0	0	0	0	0	1	1	0	2	1	1	0	1	1
93	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
95	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	0	0	0

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

			Political attention			
	Total	N/A - Not currently a member of any	N/A - Not used any in the last month	Low	Medium	High
Weighted Sample	2164	174	69	201	954	880
Unweighted Sample	2164	179	72	121	905	986
	%	%	%	%	%	%
40	7	6	4	12	7	5
41	0	0	0	0	0	0
42	0	0	1	0	0	0
43	0	0	0	0	0	0
44	0	0	0	0	0	0
45	4	6	0	7	3	4
46	0	0	0	0	0	0
47	0	0	0	0	0	0
48	0	0	0	0	0	0
49	0	0	0	0	0	0
50	6	7	1	8	7	6
51	0	0	0	0	0	0
52	0	0	0	0	0	0
53	0	0	0	0	0	0
55	1	0	2	1	1	1
56	0	0	0	0	0	0
57	0	0	0	0	0	0
58	0	0	0	1	0	0
59	0	0	0	0	0	0
60	5	7	1	7	5	4
61	0	0	0	1	0	0
62	0	0	0	0	0	0
63	0	0	0	0	0	0
64	0	0	0	0	0	0
65	1	0	2	0	1	2
67	0	0	0	0	0	0
68	0	0	0	0	0	0
69	0	0	0	0	0	0
70	3	2	0	5	3	2
72	0	0	0	0	0	0
75	2	2	1	4	2	1
76	0	0	0	1	0	0
78	0	0	0	0	0	0
79	0	0	0	0	0	0
80	2	3	3	5	1	2
81	0	0	0	1	0	0
85	0	1	0	1	0	0
86	0	0	0	0	0	0
87	0	0	0	1	0	0
88	0	0	1	0	0	0
90	1	1	2	1	1	0
93	0	0	0	0	0	0
94	0	0	0	0	0	0
95	0	0	0	0	0	0
99	0	0	1	1	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				Generation				
		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+	Gen Z (18-29)	Millenial (30-45)	Gen X (46-61)	Boomer (62-80)
Weighted Sample	2164	264	302	192	394	336	377	537	195	227	118	766	770	1050	1114	227	894	537	506	343	626	594	554	
Unweighted Sample	2164	260	346	205	350	364	322	572	215	208	138	887	675	989	1175	180	884	554	546	319	608	592	596	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
100	0	0	0	0	0	1	1	0	0	0	0	0	1	1	0	0	1	0	0	0	0	1	0	
MEAN	32	29	25	27	38	27	33	28	28	39	27	27	35	25	38	32	33	30	30	31	33	32	29	
MEDIAN	27	25	20	20	34	20	30	25	20	35	20	20	30	20	35	25	30	25	25	25	30	25	25	

And what percentage of people living in London 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	0	1	1	0	0	1	1	0	0	1	1	0
1	1	0	2	1	0	1	1	1	1	0	1	1	0	1	0	0	1	1	1	0	1	1	1
2	2	0	3	2	1	3	0	2	3	0	3	2	1	2	1	1	1	2	2	1	1	2	2
3	1	0	2	1	0	1	1	1	2	0	3	2	0	2	1	0	1	2	1	0	2	1	1
4	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	0	1	1	0	0	1	1
5	4	5	6	4	3	7	4	5	5	2	5	6	3	7	2	5	5	3	4	5	5	4	4
6	1	1	3	2	1	0	1	2	3	1	0	2	1	2	1	0	1	2	2	1	1	1	2
7	2	2	3	3	1	2	1	1	2	4	1	1	1	2	1	3	1	2	2	2	1	2	1
8	1	1	1	3	0	3	1	1	4	1	2	2	1	2	1	1	1	3	1	1	1	2	2
9	0	0	1	0	0	1	0	0	1	0	0	0	0	1	0	2	0	0	0	1	0	0	0
10	6	8	6	8	3	5	5	6	7	5	4	7	4	7	4	6	5	6	6	5	5	6	5
11	0	0	0	1	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0
12	2	2	3	4	0	3	1	2	2	1	6	3	1	3	1	1	2	2	3	1	2	2	3
13	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	1	0	0	0	1	0	0	0
14	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
15	6	7	8	6	6	7	5	7	5	4	6	7	5	8	5	9	5	7	6	8	5	7	7
16	1	0	0	0	0	1	0	1	1	0	0	0	1	1	0	0	1	1	0	0	1	1	0
17	0	1	1	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	1	0	0	0	1
18	1	1	1	0	2	0	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
19	0	0	1	0	0	0	0	0	1	0	0	0	0	0	0	1	0	0	0	1	0	0	0
20	7	8	8	8	6	8	8	9	4	6	11	7	7	9	6	5	8	6	7	8	7	6	7
21	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
22	1	1	1	0	0	0	1	0	1	0	0	1	1	1	0	0	0	1	1	0	0	1	0
23	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	1	0	0	0	0	0
24	0	0	1	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
25	5	5	5	5	4	7	5	5	6	3	5	5	4	6	4	8	4	5	4	6	5	5	5
26	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	1	0	0	0
27	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
28	0	1	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	1	0	0	0	0
29	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
30	8	10	7	10	5	7	7	8	7	8	8	8	8	8	8	7	7	8	10	7	7	7	10
31	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
32	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0	0	1	0	0	1	0	0	0
33	0	0	0	0	0	0	0	1	1	1	0	0	0	0	0	0	1	0	0	0	1	0	0
34	0	0	0	1	1	0	0	0	1	0	0	0	0	1	0	0	1	0	0	0	1	0	0
35	4	5	3	2	5	5	5	5	3	4	6	5	5	3	5	4	4	4	6	4	3	5	7

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

Fieldwork: 23rd - 27th March 2020

		Socio-economic classification (NS-SEC)			Country				Region in England				Education level			Tenure			
	Total	Silent Generation (81+)	Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	Low	Medium	High	Own	Rent	Other
Weighted Sample	2164	48	731	485	647	1811	113	180	61	498	344	249	721	582	867	715	1247	596	321
Unweighted Sample	2164	49	854	470	521	1879	87	160	38	434	283	563	599	486	831	847	1261	606	297
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
100	0	0	0	0	1	0	0	2	0	0	1	0	1	1	1	0	0	1	1
MEAN	32	33	26	32	37	32	33	32	24	33	33	28	31	37	32	26	29	35	34
MEDIAN	27	30	20	30	35	27	30	30	20	30	30	20	25	35	28	20	25	30	30

And what percentage of people living in London 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	2	0	0	0	1	0	1	1	0	1	0	1	1
1	1	0	1	1	0	1	0	1	0	1	1	3	0	0	1	1	1	0	0
2	2	2	2	2	1	2	1	2	3	1	1	2	2	0	2	2	2	2	1
3	1	2	3	1	0	1	0	1	3	2	1	2	0	0	0	3	2	0	1
4	1	0	1	1	0	1	0	0	0	1	0	1	1	1	0	1	1	1	0
5	4	2	6	4	3	5	1	3	2	5	4	5	5	3	4	6	5	4	3
6	1	5	2	1	1	1	0	2	2	1	1	1	1	1	1	2	2	1	1
7	2	4	2	2	1	2	0	1	0	2	1	2	2	2	1	2	1	2	2
8	1	0	1	1	2	1	2	3	0	1	1	2	2	1	2	1	2	1	1
9	0	0	0	0	0	0	0	0	0	1	0	1	0	0	1	0	0	0	1
10	6	9	7	6	3	6	3	4	10	5	4	9	6	3	6	7	6	5	4
11	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
12	2	0	3	3	1	2	6	2	0	2	1	3	2	1	1	4	2	2	1
13	0	0	0	0	0	0	0	1	0	0	0	1	0	0	1	0	0	0	1
14	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0
15	6	2	6	6	6	6	4	8	16	5	5	6	7	6	6	6	6	5	9
16	1	0	0	0	1	1	0	1	0	1	0	0	1	1	0	1	1	0	1
17	0	0	0	0	0	0	0	0	0	0	1	1	0	0	0	1	0	0	0
18	1	0	1	1	0	1	1	1	0	0	1	1	1	1	1	1	1	1	0
19	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	1
20	7	4	6	8	8	7	12	6	0	6	10	8	7	7	8	7	8	6	8
21	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0
22	1	2	1	1	0	0	0	1	2	1	0	0	0	0	0	1	1	0	0
23	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0
24	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
25	5	5	6	5	4	5	6	4	6	5	5	5	5	4	5	6	6	5	2
26	0	0	0	0	1	0	2	0	0	0	1	0	0	1	0	0	0	0	1
27	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
28	0	0	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0
29	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
30	8	12	7	9	7	8	6	6	13	7	10	8	7	8	7	9	8	7	8
31	0	0	0	0	0	0	0	0	3	0	0	0	0	0	0	0	0	0	0
32	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	1	0	0	1
33	0	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	0	0	0
34	0	0	0	1	1	1	0	0	0	1	0	0	1	1	0	0	0	1	0
35	4	0	4	5	6	4	5	7	5	5	4	2	4	6	4	3	5	4	3

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

	Ethnicity			Work status					Source of news					
	Total	White	Non-white	Full Time	Part Time	Student	Retired	Not Working	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
Weighted Sample	2164	1785	314	902	363	125	493	280	366	741	487	670	113	109
Unweighted Sample	2164	1717	384	891	325	121	536	291	408	825	528	730	142	135
100 %	0	0	0	1	0	0	0	1	0	0	0	0	0	0
MEAN	32	31	31	30	35	30	30	36	29	27	24	28	28	26
MEDIAN	27	25	30	25	30	20	25	32	25	20	20	20	20	18

And what percentage of people living in London 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	2	1	1	0	0	1	0	0	0	1	0	0
1	1	1	1	1	0	0	1	1	0	1	1	1	2	2
2	2	2	3	2	1	1	2	0	1	3	4	2	2	3
3	1	1	2	2	0	1	1	0	2	2	3	2	3	4
4	1	1	0	1	1	0	2	0	1	1	1	1	1	1
5	4	4	4	6	3	6	4	1	3	5	6	5	5	5
6	1	1	1	2	1	0	2	0	1	2	2	2	1	1
7	2	2	2	1	2	2	2	1	3	2	2	2	4	4
8	1	2	1	2	1	0	2	1	2	1	2	2	0	0
9	0	0	1	0	0	3	0	1	0	1	1	0	1	1
10	6	5	9	5	5	9	6	6	6	8	6	5	8	8
11	0	0	0	0	0	0	0	0	0	0	0	0	0	0
12	2	2	1	3	1	2	2	1	3	3	4	2	4	3
13	0	0	1	0	0	2	0	0	0	0	0	0	0	0
14	0	0	0	0	0	0	0	0	0	0	0	0	0	0
15	6	7	5	6	6	11	7	5	7	7	7	7	8	7
16	1	1	0	1	1	0	0	1	0	1	1	1	1	1
17	0	0	0	0	0	0	0	0	0	1	0	0	0	0
18	1	1	0	1	1	0	1	1	1	1	1	1	1	2
19	0	0	0	0	0	0	0	1	0	0	1	0	0	0
20	7	7	5	7	6	8	7	9	8	7	9	8	7	8
21	0	0	0	0	0	0	0	0	0	0	0	0	0	0
22	1	1	0	1	1	0	1	1	1	1	1	1	0	1
23	0	0	0	0	0	0	0	0	0	0	0	0	0	0
24	0	0	0	0	0	0	0	0	0	0	0	0	0	0
25	5	5	5	6	4	5	4	3	5	4	5	6	2	2
26	0	0	0	0	1	0	0	0	0	0	0	0	0	0
27	0	0	0	0	0	0	0	0	0	0	0	0	0	0
28	0	0	0	0	0	0	0	0	0	0	0	0	0	0
29	0	0	0	0	0	0	0	0	0	0	0	0	0	0
30	8	7	10	8	7	4	9	8	7	6	8	8	13	5
31	0	0	0	0	0	0	0	0	0	0	0	0	0	0
32	0	0	0	0	0	0	0	1	0	0	0	0	0	0
33	0	0	0	0	0	1	0	0	0	0	0	1	0	0
34	0	0	1	1	0	0	0	0	0	0	0	1	2	3
35	4	5	2	4	7	3	6	2	5	4	4	4	5	1

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

							Social media used (last month)									
		Total	Email newsletters or RSS feeds	Social network websites	Television	Radio	Podcasts	Facebook	X	LinkedIn	Pinterest	Instagram	Snapchat	Reddit	TikTok	Youtube
Weighted Sample	2164	123	720	1103	852	264	1459	379	417	270	1066	262	279	465	1107	
Unweighted Sample	2164	148	751	1167	887	301	1436	402	473	289	1093	227	268	447	1098	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
100	0	0	0	0	0	0	0	0	0	0	0	1	1	0	0	
MEAN	32	22	31	31	29	23	33	28	26	34	32	35	27	38	30	
MEDIAN	27	15	28	25	25	15	30	20	20	30	30	30	20	35	25	

And what percentage of people living in London 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	0	0	1	1	0	0	1	0	1	0	1
1	1	0	1	1	1	2	1	1	1	1	1	0	1	1	1
2	2	4	1	2	2	3	2	2	2	3	1	1	2	1	2
3	1	3	2	1	1	4	1	2	3	1	1	0	1	1	2
4	1	2	1	1	1	1	1	0	1	0	1	0	1	1	1
5	4	5	5	4	5	8	4	4	5	3	4	3	6	2	5
6	1	3	1	2	1	2	1	3	1	1	1	1	1	1	1
7	2	3	2	2	2	4	2	3	2	2	2	2	4	2	2
8	1	0	1	2	2	1	1	2	1	2	1	1	3	1	1
9	0	1	0	0	0	1	0	1	1	1	0	1	1	1	1
10	6	10	5	5	6	10	5	5	8	6	5	5	7	3	6
11	0	1	0	0	0	0	0	1	1	0	0	0	0	0	0
12	2	3	2	2	2	1	2	2	2	2	1	2	1	1	2
13	0	0	0	0	0	0	0	1	0	1	0	1	1	0	0
14	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
15	6	6	6	7	6	9	6	5	7	5	6	8	5	5	6
16	1	1	0	0	1	1	1	1	0	0	1	0	1	0	1
17	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
18	1	2	1	1	1	1	1	0	2	1	1	1	0	1	1
19	0	0	0	0	0	0	0	1	1	0	0	0	1	0	0
20	7	9	8	7	8	9	7	9	8	3	7	7	11	5	8
21	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
22	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0
23	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
24	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
25	5	4	5	5	5	3	5	3	3	3	5	7	4	5	5
26	0	0	1	0	0	0	0	1	0	1	1	2	1	1	0
27	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	0	0	0	0	0	0
29	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
30	8	6	8	8	8	5	8	6	9	8	7	6	7	6	8
31	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
32	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0
33	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0
34	0	1	0	0	0	0	1	1	1	2	1	2	2	1	1
35	4	1	4	5	4	4	4	5	3	5	4	4	3	3	3

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

				Political attention		
	Total	N/A - Not currently a member of any	N/A - Not used any in the last month	Low	Medium	High
Weighted Sample	2164	174	69	201	954	880
Unweighted Sample	2164	179	72	121	905	986
	%	%	%	%	%	%
100	0	0	2	1	1	0
MEAN	32	32	27	42	33	28
MEDIAN	27	30	20	40	30	20

And what percentage of people living in London 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	4	1	1	1
1	1	1	1	0	0	1
2	2	2	0	1	1	2
3	1	0	0	1	1	1
4	1	3	1	1	0	1
5	4	4	4	5	4	5
6	1	0	1	0	1	2
7	2	0	3	0	2	2
8	1	3	2	2	1	2
9	0	0	0	0	0	1
10	6	7	10	1	5	7
11	0	0	0	0	0	0
12	2	1	5	1	2	2
13	0	0	0	0	0	0
14	0	0	0	0	0	0
15	6	8	10	4	6	6
16	1	2	0	1	0	1
17	0	0	4	0	0	1
18	1	0	0	1	1	0
19	0	0	0	1	0	0
20	7	9	6	2	6	9
21	0	0	0	0	0	0
22	1	1	0	2	0	0
23	0	0	0	0	0	0
24	0	0	0	0	0	0
25	5	3	10	2	6	4
26	0	0	0	1	0	0
27	0	0	0	0	0	0
28	0	0	0	0	0	0
29	0	0	0	0	0	0
30	8	8	7	8	9	7
31	0	0	0	0	0	0
32	0	0	0	0	0	1
33	0	1	0	0	0	0
34	0	0	1	2	0	0
35	4	7	2	4	5	4

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

	Westminster VI						Vote in 2024 GE					EU Ref 2016		Gender		Age				Generation			
	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+	Gen Z (18-29)	Millennial (30-45)	Gen X (46-61)	Boomer (62-80)
Weighted Sample	2164	264	302	192	394	336	377	537	195	227	118	766	770	1050	1114	227	894	537	506	343	626	594	554
Unweighted Sample	2164	260	346	205	350	364	322	572	215	208	138	887	675	989	1175	180	884	554	546	319	608	592	596
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
36	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
37	0	0	0	0	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
38	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
39	0	0	1	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
40	8	11	7	5	9	8	11	8	5	9	6	6	10	7	9	8	9	7	9	8	9	7	8
43	0	1	0	0	0	1	1	0	0	0	1	0	1	0	0	0	1	0	0	0	0	1	0
44	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
45	2	2	4	4	2	1	3	2	3	1	4	2	3	2	3	3	2	3	2	2	3	3	2
46	0	0	0	0	0	0	0	1	0	0	2	0	0	0	0	0	1	0	0	0	1	0	0
47	0	0	0	0	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	1	0	0	0	0	0	0	1	0	0	0	0	0	0	0
49	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
50	8	7	5	7	6	7	6	8	5	8	7	7	9	5	11	8	8	7	9	9	8	6	8
51	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
52	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	0	0	0
54	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
55	1	1	1	0	2	1	1	1	1	1	0	1	2	1	2	0	1	2	2	1	1	2	2
56	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0
57	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
58	0	0	0	0	1	1	1	0	0	1	1	0	0	0	0	0	0	0	1	0	0	0	1
59	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0
60	5	4	5	5	6	4	5	5	5	7	4	5	5	3	6	3	5	5	6	4	6	4	6
63	0	0	0	1	0	0	0	0	1	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	0	0	0	0
65	2	2	1	1	3	1	3	1	1	3	2	2	2	1	2	0	2	2	1	0	2	3	1
66	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
67	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
68	0	0	0	0	1	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	0	0	0	0	0
70	5	2	3	4	8	4	5	3	5	8	4	4	3	4	6	10	5	4	3	8	6	4	3
71	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
72	0	0	0	0	1	0	1	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

			Socio-economic classification (NS-SEC)			Country				Region in England				Education level			Tenure			
		Total	Silent Generation (81+)	Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	Low	Medium	High	Own	Rent	Other
Weighted Sample		2164	48	731	485	647	1811	113	180	61	498	344	249	721	582	867	715	1247	596	321
Unweighted Sample		2164	49	854	470	521	1879	87	160	38	434	283	563	599	486	831	847	1261	606	297
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
36	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
37	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0
38	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
39	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
40	8	5	8	7	11	8	11	7	4	8	9	4	10	9	9	7	8	8	8	7
43	0	0	0	0	1	0	1	0	0	0	1	0	0	1	0	0	0	1	1	1
44	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
45	2	2	3	3	2	2	4	4	2	3	1	3	2	2	3	2	3	2	2	2
46	0	0	0	0	0	0	0	0	0	0	1	0	0	1	0	0	0	1	0	0
47	0	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	1
49	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
50	8	18	6	9	8	8	8	10	7	8	6	7	8	9	9	6	6	10	9	9
51	0	0	0	0	0	0	1	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	0
54	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
55	1	0	2	1	2	1	0	3	7	1	0	2	1	2	1	1	1	1	2	2
56	0	0	1	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0
57	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
58	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0	1	0	0
59	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
60	5	5	4	4	6	5	2	4	0	4	7	5	6	5	6	4	4	6	4	4
63	0	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	0
65	2	1	1	3	2	1	5	1	5	1	2	1	2	3	1	1	1	3	1	1
66	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
67	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
68	0	0	0	0	0	0	0	1	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	0	0
70	5	2	3	4	6	5	5	3	2	5	6	5	5	5	6	4	4	5	6	6
71	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
72	0	0	0	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0

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

	Ethnicity			Work status					Source of news					
	Total	White	Non-white	Full Time	Part Time	Student	Retired	Not Working	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
Weighted Sample	2164	1785	314	902	363	125	493	280	366	741	487	670	113	109
Unweighted Sample	2164	1717	384	891	325	121	536	291	408	825	528	730	142	135
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
36	0	0	0	0	0	0	0	0	0	0	0	0	0	0
37	0	0	0	0	0	1	0	1	0	0	0	0	0	1
38	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	0	0	0	1
40	8	8	8	9	7	6	8	7	9	7	6	7	2	3
43	0	0	0	1	0	0	0	0	0	0	0	0	1	1
44	0	0	0	0	0	0	0	0	0	0	0	0	0	0
45	2	2	3	2	4	3	2	2	2	2	1	2	1	1
46	0	0	0	0	1	0	0	1	0	0	0	0	0	0
47	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
49	0	0	0	0	0	0	0	0	0	0	0	0	0	1
50	8	8	9	5	9	14	9	10	7	6	6	6	6	6
51	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
54	0	0	0	0	0	0	0	0	0	0	0	0	0	0
55	1	2	1	1	1	1	2	2	2	1	2	2	1	2
56	0	0	2	0	0	0	0	0	0	0	0	1	0	1
57	0	0	0	0	0	0	0	0	0	0	0	0	1	0
58	0	0	0	0	1	0	1	0	0	1	0	0	0	0
59	0	0	0	0	0	0	0	1	0	0	0	0	0	0
60	5	5	5	4	6	4	6	5	5	5	4	5	4	4
63	0	0	0	0	0	0	0	1	0	0	0	0	0	0
64	0	0	0	0	0	0	0	0	0	0	0	0	0	0
65	2	2	1	2	2	1	1	2	2	2	2	2	2	3
66	0	0	0	0	0	0	0	0	0	0	0	0	0	0
67	0	0	0	0	0	0	0	0	0	0	0	0	0	0
68	0	0	0	0	0	0	0	0	0	0	0	0	0	0
69	0	0	0	0	1	0	0	0	0	0	0	0	0	0
70	5	4	8	5	6	7	2	5	4	3	2	3	5	3
71	0	0	0	0	0	0	0	0	0	0	0	0	0	0
72	0	0	0	0	1	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)								
	Total	Email newsletters or RSS feeds	Social network websites	Television	Radio	Podcasts	Facebook	X	LinkedIn	Pinterest	Instagram	Snapchat	Reddit	TikTok	Youtube
Weighted Sample	2164	123	720	1103	852	264	1459	379	417	270	1066	262	279	465	1107
Unweighted Sample	2164	148	751	1167	887	301	1436	402	473	289	1093	227	268	447	1098
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
36	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
37	0	1	0	0	0	0	0	0	0	0	0	0	1	0	0
38	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
39	0	2	0	0	0	0	0	0	1	0	0	0	0	0	0
40	8	6	7	9	8	5	9	8	7	9	8	7	7	10	7
43	0	1	0	1	0	1	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	2	3	3	3	3	3	3	2	3	3	2	2	1	4	2
46	0	0	0	0	0	0	0	0	0	0	0	0	1	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	1	0	0	0	0	0	0	0	0	0	0	0	0	0
50	8	6	7	7	7	6	8	5	6	8	9	9	4	10	7
51	0	1	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	1	0	0	0
54	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
55	1	1	1	1	2	0	1	2	1	1	1	1	1	2	2
56	0	0	1	0	0	0	0	1	1	0	0	1	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	0	1	0	0	0	0	0	0	0
59	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0
60	5	4	5	5	5	4	6	4	3	5	5	5	2	5	4
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	2	2	1	2	1	1	2	3	1	1	1	0	0	2	1
66	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
67	0	0	0	0	0	0	0	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	1	0	1	0	0	0
70	5	1	6	4	4	4	4	3	5	8	5	7	7	8	6
71	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
72	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

			Political attention			
	Total	N/A - Not currently a member of any	N/A - Not used any in the last month	Low	Medium	High
Weighted Sample	2164	174	69	201	954	880
Unweighted Sample	2164	179	72	121	905	986
	%	%	%	%	%	%
36	0	0	0	0	0	0
37	0	0	0	0	0	0
38	0	0	1	0	0	0
39	0	0	0	0	0	0
40	8	7	7	11	8	8
43	0	0	0	2	0	0
44	0	0	0	0	0	0
45	2	4	1	3	3	2
46	0	0	1	0	0	0
47	0	0	0	0	0	0
48	0	0	0	0	0	0
49	0	0	0	0	0	0
50	8	8	1	14	8	7
51	0	0	0	0	0	0
52	0	0	0	0	0	0
54	0	0	0	0	0	0
55	1	2	6	1	2	1
56	0	0	0	0	0	0
57	0	0	0	0	0	0
58	0	0	0	0	0	0
59	0	0	0	1	0	0
60	5	2	6	4	7	4
63	0	0	0	0	0	0
64	0	0	0	0	0	0
65	2	0	1	3	1	2
66	0	0	0	0	0	0
67	0	0	0	0	0	0
68	0	0	0	0	0	0
69	0	0	0	0	0	0
70	5	4	0	6	5	4
71	0	0	0	0	0	0
72	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				Generation			
	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+	Gen Z (18-29)	Millennial (30-45)	Gen X (46-61)	Boomer (62-80)
Weighted Sample	2164	264	302	192	394	336	377	537	195	227	118	766	770	1050	1114	227	894	537	506	343	626	594	554
Unweighted Sample	2164	260	346	205	350	364	322	572	215	208	138	887	675	989	1175	180	884	554	546	319	608	592	596
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
73	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
75	2	2	1	2	4	0	2	1	4	2	1	1	3	1	3	1	2	2	3	1	1	2	2
76	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
77	0	0	0	0	0	0	0	0	0	0	0	0	0	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	0	0	0	0
79	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
80	3	3	2	1	6	1	4	2	1	7	1	2	4	2	4	4	4	2	2	4	4	2	2
82	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
83	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
85	1	1	0	0	1	0	1	0	0	3	1	1	1	0	1	1	1	1	0	0	1	1	0
86	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	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	0	0	0	0
89	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
90	1	0	1	1	2	1	1	0	2	3	0	0	2	0	2	1	1	0	2	1	1	1	1
95	0	0	0	0	2	0	1	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0
96	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
99	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
100	1	0	0	0	2	0	1	0	0	2	0	0	2	1	1	0	1	1	0	0	0	2	0
MEAN	36	33	28	31	45	30	38	31	33	46	30	31	40	29	42	36	37	34	35	36	37	35	34
MEDIAN	30	30	22	25	40	25	35	30	30	40	25	25	38	24	40	30	35	30	30	30	34	30	30

Which of the following cities do you think had the highest murder rate in 2025?

Berlin	2	2	2	2	3	2	2	2	2	3	3	1	2	3	4	2	3	1	3	2	3	1	
New York	66	67	72	72	58	72	70	74	66	55	74	75	64	66	66	55	67	66	70	59	66	65	72
Milan	2	4	4	3	1	3	3	3	4	2	2	2	2	3	2	3	3	2	2	3	2	3	2
London	18	18	13	14	29	11	15	12	17	32	11	9	22	19	16	28	18	16	15	24	19	16	14
Don't know	11	9	9	9	10	12	11	10	11	8	11	11	10	10	13	10	11	12	12	10	10	12	11

And which of the following cities do you think had the lowest murder rate in 2025?

Berlin	33	28	29	41	33	33	33	34	34	31	30	33	33	35	31	34	37	31	26	34	39	33	26
New York	2	3	2	2	4	1	3	2	2	6	1	1	3	3	2	3	2	3	3	3	2	3	3
Milan	38	43	31	26	46	38	40	34	28	48	39	33	42	35	41	41	36	37	40	38	36	38	40
London	13	14	26	20	5	16	12	18	22	5	17	19	8	17	10	10	12	16	13	13	11	15	15
Don't know	14	11	10	11	12	12	13	12	14	11	14	13	14	10	17	11	12	13	17	12	13	12	16

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

Weighted Sample Unweighted Sample			Socio-economic classification (NS-SEC)			Country				Region in England				Education level			Tenure		
	Total	Silent Generation (81+)	Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	Low	Medium	High	Own	Rent	Other
	2164	48	731	485	647	1811	113	180	61	498	344	249	721	582	867	715	1247	596	321
	2164	49	854	470	521	1879	87	160	38	434	283	563	599	486	831	847	1261	606	297
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
73	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
75	2	4	2	1	3	2	2	1	3	3	1	1	2	3	2	1	2	1	2
76	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
77	0	0	0	0	0	0	1	0	0	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	3	0	0	0	0	0	0	0	0	0	0
80	3	8	2	4	3	3	2	2	0	5	3	2	3	4	2	3	3	3	4
82	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0
83	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
85	1	2	1	0	1	1	3	1	0	1	1	1	1	1	1	1	1	1	0
86	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
89	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
90	1	6	1	1	2	1	2	0	0	1	2	1	1	2	1	0	1	1	2
95	0	0	0	1	0	0	0	0	0	1	1	0	0	1	0	1	0	1	0
96	0	0	0	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	1	0	0	0	0	0	0	0	0
100	1	0	0	0	2	1	0	2	0	1	1	0	1	1	1	0	1	0	2
MEAN	36	41	31	35	41	36	38	35	32	37	37	31	36	41	36	30	34	39	37
MEDIAN	30	40	25	30	40	30	35	33	30	34	30	25	32	40	33	25	30	35	30

Which of the following cities do you think had the highest murder rate in 2025?

Berlin	2	3	2	2	2	2	0	4	2	1	4	3	2	2	3	2	2	3	3
New York	66	62	71	66	62	66	75	67	61	64	60	71	69	61	65	72	69	63	61
Milan	2	5	3	3	2	2	3	5	2	2	2	2	3	2	2	3	2	3	2
London	18	16	14	19	21	18	17	15	8	22	22	14	16	22	19	13	16	20	20
Don't know	11	14	10	10	13	11	5	9	27	12	13	10	10	13	11	10	10	12	14

And which of the following cities do you think had the lowest murder rate in 2025?

Berlin	33	26	34	31	34	31	32	52	33	29	27	34	33	31	33	35	33	33	35
New York	2	3	2	4	2	3	1	2	0	3	4	1	3	3	2	2	3	2	3
Milan	38	39	34	38	41	38	48	29	40	41	41	30	37	42	39	33	38	40	34
London	13	5	18	14	7	14	11	5	9	13	12	21	14	9	13	17	14	11	13
Don't know	14	28	11	13	15	14	8	12	18	14	16	14	13	16	13	13	13	14	15

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

		Ethnicity		Work status					Source of news					
	Total	White	Non-white	Full Time	Part Time	Student	Retired	Not Working	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
Weighted Sample	2164	1785	314	902	363	125	493	280	366	741	487	670	113	109
Unweighted Sample	2164	1717	384	891	325	121	536	291	408	825	528	730	142	135
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
73	0	0	0	0	0	0	0	0	0	0	0	0	0	0
75	2	2	2	2	1	1	3	3	2	1	1	1	2	4
76	0	0	0	0	1	0	0	0	0	0	0	0	0	0
77	0	0	0	0	0	0	0	0	0	0	0	0	0	0
78	0	0	1	0	0	0	0	1	0	0	0	0	0	0
79	0	0	1	0	0	0	0	0	1	0	0	0	0	0
80	3	3	1	2	4	1	3	6	2	2	2	2	2	2
82	0	0	0	0	0	0	0	0	0	0	0	0	0	0
83	0	0	0	0	0	0	0	0	0	0	0	0	0	0
85	1	1	0	1	1	1	1	0	1	1	0	1	2	0
86	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	1
89	0	0	0	0	0	0	0	0	0	0	0	0	0	0
90	1	1	1	1	1	1	2	2	0	1	0	0	1	1
95	0	0	0	1	0	0	0	0	1	0	0	0	0	0
96	0	0	0	0	0	0	0	0	0	0	0	0	0	0
99	0	0	0	0	0	0	0	1	0	0	0	0	0	0
100	1	1	0	1	0	0	0	1	0	0	0	0	0	1
MEAN	36	36	34	34	38	32	35	40	34	31	28	31	31	31
MEDIAN	30	30	30	30	35	25	30	40	30	25	20	25	30	20

Which of the following cities do you think had the highest murder rate in 2025?

Berlin	2	2	4	2	3	2	1	3	2	2	1	2	1	1
New York	66	68	62	66	68	63	69	61	67	70	72	72	74	74
Milan	2	2	3	3	2	4	2	2	3	3	4	3	2	5
London	18	17	19	18	13	25	16	23	17	17	13	15	11	12
Don't know	11	11	12	11	13	7	12	11	11	8	9	7	12	7

And which of the following cities do you think had the lowest murder rate in 2025?

Berlin	33	33	30	35	34	39	26	36	32	35	36	35	32	36
New York	2	2	3	3	2	0	3	2	2	3	2	3	2	3
Milan	38	39	32	37	38	34	40	38	36	35	34	36	28	27
London	13	13	17	14	13	13	14	9	17	18	17	17	22	22
Don't know	14	13	18	11	14	14	17	15	13	10	11	9	15	13

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

		Social media used (last month)													
	Total	Email newsletters or RSS feeds	Social network websites	Television	Radio	Podcasts	Facebook	X	LinkedIn	Pinterest	Instagram	Snapchat	Reddit	TikTok	Youtube
Weighted Sample	2164	123	720	1103	852	264	1459	379	417	270	1066	262	279	465	1107
Unweighted Sample	2164	148	751	1167	887	301	1436	402	473	289	1093	227	268	447	1098
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
73	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
75	2	1	3	2	2	1	2	2	3	1	2	1	2	1	2
76	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
77	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
78	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0
79	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
80	3	2	3	3	3	2	3	4	1	2	4	3	2	4	3
82	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
83	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
85	1	0	1	1	1	0	1	1	0	1	1	1	0	1	1
86	0	0	0	0	0	1	0	0	0	0	0	1	1	0	0
88	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
89	0	0	0	0	0	0	0	0	0	0	0	1	1	1	0
90	1	0	1	1	0	0	1	1	0	1	1	1	0	1	1
95	0	0	0	0	1	0	0	0	0	1	0	0	0	1	0
96	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	1	0	0	0
100	1	0	0	1	0	0	1	0	1	1	0	0	1	0	1
MEAN	36	26	36	35	33	27	37	33	31	37	36	38	31	41	34
MEDIAN	30	20	30	30	30	20	35	30	30	35	34	35	25	40	30

Which of the following cities do you think had the highest murder rate in 2025?

Berlin	2	2	3	2	2	4	2	2	1	4	2	2	1	3	2
New York	66	74	66	70	69	71	67	67	71	64	66	64	71	62	66
Milan	2	1	2	2	3	3	2	3	3	3	3	2	3	3	2
London	18	15	18	15	15	15	17	19	16	18	18	24	14	23	19
Don't know	11	9	11	11	11	7	11	9	9	11	11	9	11	8	11

And which of the following cities do you think had the lowest murder rate in 2025?

Berlin	33	38	34	33	34	30	34	34	34	34	35	36	35	32	35
New York	2	1	2	2	2	1	3	1	3	1	2	1	1	2	2
Milan	38	31	36	38	36	31	38	35	34	40	37	40	36	43	36
London	13	16	14	13	15	27	12	18	19	11	14	12	17	10	14
Don't know	14	14	14	13	12	11	13	12	11	13	12	11	11	12	13

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

		Political attention				
	Total	N/A - Not currently a member of any	N/A - Not used any in the last month	Low	Medium	High
Weighted Sample	2164	174	69	201	954	880
Unweighted Sample	2164	179	72	121	905	986
	%	%	%	%	%	%
73	0	0	0	0	0	0
75	2	2	1	3	2	1
76	0	0	0	0	0	0
77	0	0	0	0	0	0
78	0	0	0	1	0	0
79	0	0	0	0	0	0
80	3	5	0	6	3	2
82	0	0	0	0	0	0
83	0	0	0	0	0	0
85	1	0	2	0	1	1
86	0	0	0	0	0	0
88	0	0	0	0	0	0
89	0	0	0	1	0	0
90	1	2	0	2	1	1
95	0	0	3	1	1	0
96	0	0	0	0	0	0
99	0	0	0	1	0	0
100	1	0	2	2	1	0
MEAN	36	33	29	45	38	32
MEDIAN	30	30	20	43	35	30

Which of the following cities do you think had the highest murder rate in 2025?

Berlin	2	4	2	4	2	2
New York	66	65	63	54	64	71
Milan	2	3	3	1	2	3
London	18	12	23	25	19	15
Don't know	11	17	8	16	13	8

And which of the following cities do you think had the lowest murder rate in 2025?

Berlin	33	27	33	27	33	35
New York	2	4	1	3	2	2
Milan	38	35	31	43	39	36
London	13	17	20	7	10	17
Don't know	14	18	14	21	15	10

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

Weighted Sample Unweighted Sample		Westminster VI					Vote in 2024 GE					EU Ref 2016		Gender		Age				Generation			
	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+	Gen Z (18-29)	Millenial (30-45)	Gen X (46-61)	Boomer (62-80)
	2164	264	302	192	394	336	377	537	195	227	118	766	770	1050	1114	227	894	537	506	343	626	594	554
	2164	260	346	205	350	364	322	572	215	208	138	887	675	989	1175	180	884	554	546	319	608	592	596
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about London only, do you think the number of recorded incidents of the following types of crime increased, decreased or stayed about the same between the year ending March 2019 and the year ending March 2025?

Total crime

Increased	62	76	38	50	87	44	76	48	51	85	40	49	79	58	66	50	59	66	67	51	59	64	68
Stayed about the same	19	14	29	28	8	27	12	23	28	9	26	25	11	21	16	22	20	18	16	21	19	21	17
Decreased	12	5	26	16	3	22	6	21	15	3	25	18	5	15	9	19	13	10	10	19	13	9	10
Don't know	7	5	6	7	2	7	5	8	5	4	9	8	5	6	9	9	8	6	6	9	9	6	6

Theft from the person

Increased	71	82	58	71	87	60	83	64	64	90	51	67	80	70	72	59	69	77	75	62	68	76	76
Stayed about the same	17	11	25	18	7	23	11	21	22	6	28	20	12	17	16	19	18	14	16	17	18	15	16
Decreased	4	3	10	6	0	8	2	5	8	1	9	6	1	5	3	10	4	3	2	9	5	3	3
Don't know	8	3	8	5	5	9	4	10	6	4	11	8	6	7	9	13	9	6	6	12	9	6	6

Shoplifting

Increased	79	87	69	78	92	74	90	72	77	93	72	77	86	81	77	66	75	85	86	67	73	85	86
Stayed about the same	11	8	16	14	5	14	7	16	13	3	15	12	9	10	12	17	14	8	8	15	15	8	8
Decreased	3	1	8	2	0	5	0	4	3	1	6	3	1	4	2	7	3	2	1	7	3	2	1
Don't know	7	4	7	6	3	7	3	8	6	2	7	8	5	5	9	10	9	6	5	11	9	6	5

Sexual offences

Increased	58	62	39	47	80	49	65	48	45	79	45	48	69	53	62	49	58	59	59	49	58	62	59
Stayed about the same	26	29	37	36	16	28	26	32	38	16	31	33	22	29	24	29	24	27	29	27	26	24	29
Decreased	5	2	14	6	1	11	2	9	8	0	14	8	2	8	3	7	6	6	4	8	6	5	4
Don't know	10	7	10	11	4	12	7	11	9	5	11	10	7	10	11	15	11	9	9	16	11	9	8

Violence against the person

Increased	58	69	41	51	83	41	70	46	46	84	40	50	73	54	62	39	57	64	64	43	56	63	64
Stayed about the same	25	24	32	29	12	29	21	29	33	11	27	29	18	27	22	33	24	22	24	28	25	24	23
Decreased	9	2	18	14	3	21	3	15	15	2	23	13	4	12	6	13	10	7	8	15	9	7	8
Don't know	8	5	9	7	3	10	5	10	6	4	10	8	6	7	9	14	9	7	5	13	10	7	5

Murder

Increased	40	47	24	29	60	27	45	29	25	61	23	28	53	37	42	32	39	41	43	33	39	41	42
Stayed about the same	32	32	34	40	26	32	33	35	41	26	31	37	30	31	32	26	32	31	34	27	32	32	34
Decreased	18	14	33	24	9	30	14	26	28	5	32	26	9	23	13	27	19	17	15	26	18	18	16
Don't know	11	8	9	7	4	10	7	11	7	8	13	9	8	8	13	15	11	11	8	14	12	9	9

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

Weighted Sample Unweighted Sample			Socio-economic classification (NS-SEC)			Country				Region in England				Education level			Tenure		
	Total	Silent Generation (81+)	Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	Low	Medium	High	Own	Rent	Other
	2164	48	731	485	647	1811	113	180	61	498	344	249	721	582	867	715	1247	596	321
	2164	49	854	470	521	1879	87	160	38	434	283	563	599	486	831	847	1261	606	297
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about London only, do you think the number of recorded incidents of the following types of crime increased, decreased or stayed about the same between the year ending March 2019 and the year ending March 2025?

Total crime

Increased	62	83	57	63	69	61	70	63	72	61	69	46	62	74	61	52	64	63	51
Stayed about the same	19	9	19	21	17	19	18	21	20	18	15	24	19	14	20	22	18	19	22
Decreased	12	6	17	10	6	13	6	7	0	11	9	25	13	5	12	18	11	11	16
Don't know	7	2	7	6	7	7	6	9	7	10	7	5	6	7	7	9	6	7	11

Theft from the person

Increased	71	72	71	74	74	71	80	69	76	68	73	68	73	76	71	67	74	71	62
Stayed about the same	17	20	16	16	16	17	12	16	17	17	17	20	16	14	17	18	16	18	18
Decreased	4	1	5	3	4	4	3	4	0	4	2	7	5	2	5	5	3	5	6
Don't know	8	7	8	7	6	8	6	11	7	11	8	6	6	7	8	9	7	7	13

Shoplifting

Increased	79	88	80	81	82	79	78	76	84	77	77	77	82	81	80	76	82	77	69
Stayed about the same	11	5	10	13	9	11	15	14	8	12	11	13	10	10	11	13	9	13	15
Decreased	3	0	3	2	2	3	1	2	0	3	2	4	3	1	3	3	2	3	5
Don't know	7	7	7	4	7	7	6	7	7	9	10	5	5	8	6	8	6	7	11

Sexual offences

Increased	58	59	54	57	65	55	71	66	73	56	60	45	56	65	59	50	58	60	52
Stayed about the same	26	29	28	29	23	28	16	20	12	27	24	35	29	22	27	30	28	25	24
Decreased	5	3	7	4	3	6	7	3	2	4	4	8	7	3	5	8	5	6	8
Don't know	10	9	10	10	9	11	7	10	13	13	11	12	8	9	10	12	10	9	17

Violence against the person

Increased	58	70	54	58	68	57	67	59	65	56	68	40	59	69	59	49	61	60	45
Stayed about the same	25	22	26	29	20	25	20	25	25	27	17	33	24	19	24	29	24	23	29
Decreased	9	6	13	6	5	9	6	7	2	5	6	19	11	4	9	13	8	10	10
Don't know	8	2	7	7	7	8	7	9	7	12	9	8	6	8	8	9	7	7	16

Murder

Increased	40	60	35	39	48	40	48	34	47	44	47	24	38	50	40	30	39	44	36
Stayed about the same	32	26	31	36	30	31	36	35	31	31	28	32	32	29	33	32	33	32	27
Decreased	18	6	25	17	11	19	9	17	12	13	14	35	20	8	18	26	19	15	20
Don't know	11	8	9	8	11	10	7	14	10	12	12	9	10	13	9	11	10	9	17

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

	Ethnicity		Work status						Source of news					
	Total	White	Non-white	Full Time	Part Time	Student	Retired	Not Working	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
Weighted Sample	2164	1785	314	902	363	125	493	280	366	741	487	670	113	109
Unweighted Sample	2164	1717	384	891	325	121	536	291	408	825	528	730	142	135
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about London only, do you think the number of recorded incidents of the following types of crime increased, decreased or stayed about the same between the year ending March 2019 and the year ending March 2025?

Total crime

Increased	62	63	53	60	65	40	69	61	66	58	53	58	53	49
Stayed about the same	19	19	22	21	17	28	16	17	17	21	23	20	22	27
Decreased	12	11	18	13	10	25	10	10	14	17	17	16	20	23
Don't know	7	7	8	6	8	7	5	12	3	4	7	5	5	1

Theft from the person

Increased	71	72	67	72	73	43	76	72	74	72	67	71	68	66
Stayed about the same	17	17	15	16	16	27	16	14	18	18	19	17	18	20
Decreased	4	4	8	4	3	13	2	4	4	4	5	6	8	10
Don't know	8	7	11	7	8	16	6	11	4	6	8	6	7	4

Shoplifting

Increased	79	80	73	79	78	56	87	76	82	81	79	79	79	75
Stayed about the same	11	11	10	12	11	20	8	10	12	11	11	12	12	16
Decreased	3	2	6	3	2	13	1	2	2	3	3	4	5	7
Don't know	7	6	11	6	9	11	4	12	4	6	6	5	5	2

Sexual offences

Increased	58	58	53	58	59	42	60	56	58	55	46	54	48	47
Stayed about the same	26	27	25	25	25	30	29	25	30	28	36	29	34	34
Decreased	5	5	8	7	4	10	3	5	5	8	9	7	7	11
Don't know	10	10	14	9	12	17	8	14	7	9	9	10	10	8

Violence against the person

Increased	58	59	54	56	62	36	66	56	59	53	50	56	49	45
Stayed about the same	25	25	24	26	22	31	23	25	26	29	28	25	32	35
Decreased	9	8	12	10	7	18	7	6	10	11	14	12	14	15
Don't know	8	8	10	7	9	14	4	14	4	6	7	7	6	4

Murder

Increased	40	41	31	39	39	23	45	41	45	35	30	35	33	33
Stayed about the same	32	33	28	31	33	29	32	30	28	32	37	34	34	36
Decreased	18	17	28	22	15	34	14	11	22	25	25	23	27	27
Don't know	11	10	13	8	12	13	8	18	6	8	9	8	6	3

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

							Social media used (last month)								
	Total	Email newsletters or RSS feeds	Social network websites	Television	Radio	Podcasts	Facebook	X	LinkedIn	Pinterest	Instagram	Snapchat	Reddit	TikTok	Youtube
Weighted Sample	2164	123	720	1103	852	264	1459	379	417	270	1066	262	279	465	1107
Unweighted Sample	2164	148	751	1167	887	301	1436	402	473	289	1093	227	268	447	1098
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about London only, do you think the number of recorded incidents of the following types of crime increased, decreased or stayed about the same between the year ending March 2019 and the year ending March 2025?

Total crime		Increased	62	58	59	63	61	48	64	56	55	57	59	60	51	68	58
		Stayed about the same	19	18	19	20	21	24	19	17	20	19	19	19	21	16	21
		Decreased	12	20	15	12	12	24	11	17	19	16	15	13	20	9	14
		Don't know	7	4	7	5	6	5	6	10	6	8	8	8	7	7	7
Theft from the person		Increased	71	73	70	74	73	65	74	65	69	66	71	67	65	72	69
		Stayed about the same	17	15	16	17	17	21	16	17	18	21	16	16	19	14	17
		Decreased	4	8	6	3	4	7	3	5	5	5	5	6	7	5	5
		Don't know	8	4	9	5	6	7	7	13	8	8	8	11	9	9	8
Shoplifting		Increased	79	80	75	82	83	73	80	74	77	72	76	68	71	75	76
		Stayed about the same	11	12	14	11	10	14	12	12	12	17	13	17	13	12	13
		Decreased	3	4	3	2	3	5	2	4	4	3	3	5	5	3	3
		Don't know	7	5	8	4	5	8	6	10	7	8	7	10	10	10	7
Sexual offences		Increased	58	56	59	58	57	50	61	56	54	55	57	59	51	65	55
		Stayed about the same	26	27	23	28	28	29	25	20	28	27	26	22	29	21	27
		Decreased	5	9	7	5	5	11	5	8	8	4	6	6	8	5	7
		Don't know	10	9	11	8	9	10	9	16	11	14	11	12	12	9	11
Violence against the person		Increased	58	59	56	60	60	45	61	53	52	54	55	58	48	64	54
		Stayed about the same	25	26	25	25	26	30	24	24	26	25	25	23	27	19	25
		Decreased	9	12	11	9	8	17	7	11	14	11	11	8	17	7	11
		Don't know	8	2	9	6	6	8	7	11	8	10	9	11	9	9	9
Murder		Increased	40	36	38	39	39	28	41	37	33	37	38	46	31	44	37
		Stayed about the same	32	28	30	35	34	31	33	26	31	31	32	26	31	30	31
		Decreased	18	29	22	19	19	34	16	24	28	19	20	17	27	15	21
		Don't know	11	7	10	7	8	8	10	13	8	14	11	12	11	11	11

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

			Political attention			
	Total	N/A - Not currently a member of any	N/A - Not used any in the last month	Low	Medium	High
Weighted Sample	2164	174	69	201	954	880
Unweighted Sample	2164	179	72	121	905	986
	%	%	%	%	%	%

Thinking about London only, do you think the number of recorded incidents of the following types of crime increased, decreased or stayed about the same between the year ending March 2019 and the year ending March 2025?

Total crime

Increased	62	66	61	68	66	58
Stayed about the same	19	17	18	11	19	21
Decreased	12	9	11	3	7	17
Don't know	7	8	10	19	8	4

Theft from the person

Increased	71	71	60	67	74	69
Stayed about the same	17	21	20	14	15	19
Decreased	4	2	9	2	2	6
Don't know	8	7	12	17	8	6

Shoplifting

Increased	79	85	81	66	80	81
Stayed about the same	11	7	5	12	11	11
Decreased	3	2	7	2	2	4
Don't know	7	7	7	20	7	5

Sexual offences

Increased	58	56	61	57	62	53
Stayed about the same	26	30	23	26	24	29
Decreased	5	6	3	0	3	8
Don't know	10	8	13	17	11	9

Violence against the person

Increased	58	63	63	65	62	54
Stayed about the same	25	24	22	18	24	26
Decreased	9	6	7	0	5	14
Don't know	8	8	8	17	9	6

Murder

Increased	40	42	40	51	43	35
Stayed about the same	32	34	32	24	31	34
Decreased	18	14	20	3	13	25
Don't know	11	10	9	22	12	7

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

Weighted Sample Unweighted Sample		Westminster VI					Vote in 2024 GE					EU Ref 2016		Gender		Age				Generation			
	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+	Gen Z (18-29)	Millenial (30-45)	Gen X (46-61)	Boomer (62-80)
	2164	264	302	192	394	336	377	537	195	227	118	766	770	1050	1114	227	894	537	506	343	626	594	554
	2164	260	346	205	350	364	322	572	215	208	138	887	675	989	1175	180	884	554	546	319	608	592	596
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

According to the Metropolitan Police, there were approximately 90,000 mobile phone thefts in London in 2019. Which number is closest to the number of mobile phone thefts you think happened in London in 2024?

Less than 60,000	3	3	5	2	5	3	3	3	3	1	3	3	4	2	2	3	2	3	2	4	2	3
60,000	6	5	8	2	7	8	7	7	4	4	7	7	6	7	6	7	6	6	5	8	6	6
80,000	7	4	9	10	5	10	4	8	7	7	10	8	5	8	7	9	8	8	5	9	8	5
90,000	6	7	7	8	4	7	6	5	6	5	13	7	6	7	5	8	6	5	7	7	6	6
120,000	32	30	36	36	32	37	32	36	35	32	35	33	32	32	33	35	31	34	31	33	31	34
150,000	17	20	14	21	13	16	19	17	21	18	20	18	17	16	17	16	15	17	19	16	16	15
More than 150,000	21	27	15	18	28	14	25	15	19	28	12	17	26	20	22	16	19	23	24	19	17	24
Don't know	7	4	7	3	5	5	5	8	5	4	0	7	5	7	7	9	9	5	4	8	10	6

What percentage of Londoners do you think say that they feel either not very or not at all safe walking on the street after dark in their area? Please choose a percentage between 0 and 100%.

0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
2	0	0	0	0	0	1	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0
3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
5	1	1	1	1	0	3	1	1	1	0	4	2	1	2	1	1	2	1	1	2	1	1	1
6	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1	0	0	0	0	0	0	0
7	0	0	0	1	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
8	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0
9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
10	3	1	7	2	2	4	2	5	3	1	3	5	1	5	1	2	3	3	3	2	4	3	3
12	1	1	2	1	0	0	0	1	0	1	0	1	0	1	0	1	1	1	0	1	0	1	0
13	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
14	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
15	2	0	5	5	1	2	0	3	7	1	3	3	2	3	1	1	2	3	3	1	2	2	3
18	0	0	0	1	0	0	0	0	1	0	1	1	0	0	0	0	0	0	0	0	0	0	0
20	4	4	6	6	3	6	2	5	6	2	5	5	3	5	3	4	4	6	3	5	4	5	3
21	0	0	0	0	0	0	0	0	0	0	1	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	0	0	0	0	0	0	0	0
23	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
24	0	0	1	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
25	4	5	4	5	4	2	4	4	3	3	0	4	3	5	2	4	2	4	5	4	2	3	5

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

Weighted Sample Unweighted Sample			Socio-economic classification (NS-SEC)			Country				Region in England				Education level			Tenure		
	Total	Silent Generation (81+)	Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	Low	Medium	High	Own	Rent	Other
	2164	48	731	485	647	1811	113	180	61	498	344	249	721	582	867	715	1247	596	321
	2164	49	854	470	521	1879	87	160	38	434	283	563	599	486	831	847	1261	606	297
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

According to the Metropolitan Police, there were approximately 90,000 mobile phone thefts in London in 2019. Which number is closest to the number of mobile phone thefts you think happened in London in 2024?

Less than 60,000	3	6	3	3	3	3	4	1	2	3	2	4	3	4	2	3	3	3	3
60,000	6	6	6	6	8	6	12	6	4	6	8	6	6	7	7	6	6	9	5
80,000	7	0	7	6	7	8	9	3	10	5	8	8	9	6	9	7	6	10	10
90,000	6	12	7	6	5	6	7	5	8	6	5	8	6	6	6	7	6	6	6
120,000	32	26	31	33	34	32	24	39	28	35	29	34	31	31	32	34	34	32	29
150,000	17	20	18	18	14	17	19	15	13	15	16	13	20	15	16	18	18	13	19
More than 150,000	21	23	22	22	21	20	22	24	27	22	22	20	19	22	23	18	22	21	18
Don't know	7	7	6	6	6	7	4	7	8	8	8	6	6	9	5	7	6	7	10

What percentage of Londoners do you think say that they feel either not very or not at all safe walking on the street after dark in their area? Please choose a percentage between 0 and 100%.

0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
1	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0
2	0	0	1	0	0	0	0	1	0	1	0	1	0	0	0	0	0	0	0
3	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
5	1	1	2	2	1	1	0	2	0	2	1	2	1	1	1	3	1	1	1
6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
7	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
8	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0
9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
10	3	2	4	3	2	3	3	2	2	3	2	5	3	2	3	3	3	4	2
12	1	0	1	0	1	1	0	0	0	1	0	1	1	0	0	1	0	1	0
13	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
14	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0
15	2	0	3	3	1	2	2	3	0	2	1	3	3	1	2	3	3	1	1
18	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0
20	4	1	6	3	3	4	2	3	8	3	5	6	4	2	3	7	4	3	5
21	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0
22	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0
23	0	0	0	0	0	0	0	1	2	0	0	0	0	0	0	0	0	0	0
24	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
25	4	5	6	3	2	3	5	3	2	5	2	4	4	3	4	4	5	2	2

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

Weighted Sample Unweighted Sample		Ethnicity		Work status					Source of news					
	Total	White	Non-white	Full Time	Part Time	Student	Retired	Not Working	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
	2164	1785	314	902	363	125	493	280	366	741	487	670	113	109
	2164	1717	384	891	325	121	536	291	408	825	528	730	142	135
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

According to the Metropolitan Police, there were approximately 90,000 mobile phone thefts in London in 2019. Which number is closest to the number of mobile phone thefts you think happened in London in 2024?

Less than 60,000	3	3	3	3	4	1	3	4	4	3	3	3	4	1
60,000	6	6	10	6	9	9	6	5	9	6	5	6	6	6
80,000	7	7	8	8	9	8	4	9	9	7	8	8	6	11
90,000	6	6	7	6	6	8	6	5	6	6	8	7	9	8
120,000	32	34	26	32	33	39	33	29	27	34	33	32	26	30
150,000	17	17	14	17	15	14	17	18	20	18	17	19	19	17
More than 150,000	21	21	20	22	15	13	27	20	20	20	21	21	22	22
Don't know	7	6	13	6	9	8	4	11	5	6	6	4	8	5

What percentage of Londoners do you think say that they feel either not very or not at all safe walking on the street after dark in their area? Please choose a percentage between 0 and 100%.

0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
2	0	0	1	1	0	0	0	0	0	0	0	0	0	1
3	0	0	0	0	0	0	0	0	0	0	0	0	0	0
4	0	0	0	0	0	1	0	0	0	0	0	0	0	0
5	1	1	3	2	1	1	1	1	1	2	3	2	3	4
6	0	0	0	0	0	1	0	0	0	0	0	0	0	0
7	0	0	0	0	0	0	0	0	0	0	0	0	0	0
8	0	0	0	0	0	0	0	0	0	0	0	0	0	0
9	0	0	0	0	0	0	0	0	0	0	0	0	0	0
10	3	3	5	3	3	4	4	0	3	5	4	4	4	2
12	1	0	1	1	0	1	0	0	1	1	1	1	1	0
13	0	0	0	0	0	0	0	0	0	0	0	0	0	0
14	0	0	0	0	0	0	0	0	0	0	0	0	0	0
15	2	2	2	2	2	2	3	1	3	2	4	2	4	5
18	0	0	0	0	0	0	0	0	0	0	0	0	1	1
20	4	4	4	5	3	4	3	4	6	7	7	6	5	4
21	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
23	0	0	0	0	0	0	0	0	0	1	1	0	0	0
24	0	0	1	0	0	0	0	0	0	0	0	0	0	2
25	4	4	4	4	2	2	5	2	4	4	5	5	4	3

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

							Social media used (last month)								
	Total	Email newsletters or RSS feeds	Social network websites	Television	Radio	Podcasts	Facebook	X	LinkedIn	Pinterest	Instagram	Snapchat	Reddit	TikTok	Youtube
Weighted Sample	2164	123	720	1103	852	264	1459	379	417	270	1066	262	279	465	1107
Unweighted Sample	2164	148	751	1167	887	301	1436	402	473	289	1093	227	268	447	1098
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

According to the Metropolitan Police, there were approximately 90,000 mobile phone thefts in London in 2019. Which number is closest to the number of mobile phone thefts you think happened in London in 2024?

Less than 60,000	3	1	2	3	3	2	3	2	4	3	2	4	3	4	3
60,000	6	1	7	7	7	6	7	5	6	7	6	8	9	7	7
80,000	7	6	8	7	7	8	7	5	6	10	8	7	9	8	8
90,000	6	8	5	6	5	6	5	7	5	5	5	7	5	6	7
120,000	32	33	32	34	34	40	34	32	33	33	35	36	34	34	33
150,000	17	14	17	18	19	13	17	16	18	19	17	16	15	14	17
More than 150,000	21	28	21	21	20	17	21	24	21	15	20	15	17	20	19
Don't know	7	10	8	5	5	7	6	10	6	7	7	7	7	8	8

What percentage of Londoners do you think say that they feel either not very or not at all safe walking on the street after dark in their area? Please choose a percentage between 0 and 100%.

0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
1	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
2	0	1	0	0	0	0	0	0	1	0	0	0	1	0	0
3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
5	1	1	2	1	2	2	1	1	3	3	1	1	3	1	2
6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
8	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0
9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
10	3	1	2	3	3	5	3	6	3	4	3	3	5	2	4
12	1	1	1	0	0	0	1	1	1	0	0	1	2	0	1
13	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
14	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
15	2	1	2	2	3	3	2	3	2	2	2	1	2	1	2
18	0	1	0	0	0	1	0	0	0	1	0	0	0	0	0
20	4	7	5	5	5	8	4	6	7	3	5	5	7	4	5
21	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
23	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
24	0	2	0	0	0	1	0	0	1	0	0	0	1	0	0
25	4	7	3	4	4	4	3	4	5	3	3	3	3	2	4

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

Weighted Sample Unweighted Sample				Political attention		
	Total	N/A - Not currently a member of any	N/A - Not used any in the last month	Low	Medium	High
	2164	174	69	201	954	880
	2164	179	72	121	905	986
	%	%	%	%	%	%

According to the Metropolitan Police, there were approximately 90,000 mobile phone thefts in London in 2019. Which number is closest to the number of mobile phone thefts you think happened in London in 2024?

Less than 60,000	3	3	3	4	3	3
60,000	6	7	10	8	6	6
80,000	7	5	8	5	8	8
90,000	6	8	7	6	5	8
120,000	32	31	36	33	31	33
150,000	17	17	10	10	18	17
More than 150,000	21	23	21	22	22	19
Don't know	7	6	5	12	7	6

What percentage of Londoners do you think say that they feel either not very or not at all safe walking on the street after dark in their area? Please choose a percentage between 0 and 100%.

0	0	0	0	0	0	0
1	0	0	0	0	0	0
2	0	0	0	0	0	1
3	0	0	0	1	0	0
4	0	0	0	0	0	0
5	1	1	0	0	1	2
6	0	0	0	0	0	0
7	0	0	0	0	0	0
8	0	0	0	0	0	0
9	0	0	0	0	0	0
10	3	3	1	1	3	4
12	1	0	1	0	1	1
13	0	0	0	0	0	0
14	0	0	0	0	0	0
15	2	2	0	1	2	2
18	0	1	0	0	0	0
20	4	4	2	0	4	6
21	0	0	0	0	0	0
22	0	1	0	1	0	0
23	0	0	2	0	0	0
24	0	0	0	0	0	0
25	4	6	4	0	2	5

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

			Westminster VI					Vote in 2024 GE					EU Ref 2016		Gender		Age				Generation			
		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+	Gen Z (18-29)	Millenial (30-45)	Gen X (46-61)	Boomer (62-80)
Weighted Sample	2164	264	302	192	394	336	377	537	195	227	118	766	770	1050	1114	227	894	537	506	343	626	594	554	
Unweighted Sample	2164	260	346	205	350	364	322	572	215	208	138	887	675	989	1175	180	884	554	546	319	608	592	596	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
26	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
27	0	0	1	0	0	1	0	0	0	0	1	0	0	1	0	2	0	0	0	1	0	0	0	
28	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
29	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
30	5	6	8	4	3	6	4	8	3	3	13	6	5	6	5	4	6	5	5	5	6	4	5	
31	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0	
32	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
33	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	
34	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
35	2	1	3	2	2	3	3	2	3	0	4	3	2	3	2	1	3	2	2	2	2	2	3	
36	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
37	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
38	0	0	0	1	0	1	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	
39	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1	0	0	0	0	0	0	0	
40	8	10	8	12	7	8	9	9	8	5	8	7	7	9	6	11	8	7	7	8	9	8	6	
42	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
43	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
45	3	5	3	5	2	1	4	3	3	3	1	3	3	3	3	4	2	3	3	4	1	3	3	
46	0	0	0	0	0	0	0	0	1	0	1	0	0	0	0	1	0	0	0	1	0	0	0	
47	0	0	0	0	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	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	
49	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0	
50	10	11	10	8	9	11	8	10	10	9	10	11	10	12	8	9	9	10	12	8	9	10	11	
51	0	0	0	0	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	0	0	0	0	
53	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
55	2	1	2	2	2	3	3	1	2	2	1	2	3	2	2	1	1	2	3	1	1	2	3	
56	0	0	0	0	0	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	0	0	0	0	0	
58	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
59	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	1	0	0	0	
60	9	11	7	11	6	11	11	9	9	7	9	9	7	7	11	11	9	7	11	12	8	7	11	
62	0	0	0	0	0	0	0	0	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	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	0	0	0	0	
65	3	3	4	2	3	2	3	2	4	4	3	4	4	3	3	1	3	4	3	1	4	4	3	
66	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0	0	0	
67	0	1	0	0	0	0	1	0	0	0	2	0	1	0	1	0	1	0	0	0	1	1	0	
68	0	0	0	0	0	1	0	0	1	0	0	0	0	0	0	0	1	0	0	0	1	0	0	
69	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
70	8	12	8	6	9	8	11	8	6	7	5	6	10	6	10	13	8	8	7	11	8	9	7	
72	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
73	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
74	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	1	0	0	0	1	0	0	0	
75	5	4	3	6	7	5	4	4	5	9	6	5	6	5	5	3	4	5	6	3	4	4	7	

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

			Socio-economic classification (NS-SEC)			Country				Region in England				Education level			Tenure		
	Total	Silent Generation (81+)	Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	Low	Medium	High	Own	Rent	Other
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Weighted Sample	2164	48	731	485	647	1811	113	180	61	498	344	249	721	582	867	715	1247	596	321
Unweighted Sample	2164	49	854	470	521	1879	87	160	38	434	283	563	599	486	831	847	1261	606	297
26	0	0	0	0	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	1	0	0	0	1	0	0	1	0
28	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
29	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0
30	5	1	5	5	4	5	9	5	2	5	4	9	5	5	4	7	6	5	5
31	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1
32	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
33	0	0	1	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0
34	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
35	2	1	2	3	2	2	3	5	3	1	2	2	3	2	2	3	2	3	2
36	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
37	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
38	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0
39	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
40	8	2	8	5	9	7	10	8	11	6	10	6	7	8	8	7	7	8	9
42	0	0	0	0	0	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	0
45	3	1	3	3	3	3	0	3	0	5	4	3	2	2	3	2	2	3	4
46	0	0	0	0	1	0	0	0	0	0	0	0	1	1	0	0	0	1	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	1	0	0	0	0	0	0	0	0
49	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
50	10	20	9	9	11	10	14	6	23	8	8	9	11	10	11	8	10	11	9
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	0	0	0	0	0	0	0	0	0
55	2	2	2	2	3	2	3	1	0	2	1	1	3	2	2	1	2	1	2
56	0	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	0
58	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
59	0	0	0	0	1	0	1	2	0	0	0	0	0	0	0	0	0	0	1
60	9	11	11	10	6	9	8	9	9	10	10	8	9	8	10	10	9	8	11
62	0	0	0	0	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	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	3	2	2	3	4	3	4	4	0	3	4	1	4	3	3	3	4	3	2
66	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
67	0	0	0	0	1	0	0	0	0	0	1	1	0	1	0	0	0	1	0
68	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1
69	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
70	8	4	7	8	9	9	6	5	7	9	10	9	8	10	8	7	8	8	12
72	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0
73	0	0	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0
74	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
75	5	9	4	5	6	5	2	8	7	3	6	3	5	5	5	4	5	4	3

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

	Ethnicity			Work status					Source of news					
	Total	White	Non-white	Full Time	Part Time	Student	Retired	Not Working	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
Weighted Sample	2164	1785	314	902	363	125	493	280	366	741	487	670	113	109
Unweighted Sample	2164	1717	384	891	325	121	536	291	408	825	528	730	142	135
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
26	0	0	0	0	0	0	0	0	0	0	0	0	0	0
27	0	0	2	0	0	4	0	0	0	0	0	0	0	0
28	0	0	0	0	0	0	0	0	0	0	0	0	0	0
29	0	0	0	0	0	1	0	0	0	0	0	0	0	0
30	5	5	6	5	5	5	5	7	3	7	7	6	4	6
31	0	0	0	0	1	0	0	0	0	0	0	0	0	0
32	0	0	0	0	0	0	0	0	0	0	0	0	1	0
33	0	0	0	0	0	1	0	0	0	0	0	0	0	0
34	0	0	0	0	0	0	0	0	0	0	0	0	0	0
35	2	3	1	4	1	2	2	1	2	3	4	3	2	1
36	0	0	0	0	0	0	0	0	0	0	0	0	1	0
37	0	0	0	0	0	0	0	0	0	0	0	0	0	0
38	0	0	0	0	0	0	0	0	0	1	0	0	1	1
39	0	0	0	0	1	0	0	0	0	0	0	0	0	0
40	8	7	10	8	11	9	6	7	7	7	7	8	8	5
42	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	2	2
45	3	3	3	2	4	4	3	3	3	3	3	3	5	4
46	0	0	0	0	0	0	0	1	0	0	0	0	0	0
47	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	1	0	0
49	0	0	0	0	0	0	0	0	0	0	0	0	0	2
50	10	10	8	9	10	7	12	10	9	9	10	9	7	11
51	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
53	0	0	0	0	0	0	0	0	0	0	0	0	0	0
55	2	2	1	2	2	1	2	1	3	2	3	2	4	1
56	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
58	0	0	0	0	0	1	0	0	0	0	0	0	0	0
59	0	0	0	0	0	3	0	0	0	0	0	0	0	0
60	9	9	9	8	9	13	10	9	11	9	7	10	7	11
62	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
64	0	0	0	0	0	0	0	1	0	0	0	0	0	0
65	3	3	2	2	4	2	3	6	4	3	3	3	3	5
66	0	0	0	0	0	0	0	0	0	0	0	0	0	0
67	0	0	1	1	1	0	0	0	0	0	1	0	0	0
68	0	0	1	0	0	0	0	1	0	0	0	0	0	0
69	0	0	0	0	0	0	0	0	0	0	0	0	0	0
70	8	8	10	8	6	11	8	12	8	9	7	8	4	8
72	0	0	0	0	0	0	0	0	0	0	0	0	0	0
73	0	0	0	0	0	1	0	0	0	0	0	0	0	1
74	0	0	0	0	0	0	0	0	0	0	0	0	0	0
75	5	5	3	3	7	3	6	5	4	4	5	6	6	3

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

							Social media used (last month)								
	Total	Email newsletters or RSS feeds	Social network websites	Television	Radio	Podcasts	Facebook	X	LinkedIn	Pinterest	Instagram	Snapchat	Reddit	TikTok	Youtube
Weighted Sample	2164	123	720	1103	852	264	1459	379	417	270	1066	262	279	465	1107
Unweighted Sample	2164	148	751	1167	887	301	1436	402	473	289	1093	227	268	447	1098
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
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	1	2	0	1	0
28	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
29	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
30	5	11	7	5	4	7	4	5	5	6	5	3	6	4	5
31	0	0	0	0	0	0	0	1	0	1	0	1	1	0	0
32	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
33	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0
34	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
35	2	3	2	2	3	1	3	1	2	1	3	2	3	2	2
36	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
37	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
38	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0
39	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
40	8	10	9	7	7	12	7	5	8	7	7	8	8	8	8
42	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
43	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0
45	3	4	4	3	3	2	3	2	3	3	3	4	1	3	3
46	0	0	1	0	0	0	0	0	0	1	0	1	0	1	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	1	0	0	0	0	0
49	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
50	10	8	9	11	10	12	9	10	8	7	9	6	13	7	9
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	2	2	1	2	3	2	2	2	1	2	2	2	1	2	2
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	0	0	0	0	0	0	0	0	0
59	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0
60	9	9	8	9	9	8	9	8	11	11	9	9	9	12	9
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	1	0	0	0	0	0	0
65	3	2	3	3	3	2	4	5	3	2	3	2	2	3	3
66	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0
67	0	0	0	0	0	0	1	0	0	0	1	0	1	0	0
68	0	0	0	0	0	0	0	0	0	1	0	1	0	1	0
69	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
70	8	7	7	8	8	4	8	10	8	8	9	7	5	9	8
72	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
73	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
74	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
75	5	4	7	5	4	4	6	6	4	7	5	7	6	4	4

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

			Political attention			
	Total	N/A - Not currently a member of any	N/A - Not used any in the last month	Low	Medium	High
Weighted Sample	2164	174	69	201	954	880
Unweighted Sample	2164	179	72	121	905	986
	%	%	%	%	%	%
26	0	0	0	0	0	0
27	0	0	0	0	1	0
28	0	0	0	0	0	0
29	0	0	0	0	0	0
30	5	8	9	3	6	5
31	0	0	0	1	0	0
32	0	0	0	0	0	0
33	0	0	0	0	0	0
34	0	0	0	0	0	0
35	2	2	3	2	2	2
36	0	0	0	0	0	0
37	0	0	0	0	0	0
38	0	0	3	1	0	0
39	0	0	0	0	0	0
40	8	6	7	2	8	9
42	0	0	0	0	0	0
43	0	0	0	0	0	0
45	3	2	2	3	2	3
46	0	1	0	1	0	0
47	0	0	0	0	0	0
48	0	0	3	0	0	0
49	0	1	0	0	0	0
50	10	13	16	13	10	10
51	0	0	0	0	0	0
52	0	0	0	0	0	0
53	0	0	0	0	0	0
55	2	2	1	0	2	2
56	0	0	0	0	0	0
57	0	0	0	0	0	0
58	0	0	0	0	0	0
59	0	1	0	0	0	1
60	9	8	13	9	9	9
62	0	0	0	0	0	0
63	0	0	0	0	0	0
64	0	0	0	1	0	0
65	3	3	3	3	3	3
66	0	0	0	0	0	0
67	0	0	0	2	1	0
68	0	0	1	1	0	0
69	0	0	0	0	0	0
70	8	8	8	10	9	6
72	0	0	0	0	0	0
73	0	0	0	0	0	0
74	0	0	0	0	0	0
75	5	3	0	9	4	5

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

Fieldwork: 23rd - 27th March 2026																								
	Westminster VI						Vote in 2024 GE					EU Ref 2016		Gender		Age				Generation				
	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+	Gen Z (18-29)	Millenial (30-45)	Gen X (46-61)	Boomer (62-80)	
Weighted Sample	2164	264	302	192	394	336	377	537	195	227	118	766	770	1050	1114	227	894	537	506	343	626	594	554	
Unweighted Sample	2164	260	346	205	350	364	322	572	215	208	138	887	675	989	1175	180	884	554	546	319	608	592	596	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
76	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0	0	0	
77	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	
78	1	0	1	0	1	0	0	0	0	2	0	1	1	1	0	1	1	0	0	1	1	0	0	
79	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
80	9	9	6	6	14	6	12	6	5	16	7	6	12	6	12	7	10	9	10	7	11	8	10	
81	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
82	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	
84	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
85	2	1	1	1	2	1	2	2	1	2	0	2	3	1	3	0	2	3	2	1	1	4	2	
86	0	1	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	
87	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
89	0	0	0	0	1	0	1	0	1	0	0	1	0	0	0	0	0	1	0	0	0	1	0	
90	5	5	4	4	8	3	5	4	3	10	2	4	6	4	6	5	5	5	5	5	4	4	5	
94	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
95	2	2	1	1	4	1	1	1	3	6	0	1	3	1	3	0	2	3	2	1	2	3	2	
96	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	
97	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
98	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
99	1	0	0	0	1	1	0	0	0	1	1	0	0	0	1	2	1	0	0	2	1	0	0	
100	2	2	1	0	3	1	2	2	1	2	1	0	4	2	2	3	3	1	2	3	2	2	1	
MEAN	55	56	46	48	63	49	59	49	49	66	48	49	60	48	61	55	55	55	55	55	54	55	55	
MEDIAN	60	60	45	50	70	50	60	50	50	70	50	50	65	50	65	55	60	60	55	60	60	55	57	

If you had to guess, what percentage of the London population were born abroad, as of 2021? Please choose a percentage between 0 and 100%.

[Asked to half of the sample; n=1105]

0	0	0	2	1	0	0	0	1	0	0	0	0	1	1	0	0	1	0	0	0	1	0	0
1	1	0	2	0	0	0	0	1	0	0	0	1	0	1	0	0	1	0	0	0	1	1	0
2	0	0	0	0	1	0	0	1	0	1	0	0	1	0	0	0	0	0	1	0	0	0	1
3	0	0	0	0	0	2	0	1	0	0	2	1	0	1	0	0	1	0	0	1	1	0	0
4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
5	2	3	4	1	0	1	1	3	0	0	3	1	2	2	1	1	2	2	1	1	3	1	1
6	0	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	1	0	0
7	0	0	0	1	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0
8	1	1	0	0	0	1	1	1	0	0	2	1	0	1	0	1	1	0	0	1	1	0	0
9	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0	0	0	1	1	0	0
10	3	1	5	8	0	7	1	7	6	0	7	5	2	4	3	3	4	2	3	3	5	3	3
11	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
12	1	2	1	0	1	2	2	1	0	0	2	1	1	2	1	0	2	2	0	0	2	1	0
13	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	1	0	0	0	0	0
14	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
15	5	6	5	8	0	9	3	5	8	2	5	6	3	6	4	8	4	6	3	8	3	5	4
16	0	0	0	1	0	1	0	0	1	0	1	1	0	1	0	0	1	0	1	0	1	0	1
17	0	1	0	0	0	0	1	0	0	0	0	0	1	1	0	0	0	1	0	0	1	1	1

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

			Socio-economic classification (NS-SEC)			Country				Region in England				Education level			Tenure			
		Total	Silent Generation (81+)	Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	Low	Medium	High	Own	Rent	Other
Weighted Sample		2164	48	731	485	647	1811	113	180	61	498	344	249	721	582	867	715	1247	596	321
Unweighted Sample		2164	49	854	470	521	1879	87	160	38	434	283	563	599	486	831	847	1261	606	297
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
76		0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
77		0	0	0	0	1	0	0	0	0	1	0	0	0	1	0	0	0	1	0
78		1	2	0	1	1	1	0	0	0	1	1	0	0	0	1	0	1	0	1
79		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
80		9	15	8	10	11	9	12	6	16	9	14	6	8	12	9	8	9	10	7
81		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
82		0	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0
84		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
85		2	3	2	2	2	2	0	3	3	3	1	1	2	3	2	2	2	2	2
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	1	0	0	0	0	0	0	0	0	0	0	0
89		0	0	0	1	0	0	0	1	3	0	0	0	0	0	0	0	0	0	1
90		5	13	4	6	6	5	8	6	0	5	2	4	6	7	5	3	5	5	5
94		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
95		2	2	2	2	3	2	1	1	0	4	1	1	2	2	2	2	2	2	1
96		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
97		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
98		0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0
99		1	0	0	0	1	1	0	1	0	0	1	1	1	1	0	0	0	1	2
100		2	2	1	2	3	2	1	1	2	2	2	2	2	2	2	1	1	2	5
MEAN		55	63	50	55	60	55	54	53	56	57	55	48	56	60	56	49	53	57	56
MEDIAN		60	65	50	60	60	60	50	59	50	60	60	50	60	60	60	50	55	60	60

If you had to guess, what percentage of the London population were born abroad, as of 2021? Please choose a percentage between 0 and 100%.

[Asked to half of the sample; n=1105]

0	0	0	0	0	1	0	0	0	0	0	0	0	1	1	0	0	0	1	1
1	1	0	0	1	1	1	0	1	0	0	1	0	1	1	0	0	0	1	0
2	0	0	0	0	1	0	0	0	0	0	0	1	1	1	0	0	0	0	0
3	0	0	1	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	1
4	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
5	2	0	2	1	2	2	2	1	0	1	1	2	3	2	2	2	1	3	1
6	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0
7	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0
8	1	0	1	0	0	0	0	2	0	0	1	1	0	0	0	1	1	0	1
9	0	0	1	0	0	0	0	1	0	0	1	0	0	0	0	1	0	0	0
10	3	0	5	2	2	3	3	3	6	5	3	4	2	2	2	5	3	3	4
11	0	0	0	0	0	0	0	0	5	0	0	0	0	0	0	0	0	0	0
12	1	0	2	1	1	1	0	2	0	1	1	1	1	1	1	2	1	1	0
13	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1
14	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0
15	5	3	6	4	2	5	1	8	0	5	2	6	5	4	4	6	5	4	4
16	0	0	1	0	1	0	1	1	0	1	0	0	0	0	1	0	0	0	1
17	0	0	0	1	1	0	0	0	6	0	1	1	0	0	1	1	0	1	1

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

		Ethnicity		Work status					Source of news						
		Total	White	Non-white	Full Time	Part Time	Student	Retired	Not Working	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
Weighted Sample		2164	1785	314	902	363	125	493	280	366	741	487	670	113	109
Unweighted Sample		2164	1717	384	891	325	121	536	291	408	825	528	730	142	135
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
76	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
77	0	0	0	1	0	0	0	0	0	0	0	0	1	0	0
78	1	1	0	1	0	0	0	0	0	0	0	0	0	2	0
79	0	0	0	0	0	0	0	0	1	1	0	0	0	0	1
80	9	10	7	8	13	6	9	8	13	7	6	7	7	9	4
81	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0
82	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0
84	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
85	2	2	1	2	1	0	3	4	2	1	2	2	2	3	5
86	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
87	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
89	0	0	0	0	1	0	0	1	0	0	0	0	0	0	0
90	5	5	4	5	5	7	6	2	5	4	3	4	4	2	2
94	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
95	2	2	2	1	3	1	2	2	1	1	0	1	5	1	1
96	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
97	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
98	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
99	1	0	2	0	1	0	0	2	1	0	0	0	0	0	1
100	2	2	2	3	0	2	2	2	1	1	0	1	1	1	0
MEAN	55	55	50	53	57	52	56	59	54	50	47	51	51	51	49
MEDIAN	60	60	50	50	60	58	60	60	60	50	50	50	50	50	50

If you had to guess, what percentage of the London population were born abroad, as of 2021? Please choose a percentage between 0 and 100%.

[Asked to half of the sample; n=1105]

0	0	0	0	1	0	0	0	1	0	0	0	1	0	0
1	1	0	3	1	0	0	0	0	0	0	1	0	0	0
2	0	0	0	0	0	0	1	0	0	1	0	1	0	0
3	0	0	1	1	0	0	0	0	0	0	1	0	0	0
4	0	0	0	0	0	0	0	0	0	0	0	0	0	0
5	2	2	2	2	2	0	1	1	1	2	2	1	0	1
6	0	0	0	0	0	0	0	0	0	0	0	0	0	0
7	0	0	0	0	0	0	0	0	1	0	1	0	1	0
8	1	1	0	1	0	2	0	1	0	1	1	0	0	0
9	0	0	1	1	0	0	0	0	0	1	0	0	0	0
10	3	3	5	4	2	6	2	3	2	3	5	3	3	1
11	0	0	0	0	1	0	0	0	0	0	1	0	0	0
12	1	1	2	3	1	0	0	0	1	1	1	3	0	0
13	0	0	1	0	0	0	0	0	0	0	0	0	0	0
14	0	0	1	0	0	0	0	0	0	0	0	0	0	1
15	5	5	5	6	3	6	2	4	5	6	8	6	5	7
16	0	0	0	1	0	0	0	0	0	0	1	0	0	0
17	0	1	0	1	1	0	1	0	0	0	0	1	0	0

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

		Social media used (last month)													
	Total	Email newsletters or RSS feeds	Social network websites	Television	Radio	Podcasts	Facebook	X	LinkedIn	Pinterest	Instagram	Snapchat	Reddit	TikTok	Youtube
Weighted Sample	2164	123	720	1103	852	264	1459	379	417	270	1066	262	279	465	1107
Unweighted Sample	2164	148	751	1167	887	301	1436	402	473	289	1093	227	268	447	1098
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
76	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
77	0	0	0	0	0	0	0	0	1	2	0	2	2	1	0
78	1	0	0	0	1	3	1	0	1	1	0	1	1	1	1
79	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
80	9	6	10	10	9	7	11	6	8	8	9	12	5	11	9
81	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0
82	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
84	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
85	2	3	2	2	2	2	2	2	2	2	2	1	0	2	2
86	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	0	0	0	0	0	0
89	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
90	5	2	5	5	5	4	5	5	4	5	5	6	5	6	5
94	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
95	2	1	1	2	2	1	2	2	1	3	2	1	1	3	2
96	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
97	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
98	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
99	1	0	1	0	0	0	1	1	0	1	1	3	1	2	1
100	2	2	1	1	0	0	1	1	1	2	2	1	0	2	2
MEAN	55	49	54	55	52	47	56	52	50	56	55	57	48	59	53
MEDIAN	60	45	55	59	53	50	60	55	50	60	60	60	50	60	50

If you had to guess, what percentage of the London population were born abroad, as of 2021? Please choose a percentage between 0 and 100%.

[Asked to half of the sample; n=1105]

0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0
1	1	4	1	0	0	0	0	1	1	0	0	2	0	1	1
2	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0
3	0	0	0	0	0	0	0	0	1	0	1	0	2	1	0
4	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
5	2	1	2	1	1	2	2	0	1	2	2	0	1	1	2
6	0	0	0	0	0	0	0	0	1	1	0	0	0	0	0
7	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0
8	1	0	1	0	0	1	1	1	1	1	1	1	2	1	1
9	0	0	1	0	0	1	0	2	1	2	1	0	1	0	1
10	3	3	3	2	3	3	4	2	4	4	4	5	5	2	4
11	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0
12	1	3	2	1	1	1	1	1	0	0	1	1	0	1	2
13	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
14	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0
15	5	5	5	4	6	7	5	8	5	6	4	5	5	5	5
16	0	1	1	1	1	0	0	0	0	2	0	0	1	1	0
17	0	0	0	1	1	0	1	0	1	0	0	0	0	0	0

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

			Political attention			
	Total	N/A - Not currently a member of any	N/A - Not used any in the last month	Low	Medium	High
Weighted Sample	2164	174	69	201	954	880
Unweighted Sample	2164	179	72	121	905	986
	%	%	%	%	%	%
76	0	0	0	0	0	0
77	0	0	0	2	0	0
78	1	1	0	0	1	0
79	0	1	0	1	0	0
80	9	5	5	13	11	7
81	0	0	0	1	0	0
82	0	0	1	0	0	0
84	0	0	0	0	0	0
85	2	3	2	4	2	2
86	0	0	0	0	0	0
87	0	0	0	0	0	0
89	0	0	0	0	0	0
90	5	5	5	3	5	5
94	0	0	0	1	0	0
95	2	4	0	4	2	1
96	0	0	0	0	0	0
97	0	0	0	0	0	0
98	0	1	0	0	0	0
99	1	1	1	2	1	0
100	2	2	5	5	2	1
MEAN	55	54	54	67	57	50
MEDIAN	60	50	50	70	60	50

If you had to guess, what percentage of the London population were born abroad, as of 2021? Please choose a percentage between 0 and 100%.

[Asked to half of the sample; n=1105]

0	0	0	0	0	0	1
1	1	0	4	0	0	1
2	0	0	0	0	0	0
3	0	0	0	0	0	0
4	0	0	0	0	0	0
5	2	0	3	2	2	1
6	0	0	0	0	0	0
7	0	0	0	0	0	0
8	1	0	0	0	0	1
9	0	0	0	0	0	0
10	3	3	2	0	5	3
11	0	0	0	0	0	0
12	1	0	0	0	2	0
13	0	1	0	0	0	0
14	0	0	0	0	0	0
15	5	2	7	3	5	5
16	0	0	0	0	0	0
17	0	0	0	0	1	1

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

		Westminster VI					Vote in 2024 GE					EU Ref 2016		Gender		Age				Generation				
		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+	Gen Z (18-29)	Millenial (30-45)	Gen X (46-61)	Boomer (62-80)
Weighted Sample		2164	264	302	192	394	336	377	537	195	227	118	766	770	1050	1114	227	894	537	506	343	626	594	554
Unweighted Sample		2164	260	346	205	350	364	322	572	215	208	138	887	675	989	1175	180	884	554	546	319	608	592	596
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
18	1	2	3	1	0	1	1	1	0	1	2	1	2	2	0	0	0	1	1	2	1	0	1	2
19	0	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	
20	7	7	11	7	4	7	5	10	9	5	9	10	6	9	6	10	6	9	7	8	6	9	7	
21	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
22	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
23	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	2	0	0	
24	1	2	0	0	0	1	2	0	0	0	2	1	1	0	1	0	1	0	0	0	0	0	1	
25	4	3	3	8	4	7	3	5	4	2	7	5	4	5	4	4	3	4	5	4	3	4	5	
26	0	1	0	1	0	1	1	0	1	0	0	0	0	0	1	2	0	1	0	2	0	0	1	
27	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	0	0	0	
28	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
29	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
30	12	9	15	16	8	10	9	15	9	5	10	15	8	10	13	10	12	14	10	12	11	13	10	
31	1	0	0	0	0	3	0	0	0	0	0	0	0	1	0	5	0	0	0	3	1	0	0	
32	0	0	1	0	0	1	0	0	0	0	2	0	0	0	0	1	0	0	0	1	0	0	0	
33	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	2	0	0	0	1	0	0	0	
34	0	0	0	0	0	0	0	0	2	0	1	0	0	0	0	0	0	1	0	0	0	1	0	
35	6	9	6	3	9	6	10	6	5	5	11	6	7	6	7	6	6	7	7	6	6	7	7	
36	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
37	1	0	0	2	1	0	0	1	0	2	0	0	1	1	0	0	0	1	0	0	0	2	0	
38	0	0	0	0	0	1	0	1	0	0	1	1	0	0	0	0	0	1	0	0	1	0	0	
40	12	10	12	10	10	13	12	11	14	11	11	13	10	12	12	15	11	9	14	16	12	9	13	
41	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
42	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
43	0	0	0	0	1	0	0	0	0	1	0	0	0	1	0	0	1	0	0	0	0	0	0	
45	4	4	4	3	7	4	4	3	8	9	1	3	5	3	6	2	4	3	8	3	3	3	7	
46	0	1	0	0	0	0	1	0	0	0	0	1	0	0	1	0	0	0	1	0	0	0	1	
47	0	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	
48	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0	
49	0	0	0	0	1	0	1	0	0	1	0	0	1	0	0	1	0	0	0	1	0	0	0	
50	9	11	8	9	9	6	10	7	9	11	7	5	13	9	9	8	8	10	10	7	10	6	10	
51	0	1	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	
52	0	0	0	0	0	0	1	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	0	0	0	0	0	
54	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
55	2	4	1	2	4	0	4	1	2	5	0	1	3	2	2	0	2	2	3	0	2	2	3	
56	0	0	0	3	0	0	0	0	3	0	0	1	0	0	0	0	1	0	0	0	1	0	0	

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

			Socio-economic classification (NS-SEC)			Country				Region in England				Education level			Tenure			
		Total	Silent Generation (81+)	Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	Low	Medium	High	Own	Rent	Other
Weighted Sample		2164	48	731	485	647	1811	113	180	61	498	344	249	721	582	867	715	1247	596	321
Unweighted Sample		2164	49	854	470	521	1879	87	160	38	434	283	563	599	486	831	847	1261	606	297
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
18	1	0	1	2	1	1	0	0	0	1	1	1	2	1	1	1	1	0	1	
19	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
20	7	11	10	6	6	7	7	13	7	6	8	9	6	6	6	10	8	7	8	
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	0	0	0	0	
23	0	0	0	0	1	0	0	0	0	0	1	0	0	1	0	0	0	0	0	1
24	1	0	0	0	1	1	0	0	0	1	2	1	0	1	0	1	0	2	0	
25	4	2	6	4	3	4	0	11	0	2	3	5	5	4	4	4	4	4	3	
26	0	0	0	0	0	0	0	1	0	0	0	0	1	1	1	0	0	0	1	
27	0	0	0	1	0	0	1	0	0	0	0	0	0	0	0	1	0	0	0	
28	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
29	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
30	12	12	14	10	13	10	22	15	23	11	8	12	10	8	14	12	11	11	14	
31	1	0	0	0	1	1	3	0	0	0	3	0	0	0	2	0	0	2	1	
32	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	
33	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	1	
34	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	
35	6	3	6	8	7	6	16	8	6	6	3	7	6	7	8	5	6	8	5	
36	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1	
37	1	0	0	1	1	0	0	2	0	0	1	0	1	1	0	0	0	2	0	
38	0	0	1	0	0	0	0	0	0	0	1	1	0	0	0	0	0	0	1	
40	12	4	13	10	9	12	5	5	26	13	14	15	10	9	14	10	12	11	12	
41	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	
42	0	0	0	1	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0	
43	0	0	1	0	0	0	2	0	0	0	0	0	0	0	0	1	1	0	0	
45	4	14	3	6	5	5	1	2	0	5	4	2	6	5	4	5	5	3	4	
46	0	0	0	0	1	0	0	1	0	1	0	0	0	1	0	0	0	0	0	
47	0	0	0	0	0	0	0	1	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	1	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	0	
50	9	15	7	10	12	9	11	5	10	9	9	5	10	9	8	10	10	5	11	
51	0	0	0	0	0	0	0	0	0	0	1	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	0	1	0	0	0	0	0	0	0	
54	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
55	2	1	3	2	2	2	5	3	0	2	3	3	1	3	2	2	3	1	2	
56	0	0	0	1	0	0	0	0	0	0	0	1	1	1	0	0	0	1	0	

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

	Ethnicity			Work status					Source of news					
	Total	White	Non-white	Full Time	Part Time	Student	Retired	Not Working	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
Weighted Sample	2164	1785	314	902	363	125	493	280	366	741	487	670	113	109
Unweighted Sample	2164	1717	384	891	325	121	536	291	408	825	528	730	142	135
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
18	1	1	1	2	1	0	1	0	2	1	2	1	0	0
19	0	0	0	0	0	0	0	1	0	0	0	0	0	0
20	7	8	5	7	8	11	7	7	7	10	8	10	10	9
21	0	0	0	0	0	0	0	0	0	0	0	0	0	0
22	0	0	1	0	0	2	0	0	0	0	0	0	0	0
23	0	0	0	0	1	0	0	0	0	0	0	0	0	0
24	1	1	0	1	1	0	0	0	0	0	0	0	1	1
25	4	4	2	3	2	2	6	6	2	3	6	4	0	4
26	0	0	1	0	0	1	0	2	0	0	1	0	1	0
27	0	0	0	0	0	0	0	0	0	0	0	0	0	0
28	0	0	0	0	0	0	0	0	0	0	0	0	0	1
29	0	0	0	0	0	0	0	0	0	0	0	0	0	0
30	12	12	10	13	14	13	10	6	10	10	12	12	19	19
31	1	0	3	0	1	7	0	0	0	0	0	0	0	0
32	0	0	0	0	0	2	0	0	0	0	0	0	0	2
33	0	0	1	0	0	2	0	0	0	1	0	0	0	0
34	0	0	0	0	1	0	0	0	0	0	0	0	0	0
35	6	7	6	7	8	5	6	5	6	7	7	5	7	6
36	0	0	0	0	0	0	0	0	0	0	0	0	0	0
37	1	1	0	1	1	0	0	0	1	0	0	1	0	0
38	0	0	1	1	0	0	0	0	0	1	0	0	0	0
40	12	12	12	9	12	14	13	16	12	12	13	13	10	15
41	0	0	0	0	0	0	0	0	0	0	0	0	0	0
42	0	0	0	0	1	0	0	0	0	0	0	0	0	0
43	0	0	0	0	0	0	0	1	0	0	0	1	0	0
45	4	5	1	3	4	1	9	3	10	5	5	2	5	0
46	0	0	0	0	0	0	1	0	0	0	0	1	0	1
47	0	0	0	0	0	0	0	1	0	0	0	0	0	0
48	0	0	1	0	0	1	0	0	0	0	0	0	1	0
49	0	0	0	0	1	0	0	0	0	0	0	0	0	0
50	9	9	9	8	11	5	11	7	8	5	4	8	9	5
51	0	0	0	0	1	0	0	0	0	0	0	0	1	0
52	0	0	0	0	0	0	0	1	0	0	0	0	2	2
53	0	0	0	0	0	0	0	0	0	0	0	0	0	0
54	0	0	0	0	0	0	0	0	0	0	0	0	0	0
55	2	2	3	2	1	1	3	3	3	3	1	1	3	0
56	0	0	0	1	0	0	0	0	0	0	0	0	5	4

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

							Social media used (last month)								
	Total	Email newsletters or RSS feeds	Social network websites	Television	Radio	Podcasts	Facebook	X	LinkedIn	Pinterest	Instagram	Snapchat	Reddit	TikTok	Youtube
Weighted Sample	2164	123	720	1103	852	264	1459	379	417	270	1066	262	279	465	1107
Unweighted Sample	2164	148	751	1167	887	301	1436	402	473	289	1093	227	268	447	1098
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
18	1	0	1	1	2	2	1	1	2	1	1	0	2	0	1
19	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0
20	7	9	9	8	7	7	7	13	8	11	7	8	9	7	8
21	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
22	0	2	0	0	0	0	0	0	1	0	0	0	0	0	0
23	0	0	1	0	0	0	0	1	0	1	0	2	1	1	0
24	1	1	0	1	0	0	1	1	1	0	1	0	0	0	0
25	4	4	4	4	4	3	4	7	4	3	5	3	4	4	5
26	0	0	0	0	0	1	0	0	0	1	0	1	0	0	0
27	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
28	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0
29	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
30	12	22	13	14	14	19	12	10	14	12	12	8	12	9	10
31	1	0	0	0	0	0	0	1	0	0	1	5	1	3	1
32	0	0	0	0	0	1	0	0	0	0	0	2	1	0	0
33	0	0	1	0	0	0	0	0	0	0	0	1	0	0	0
34	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
35	6	5	4	6	7	5	7	5	6	7	7	9	6	11	6
36	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0
37	1	0	1	0	0	2	0	0	0	0	0	0	2	1	0
38	0	0	0	0	0	0	0	0	0	0	1	0	0	1	0
40	12	10	14	11	11	13	11	12	15	14	14	10	13	10	12
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	0	0	0	0
43	0	0	0	0	0	0	0	0	1	0	1	0	1	1	0
45	4	3	3	6	5	2	4	3	2	5	4	5	1	4	3
46	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
47	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
48	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	1	0	1	0
50	9	4	7	7	7	7	9	10	7	9	9	9	8	7	9
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	1	0	0
54	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
55	2	2	2	3	2	2	2	1	1	0	2	0	1	1	2
56	0	0	0	0	0	0	0	1	0	0	1	0	0	0	1

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

		Political attention				
	Total	N/A - Not currently a member of any	N/A - Not used any in the last month	Low	Medium	High
Weighted Sample	2164	174	69	201	954	880
Unweighted Sample	2164	179	72	121	905	986
	%	%	%	%	%	%
18	1	3	8	2	0	1
19	0	0	0	0	0	0
20	7	6	3	9	6	9
21	0	0	0	0	0	0
22	0	0	0	0	0	0
23	0	0	0	2	0	0
24	1	0	0	3	0	0
25	4	3	6	0	3	6
26	0	0	5	0	0	1
27	0	0	2	0	0	0
28	0	0	0	0	0	0
29	0	0	0	0	0	0
30	12	12	2	18	13	9
31	1	0	0	0	1	0
32	0	0	0	0	0	0
33	0	1	0	0	0	0
34	0	0	0	0	0	0
35	6	7	0	1	7	8
36	0	0	0	0	0	0
37	1	0	11	0	1	0
38	0	0	0	0	0	0
40	12	10	11	10	10	13
41	0	0	0	0	0	0
42	0	0	0	0	0	0
43	0	1	0	2	0	0
45	4	7	4	8	3	4
46	0	0	0	2	0	0
47	0	0	0	0	0	0
48	0	0	0	0	0	0
49	0	1	0	0	0	0
50	9	12	1	12	9	8
51	0	0	0	0	0	0
52	0	0	0	0	0	0
53	0	0	0	0	0	0
54	0	0	0	0	0	0
55	2	4	1	0	1	3
56	0	0	0	0	1	0

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

Fieldwork: 23rd - 27th March 2026																								
		Westminster VI					Vote in 2024 GE					EU Ref 2016		Gender		Age				Generation				
		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+	Gen Z (18-29)	Millenial (30-45)	Gen X (46-61)	Boomer (62-80)
Weighted Sample		2164	264	302	192	394	336	377	537	195	227	118	766	770	1050	1114	227	894	537	506	343	626	594	554
Unweighted Sample		2164	260	346	205	350	364	322	572	215	208	138	887	675	989	1175	180	884	554	546	319	608	592	596
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
58	0	0	0	0	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
59	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
60	8	7	5	5	13	5	7	5	6	15	8	7	9	5	10	5	8	9	7	5	7	11	6	6
64	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
65	1	1	1	1	2	0	0	1	1	2	1	0	2	2	1	2	1	1	2	2	0	1	1	1
66	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
67	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
68	0	0	0	0	0	0	0	1	1	0	0	0	1	0	0	1	0	1	0	1	0	0	0	0
70	4	1	2	2	6	2	5	3	4	4	0	4	3	3	5	6	5	1	4	5	5	3	3	3
72	0	0	0	0	1	0	1	1	0	0	0	0	1	0	1	0	0	0	1	0	0	0	1	1
73	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	1	0	0	0	0
75	3	5	2	0	7	1	7	1	0	5	2	2	4	3	3	1	2	6	2	1	2	5	2	2
78	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
80	2	3	0	3	2	1	2	1	1	5	0	1	2	1	2	2	2	1	2	3	1	1	2	2
82	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
84	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
85	1	1	0	1	2	0	0	1	1	2	0	0	2	1	1	0	1	1	1	0	2	1	1	1
89	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0
90	1	0	0	0	2	1	1	0	0	3	0	0	2	0	1	0	1	1	1	0	1	1	1	1
92	0	0	0	0	0	0	0	0	0	1	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	0	0	0	0	0
100	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	1	0	0	0
MEAN	39	40	32	35	50	32	44	34	37	51	32	34	45	36	43	37	39	39	41	37	39	40	40	40
MEDIAN	40	40	30	30	50	30	40	30	40	50	30	30	45	35	40	35	40	35	40	35	40	35	40	40

There are about 9 million people living in London. For reference, 20% would be one out of every five or about 1.8 million people (approximately the number of people who live in Bristol and Birmingham combined). If you had to guess, what percentage of the London population were born abroad? Please choose a percentage between 0 and 100%.

[Asked to half of the sample; n=1059]

0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
1	0	0	1	0	0	1	0	1	0	0	1	1	0	0	0	0	0	1	0	0	0	1	0
2	0	0	0	0	1	1	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	0
3	1	0	2	0	0	1	0	1	0	0	1	1	0	0	1	1	1	0	0	1	1	0	0
4	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0
5	2	0	6	3	0	1	0	3	4	0	4	3	2	2	2	3	2	2	3	2	2	1	2
6	0	0	0	1	0	0	0	0	1	0	0	1	0	0	0	0	0	1	0	0	0	0	0
7	0	0	1	0	0	0	0	1	0	0	1	1	0	0	1	0	0	1	0	0	1	0	0
8	0	1	1	2	0	0	1	0	2	0	0	1	0	1	0	0	0	1	1	0	0	1	1
9	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0
10	6	8	9	4	1	15	3	7	4	2	17	8	4	8	4	9	6	6	5	9	5	6	5
11	0	1	1	0	0	0	1	0	0	1	0	1	0	0	1	0	0	0	0	1	0	0	0
12	0	0	0	1	0	0	0	0	1	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

Weighted Sample Unweighted Sample			Socio-economic classification (NS-SEC)			Country				Region in England				Education level			Tenure		
	Total	Silent Generation (81+)	Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	Low	Medium	High	Own	Rent	Other
	2164	48	731	485	647	1811	113	180	61	498	344	249	721	582	867	715	1247	596	321
	2164	49	854	470	521	1879	87	160	38	434	283	563	599	486	831	847	1261	606	297
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
58	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0
59	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
60	8	10	5	7	12	8	5	6	7	9	8	6	8	11	7	6	8	8	4
64	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
65	1	6	2	0	1	1	0	1	0	2	2	1	0	1	0	2	1	1	3
66	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
67	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
68	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	1	1
70	4	6	2	4	4	4	6	2	0	4	5	3	4	5	4	3	3	5	5
72	0	0	0	1	0	0	0	0	0	0	1	0	0	1	0	0	0	1	0
73	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
75	3	8	2	5	4	3	3	0	5	5	2	3	3	4	4	1	4	3	1
78	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
80	2	0	2	2	1	2	0	0	0	2	3	1	2	1	1	2	1	2	2
82	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
84	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
85	1	0	0	0	3	1	0	0	0	0	3	0	1	3	0	0	1	1	2
89	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0
90	1	4	0	1	0	1	0	0	0	1	0	1	1	1	1	0	1	1	0
92	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1	0
95	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
100	0	0	1	0	0	0	3	0	0	0	0	0	0	0	0	1	0	0	0
MEAN	39	48	36	40	42	40	41	32	35	41	42	37	40	42	40	36	40	40	38
MEDIAN	40	45	30	40	40	40	35	30	35	40	40	35	40	40	40	35	40	35	35

There are about 9 million people living in London. For reference, 20% would be one out of every five or about 1.8 million people (approximately the number of people who live in Bristol and Birmingham combined). If you had to guess, what percentage of the London population were born abroad? Please choose a percentage between 0 and 100%.

[Asked to half of the sample; n=1059]

0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
1	0	0	1	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
3	1	4	1	1	0	1	0	0	0	1	1	0	0	0	1	1	0	1	1
4	0	0	1	0	0	0	0	0	4	1	0	1	0	0	0	1	0	0	2
5	2	0	2	3	0	2	2	1	0	3	1	2	2	1	2	3	2	2	3
6	0	0	0	1	0	0	0	1	0	0	0	1	0	0	0	1	0	0	0
7	0	0	1	0	0	1	0	0	0	0	1	1	0	0	0	1	1	0	0
8	0	0	1	0	0	0	0	0	0	0	1	1	0	0	0	1	1	0	0
9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
10	6	0	11	4	3	6	9	4	5	7	4	8	6	1	5	10	6	4	11
11	0	0	0	1	0	0	2	1	0	1	0	0	0	0	0	1	1	0	0
12	0	0	1	0	0	0	0	0	4	0	0	0	0	0	0	0	0	0	0

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

	Ethnicity			Work status					Source of news					
	Total	White	Non-white	Full Time	Part Time	Student	Retired	Not Working	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
Weighted Sample	2164	1785	314	902	363	125	493	280	366	741	487	670	113	109
Unweighted Sample	2164	1717	384	891	325	121	536	291	408	825	528	730	142	135
58	0	0	0	0	0	0	0	1	0	0	0	0	0	0
59	0	0	0	0	0	0	0	1	0	0	0	0	1	0
60	8	7	11	7	9	3	7	11	11	9	6	8	8	7
64	0	0	0	0	0	0	0	0	0	0	0	0	0	0
65	1	1	3	1	0	3	2	0	1	1	1	1	6	4
66	0	0	0	0	0	0	0	0	0	0	0	0	0	1
67	0	0	1	0	0	1	0	0	0	0	0	0	0	0
68	0	0	1	0	0	2	0	1	0	0	0	0	0	0
70	4	4	3	2	3	7	4	9	6	5	4	2	1	3
72	0	0	0	0	0	0	1	1	0	0	0	0	0	0
73	0	0	0	0	0	0	0	1	0	0	0	0	0	0
75	3	3	2	3	6	2	3	2	3	2	2	3	0	2
78	0	0	0	0	0	0	0	0	0	0	0	0	0	0
80	2	2	2	2	0	0	3	2	0	1	2	2	0	5
82	0	0	0	0	0	0	0	0	0	0	0	0	0	0
84	0	0	0	0	0	0	0	0	0	0	0	0	0	0
85	1	1	0	1	2	0	1	2	1	1	1	1	0	0
89	0	0	0	0	0	0	0	0	1	0	1	0	0	0
90	1	1	0	1	0	0	1	1	0	0	0	0	0	1
92	0	0	0	0	1	0	0	0	1	0	0	0	1	0
95	0	0	0	0	0	0	0	0	0	0	0	0	0	0
100	0	0	1	1	0	0	0	0	0	0	0	0	0	0
MEAN	39	39	39	36	41	37	43	43	42	38	35	37	40	40
MEDIAN	40	40	38	34	40	32	40	40	40	35	30	35	40	35

There are about 9 million people living in London. For reference, 20% would be one out of every five or about 1.8 million people (approximately the number of people who live in Bristol and Birmingham combined). If you had to guess, what percentage of the London population were born abroad? Please choose a percentage between 0 and 100%.

[Asked to half of the sample; n=1059]

0	0	0	0	0	0	1	0	0	0	0	0	0	0	0
1	0	0	0	0	0	0	0	0	0	0	1	0	0	0
2	0	0	0	0	1	0	0	0	0	0	0	0	0	0
3	1	1	0	1	1	0	0	0	0	1	1	0	1	1
4	0	0	0	1	0	0	0	0	0	1	1	0	0	0
5	2	2	4	1	3	4	2	2	2	2	4	3	3	1
6	0	0	0	0	1	0	0	0	0	0	0	1	1	0
7	0	0	1	0	1	1	1	0	1	0	0	1	0	0
8	0	0	0	0	0	0	1	1	1	0	1	1	0	0
9	0	0	0	0	0	0	0	1	0	0	0	0	0	0
10	6	6	7	8	3	5	5	5	7	9	8	7	5	7
11	0	0	1	0	0	0	1	0	0	1	1	1	0	0
12	0	0	0	0	0	0	0	0	0	0	0	1	0	0

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

		Social media used (last month)													
	Total	Email newsletters or RSS feeds	Social network websites	Television	Radio	Podcasts	Facebook	X	LinkedIn	Pinterest	Instagram	Snapchat	Reddit	TikTok	Youtube
Weighted Sample	2164	123	720	1103	852	264	1459	379	417	270	1066	262	279	465	1107
Unweighted Sample	2164	148	751	1167	887	301	1436	402	473	289	1093	227	268	447	1098
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
58	0	0	1	0	0	0	0	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	8	9	7	8	8	10	7	6	7	8	7	4	8	7	8
64	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
65	1	0	1	2	1	0	1	2	2	0	1	3	0	2	1
66	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
67	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
68	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1
70	4	5	5	5	3	3	4	3	3	2	4	5	3	6	5
72	0	0	1	0	1	0	0	0	0	0	0	0	1	0	0
73	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
75	3	4	4	3	4	1	3	3	4	2	3	3	2	3	2
78	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
80	2	0	2	2	2	1	1	1	2	1	2	2	2	2	1
82	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
84	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
85	1	0	0	1	1	0	1	0	0	4	1	1	0	1	1
89	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
90	1	0	0	1	1	1	1	0	0	0	0	0	1	1	0
92	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0
95	0	0	0	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	1	1	0
MEAN	39	35	38	40	39	36	39	36	36	37	39	39	37	41	38
MEDIAN	40	30	36	40	35	32	40	30	35	35	36	35	35	38	35

There are about 9 million people living in London. For reference, 20% would be one out of every five or about 1.8 million people (approximately the number of people who live in Bristol and Birmingham combined). If you had to guess, what percentage of the London population were born abroad? Please choose a percentage between 0 and 100%.

[Asked to half of the sample; n=1059]

0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
1	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0
2	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
3	1	0	1	1	0	3	1	0	0	1	1	2	2	1	1
4	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0
5	2	5	2	2	2	4	2	3	3	2	2	2	3	1	2
6	0	2	1	0	0	1	0	1	1	0	0	0	1	0	1
7	0	1	0	0	1	0	0	0	0	1	1	1	1	0	1
8	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0
9	0	0	0	0	0	0	0	1	0	1	0	0	1	0	0
10	6	5	5	6	7	9	5	6	10	7	6	5	7	5	7
11	0	1	0	0	0	0	0	0	1	0	1	1	1	1	0
12	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0

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

		Political attention				
	Total	N/A - Not currently a member of any	N/A - Not used any in the last month	Low	Medium	High
Weighted Sample	2164	174	69	201	954	880
Unweighted Sample	2164	179	72	121	905	986
	%	%	%	%	%	%
58	0	0	0	0	0	0
59	0	0	0	0	0	0
60	8	4	14	7	9	7
64	0	0	0	0	0	0
65	1	2	5	0	1	1
66	0	0	0	0	0	0
67	0	0	0	0	0	0
68	0	0	0	2	0	0
70	4	5	1	7	4	4
72	0	0	0	2	0	0
73	0	0	0	0	0	0
75	3	5	0	2	4	3
78	0	1	0	0	0	0
80	2	4	5	3	1	2
82	0	0	0	0	0	0
84	0	1	0	0	0	0
85	1	2	0	1	2	0
89	0	0	0	0	0	0
90	1	0	0	2	1	0
92	0	0	0	0	0	0
95	0	0	0	0	0	0
100	0	0	4	0	0	0
MEAN	39	44	39	44	40	39
MEDIAN	40	43	37	40	37	38

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[Asked to half of the sample; n=1059]

0	0	0	0	0	0	0
1	0	0	0	2	0	0
2	0	0	0	0	0	0
3	1	0	0	0	1	1
4	0	0	3	0	0	0
5	2	1	0	1	2	2
6	0	0	0	0	0	0
7	0	0	0	0	0	1
8	0	2	0	1	0	0
9	0	0	0	0	0	0
10	6	8	4	0	7	7
11	0	0	0	0	0	0
12	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				Generation			
	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+	Gen Z (18-29)	Millenial (30-45)	Gen X (46-61)	Boomer (62-80)
Weighted Sample	2164	264	302	192	394	336	377	537	195	227	118	766	770	1050	1114	227	894	537	506	343	626	594	554
Unweighted Sample	2164	260	346	205	350	364	322	572	215	208	138	887	675	989	1175	180	884	554	546	319	608	592	596
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
13	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
14	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
15	6	7	10	11	2	7	6	6	16	1	4	8	5	6	6	9	5	5	8	7	5	6	6
16	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
17	0	0	1	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
18	1	0	0	0	0	1	0	1	0	0	1	1	1	0	1	2	0	1	1	1	1	1	1
19	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0
20	9	11	7	4	2	17	7	11	5	3	18	12	4	9	8	12	9	7	7	11	10	8	6
21	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
22	0	0	1	0	0	1	0	1	0	0	1	1	0	0	1	0	0	0	1	1	0	0	1
23	0	0	1	0	0	0	0	1	0	1	0	1	0	0	0	0	1	0	0	0	0	0	0
24	0	0	0	0	1	1	0	1	0	0	0	1	0	0	0	0	0	0	1	0	0	0	1
25	5	5	6	9	4	4	7	9	6	5	4	7	5	6	4	3	5	5	7	3	5	5	7
27	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
28	0	1	0	2	0	0	1	0	2	0	0	0	1	1	0	0	0	1	1	0	0	1	1
30	12	10	12	14	5	17	10	13	9	7	20	9	10	10	13	16	14	10	9	15	14	11	8
31	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
32	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
33	0	0	0	1	0	0	0	0	1	0	0	1	0	0	0	0	1	0	0	1	0	1	0
34	0	0	1	1	0	0	0	1	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0
35	6	5	5	6	9	6	8	6	3	7	9	6	6	7	5	4	6	5	8	5	6	5	7
36	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
37	0	1	0	2	0	0	0	0	1	0	0	0	0	0	0	1	0	0	0	0	0	0	1
38	0	0	0	2	0	0	0	0	2	0	0	1	0	0	0	0	0	0	0	0	1	0	0
39	0	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
40	14	17	10	12	20	10	13	12	15	17	10	10	15	13	14	16	15	14	10	16	14	13	12
42	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
43	0	0	0	3	0	1	0	1	1	0	0	0	0	0	0	1	1	0	0	1	0	0	0
44	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
45	4	2	5	5	2	3	5	5	3	5	0	5	4	4	4	1	3	5	6	2	4	4	6
46	0	0	0	0	1	0	1	0	0	0	0	1	0	0	1	0	0	1	0	0	1	1	0
48	0	1	0	0	0	0	0	0	2	1	0	0	0	0	1	1	0	0	1	1	0	0	1
49	0	0	0	1	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0
50	6	9	4	2	5	4	10	3	2	6	4	3	7	5	6	7	6	5	7	7	5	4	7
51	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0
53	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
54	0	2	0	0	1	0	1	0	1	0	0	0	1	0	1	0	0	0	1	0	0	0	1
55	2	3	2	2	3	0	3	2	2	1	0	1	2	2	1	1	0	3	3	1	0	2	3
56	0	0	0	0	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

			Socio-economic classification (NS-SEC)			Country				Region in England				Education level			Tenure			
		Total	Silent Generation (81+)	Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	Low	Medium	High	Own	Rent	Other
Weighted Sample		2164	48	731	485	647	1811	113	180	61	498	344	249	721	582	867	715	1247	596	321
Unweighted Sample		2164	49	854	470	521	1879	87	160	38	434	283	563	599	486	831	847	1261	606	297
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
13	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
14	0	0	0	1	0	0	0	0	0	0	1	0	0	1	0	0	0	0	1	0
15	6	13	6	7	5	6	2	7	4	5	7	9	7	2	8	8	6	5	7	7
16	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
17	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
18	1	0	1	0	2	0	0	3	9	0	1	1	0	1	1	0	1	0	1	1
19	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
20	9	0	8	12	6	9	4	8	3	12	10	7	7	7	8	11	9	7	10	10
21	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1
22	0	0	1	1	0	0	0	1	0	0	0	0	0	1	0	1	0	1	0	0
23	0	0	1	0	0	0	0	0	0	1	1	0	0	0	0	1	0	0	0	0
24	0	0	0	0	1	0	0	0	4	0	0	0	0	0	0	1	0	1	0	0
25	5	0	6	5	6	6	0	6	0	4	7	6	6	7	3	6	7	3	5	5
27	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0
28	0	0	0	1	0	0	0	1	0	0	1	0	0	1	0	0	0	0	0	0
30	12	22	11	10	13	12	12	17	0	13	14	11	10	12	14	10	11	12	14	14
31	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
32	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
33	0	0	1	0	0	0	0	0	4	0	0	0	0	0	0	1	0	1	0	0
34	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
35	6	12	5	7	6	5	12	12	8	6	6	5	3	6	7	5	5	7	6	6
36	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
37	0	0	0	0	1	0	0	1	0	0	0	1	0	0	1	0	0	0	0	0
38	0	0	0	0	1	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0
39	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
40	14	6	13	15	12	13	19	10	37	10	17	15	11	19	12	11	12	18	12	12
42	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0
43	0	0	0	0	1	0	2	0	0	0	1	0	0	0	0	0	0	0	1	1
44	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
45	4	0	4	3	4	4	3	1	4	3	2	3	6	6	3	4	4	5	2	2
46	0	0	0	0	1	0	4	3	0	0	0	0	0	0	1	0	1	0	0	0
48	0	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	1	1
49	0	0	0	0	0	0	2	1	0	0	0	0	0	0	0	1	0	0	0	0
50	6	13	5	6	6	6	9	6	0	7	4	6	6	4	7	5	6	6	6	6
51	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
53	0	0	0	0	0	0	0	0	0	0	0	0	1	1	0	0	0	0	1	1
54	0	0	1	0	0	0	0	0	0	0	2	0	0	0	1	1	1	0	0	0
55	2	0	1	3	1	2	0	1	0	2	0	1	3	3	1	1	2	2	1	1
56	0	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

	Ethnicity			Work status					Source of news					
	Total	White	Non-white	Full Time	Part Time	Student	Retired	Not Working	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
Weighted Sample	2164	1785	314	902	363	125	493	280	366	741	487	670	113	109
Unweighted Sample	2164	1717	384	891	325	121	536	291	408	825	528	730	142	135
13	0	0	0	0	0	0	0	0	0	0	1	0	0	0
14	0	0	0	0	0	0	0	1	0	1	0	0	0	1
15	6	6	8	5	6	17	7	5	5	7	8	6	8	8
16	0	0	0	0	0	0	0	1	0	0	0	0	0	0
17	0	0	0	0	0	0	0	0	1	0	0	0	0	0
18	1	1	0	1	0	4	1	0	1	0	0	1	1	0
19	0	0	0	0	1	0	0	0	1	0	0	0	2	0
20	9	9	6	10	8	7	7	8	9	10	14	9	11	9
21	0	0	0	0	0	0	0	0	0	0	0	0	0	0
22	0	1	0	0	1	0	0	0	0	1	0	1	2	0
23	0	0	0	0	0	0	0	0	1	0	0	0	0	0
24	0	0	0	0	1	0	1	1	0	0	0	0	0	1
25	5	5	7	6	4	1	6	6	6	5	5	6	5	8
27	0	0	0	0	0	0	0	0	0	0	0	0	1	1
28	0	0	0	1	0	0	1	0	1	0	1	0	1	1
30	12	12	13	9	15	21	10	18	10	12	11	9	7	10
31	0	0	0	0	0	0	0	0	0	0	0	0	0	0
32	0	0	0	0	0	0	0	0	0	0	0	0	0	0
33	0	0	1	1	0	0	0	0	0	1	1	0	0	1
34	0	0	0	0	0	2	0	0	0	0	0	0	0	2
35	6	6	5	6	4	1	8	4	7	8	6	7	15	11
36	0	0	0	0	0	0	0	0	0	0	0	0	0	0
37	0	0	0	0	1	1	0	0	0	0	0	0	0	0
38	0	0	0	0	0	0	0	2	1	0	1	1	0	0
39	0	0	0	0	1	0	0	0	1	0	0	0	0	0
40	14	12	17	14	16	14	11	15	14	13	10	15	11	11
42	0	0	0	0	0	0	0	0	0	0	0	0	0	0
43	0	0	0	1	0	0	0	0	1	1	0	1	0	0
44	0	0	0	0	0	0	0	0	0	0	0	0	1	0
45	4	4	4	3	6	1	5	4	1	3	4	3	0	5
46	0	0	0	0	2	1	0	0	0	0	0	0	0	0
48	0	0	0	0	1	0	1	0	1	0	0	0	0	0
49	0	0	1	0	0	0	0	0	1	0	0	1	2	0
50	6	6	7	6	4	13	6	4	7	5	6	5	1	1
51	0	0	0	0	0	0	1	0	0	0	0	0	0	0
53	0	0	0	0	0	0	0	2	0	0	0	0	0	0
54	0	0	0	0	0	0	1	0	0	0	0	1	0	0
55	2	2	1	1	0	0	4	2	2	1	2	1	4	3
56	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

							Social media used (last month)									
		Total	Email newsletters or RSS feeds	Social network websites	Television	Radio	Podcasts	Facebook	X	LinkedIn	Pinterest	Instagram	Snapchat	Reddit	TikTok	Youtube
Weighted Sample	2164	123	720	1103	852	264	1459	379	417	270	1066	262	279	465	1107	
Unweighted Sample	2164	148	751	1167	887	301	1436	402	473	289	1093	227	268	447	1098	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
13	0	2	0	0	0	0	0	1	0	0	0	0	0	0	0	0
14	0	0	1	0	0	0	0	1	1	0	0	0	1	0	0	0
15	6	10	7	8	7	6	6	5	5	9	7	6	5	3	6	6
16	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
17	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
18	1	0	1	1	1	2	1	1	1	0	1	2	0	2	1	1
19	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
20	9	5	9	9	8	12	8	11	8	11	10	8	18	5	10	10
21	0	0	0	0	0	0	0	1	1	0	0	0	0	1	0	0
22	0	0	0	0	0	1	1	0	0	1	1	0	0	0	0	0
23	0	0	0	1	0	2	0	0	0	0	0	0	1	0	0	0
24	0	0	0	0	1	0	0	1	0	1	0	0	0	0	0	0
25	5	6	5	6	6	7	6	7	6	7	5	5	3	5	6	6
27	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0
28	0	0	0	0	1	0	0	1	0	0	0	0	0	0	0	0
30	12	13	15	11	9	9	11	10	13	11	12	15	10	17	12	12
31	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
32	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
33	0	1	0	0	0	1	0	1	0	1	1	0	0	0	1	1
34	0	1	1	0	0	1	0	1	0	0	0	1	1	0	0	0
35	6	3	7	6	4	3	6	5	4	6	6	9	6	6	6	6
36	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
37	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0
38	0	0	1	0	1	0	0	0	0	0	0	0	2	0	0	0
39	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
40	14	8	13	12	13	12	12	13	17	10	13	16	12	15	14	14
42	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
43	0	0	1	0	0	0	0	1	1	1	1	2	0	1	0	0
44	0	1	0	0	0	0	0	1	0	0	0	0	0	0	0	0
45	4	6	3	4	4	4	4	2	5	4	3	1	5	4	4	4
46	0	0	1	0	1	0	1	0	0	0	0	0	0	1	0	0
48	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
49	0	0	0	0	0	0	0	1	1	0	0	1	0	1	0	0
50	6	5	5	6	7	8	5	7	2	5	6	9	6	6	6	4
51	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
54	0	0	0	0	0	1	0	1	1	2	0	0	0	0	0	1
55	2	5	2	2	2	2	1	1	2	2	1	1	0	1	1	1
56	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

			Political attention			
	Total	N/A - Not currently a member of any	N/A - Not used any in the last month	Low	Medium	High
Weighted Sample	2164	174	69	201	954	880
Unweighted Sample	2164	179	72	121	905	986
	%	%	%	%	%	%
13	0	0	0	0	0	0
14	0	0	0	0	0	0
15	6	4	17	8	6	6
16	0	0	0	0	0	0
17	0	0	0	0	0	0
18	1	0	2	0	1	1
19	0	0	0	0	0	0
20	9	4	7	3	7	11
21	0	0	0	0	0	0
22	0	0	0	0	0	1
23	0	0	0	0	0	0
24	0	0	0	0	0	1
25	5	2	3	5	5	5
27	0	0	0	0	0	0
28	0	2	0	0	1	0
30	12	12	7	15	12	11
31	0	0	0	0	0	0
32	0	1	0	0	0	0
33	0	0	0	0	0	1
34	0	0	0	0	0	1
35	6	5	6	1	6	7
36	0	0	0	0	0	0
37	0	0	0	0	0	1
38	0	0	0	0	0	0
39	0	0	0	0	0	0
40	14	22	12	22	11	14
42	0	0	0	0	0	0
43	0	0	0	0	0	0
44	0	0	0	0	0	0
45	4	5	9	0	5	4
46	0	0	0	2	1	0
48	0	0	0	0	0	0
49	0	0	0	0	0	0
50	6	7	8	4	7	5
51	0	2	0	0	0	0
53	0	0	0	2	0	0
54	0	1	0	0	0	0
55	2	6	4	3	1	2
56	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				Generation			
	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+	Gen Z (18-29)	Millenial (30-45)	Gen X (46-61)	Boomer (62-80)
Weighted Sample	2164	264	302	192	394	336	377	537	195	227	118	766	770	1050	1114	227	894	537	506	343	626	594	554
Unweighted Sample	2164	260	346	205	350	364	322	572	215	208	138	887	675	989	1175	180	884	554	546	319	608	592	596
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
57	0	0	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0
58	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
59	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
60	7	5	5	4	16	3	5	5	7	16	0	6	9	8	6	5	6	9	7	5	7	8	6
63	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
65	2	2	2	0	2	0	4	1	0	0	1	1	3	1	2	1	2	0	2	1	2	1	2
66	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0
67	0	0	1	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0	1	0	0
68	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0
70	3	2	1	1	6	2	1	2	1	9	2	1	6	2	4	2	3	3	4	1	3	4	3
72	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
73	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0
75	2	2	1	1	2	0	3	1	1	2	2	1	4	2	2	0	1	3	3	0	1	2	4
76	0	0	0	0	1	0	0	1	0	1	0	0	1	0	0	0	0	1	0	0	0	1	0
78	0	0	0	0	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	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
80	1	0	1	2	2	2	1	0	2	3	0	1	1	1	2	0	1	2	1	0	2	2	1
87	0	1	0	0	0	0	0	0	0	2	0	1	0	0	0	0	0	1	0	0	0	1	0
89	0	0	1	0	2	0	1	0	0	0	0	0	1	0	1	0	1	0	0	1	1	0	0
90	1	1	0	0	4	0	5	0	0	2	0	0	2	1	2	0	2	1	1	0	2	2	1
95	0	0	0	0	1	0	0	0	0	2	0	1	0	0	1	0	0	0	0	0	1	0	0
96	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
98	0	0	0	1	1	0	0	0	0	2	0	0	1	0	0	0	0	1	0	1	0	1	0
99	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1	0	0	0	1	0
MEAN	37	37	29	34	50	27	42	31	33	50	26	32	43	36	39	31	38	39	38	31	38	39	38
MEDIAN	35	35	30	33	45	25	40	30	30	45	25	30	40	35	35	30	35	40	35	30	35	35	37

Nitrogen dioxide (NO2) is a pollutant that damages cells in the lungs and increases people's risk of developing respiratory infections. Its main cause is the combustion of fossil fuels, for example in vehicles and industrial processes. According to official analysis, do you think London's air quality on NO2 levels has got better, got worse or stayed about the same since 2016?

Got worse	28	28	27	22	31	30	27	26	23	28	31	25	27	23	34	35	33	22	24	34	34	24	24
Stayed about the same	27	31	19	26	34	22	31	21	27	35	18	23	32	28	25	27	24	31	28	25	22	30	29
Got better	32	30	45	44	21	40	29	41	40	21	41	42	25	38	26	24	29	36	36	28	28	34	37
Don't know	13	11	9	7	13	8	12	12	10	16	10	9	16	11	15	14	15	11	12	13	16	13	10

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

Weighted Sample Unweighted Sample			Socio-economic classification (NS-SEC)			Country				Region in England				Education level			Tenure		
	Total	Silent Generation (81+)	Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	Low	Medium	High	Own	Rent	Other
	2164	48	731	485	647	1811	113	180	61	498	344	249	721	582	867	715	1247	596	321
	2164	49	854	470	521	1879	87	160	38	434	283	563	599	486	831	847	1261	606	297
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
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	0	0	0	0
59	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
60	7	24	6	7	8	7	4	5	8	7	4	5	10	8	7	5	8	5	5
63	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
65	2	0	1	1	3	2	0	1	0	2	1	1	3	2	2	1	2	1	2
66	0	0	0	0	1	0	0	2	0	0	0	0	0	0	0	0	0	1	0
67	0	0	1	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
68	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
70	3	0	1	3	5	3	4	2	3	2	5	2	3	4	2	2	3	4	1
72	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
73	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
75	2	0	2	2	3	2	0	1	5	2	2	1	2	4	1	2	2	2	0
76	0	0	0	0	1	0	0	0	0	1	0	0	0	1	0	0	0	1	0
78	0	0	0	0	0	0	0	0	0	0	0	1	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
80	1	5	2	1	1	1	2	2	0	1	1	3	1	2	1	1	1	2	0
87	0	0	0	1	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
89	0	0	0	0	1	1	0	0	0	0	1	0	1	1	0	0	0	1	1
90	1	0	0	1	3	2	0	1	0	0	2	1	3	1	3	0	1	2	2
95	0	0	0	1	0	0	0	0	0	1	0	0	0	1	0	0	0	1	0
96	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
98	0	0	0	0	1	0	5	0	0	1	0	0	0	1	0	0	0	0	0
99	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
MEAN	37	41	34	36	43	37	40	35	36	36	36	34	40	44	37	32	37	41	33
MEDIAN	35	35	30	35	40	35	40	32	40	33	30	30	40	40	35	30	35	40	30

Nitrogen dioxide (NO2) is a pollutant that damages cells in the lungs and increases people's risk of developing respiratory infections. Its main cause is the combustion of fossil fuels, for example in vehicles and industrial processes. According to official analysis, do you think London's air quality on NO2 levels has got better, got worse or stayed about the same since 2016?

Got worse	28	28	24	27	32	28	34	27	32	31	29	20	28	32	28	26	25	33	34
Stayed about the same	27	38	24	28	31	26	33	35	30	23	32	26	25	30	29	22	28	25	24
Got better	32	24	41	30	25	33	25	25	25	29	26	42	36	21	31	42	36	25	28
Don't know	13	11	11	15	12	13	8	13	14	17	14	12	11	17	13	11	11	17	14

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

	Ethnicity			Work status					Source of news					
	Total	White	Non-white	Full Time	Part Time	Student	Retired	Not Working	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
Weighted Sample	2164	1785	314	902	363	125	493	280	366	741	487	670	113	109
Unweighted Sample	2164	1717	384	891	325	121	536	291	408	825	528	730	142	135
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
57	0	0	0	0	0	0	1	0	0	0	0	0	0	0
58	0	0	0	0	0	0	0	0	0	0	0	0	0	0
59	0	0	0	0	0	0	0	1	0	0	0	0	0	0
60	7	7	6	7	8	1	7	8	7	6	5	7	5	3
63	0	0	0	0	0	0	0	0	0	0	0	0	0	0
65	2	2	0	2	4	0	2	0	2	1	2	1	2	1
66	0	0	0	0	0	0	0	0	0	0	1	0	0	0
67	0	0	1	1	0	0	0	0	0	0	1	0	0	0
68	0	0	0	0	0	0	1	0	0	0	0	0	0	0
70	3	3	1	3	4	5	4	1	5	3	2	2	5	4
72	0	0	0	0	0	0	0	0	0	0	0	0	2	0
73	0	0	0	0	0	0	0	0	0	0	0	0	0	0
75	2	2	2	1	1	0	3	2	3	1	1	2	0	0
76	0	0	0	0	1	0	0	0	0	0	0	0	0	2
78	0	0	0	0	0	0	0	0	0	0	0	0	0	0
79	0	0	0	0	0	0	0	0	1	0	0	0	0	2
80	1	1	2	1	1	1	2	2	1	2	1	1	3	4
87	0	0	0	0	1	0	0	0	0	1	0	0	0	0
89	0	1	0	1	0	0	0	2	0	0	0	0	0	0
90	1	1	0	2	1	0	1	0	2	0	1	0	1	0
95	0	0	0	0	1	0	0	0	0	0	0	0	0	0
96	0	0	0	0	0	0	0	1	0	0	0	0	0	0
98	0	0	0	1	0	0	0	0	0	0	0	1	0	0
99	0	0	0	0	0	0	0	0	0	0	0	0	0	0
MEAN	37	37	35	37	38	31	38	37	38	34	32	34	35	35
MEDIAN	35	35	35	35	39	30	35	30	35	30	30	33	35	33

Nitrogen dioxide (NO2) is a pollutant that damages cells in the lungs and increases people's risk of developing respiratory infections. Its main cause is the combustion of fossil fuels, for example in vehicles and industrial processes. According to official analysis, do you think London's air quality on NO2 levels has got better, got worse or stayed about the same since 2016?

Got worse	28	29	29	28	33	32	23	30	27	25	23	26	22	30
Stayed about the same	27	26	27	27	26	25	28	27	29	23	22	25	27	24
Got better	32	32	31	33	27	30	37	25	35	43	45	40	44	40
Don't know	13	13	13	12	14	13	12	18	9	9	10	9	7	6

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

							Social media used (last month)								
							Facebook	X	LinkedIn	Pinterest	Instagram	Snapchat	Reddit	TikTok	Youtube
Total	Email newsletters or RSS feeds	Social network websites	Television	Radio	Podcasts										
Weighted Sample	2164	123	720	1103	852	264	1459	379	417	270	1066	262	279	465	1107
Unweighted Sample	2164	148	751	1167	887	301	1436	402	473	289	1093	227	268	447	1098
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
57	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
59	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
60	7	5	6	8	7	4	8	9	8	8	7	4	8	7	8
63	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
65	2	4	1	1	3	2	1	1	1	0	2	1	0	1	1
66	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
67	0	0	1	0	1	0	0	1	0	0	0	1	1	0	0
68	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
70	3	1	2	3	2	1	3	3	1	4	3	3	2	3	2
72	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
73	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0
75	2	1	1	2	2	0	2	2	1	0	1	0	1	1	1
76	0	0	0	0	0	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
79	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
80	1	2	2	1	1	2	2	1	0	3	2	1	2	1	2
87	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
89	0	0	0	0	0	0	1	0	0	2	1	2	1	1	0
90	1	2	1	1	1	0	1	2	1	1	2	1	0	1	1
95	0	0	1	1	0	1	0	0	0	0	0	0	0	1	0
96	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0
98	0	0	0	0	1	0	0	1	0	0	1	0	0	1	1
99	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0
MEAN	37	35	35	36	36	32	38	37	34	36	36	36	33	39	36
MEDIAN	35	30	30	35	35	30	35	35	30	30	33	35	30	35	33

Nitrogen dioxide (NO2) is a pollutant that damages cells in the lungs and increases people's risk of developing respiratory infections. Its main cause is the combustion of fossil fuels, for example in vehicles and industrial processes. According to official analysis, do you think London's air quality on NO2 levels has got better, got worse or stayed about the same since 2016?

Got worse	28	25	29	28	27	24	29	24	27	32	30	36	26	34	27
Stayed about the same	27	20	25	27	26	24	27	21	21	24	24	21	20	26	25
Got better	32	47	34	34	37	46	31	41	41	32	32	27	45	23	35
Don't know	13	8	12	11	10	6	13	15	11	12	14	16	10	17	12

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

		Political attention				
	Total	N/A - Not currently a member of any	N/A - Not used any in the last month	Low	Medium	High
Weighted Sample	2164	174	69	201	954	880
Unweighted Sample	2164	179	72	121	905	986
	%	%	%	%	%	%
57	0	1	0	0	0	0
58	0	1	0	0	0	0
59	0	0	0	0	0	0
60	7	5	0	8	6	7
63	0	0	0	0	0	0
65	2	3	5	0	3	1
66	0	0	0	0	0	0
67	0	0	0	0	1	0
68	0	0	4	1	0	0
70	3	3	4	6	3	2
72	0	0	0	1	0	0
73	0	0	0	0	0	0
75	2	0	2	6	2	0
76	0	0	0	0	1	0
78	0	0	0	0	0	0
79	0	0	0	0	0	0
80	1	2	1	3	2	1
87	0	0	0	0	0	0
89	0	0	0	3	0	0
90	1	0	0	3	2	1
95	0	0	1	0	0	0
96	0	0	0	0	0	0
98	0	0	0	0	0	1
99	0	0	0	0	0	0
MEAN	37	39	37	46	39	34
MEDIAN	35	40	40	40	35	30

Nitrogen dioxide (NO2) is a pollutant that damages cells in the lungs and increases people's risk of developing respiratory infections. Its main cause is the combustion of fossil fuels, for example in vehicles and industrial processes. According to official analysis, do you think London's air quality on NO2 levels has got better, got worse or stayed about the same since 2016?

Got worse	28	24	31	36	31	24
Stayed about the same	27	32	23	23	26	30
Got better	32	31	27	17	27	37
Don't know	13	13	19	24	15	9

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

		Westminster VI					Vote in 2024 GE					EU Ref 2016		Gender		Age				Generation			
	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+	Gen Z (18-29)	Millenial (30-45)	Gen X (46-61)	Boomer (62-80)
Weighted Sample	2164	264	302	192	394	336	377	537	195	227	118	766	770	1050	1114	227	894	537	506	343	626	594	554
Unweighted Sample	2164	260	346	205	350	364	322	572	215	208	138	887	675	989	1175	180	884	554	546	319	608	592	596
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Please rank the following cities in order of which you think was found to have the highest NO2 pollution in 2021. Please put the most polluted city first and the least polluted last.

Newcastle

Ranked first	10	13	10	14	10	8	15	10	11	10	11	11	11	8	12	6	9	8	15	6	9	10	14
Ranked second	25	22	27	25	27	26	23	27	26	23	26	27	25	24	25	17	25	26	27	18	25	29	25
Ranked third	22	25	19	26	25	22	23	21	27	22	24	24	24	22	22	21	21	27	20	21	22	24	23
Ranked fourth	17	20	21	12	18	19	19	19	16	21	20	17	19	18	17	16	17	17	19	18	17	14	20
Ranked fifth	9	7	11	11	6	7	7	9	8	8	8	9	8	9	9	10	10	8	8	11	9	10	7
Ranked sixth	4	3	3	3	5	3	4	3	2	3	3	2	3	4	3	5	4	3	2	5	4	3	2
Don't know	13	10	9	9	9	13	9	10	9	12	8	10	10	14	12	24	14	10	9	21	14	10	9

Edinburgh

Ranked first	2	2	2	0	3	2	3	1	0	2	3	1	3	2	2	1	2	2	2	1	2	2	3
Ranked second	10	12	12	8	11	6	10	10	7	10	10	11	10	9	11	7	10	9	12	7	11	8	13
Ranked third	18	15	17	20	22	19	18	18	20	18	25	17	20	15	20	14	19	18	17	14	17	21	16
Ranked fourth	24	21	25	31	25	24	24	25	33	24	22	26	23	25	22	17	23	25	26	19	22	26	26
Ranked fifth	25	33	24	25	24	26	28	27	24	27	22	26	26	26	25	27	23	27	26	26	23	25	26
Ranked sixth	9	7	11	7	6	10	8	9	6	7	11	8	8	9	9	10	9	9	7	11	9	8	7
Don't know	13	10	9	9	9	13	9	10	9	12	8	10	10	14	12	24	14	10	9	21	14	10	9

London

Ranked first	46	44	40	41	54	43	46	47	42	53	46	41	49	42	50	46	50	43	41	47	50	46	40
Ranked second	16	17	14	20	15	20	20	16	19	14	17	17	17	16	17	12	15	19	18	14	15	18	19
Ranked third	12	14	18	11	11	10	15	12	11	10	15	15	11	14	10	8	11	13	14	8	12	12	14
Ranked fourth	6	8	9	11	6	5	5	7	8	4	5	8	6	8	5	5	4	8	8	4	4	8	8
Ranked fifth	4	6	6	6	3	5	4	5	7	4	6	6	4	5	4	2	3	4	6	2	3	4	6
Ranked sixth	2	2	3	2	2	3	2	3	3	3	4	3	3	3	2	3	2	2	3	3	2	2	4
Don't know	13	10	9	9	9	13	9	10	9	12	8	10	10	14	12	24	14	10	9	21	14	10	9

Budapest (Hungary)

Ranked first	21	19	29	29	17	25	20	21	30	17	25	28	18	27	15	13	16	28	24	14	16	25	26
Ranked second	12	13	13	12	12	10	13	13	12	11	7	12	14	12	11	4	12	12	14	6	11	13	13
Ranked third	12	12	12	14	11	12	12	14	12	12	14	12	12	12	13	14	12	11	12	14	12	10	12
Ranked fourth	15	16	12	14	14	15	15	16	13	13	18	15	16	12	18	19	15	15	15	17	15	16	15
Ranked fifth	21	26	18	16	28	20	27	19	16	24	21	17	23	18	23	17	24	18	20	19	24	19	20
Ranked sixth	7	4	7	6	10	5	4	7	8	11	6	6	7	6	7	9	7	6	6	8	8	6	5
Don't know	13	10	9	9	9	13	9	10	9	12	8	10	10	14	12	24	14	10	9	21	14	10	9

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

		Socio-economic classification (NS-SEC)			Country				Region in England				Education level			Tenure			
	Total	Silent Generation (81+)	Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	Low	Medium	High	Own	Rent	Other
Weighted Sample	2164	48	731	485	647	1811	113	180	61	498	344	249	721	582	867	715	1247	596	321
Unweighted Sample	2164	49	854	470	521	1879	87	160	38	434	283	563	599	486	831	847	1261	606	297
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Please rank the following cities in order of which you think was found to have the highest NO2 pollution in 2021. Please put the most polluted city first and the least polluted last.

Newcastle

Ranked first	10	11	11	11	9	11	6	9	0	9	13	10	11	9	11	9	11	10	8
Ranked second	25	28	23	22	29	24	33	27	29	21	25	23	27	29	23	24	25	28	20
Ranked third	22	16	25	23	21	22	22	21	32	22	21	23	23	20	23	24	24	19	23
Ranked fourth	17	20	17	19	17	17	11	19	17	18	19	17	17	15	18	19	19	15	16
Ranked fifth	9	15	10	9	8	9	10	11	10	12	7	12	6	8	8	11	8	10	11
Ranked sixth	4	0	3	3	4	4	2	2	2	5	4	4	3	4	4	3	3	4	4
Don't know	13	9	12	12	11	13	16	12	10	13	12	11	13	14	13	11	10	15	19

Edinburgh

Ranked first	2	0	2	3	2	2	2	1	2	1	3	2	2	3	2	2	2	2	2
Ranked second	10	13	9	10	11	11	8	6	9	13	9	10	10	12	10	8	10	9	9
Ranked third	18	18	18	14	19	17	26	23	16	17	22	13	15	20	17	17	17	20	15
Ranked fourth	24	23	23	27	24	23	22	27	28	25	21	22	24	23	24	24	26	22	20
Ranked fifth	25	26	27	29	23	25	21	23	26	23	22	27	28	22	24	29	27	22	24
Ranked sixth	9	10	10	6	9	9	5	9	8	8	10	15	7	7	9	10	8	9	11
Don't know	13	9	12	12	11	13	16	12	10	13	12	11	13	14	13	11	10	15	19

London

Ranked first	46	52	42	43	52	45	54	55	40	47	48	39	44	50	44	45	45	49	44
Ranked second	16	12	17	18	16	16	14	19	25	17	15	19	15	16	17	16	17	17	14
Ranked third	12	9	13	14	10	12	8	10	10	10	11	10	16	9	13	13	13	10	10
Ranked fourth	6	14	8	6	6	7	4	1	10	6	7	10	6	5	6	7	7	4	6
Ranked fifth	4	2	5	5	3	4	3	1	2	3	6	7	4	4	3	5	5	3	4
Ranked sixth	2	1	3	3	2	3	0	2	3	3	1	4	3	2	2	3	3	2	2
Don't know	13	9	12	12	11	13	16	12	10	13	12	11	13	14	13	11	10	15	19

Budapest (Hungary)

Ranked first	21	19	25	20	19	21	15	19	38	19	17	28	21	14	22	25	24	16	18
Ranked second	12	19	12	13	11	12	3	15	5	12	11	11	13	11	10	15	13	11	6
Ranked third	12	10	13	13	11	12	9	12	12	15	10	16	11	11	12	12	12	12	12
Ranked fourth	15	10	15	17	15	15	22	15	11	14	17	14	16	18	14	14	14	17	17
Ranked fifth	21	16	20	18	24	20	29	21	18	20	25	15	20	23	21	18	22	18	20
Ranked sixth	7	16	4	7	9	7	6	7	7	8	8	4	7	9	7	5	5	10	8
Don't know	13	9	12	12	11	13	16	12	10	13	12	11	13	14	13	11	10	15	19

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

	Ethnicity		Work status					Source of news						
	Total	White	Non-white	Full Time	Part Time	Student	Retired	Not Working	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
Weighted Sample	2164	1785	314	902	363	125	493	280	366	741	487	670	113	109
Unweighted Sample	2164	1717	384	891	325	121	536	291	408	825	528	730	142	135
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Please rank the following cities in order of which you think was found to have the highest NO2 pollution in 2021. Please put the most polluted city first and the least polluted last.

Newcastle

Ranked first	10	11	6	9	11	6	13	9	12	11	12	9	11	10
Ranked second	25	26	23	22	28	21	27	28	26	23	24	23	24	23
Ranked third	22	23	19	24	23	15	21	21	24	22	25	26	33	24
Ranked fourth	17	17	18	17	16	15	20	15	17	18	19	20	11	22
Ranked fifth	9	9	12	11	5	16	7	10	9	11	7	9	9	11
Ranked sixth	4	3	4	4	2	4	3	4	3	3	4	3	2	4
Don't know	13	12	18	13	13	23	8	14	9	12	10	10	10	6

Edinburgh

Ranked first	2	2	3	1	3	1	2	3	3	2	1	3	4	3
Ranked second	10	10	10	9	9	7	12	10	12	9	8	8	9	10
Ranked third	18	18	17	16	19	16	17	21	14	16	16	14	12	16
Ranked fourth	24	24	21	23	24	16	26	25	27	26	26	26	25	19
Ranked fifth	25	26	20	27	23	23	27	20	24	26	31	30	30	36
Ranked sixth	9	8	11	9	9	14	7	6	11	9	8	9	9	10
Don't know	13	12	18	13	13	23	8	14	9	12	10	10	10	6

London

Ranked first	46	46	44	46	46	50	43	47	44	42	41	46	38	40
Ranked second	16	17	14	16	18	11	16	18	15	17	19	17	15	22
Ranked third	12	12	11	11	13	8	14	12	16	14	16	12	17	16
Ranked fourth	6	6	9	7	5	6	8	4	9	7	6	7	13	12
Ranked fifth	4	4	3	4	3	1	5	4	5	5	5	5	5	3
Ranked sixth	2	3	2	3	1	1	4	1	3	3	3	3	3	2
Don't know	13	12	18	13	13	23	8	14	9	12	10	10	10	6

Budapest (Hungary)

Ranked first	21	21	21	21	18	15	24	21	26	26	28	23	30	29
Ranked second	12	12	10	13	8	6	14	9	12	11	13	13	14	10
Ranked third	12	12	12	12	11	20	12	10	13	14	10	15	12	16
Ranked fourth	15	16	11	15	16	14	15	18	14	13	15	16	12	12
Ranked fifth	21	21	18	19	27	13	21	19	18	18	18	18	14	18
Ranked sixth	7	6	10	6	6	9	6	10	9	7	6	6	8	8
Don't know	13	12	18	13	13	23	8	14	9	12	10	10	10	6

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

							Social media used (last month)								
	Total	Email newsletters or RSS feeds	Social network websites	Television	Radio	Podcasts	Facebook	X	LinkedIn	Pinterest	Instagram	Snapchat	Reddit	TikTok	Youtube
Weighted Sample	2164	123	720	1103	852	264	1459	379	417	270	1066	262	279	465	1107
Unweighted Sample	2164	148	751	1167	887	301	1436	402	473	289	1093	227	268	447	1098
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Please rank the following cities in order of which you think was found to have the highest NO2 pollution in 2021. Please put the most polluted city first and the least polluted last.

Newcastle

Ranked first	10	15	10	11	10	9	11	11	9	12	10	5	9	8	9
Ranked second	25	21	22	24	24	24	26	20	25	23	24	22	26	22	26
Ranked third	22	25	23	24	25	21	23	19	22	28	22	21	21	22	22
Ranked fourth	17	20	17	19	18	19	16	19	19	17	17	16	23	16	17
Ranked fifth	9	8	10	10	10	11	9	12	10	8	10	10	7	10	9
Ranked sixth	4	2	5	2	3	4	3	3	4	1	3	7	4	4	5
Don't know	13	9	13	11	10	12	12	15	11	12	13	21	11	18	14

Edinburgh

Ranked first	2	3	2	3	2	3	2	2	1	2	2	3	2	1	2
Ranked second	10	10	9	11	11	7	10	8	8	10	9	9	9	10	8
Ranked third	18	21	17	17	17	15	18	17	19	15	17	16	14	16	16
Ranked fourth	24	24	22	25	26	21	25	25	24	23	23	17	22	20	25
Ranked fifth	25	28	27	25	27	32	25	22	27	30	26	25	34	24	27
Ranked sixth	9	6	10	8	7	10	9	11	9	7	10	8	9	9	10
Don't know	13	9	13	11	10	12	12	15	11	12	13	21	11	18	14

London

Ranked first	46	41	45	45	44	39	48	41	45	48	48	51	46	51	45
Ranked second	16	20	17	17	18	17	16	15	15	17	16	14	14	16	17
Ranked third	12	15	11	13	14	14	12	14	14	11	12	8	16	7	12
Ranked fourth	6	8	6	7	7	8	6	8	7	4	5	3	6	4	6
Ranked fifth	4	3	4	5	5	5	4	6	4	4	4	2	5	2	4
Ranked sixth	2	4	3	2	2	5	2	3	3	3	2	2	2	2	2
Don't know	13	9	13	11	10	12	12	15	11	12	13	21	11	18	14

Budapest (Hungary)

Ranked first	21	26	21	22	25	27	19	20	23	17	18	12	23	12	21
Ranked second	12	9	13	13	12	12	13	15	13	9	11	8	13	9	12
Ranked third	12	12	12	14	13	15	12	13	14	13	14	14	11	15	12
Ranked fourth	15	18	16	14	13	16	16	11	14	20	16	18	15	18	16
Ranked fifth	21	21	18	21	20	13	22	17	19	21	22	19	23	20	18
Ranked sixth	7	5	7	6	7	7	7	9	5	8	6	8	4	7	7
Don't know	13	9	13	11	10	12	12	15	11	12	13	21	11	18	14

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

			Political attention			
	Total	N/A - Not currently a member of any	N/A - Not used any in the last month	Low	Medium	High
Weighted Sample	2164	174	69	201	954	880
Unweighted Sample	2164	179	72	121	905	986
	%	%	%	%	%	%

Please rank the following cities in order of which you think was found to have the highest NO2 pollution in 2021. Please put the most polluted city first and the least polluted last.

Newcastle

Ranked first	10	12	9	7	10	10
Ranked second	25	23	22	18	26	27
Ranked third	22	24	19	22	22	21
Ranked fourth	17	20	22	18	15	20
Ranked fifth	9	6	14	7	9	9
Ranked sixth	4	3	3	4	4	3
Don't know	13	12	11	23	14	9

Edinburgh

Ranked first	2	4	1	2	1	3
Ranked second	10	15	13	15	11	8
Ranked third	18	15	10	17	20	16
Ranked fourth	24	22	24	15	21	28
Ranked fifth	25	24	28	20	23	27
Ranked sixth	9	8	13	7	9	9
Don't know	13	12	11	23	14	9

London

Ranked first	46	40	40	50	49	44
Ranked second	16	20	18	14	16	18
Ranked third	12	16	11	7	10	14
Ranked fourth	6	5	10	3	6	7
Ranked fifth	4	4	8	1	4	5
Ranked sixth	2	3	2	2	2	3
Don't know	13	12	11	23	14	9

Budapest (Hungary)

Ranked first	21	23	31	10	18	25
Ranked second	12	11	16	15	10	12
Ranked third	12	9	14	7	11	15
Ranked fourth	15	14	8	13	19	12
Ranked fifth	21	21	20	20	21	21
Ranked sixth	7	10	2	12	7	6
Don't know	13	12	11	23	14	9

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

Weighted Sample Unweighted Sample		Westminster VI					Vote in 2024 GE					EU Ref 2016		Gender		Age				Generation			
	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+	Gen Z (18-29)	Millenial (30-45)	Gen X (46-61)	Boome (62-80)
	2164	264	302	192	394	336	377	537	195	227	118	766	770	1050	1114	227	894	537	506	343	626	594	554
	2164	260	346	205	350	364	322	572	215	208	138	887	675	989	1175	180	884	554	546	319	608	592	596
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Berlin (Germany)

Ranked first	7	10	8	7	6	5	6	9	7	6	3	7	8	6	8	7	7	7	6	8	7	6	7
Ranked second	22	23	23	26	22	24	23	23	24	26	31	22	21	23	22	33	22	23	19	30	22	21	20
Ranked third	19	22	19	16	17	21	21	20	18	19	12	19	19	19	18	12	18	18	25	15	17	19	23
Ranked fourth	19	20	17	20	24	17	23	17	17	20	22	20	20	17	21	12	20	21	18	12	21	22	18
Ranked fifth	17	11	20	21	18	18	16	18	22	15	21	20	18	19	16	11	15	21	20	12	14	20	21
Ranked sixth	3	4	4	1	3	1	3	4	2	2	3	2	3	3	3	2	4	2	2	3	5	2	2
Don't know	13	10	9	9	9	13	9	10	9	12	8	10	10	14	12	24	14	10	9	21	14	10	9

Stockholm (Sweden)

Ranked first	2	2	2	0	1	3	2	2	0	1	4	1	2	1	2	4	1	1	2	3	1	1	1
Ranked second	2	3	2	0	3	1	2	1	2	3	2	1	2	2	1	3	2	1	1	4	2	1	1
Ranked third	4	2	5	3	5	3	2	5	3	7	2	3	4	4	5	6	5	4	3	6	6	4	2
Ranked fourth	6	5	7	3	5	6	5	6	3	5	5	3	6	6	5	7	7	4	4	8	7	4	4
Ranked fifth	11	7	12	13	12	10	10	12	13	10	14	12	11	11	11	9	11	12	11	9	12	12	10
Ranked sixth	63	70	63	71	64	64	71	64	70	63	66	69	66	62	64	47	59	69	70	49	58	69	72
Don't know	13	10	9	9	9	13	9	10	9	12	8	10	10	14	12	24	14	10	9	21	14	10	9

What percentage of social housing in London has a lead tenant who was born outside the UK, according to the 2021 Census?

More than 88%	5	3	2	2	10	1	6	2	2	11	0	2	7	5	5	1	5	5	5	2	6	6	5
88%	4	7	1	3	9	2	7	2	4	8	1	2	8	3	5	1	4	6	5	2	4	6	4
68%	20	24	11	18	32	10	26	12	17	36	9	14	29	17	22	16	14	25	26	13	14	21	27
48%	24	31	21	19	27	15	32	22	23	25	9	21	27	25	22	18	25	18	29	22	25	20	27
28%	23	20	28	29	14	31	19	27	23	13	33	28	16	23	22	25	23	24	18	25	24	23	19
8%	10	6	18	11	2	22	3	15	13	1	27	15	4	12	9	17	11	9	7	15	10	10	8
Less than 8%	4	2	7	9	1	8	1	8	7	0	9	8	2	5	4	1	6	4	2	2	6	5	3
Don't know	11	8	11	10	4	11	6	13	12	5	11	9	7	10	11	22	11	8	7	19	11	9	7

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

Weighted Sample Unweighted Sample			Socio-economic classification (NS-SEC)			Country				Region in England				Education level			Tenure		
	Total	Silent Generation (81+)	Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	Low	Medium	High	Own	Rent	Other
	2164	48	731	485	647	1811	113	180	61	498	344	249	721	582	867	715	1247	596	321
	2164	49	854	470	521	1879	87	160	38	434	283	563	599	486	831	847	1261	606	297
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Berlin (Germany)

Ranked first	7	0	7	9	6	7	6	5	10	8	6	7	7	7	6	7	7	7	6
Ranked second	22	18	26	23	19	23	23	21	22	24	26	23	20	16	25	25	23	19	26
Ranked third	19	31	17	18	23	20	15	16	13	19	19	22	19	22	17	19	20	19	15
Ranked fourth	19	22	19	18	21	18	22	22	23	17	17	19	20	20	18	19	19	20	15
Ranked fifth	17	16	18	18	16	17	15	22	18	15	17	17	18	17	18	16	18	17	13
Ranked sixth	3	4	2	3	3	3	4	2	4	4	3	1	2	4	2	3	2	3	6
Don't know	13	9	12	12	11	13	16	12	10	13	12	11	13	14	13	11	10	15	19

Stockholm (Sweden)

Ranked first	2	8	2	2	1	2	1	1	0	2	2	2	2	2	1	1	1	1	3
Ranked second	2	0	1	2	3	2	3	0	0	1	1	3	2	3	2	1	1	1	6
Ranked third	4	6	3	6	5	4	4	6	6	4	5	5	3	4	4	4	4	5	6
Ranked fourth	6	2	7	2	6	6	3	4	2	8	7	7	4	5	6	6	5	7	7
Ranked fifth	11	16	10	9	14	11	5	11	16	13	11	11	11	11	11	10	10	14	9
Ranked sixth	63	59	67	67	60	62	68	66	66	60	61	62	65	61	62	66	69	57	51
Don't know	13	9	12	12	11	13	16	12	10	13	12	11	13	14	13	11	10	15	19

What percentage of social housing in London has a lead tenant who was born outside the UK, according to the 2021 Census?

More than 88%	5	2	3	4	9	5	6	2	2	5	6	2	6	8	5	2	4	6	5
88%	4	16	4	3	6	4	8	5	5	3	4	5	5	5	4	4	5	5	1
68%	20	32	18	21	24	20	22	21	17	22	18	15	20	25	20	15	22	19	13
48%	24	24	22	25	26	23	24	20	37	23	24	22	23	28	26	18	24	24	21
28%	23	12	26	24	19	22	22	30	19	19	23	26	22	17	22	28	22	23	23
8%	10	2	14	10	4	10	8	9	11	12	9	13	9	5	10	15	10	9	15
Less than 8%	4	3	6	4	3	4	4	5	0	5	4	5	4	2	4	7	4	5	3
Don't know	11	9	9	9	9	11	6	9	9	12	11	12	10	10	10	12	9	10	19

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

	Ethnicity			Work status					Source of news					
	Total	White	Non-white	Full Time	Part Time	Student	Retired	Not Working	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
Weighted Sample	2164	1785	314	902	363	125	493	280	366	741	487	670	113	109
Unweighted Sample	2164	1717	384	891	325	121	536	291	408	825	528	730	142	135
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Berlin (Germany)														
Ranked first	7	7	7	7	8	3	7	6	5	6	7	8	5	8
Ranked second	22	22	24	24	21	30	21	20	25	26	25	28	25	27
Ranked third	19	20	17	18	17	15	24	16	21	18	21	19	14	19
Ranked fourth	19	20	15	18	20	15	19	21	18	18	17	15	20	18
Ranked fifth	17	17	18	15	18	13	20	21	21	17	19	17	23	18
Ranked sixth	3	3	2	3	2	3	2	3	2	2	2	2	3	3
Don't know	13	12	18	13	13	23	8	14	9	12	10	10	10	6
Stockholm (Sweden)														
Ranked first	2	2	2	2	1	3	2	0	2	1	1	1	2	4
Ranked second	2	2	2	2	2	3	1	1	1	1	1	1	3	1
Ranked third	4	4	6	5	3	3	3	6	3	4	2	4	1	3
Ranked fourth	6	5	8	6	5	10	4	3	6	6	7	5	9	11
Ranked fifth	11	11	11	11	10	11	11	13	15	12	11	11	9	8
Ranked sixth	63	65	53	60	66	47	70	62	64	64	67	67	65	66
Don't know	13	12	18	13	13	23	8	14	9	12	10	10	10	6
What percentage of social housing in London has a lead tenant who was born outside the UK, according to the 2021 Census?														
More than 88%	5	5	4	6	2	0	5	7	5	3	2	3	2	1
88%	4	4	3	4	6	3	6	2	6	4	3	4	4	6
68%	20	21	10	16	21	8	27	21	20	17	18	19	21	20
48%	24	24	23	23	26	19	25	22	26	24	19	23	25	17
28%	23	22	25	24	25	28	19	17	20	24	28	26	25	32
8%	10	10	10	12	7	17	7	10	10	14	15	13	10	14
Less than 8%	4	4	5	5	2	1	3	6	4	5	8	5	5	5
Don't know	11	9	19	10	9	24	8	15	9	9	8	8	9	5

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

								Social media used (last month)								
		Total	Email newsletters or RSS feeds	Social network websites	Television	Radio	Podcasts	Facebook	X	LinkedIn	Pinterest	Instagram	Snapchat	Reddit	TikTok	Youtube
Weighted Sample	2164	123	720	1103	852	264	1459	379	417	270	1066	262	279	465	1107	
Unweighted Sample	2164	148	751	1167	887	301	1436	402	473	289	1093	227	268	447	1098	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Berlin (Germany)																
	Ranked first	7	5	7	7	7	9	7	9	8	8	7	5	8	7	8
	Ranked second	22	31	25	24	25	27	24	23	26	29	24	24	24	23	23
	Ranked third	19	15	18	18	17	19	19	17	17	17	19	15	23	17	20
	Ranked fourth	19	18	18	20	21	17	19	17	16	17	19	15	14	17	17
	Ranked fifth	17	21	17	17	18	14	17	14	18	15	15	15	16	15	17
	Ranked sixth	3	1	3	3	2	2	3	5	4	3	3	6	4	3	3
	Don't know	13	9	13	11	10	12	12	15	11	12	13	21	11	18	14
Stockholm (Sweden)																
	Ranked first	2	1	2	1	1	2	1	2	2	1	2	3	0	2	2
	Ranked second	2	1	3	1	1	1	1	4	1	1	2	2	3	2	2
	Ranked third	4	3	5	3	3	4	4	5	3	5	4	5	3	4	4
	Ranked fourth	6	4	7	5	5	7	6	6	8	8	6	10	10	6	6
	Ranked fifth	11	10	11	11	11	13	11	14	11	10	10	9	6	10	13
	Ranked sixth	63	73	58	68	68	62	65	54	64	64	62	50	67	57	60
	Don't know	13	9	13	11	10	12	12	15	11	12	13	21	11	18	14
What percentage of social housing in London has a lead tenant who was born outside the UK, according to the 2021 Census?																
	More than 88%	5	1	3	3	4	2	5	2	3	4	4	4	5	5	5
	88%	4	4	4	4	4	1	5	3	5	3	4	2	1	3	3
	68%	20	17	18	22	21	14	20	17	14	20	16	16	15	17	18
	48%	24	27	23	25	24	24	24	22	23	18	23	25	23	24	22
	28%	23	19	24	22	23	23	23	22	24	25	24	25	23	20	23
	8%	10	15	11	10	10	16	9	13	13	13	10	11	15	11	12
	Less than 8%	4	10	6	4	4	7	5	6	7	4	6	2	5	5	5
	Don't know	11	7	12	10	9	12	10	14	11	13	12	15	13	15	12

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

Weighted Sample Unweighted Sample				Political attention		
	Total	N/A - Not currently a member of any	N/A - Not used any in the last month	Low	Medium	High
	2164	174	69	201	954	880
	2164	179	72	121	905	986
	%	%	%	%	%	%

Berlin (Germany)

Ranked first	7	7	8	5	7	7
Ranked second	22	18	15	14	20	25
Ranked third	19	17	32	16	20	19
Ranked fourth	19	24	16	21	20	18
Ranked fifth	17	21	14	14	17	18
Ranked sixth	3	1	3	6	2	2
Don't know	13	12	11	23	14	9

Stockholm (Sweden)

Ranked first	2	3	0	3	2	1
Ranked second	2	2	5	2	2	1
Ranked third	4	6	3	8	3	5
Ranked fourth	6	2	10	5	5	6
Ranked fifth	11	12	5	13	12	10
Ranked sixth	63	63	66	45	63	68
Don't know	13	12	11	23	14	9

What percentage of social housing in London has a lead tenant who was born outside the UK, according to the 2021 Census?

More than 88%	5	6	6	12	5	3
88%	4	7	4	4	6	3
68%	20	24	24	26	20	18
48%	24	25	28	24	23	24
28%	23	16	22	9	23	25
8%	10	12	4	7	9	12
Less than 8%	4	3	3	3	4	5
Don't know	11	7	10	15	10	10

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

Weighted Sample Unweighted Sample		Westminster VI					Vote in 2024 GE					EU Ref 2016		Gender		Age				Generation			
	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+	Gen Z (18-29)	Millenial (30-45)	Gen X (46-61)	Boome (62-80)
	2164	264	302	192	394	336	377	537	195	227	118	766	770	1050	1114	227	894	537	506	343	626	594	554
	2164	260	346	205	350	364	322	572	215	208	138	887	675	989	1175	180	884	554	546	319	608	592	596
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

What percentage of people living in London at the time of the 2021 Census identified as ? Your answers do not need to add up to 100.
White British

0	0	0	0	0	1	0	1	0	0	1	1	0	1	0	0	1	0	0	0	0	1	0	0
1	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
2	0	0	0	0	1	0	0	0	1	0	0	1	0	0	0	0	1	0	0	1	0	0	0
4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
5	0	0	0	0	1	0	0	0	0	3	0	0	1	1	0	1	0	1	0	1	0	1	0
6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
10	3	2	2	3	8	1	3	2	1	8	0	2	5	3	4	4	4	2	4	4	4	2	3
11	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
12	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
13	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
15	1	1	0	0	4	0	1	0	1	4	1	1	2	1	2	1	1	2	1	1	1	2	1
16	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
18	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
19	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
20	8	6	3	7	14	4	11	5	8	13	4	5	11	7	10	8	7	10	9	8	7	9	9
23	0	0	0	1	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
24	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
25	5	3	3	6	5	3	4	4	9	4	6	4	6	4	5	4	5	4	5	3	6	5	5
26	0	0	0	0	0	0	0	0	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	0	0	0	0	0	0	0	0
28	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
29	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
30	12	13	8	9	16	6	16	10	9	13	8	9	14	12	12	11	12	14	11	11	12	14	11
31	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
32	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1	0	0	0	1	0	0	0
33	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1
34	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
35	4	7	4	4	3	4	5	4	2	6	5	5	5	4	4	2	4	5	5	3	4	4	5
36	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
37	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
38	0	0	0	0	2	0	2	0	1	0	0	0	1	1	0	0	1	0	1	0	0	1	1
39	0	0	0	1	0	0	0	0	1	0	0	1	0	0	0	0	1	0	0	0	1	0	0
40	14	16	14	15	14	13	14	15	14	14	6	11	15	14	14	15	15	13	12	14	17	13	12
41	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
42	0	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
43	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0

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

Weighted Sample Unweighted Sample			Socio-economic classification (NS-SEC)			Country				Region in England				Education level			Tenure		
	Total	Silent Generation (81+)	Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	Low	Medium	High	Own	Rent	Other
	2164	48	731	485	647	1811	113	180	61	498	344	249	721	582	867	715	1247	596	321
	2164	49	854	470	521	1879	87	160	38	434	283	563	599	486	831	847	1261	606	297
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

What percentage of people living in London at the time of the 2021 Census identified as ? Your answers do not need to add up to 100.
White British

0	0	0	0	1	0	0	2	1	0	0	1	0	1	0	0	1	1	0	1
1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
2	0	0	0	0	1	0	0	0	0	0	1	0	0	1	0	0	0	0	1
4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
5	0	0	1	0	0	1	0	0	0	1	1	1	0	1	0	0	0	1	0
6	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0
8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
10	3	0	3	4	4	4	4	1	0	4	6	3	3	6	3	1	3	3	4
11	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
12	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
13	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
15	1	2	1	2	2	1	2	1	0	1	1	2	1	2	1	1	1	1	2
16	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0
18	0	0	0	0	0	0	0	1	3	0	0	0	0	0	0	0	0	0	0
19	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
20	8	9	6	6	13	9	7	5	9	8	8	6	10	11	8	6	8	9	7
23	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
24	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
25	5	0	4	5	5	5	2	5	0	4	6	4	5	5	5	4	4	7	5
26	0	0	0	0	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	0	0	0	0
28	0	0	0	0	0	0	0	1	2	0	0	0	0	0	0	0	0	0	0
29	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
30	12	18	11	13	14	12	17	8	14	12	12	11	13	14	12	11	13	12	9
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	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1
33	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0
34	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
35	4	3	4	4	4	5	3	3	2	5	5	4	4	4	4	4	4	5	3
36	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
37	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0
38	0	2	0	0	1	0	0	3	0	0	1	0	0	0	1	0	1	0	0
39	0	0	0	0	1	0	0	0	0	0	1	0	0	1	0	0	0	0	0
40	14	9	15	14	12	14	14	11	18	11	17	16	15	10	15	16	14	15	14
41	0	0	0	0	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	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	0

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

Weighted Sample Unweighted Sample		Ethnicity		Work status					Source of news					
	Total	White	Non-white	Full Time	Part Time	Student	Retired	Not Working	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
	2164	1785	314	902	363	125	493	280	366	741	487	670	113	109
	2164	1717	384	891	325	121	536	291	408	825	528	730	142	135
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

What percentage of people living in London at the time of the 2021 Census identified as ? Your answers do not need to add up to 100.
White British

0	0	0	2	1	0	0	0	1	1	1	0	0	1	1
1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
2	0	0	0	0	1	0	0	0	0	0	0	0	0	0
4	0	0	0	0	0	0	0	0	0	0	0	0	0	0
5	0	0	1	1	0	0	0	0	0	0	0	0	2	0
6	0	0	0	0	0	0	0	0	0	0	0	0	0	0
8	0	0	0	0	0	0	0	0	0	0	0	0	0	0
10	3	3	3	4	3	0	4	4	3	2	2	2	1	3
11	0	0	0	0	0	0	0	0	0	0	0	0	0	0
12	0	0	0	0	0	0	0	0	0	0	0	0	0	0
13	0	0	0	0	0	0	0	0	0	0	0	0	0	1
15	1	1	1	2	1	1	1	1	1	1	1	1	1	1
16	0	0	0	0	0	0	0	0	0	0	0	0	0	0
18	0	0	1	0	0	0	0	0	0	0	0	0	0	0
19	0	0	0	0	0	0	0	0	0	0	0	0	0	0
20	8	8	8	7	10	8	8	11	9	6	6	6	4	2
23	0	0	0	0	1	0	0	0	0	0	0	0	0	0
24	0	0	0	0	1	0	0	0	0	0	0	0	0	0
25	5	5	4	4	5	1	5	6	4	4	5	3	8	8
26	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
28	0	0	0	1	0	0	0	0	1	0	0	0	2	0
29	0	0	0	0	0	0	0	0	0	0	0	0	0	0
30	12	12	11	13	13	14	12	9	12	11	9	13	9	13
31	0	0	0	0	0	0	0	0	0	0	0	0	0	1
32	0	0	0	0	1	0	0	0	0	0	0	0	0	0
33	0	0	0	0	0	0	1	0	0	0	0	1	0	0
34	0	0	0	0	0	0	0	0	0	0	0	0	0	0
35	4	4	6	3	5	1	5	5	5	4	5	5	4	2
36	0	0	0	0	0	0	0	0	0	0	0	0	0	1
37	0	0	0	0	0	0	0	0	0	0	0	0	0	1
38	0	1	0	1	1	0	0	0	1	0	1	0	1	1
39	0	0	1	0	0	0	0	1	0	0	0	1	0	0
40	14	14	14	15	14	17	12	14	14	15	13	15	9	9
41	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	0	0	0
43	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

							Social media used (last month)								
	Total	Email newsletters or RSS feeds	Social network websites	Television	Radio	Podcasts	Facebook	X	LinkedIn	Pinterest	Instagram	Snapchat	Reddit	TikTok	Youtube
Weighted Sample	2164	123	720	1103	852	264	1459	379	417	270	1066	262	279	465	1107
Unweighted Sample	2164	148	751	1167	887	301	1436	402	473	289	1093	227	268	447	1098
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

What percentage of people living in London at the time of the 2021 Census identified as ? Your answers do not need to add up to 100.
White British

0	0	0	0	0	0	0	0	0	0	0	1	0	2	0	1
1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
2	0	0	1	0	0	0	0	1	0	1	1	2	1	0	0
4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
5	0	0	0	0	0	0	0	0	0	1	0	0	0	1	1
6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
10	3	2	2	2	3	3	3	2	2	3	3	3	1	4	3
11	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
12	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
13	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
15	1	1	1	1	1	1	1	1	0	0	1	2	1	2	1
16	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
18	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
19	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
20	8	7	7	8	8	6	9	6	6	8	6	6	4	7	7
23	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0
24	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0
25	5	6	4	4	5	3	5	5	4	3	5	4	3	3	4
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	1	1	0	0	1	0	1	1	0	0	0	0	1	0
29	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
30	12	9	10	12	11	11	12	9	12	13	12	12	13	12	11
31	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
32	0	0	0	0	0	0	0	1	0	1	0	1	1	0	0
33	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
34	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
35	4	1	4	5	4	3	4	5	4	2	4	3	5	4	4
36	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
37	0	1	0	0	0	1	0	1	0	0	0	1	1	1	0
38	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0
39	0	0	1	0	0	0	0	0	0	0	0	0	1	1	0
40	14	15	16	13	13	15	13	15	17	15	15	12	15	14	14
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	0	0	0	0
43	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

Weighted Sample Unweighted Sample				Political attention		
	Total	N/A - Not currently a member of any	N/A - Not used any in the last month	Low	Medium	High
	2164	174	69	201	954	880
	2164	179	72	121	905	986
	%	%	%	%	%	%

What percentage of people living in London at the time of the 2021 Census identified as ? Your answers do not need to add up to 100.
White British

0	0	0	1	0	0	1
1	0	0	0	1	0	0
2	0	0	0	2	0	0
4	0	0	0	0	0	0
5	0	1	0	0	0	0
6	0	0	2	0	0	0
8	0	0	0	0	0	0
10	3	7	3	7	4	2
11	0	0	0	0	0	0
12	0	0	0	0	0	0
13	0	0	0	0	0	0
15	1	1	1	2	1	1
16	0	0	0	1	0	0
18	0	0	0	0	0	0
19	0	0	0	0	0	0
20	8	7	6	18	8	7
23	0	0	0	0	0	0
24	0	0	0	0	0	0
25	5	5	6	9	5	4
26	0	0	0	0	0	0
27	0	0	1	0	0	0
28	0	0	0	0	0	0
29	0	0	0	0	0	0
30	12	11	16	15	12	11
31	0	0	0	0	0	0
32	0	0	0	1	0	0
33	0	0	0	1	0	0
34	0	0	0	0	0	0
35	4	4	2	3	5	4
36	0	0	0	0	0	0
37	0	0	0	0	0	0
38	0	2	0	0	0	1
39	0	0	0	0	0	0
40	14	16	22	8	14	16
41	0	0	0	0	0	0
42	0	0	0	0	0	0
43	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				Generation			
	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+	Gen Z (18-29)	Millennial (30-45)	Gen X (46-61)	Boomer (62-80)
Weighted Sample	2164	264	302	192	394	336	377	537	195	227	118	766	770	1050	1114	227	894	537	506	343	626	594	554
Unweighted Sample	2164	260	346	205	350	364	322	572	215	208	138	887	675	989	1175	180	884	554	546	319	608	592	596
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
44	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
45	5	2	4	5	6	4	6	4	5	6	4	5	6	6	4	3	4	5	7	4	3	5	8
46	0	0	0	0	0	0	0	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	0	0	0	0	0
48	0	0	1	0	1	0	0	1	0	1	0	0	0	0	1	0	1	0	0	0	1	0	0
49	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0
50	13	19	17	14	8	15	14	14	12	10	18	16	10	13	13	13	12	14	14	13	12	14	13
51	0	0	0	0	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	0	0	0	0
53	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0
54	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
55	3	3	6	2	2	2	3	4	3	2	5	4	2	4	3	2	2	4	3	2	3	3	4
56	0	0	1	0	0	1	0	0	0	0	0	0	0	0	0	2	0	0	0	1	0	0	0
57	0	0	0	0	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	1	0	0	0	0	0	0	0	0	0	1	0	0	0	1	1	0	0
59	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
60	10	11	13	11	6	15	9	11	13	5	12	12	9	11	10	13	11	7	11	13	11	8	10
61	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
62	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
63	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0
64	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
65	3	3	4	4	1	4	2	3	4	0	6	4	2	3	2	1	2	3	3	2	2	3	3
67	0	0	0	1	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
68	0	0	1	0	1	0	1	0	0	0	0	1	0	0	0	0	0	1	0	0	0	1	0
69	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
70	5	5	6	4	1	8	3	8	3	2	7	6	2	5	4	11	4	5	4	8	4	5	4
72	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
73	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
74	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
75	1	1	1	2	1	3	1	2	2	1	3	2	1	2	1	2	1	2	1	1	2	1	1
76	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0
77	0	0	0	0	0	0	0	0	0	0	0	0	0	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	0	0	0	0
79	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
80	2	2	3	4	1	5	2	3	3	1	5	4	1	2	2	2	3	1	2	3	3	1	2
82	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
85	0	0	0	1	0	2	0	0	0	0	2	1	0	0	0	0	1	0	0	0	0	0	0
86	0	0	0	0	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	0	0	0	0	0	0	0	0	0	0	0	0	0	0
90	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0
94	0	0	1	0	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	0	0	0	0

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

			Socio-economic classification (NS-SEC)			Country				Region in England				Education level			Tenure		
	Total	Silent Generation (81+)	Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	Low	Medium	High	Own	Rent	Other
Weighted Sample	2164	48	731	485	647	1811	113	180	61	498	344	249	721	582	867	715	1247	596	321
Unweighted Sample	2164	49	854	470	521	1879	87	160	38	434	283	563	599	486	831	847	1261	606	297
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
44	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0
45	5	3	5	5	6	5	6	8	2	6	5	4	4	6	5	4	5	5	4
46	0	0	0	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	1	0	0	0	0	0	0
48	0	3	0	0	1	0	0	0	3	0	1	1	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	0
50	13	22	15	12	12	13	21	13	12	13	8	16	14	12	13	14	12	15	13
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	1	0	0	0	0	0	0	0	0	0	0	0
54	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0
55	3	0	4	4	2	3	3	2	2	4	4	3	2	3	3	3	3	2	3
56	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
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	2	0	0	0	0	0	0	0	0	0	0	0	1
59	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
60	10	15	10	11	8	10	9	13	24	11	6	11	10	9	10	12	11	9	11
61	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
62	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0
63	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0
64	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
65	3	1	3	3	2	3	3	3	0	2	3	3	3	2	2	4	3	3	2
67	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0
68	0	2	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0
69	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
70	5	5	6	4	4	5	0	6	0	7	5	6	4	4	5	5	5	4	9
72	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
73	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
74	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0
75	1	2	2	1	1	1	1	2	5	1	0	1	2	0	2	2	2	1	2
76	0	4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
77	0	0	0	0	0	0	0	0	0	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
80	2	3	3	2	1	2	0	2	0	4	2	1	2	2	2	3	2	2	2
82	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
85	0	0	0	1	0	0	0	0	0	0	1	1	1	0	0	1	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	1
90	0	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	0	0	1
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

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

	Ethnicity			Work status					Source of news					
	Total	White	Non-white	Full Time	Part Time	Student	Retired	Not Working	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
Weighted Sample	2164	1785	314	902	363	125	493	280	366	741	487	670	113	109
Unweighted Sample	2164	1717	384	891	325	121	536	291	408	825	528	730	142	135
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
44	0	0	0	0	0	0	0	0	1	0	0	0	0	0
45	5	5	3	5	3	6	8	2	5	5	5	5	6	6
46	0	0	0	0	0	0	0	0	0	0	0	0	0	0
47	0	0	0	0	0	0	0	1	0	0	0	0	0	0
48	0	0	1	0	0	0	1	1	0	0	1	0	0	1
49	0	0	0	0	0	0	1	0	0	0	0	0	0	0
50	13	14	10	13	12	13	15	11	12	12	13	13	15	18
51	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
53	0	0	0	0	1	0	0	0	0	0	0	0	0	0
54	0	0	1	0	0	1	0	0	0	0	0	0	0	0
55	3	3	3	3	4	2	3	2	2	4	4	4	4	4
56	0	0	0	0	0	2	0	0	0	0	0	0	1	0
57	0	0	0	0	0	0	0	0	0	0	0	0	0	0
58	0	0	0	0	1	1	0	1	0	0	0	0	0	0
59	0	0	0	0	0	0	0	0	0	0	0	0	0	0
60	10	10	11	9	11	15	9	12	11	14	15	12	13	13
61	0	0	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	1	0
63	0	0	0	0	0	2	0	0	0	0	0	0	0	2
64	0	0	0	0	0	0	0	0	0	0	0	0	0	0
65	3	3	3	2	3	2	3	2	4	3	3	3	6	5
67	0	0	0	0	0	0	0	1	0	0	0	0	0	0
68	0	0	0	0	1	0	0	0	0	0	0	0	1	0
69	0	0	0	0	0	0	0	0	0	0	0	0	1	0
70	5	5	7	5	5	9	5	4	5	6	6	5	4	2
72	0	0	0	0	0	0	0	0	0	0	0	0	1	1
73	0	0	0	0	0	0	0	0	0	0	0	0	0	0
74	0	0	0	0	0	0	0	0	0	0	0	0	0	1
75	1	1	1	2	1	1	2	1	2	2	2	3	1	0
76	0	0	1	0	0	1	0	0	0	0	0	0	1	0
77	0	0	0	0	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
79	0	0	0	0	0	0	0	0	0	0	0	0	0	0
80	2	2	3	3	1	3	2	3	2	3	2	2	2	3
82	0	0	0	0	0	0	0	0	0	0	0	0	0	0
85	0	0	0	0	0	0	1	1	1	1	1	1	2	1
86	0	0	0	0	0	0	0	0	0	0	0	0	0	0
87	0	0	0	0	0	0	0	0	0	0	0	0	0	0
90	0	0	0	0	0	1	0	0	0	0	0	0	0	0
94	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

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

							Social media used (last month)								
	Total	Email newsletters or RSS feeds	Social network websites	Television	Radio	Podcasts	Facebook	X	LinkedIn	Pinterest	Instagram	Snapchat	Reddit	TikTok	Youtube
Weighted Sample	2164	123	720	1103	852	264	1459	379	417	270	1066	262	279	465	1107
Unweighted Sample	2164	148	751	1167	887	301	1436	402	473	289	1093	227	268	447	1098
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
44	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
45	5	5	5	5	4	6	5	5	4	3	5	6	4	4	5
46	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
47	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
48	0	0	0	0	0	0	0	0	0	1	1	0	0	0	1
49	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
50	13	12	12	14	15	11	13	11	15	16	14	13	11	9	14
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
54	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
55	3	4	3	3	3	5	3	5	2	4	3	2	3	3	3
56	0	0	0	0	0	1	0	1	1	1	0	1	0	1	0
57	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
58	0	0	1	0	0	0	0	0	0	1	0	1	0	1	0
59	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
60	10	16	12	12	11	11	11	13	11	9	12	11	14	11	12
61	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
62	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
63	0	1	0	0	0	0	0	0	0	0	0	1	0	0	0
64	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
65	3	2	2	3	3	4	3	2	2	3	2	2	3	2	2
67	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0
68	0	0	0	0	0	1	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	5	8	6	5	5	7	4	6	5	7	5	11	7	7	5
72	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
73	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
74	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
75	1	1	1	2	1	3	1	1	2	1	1	1	1	1	1
76	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0
77	0	0	0	0	0	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
79	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
80	2	2	3	2	2	2	2	3	4	2	3	2	4	3	2
82	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
85	0	1	1	0	1	0	0	1	1	0	0	0	1	0	0
86	0	1	0	0	0	1	0	1	1	0	0	1	0	0	0
87	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0
90	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
95	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

			Political attention			
	Total	N/A - Not currently a member of any	N/A - Not used any in the last month	Low	Medium	High
Weighted Sample	2164	174	69	201	954	880
Unweighted Sample	2164	179	72	121	905	986
	%	%	%	%	%	%
44	0	0	2	0	0	0
45	5	5	4	5	4	6
46	0	0	0	0	0	0
47	0	2	0	1	0	0
48	0	0	0	0	1	0
49	0	1	0	0	0	0
50	13	11	9	12	13	13
51	0	0	0	0	0	0
52	0	0	0	0	0	0
53	0	0	0	0	0	0
54	0	1	0	0	0	0
55	3	3	3	1	3	3
56	0	0	0	0	0	0
57	0	0	0	0	0	0
58	0	0	0	0	1	0
59	0	0	0	0	0	0
60	10	10	5	5	11	10
61	0	0	0	0	0	0
62	0	0	0	1	0	0
63	0	0	0	0	0	0
64	0	0	0	0	0	0
65	3	3	0	2	2	3
67	0	0	0	0	0	0
68	0	0	0	0	0	0
69	0	0	1	0	0	0
70	5	5	6	4	5	6
72	0	0	0	0	0	0
73	0	0	0	0	0	0
74	0	0	0	1	0	0
75	1	2	5	0	2	2
76	0	0	0	0	0	0
77	0	0	0	0	0	0
78	0	0	0	0	0	0
79	0	0	0	0	0	0
80	2	1	3	2	2	3
82	0	0	0	0	0	0
85	0	0	0	0	0	1
86	0	0	0	0	0	0
87	0	0	0	0	0	0
90	0	0	0	0	0	0
94	0	0	0	1	0	0
95	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				Generation			
	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+	Gen Z (18-29)	Millenial (30-45)	Gen X (46-61)	Boomer (62-80)
Weighted Sample	2164	264	302	192	394	336	377	537	195	227	118	766	770	1050	1114	227	894	537	506	343	626	594	554
Unweighted Sample	2164	260	346	205	350	364	322	572	215	208	138	887	675	989	1175	180	884	554	546	319	608	592	596
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
100	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
MEAN	43	44	49	45	35	50	41	47	45	34	50	47	39	44	42	46	43	42	44	44	43	42	43
MEDIAN	40	40	50	43	33	50	40	50	45	35	50	50	40	45	40	50	40	40	45	45	40	40	45
White other (e.g. Irish)																							
0	1	0	0	0	1	1	0	1	0	2	2	1	0	1	0	1	1	0	0	1	2	0	0
1	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
2	1	1	1	1	0	1	0	2	0	0	0	1	0	1	1	2	2	0	0	2	1	1	0
3	1	1	2	0	0	2	0	2	0	0	1	1	1	1	1	2	1	0	0	2	1	0	0
4	1	0	0	0	1	1	1	0	0	1	0	1	0	1	1	1	1	0	0	1	1	1	0
5	12	16	9	12	17	12	16	11	11	15	15	11	14	15	10	16	10	15	11	15	11	13	11
6	1	0	0	0	1	2	0	1	1	0	1	1	0	1	1	0	1	1	0	0	1	1	0
7	1	0	1	1	0	1	1	1	1	0	0	1	0	1	0	1	1	1	1	1	1	0	1
8	1	1	0	2	0	0	0	1	1	0	0	1	0	0	1	0	1	0	1	0	0	1	1
9	1	0	2	1	0	0	0	1	0	0	0	1	1	1	0	0	1	0	1	0	1	0	0
10	28	25	32	31	30	25	29	29	30	30	24	30	28	29	27	23	30	27	28	24	29	30	28
11	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	1	0	0	0
12	1	2	2	0	1	3	2	1	1	0	2	1	2	2	1	4	1	1	1	3	0	2	2
13	0	1	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	1	0	0	0	1	0
14	0	0	1	1	0	0	0	1	1	1	0	0	0	0	0	0	1	0	0	1	0	0	0
15	10	15	12	10	10	8	12	10	13	13	14	10	13	10	11	6	8	11	14	6	9	11	14
16	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	0	0
17	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
18	0	0	1	0	1	1	0	1	0	1	1	0	0	0	0	0	0	1	0	0	0	1	0
19	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
20	17	12	15	15	17	20	15	18	14	15	20	15	16	17	18	19	17	15	19	19	17	15	18
21	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
22	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0
23	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
24	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
25	6	5	3	6	4	6	5	5	6	4	9	5	6	5	7	5	6	6	6	6	6	6	6
26	0	0	0	0	0	0	0	0	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	0	0	0	0	0	0	0	0
28	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0
29	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
30	7	7	6	9	7	6	7	6	8	8	2	6	7	5	8	9	6	8	6	8	7	6	7
32	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0
34	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
35	1	1	1	1	0	1	1	1	1	0	0	1	0	1	0	0	0	1	1	0	1	1	1
37	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
38	0	0	0	1	0	0	0	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0
39	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
40	3	5	1	2	3	3	5	3	2	1	2	2	3	3	4	4	4	1	4	4	3	2	3
42	0	0	0	0	0	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	0	0	0	0	0
45	0	1	1	0	0	0	0	1	0	0	0	0	0	0	1	0	0	0	1	0	0	1	0

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

			Socio-economic classification (NS-SEC)			Country				Region in England				Education level			Tenure			
		Total	Silent Generation (81+)	Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	Low	Medium	High	Own	Rent	Other
Weighted Sample		2164	48	731	485	647	1811	113	180	61	498	344	249	721	582	867	715	1247	596	321
Unweighted Sample		2164	49	854	470	521	1879	87	160	38	434	283	563	599	486	831	847	1261	606	297
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
MEAN	43	47	45	43	40	43	40	48	43	44	40	44	42	40	43	46	43	42	45	
MEDIAN	40	50	45	40	40	40	40	50	40	45	40	45	40	40	40	45	40	40	45	
White other (e.g. Irish)																				
	0	1	0	1	1	1	1	3	1	0	0	0	0	1	1	1	1	1	1	1
	1	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0
	2	1	0	1	0	1	1	1	1	3	2	0	1	1	0	1	1	1	1	1
	3	1	0	1	1	0	1	0	0	0	1	0	1	1	1	0	1	1	0	2
	4	1	0	1	1	0	1	0	1	4	1	1	0	0	0	1	0	1	0	1
	5	12	16	14	12	11	13	8	13	5	15	11	8	13	13	11	13	13	10	14
	6	1	0	1	1	0	1	0	1	0	0	1	1	1	0	1	1	1	0	1
	7	1	0	1	1	0	1	0	0	0	1	1	1	0	0	1	1	1	1	0
	8	1	0	1	1	0	1	0	1	0	1	1	1	0	0	1	1	0	0	1
	9	1	5	1	1	1	0	0	2	0	0	0	0	1	1	0	0	1	1	0
	10	28	21	30	25	29	28	31	32	23	28	27	28	28	26	28	29	31	25	23
	11	0	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	0	0	1
	12	1	0	1	1	2	1	0	3	3	1	3	1	1	1	3	1	1	3	1
	13	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0
	14	0	0	0	1	0	0	0	0	0	1	0	1	0	0	0	0	0	1	0
	15	10	5	11	11	10	10	10	9	9	9	12	13	10	8	11	10	10	12	8
	16	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0
	17	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	18	0	0	0	1	0	0	1	0	0	0	1	1	0	0	0	0	1	0	0
	19	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	20	17	25	17	16	19	18	14	12	24	16	21	18	17	18	16	19	17	16	19
	21	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
	22	0	0	0	0	0	0	2	0	0	0	1	0	0	0	0	0	0	0	1
	23	0	0	0	0	0	0	0	0	2	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	0	0	0	0
	25	6	2	5	8	5	6	4	10	5	7	5	4	5	7	6	4	5	7	6
	26	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0
	27	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0
	28	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	1
	29	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	30	7	2	5	7	7	7	12	1	15	6	7	8	7	10	5	6	6	7	9
	32	0	0	0	0	1	0	0	0	0	0	1	0	0	1	0	0	0	1	1
	34	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	35	1	4	1	1	0	1	0	1	0	0	1	1	1	1	0	1	1	1	0
	37	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	38	0	0	0	0	1	0	0	0	0	0	1	0	0	1	0	0	0	0	0
	39	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	40	3	10	3	5	2	3	4	2	2	2	3	5	3	4	3	3	3	3	5
	42	0	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	0
	45	0	2	1	0	0	0	2	0	2	0	0	1	0	0	1	0	0	1	0

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

	Ethnicity			Work status					Source of news					
	Total	White	Non-white	Full Time	Part Time	Student	Retired	Not Working	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
Weighted Sample	2164	1785	314	902	363	125	493	280	366	741	487	670	113	109
Unweighted Sample	2164	1717	384	891	325	121	536	291	408	825	528	730	142	135
100	%	%	%	%	%	%	%	%	%	%	%	%	%	%
MEAN	43	43	44	43	42	48	44	43	44	46	47	45	46	45
MEDIAN	40	40	40	40	40	50	45	40	40	45	50	45	50	45
White other (e.g. Irish)	0	1	1	1	1	0	0	1	1	1	0	1	2	1
1	0	0	0	0	0	0	0	1	0	0	1	0	0	0
2	1	1	2	2	0	2	0	1	0	1	1	1	0	2
3	1	1	1	1	1	0	0	1	1	1	1	1	0	0
4	1	1	0	1	0	2	0	1	0	1	1	1	0	1
5	12	13	8	13	10	12	12	11	12	13	13	13	17	9
6	1	1	1	1	0	0	0	1	0	1	1	0	0	0
7	1	1	0	1	1	1	1	0	0	1	1	1	1	0
8	1	0	1	0	0	1	1	0	1	1	1	1	0	1
9	1	1	0	0	1	0	1	0	0	1	1	1	1	1
10	28	29	24	27	32	32	26	26	29	31	32	32	26	24
11	0	0	1	0	0	2	0	0	0	0	0	0	0	1
12	1	1	2	1	1	6	2	0	2	1	1	1	0	2
13	0	0	0	0	1	0	0	0	0	0	0	0	0	0
14	0	0	0	1	0	0	0	0	0	0	0	0	0	0
15	10	11	6	9	10	5	14	8	12	10	13	10	12	9
16	0	0	0	0	0	0	0	0	0	0	0	0	0	0
17	0	0	0	0	0	0	0	0	0	0	0	0	0	1
18	0	0	0	1	0	0	0	0	1	1	1	0	0	0
19	0	0	0	0	0	0	0	0	0	0	0	0	0	0
20	17	16	22	17	11	19	20	19	16	17	15	16	18	24
21	0	0	0	0	0	0	0	0	0	0	0	0	0	0
22	0	0	0	0	1	0	0	0	0	1	0	0	0	0
23	0	0	0	0	0	0	0	0	0	0	0	0	0	1
24	0	0	0	0	1	0	0	0	0	0	0	0	1	1
25	6	6	6	6	7	4	6	6	5	5	5	5	7	7
26	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
28	0	0	0	0	1	1	0	0	0	0	0	0	0	0
29	0	0	0	0	0	0	0	0	0	0	0	0	0	0
30	7	7	8	6	9	8	6	10	8	6	5	7	4	4
32	0	0	0	0	1	0	0	1	0	0	0	0	0	0
34	0	0	0	0	0	0	0	0	0	0	0	0	0	0
35	1	1	2	1	0	0	1	1	1	1	1	1	0	2
37	0	0	0	0	0	0	0	0	0	0	0	0	0	0
38	0	0	1	0	0	0	0	1	0	0	0	0	0	0
39	0	0	0	0	0	0	0	0	0	0	0	0	0	0
40	3	3	4	4	3	3	4	2	5	3	2	2	2	5
42	0	0	0	0	0	0	0	0	0	0	0	0	1	1
44	0	0	0	0	0	0	0	0	0	0	0	0	0	0
45	0	0	1	0	0	0	1	1	0	0	0	0	1	0

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

							Social media used (last month)									
	Total	Email newsletters or RSS feeds	Social network websites	Television	Radio	Podcasts	Facebook	X	LinkedIn	Pinterest	Instagram	Snapchat	Reddit	TikTok	Youtube	
Weighted Sample	2164	123	720	1103	852	264	1459	379	417	270	1066	262	279	465	1107	
Unweighted Sample	2164	148	751	1167	887	301	1436	402	473	289	1093	227	268	447	1098	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
MEAN	43	47	44	44	44	47	43	45	46	44	44	45	46	43	44	
MEDIAN	40	50	40	45	45	46	40	45	45	45	40	45	45	40	44	
White other (e.g. Irish)																
0	1	0	0	0	0	0	0	0	1	0	1	0	2	1	1	
1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
2	1	1	1	1	0	0	1	1	2	2	2	2	2	2	1	
3	1	1	1	1	1	1	1	2	1	1	1	0	3	1	1	
4	1	1	1	1	1	1	1	1	0	2	1	1	1	1	1	
5	12	12	12	13	13	12	12	14	12	11	12	16	13	12	13	
6	1	0	1	0	0	1	1	1	1	0	1	1	0	1	1	
7	1	1	1	1	0	1	1	0	1	1	1	1	1	1	1	
8	1	0	0	0	1	1	0	0	1	1	0	1	0	1	0	
9	1	1	0	1	1	0	1	0	0	0	0	0	0	0	1	
10	28	34	28	30	29	29	28	28	30	26	27	27	32	24	28	
11	0	1	0	0	0	0	0	1	0	0	0	1	0	0	0	
12	1	1	1	1	2	1	1	0	0	1	1	3	1	2	1	
13	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	
14	0	1	0	0	0	0	0	1	0	0	1	0	0	1	0	
15	10	5	11	11	11	10	11	11	10	14	11	9	10	10	11	
16	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	
17	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	
18	0	0	1	1	1	0	0	0	1	0	0	0	1	0	0	
19	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
20	17	20	17	16	16	20	18	14	19	18	16	13	16	15	18	
21	0	1	0	0	0	0	0	0	0	1	0	0	0	0	0	
22	0	1	1	0	0	1	0	1	0	1	0	1	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	0	0	0	0	0	0	0	0	
25	6	7	5	6	6	5	6	4	5	5	5	6	2	6	5	
26	0	0	0	0	0	1	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	0	0	0	0	1	0	0	0	1	1	0	0	
29	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
30	7	7	7	7	7	6	6	10	6	8	7	5	9	7	7	
32	0	0	0	0	0	0	0	1	0	1	0	1	1	1	0	
34	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
35	1	0	1	1	1	1	1	1	2	0	1	1	1	1	1	
37	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
38	0	0	1	0	0	0	0	0	0	0	0	0	1	1	0	
39	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
40	3	1	2	3	3	3	3	3	1	4	3	5	0	4	2	
42	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	0	0	1	1	0	0	1	0	0	0	0	0	0	0	0	

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

				Political attention		
	Total	N/A - Not currently a member of any	N/A - Not used any in the last month	Low	Medium	High
Weighted Sample	2164	174	69	201	954	880
Unweighted Sample	2164	179	72	121	905	986
	%	%	%	%	%	%
100	0	0	0	0	0	0
MEAN	43	41	42	35	43	45
MEDIAN	40	40	40	30	40	45
White other (e.g. Irish)						
0	1	0	0	1	1	1
1	0	0	0	1	0	0
2	1	1	0	1	1	1
3	1	0	2	0	1	1
4	1	0	0	1	0	1
5	12	12	10	15	11	12
6	1	1	0	0	0	1
7	1	0	1	0	1	1
8	1	0	0	1	0	0
9	1	1	0	0	0	1
10	28	29	28	21	27	30
11	0	0	0	0	0	0
12	1	4	5	0	2	2
13	0	0	0	0	1	0
14	0	0	1	0	0	1
15	10	11	8	7	12	9
16	0	0	0	0	0	0
17	0	0	0	0	0	0
18	0	0	0	0	0	1
19	0	0	0	1	0	0
20	17	15	15	18	18	17
21	0	0	0	0	0	0
22	0	0	0	0	0	0
23	0	0	2	0	0	0
24	0	0	0	0	0	0
25	6	7	7	11	6	5
26	0	0	0	0	0	0
27	0	0	0	0	0	0
28	0	0	0	0	0	0
29	0	0	0	0	0	0
30	7	9	8	5	7	7
32	0	2	0	2	0	0
34	0	0	0	0	0	0
35	1	0	1	1	1	1
37	0	0	0	0	0	0
38	0	0	0	0	0	0
39	0	0	1	0	0	0
40	3	4	2	5	3	3
42	0	0	0	0	0	0
44	0	0	0	0	0	0
45	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				Generation			
		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+	Gen Z (18-29)	Millenial (30-45)	Gen X (46-61)	Boomer (62-80)
Weighted Sample	Unweighted Sample	2164	264	302	192	394	336	377	537	195	227	118	766	770	1050	1114	227	894	537	506	343	626	594	554
		2164	260	346	205	350	364	322	572	215	208	138	887	675	989	1175	180	884	554	546	319	608	592	596
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
47	0	0	0	0	0	0	0	0	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	0	0	0	0	0	0	0	0	
50	2	1	2	2	1	2	1	2	2	2	3	2	2	1	3	1	2	1	2	2	2	1	3	
51	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
52	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
53	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
54	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
55	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	
56	0	0	0	0	0	0	0	0	0	0	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	0	0	0	0	0	0	0	0	0	0	
60	1	1	2	0	2	1	1	0	1	2	2	1	1	1	1	1	1	1	2	1	1	1	1	
61	0	0	0	0	0	0	0	0	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	0	0	0	0	0	0	0	0	
64	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
65	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	
70	0	0	0	0	0	1	0	0	0	1	1	0	0	0	0	0	0	0	0	0	1	0	0	
72	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
74	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
75	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	
79	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
80	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	
85	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
90	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
100	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	
MEAN	18	17	17	17	17	17	17	17	17	17	17	17	18	16	20	17	17	18	18	17	18	17	18	
MEDIAN	15	15	11	15	10	15	13	15	15	13	15	13	15	10	15	12	15	15	15	12	15	12	15	
0	0	0	0	0	0	1	0	1	0	0	1	1	0	1	0	0	1	0	0	0	1	0	0	
1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
3	0	1	1	1	0	1	1	1	0	0	0	1	0	1	0	1	1	0	0	1	0	1	0	
4	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
5	2	1	3	1	0	5	0	5	1	0	3	3	1	3	2	2	3	2	1	3	2	2	1	
6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
7	0	1	1	0	0	0	0	1	0	0	1	1	0	1	0	1	0	1	0	1	0	1	0	
8	1	0	1	2	0	3	0	2	1	0	5	2	0	2	1	2	1	1	1	2	1	1	1	
9	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
10	11	9	13	9	8	14	10	11	8	10	14	11	9	12	9	12	12	10	9	12	12	11	8	
11	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
12	1	0	2	1	1	2	0	2	3	0	1	2	0	1	1	2	1	0	0	2	1	1	1	
13	0	0	1	1	0	0	0	1	0	0	1	1	0	1	0	0	0	1	0	0	0	1	1	
14	1	0	1	0	0	1	0	1	0	1	1	1	0	1	0	1	1	0	1	1	1	0	1	
15	10	15	13	13	6	13	9	12	11	2	15	11	8	13	7	12	8	11	11	12	8	9	11	

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

Fieldwork: 23rd - 27th March 2026																			
		Socio-economic classification (NS-SEC)			Country				Region in England				Education level			Tenure			
	Total	Silent Generation (81+)	Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	Low	Medium	High	Own	Rent	Other
Weighted Sample	2164	48	731	485	647	1811	113	180	61	498	344	249	721	582	867	715	1247	596	321
Unweighted Sample	2164	49	854	470	521	1879	87	160	38	434	283	563	599	486	831	847	1261	606	297
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
47	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
49	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
50	2	3	1	3	2	2	1	0	2	2	1	2	3	2	3	1	1	3	3
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	1	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	0
54	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
55	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
56	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
59	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
60	1	4	1	1	2	1	1	3	0	2	0	1	1	1	1	1	1	1	1
61	0	0	0	0	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	0	0	0	0
64	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0
65	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
70	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
72	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
74	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
75	0	0	0	0	0	0	0	1	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
80	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
85	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
90	0	0	0	0	0	0	0	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	0	0	0	0	0	1	0
MEAN	18	21	16	19	19	18	19	17	19	17	17	19	18	19	18	16	17	19	18
MEDIAN	15	20	10	15	15	15	15	10	20	12	15	15	15	15	15	12	12	15	15
Black																			
0	0	0	0	1	0	0	0	1	0	0	1	0	1	0	1	0	0	0	1
1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
3	0	0	1	0	0	1	0	0	0	1	0	1	0	0	0	1	1	0	1
4	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0
5	2	1	3	2	1	2	0	1	0	4	2	3	2	1	2	3	2	2	3
6	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
7	0	0	1	1	0	0	0	1	0	1	1	0	0	0	0	1	0	1	1
8	1	2	2	1	0	1	1	2	0	1	1	2	1	0	1	2	1	1	3
9	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0
10	11	11	11	10	8	11	8	10	15	11	10	11	10	9	11	11	10	11	13
11	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
12	1	0	1	1	1	1	1	1	0	1	0	2	1	0	1	1	1	1	2
13	0	0	1	0	0	0	0	1	2	0	0	0	0	0	0	1	0	1	0
14	1	0	1	0	1	1	2	0	0	1	1	1	0	1	0	1	1	0	1
15	10	12	10	12	8	10	5	14	7	12	11	12	7	6	10	13	10	10	10

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

	Ethnicity			Work status					Source of news					
	Total	White	Non-white	Full Time	Part Time	Student	Retired	Not Working	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
Weighted Sample	2164	1785	314	902	363	125	493	280	366	741	487	670	113	109
Unweighted Sample	2164	1717	384	891	325	121	536	291	408	825	528	730	142	135
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
47	0	0	0	0	0	0	0	0	0	0	0	0	0	1
49	0	0	0	0	0	0	0	0	0	0	0	0	0	0
50	2	2	3	1	2	0	3	4	1	1	1	1	3	0
51	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
53	0	0	0	0	0	0	0	0	0	0	0	0	0	0
54	0	0	0	0	0	0	0	0	0	0	0	0	0	0
55	0	0	0	0	1	0	0	0	0	0	0	0	0	1
56	0	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	0
60	1	1	0	0	2	1	2	1	1	1	0	0	2	0
61	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
64	0	0	0	0	1	0	0	0	0	0	0	0	0	0
65	0	0	0	0	0	0	0	0	0	0	0	0	0	0
70	0	0	1	0	0	0	0	0	0	0	0	0	0	0
72	0	0	0	0	0	0	0	0	0	0	0	0	0	0
74	0	0	0	0	0	0	0	0	0	0	0	0	0	0
75	0	0	0	0	0	0	0	0	0	0	0	0	1	1
79	0	0	0	0	0	0	0	0	0	0	0	0	0	0
80	0	0	0	0	0	0	0	0	0	0	0	0	0	0
85	0	0	0	0	0	0	0	0	0	0	0	0	0	0
90	0	0	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	0	0
MEAN	18	17	19	17	19	16	18	19	18	16	15	16	18	18
MEDIAN	15	15	20	14	15	11	15	15	15	11	10	10	15	15
Black														
0	0	0	1	1	0	0	0	1	1	0	0	0	1	1
1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
2	0	0	0	0	0	0	0	0	0	0	0	0	0	0
3	0	0	1	0	0	1	1	0	1	1	1	1	1	1
4	0	0	1	0	0	0	0	0	0	0	0	0	0	1
5	2	1	6	3	1	3	1	2	1	3	2	1	2	3
6	0	0	0	0	0	0	0	0	0	0	0	0	1	0
7	0	0	1	0	0	0	1	0	1	1	0	0	1	0
8	1	1	1	2	0	0	1	1	2	2	2	2	2	2
9	0	0	0	0	1	0	0	0	0	0	0	0	0	0
10	11	9	18	11	8	13	8	14	9	12	12	11	9	10
11	0	0	0	0	0	0	0	0	0	0	0	0	0	0
12	1	1	1	1	1	2	0	2	1	1	1	1	1	2
13	0	0	1	1	1	0	0	0	1	1	1	0	1	0
14	1	0	1	1	0	0	1	1	0	1	1	1	0	1
15	10	10	10	10	10	12	10	8	9	12	18	13	10	11

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

							Social media used (last month)														
	Total	Email newsletters or RSS feeds	Social network websites	Television	Radio	Podcasts	Facebook	X	LinkedIn	Pinterest	Instagram	Snapchat	Reddit	TikTok	Youtube						
Weighted Sample	2164	123	720	1103	852	264	1459	379	417	270	1066	262	279	465	1107						
Unweighted Sample	2164	148	751	1167	887	301	1436	402	473	289	1093	227	268	447	1098						
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%						
47	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	2	1	1	2	2	3	1	1	1	1	2	2	1	2	1						
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						
54	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0						
55	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0						
56	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0						
59	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0						
60	1	0	1	1	0	1	1	1	1	0	1	2	0	1	1						
61	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	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0						
70	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0						
72	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0						
74	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0						
75	0	0	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	0	0						
80	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0						
85	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0						
90	0	0	0	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	0	0	0						
MEAN	18	17	17	18	17	17	18	17	17	17	17	18	15	18	17						
MEDIAN	15	10	15	15	15	15	15	14	14	15	15	12	10	15	15						
Black																					
0	0	0	0	0	0	0	0	1	0	0	1	0	1	0	1						
1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0						
2	0	1	0	0	0	1	0	1	0	0	0	1	0	0	0						
3	0	1	0	0	1	1	0	0	1	0	0	1	0	1	0						
4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0						
5	2	4	4	1	2	2	2	3	3	2	2	3	4	2	2						
6	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0						
7	0	1	1	0	0	0	0	1	1	0	1	0	0	1	0						
8	1	4	1	1	1	3	1	2	2	0	1	1	3	1	2						
9	0	0	1	0	0	0	0	0	0	0	0	0	1	0	0						
10	11	15	12	9	10	14	9	13	11	12	11	10	14	12	12						
11	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0						
12	1	1	1	1	1	2	1	1	1	3	1	1	1	2	1						
13	0	0	0	1	0	0	0	0	0	0	0	1	0	0	1						
14	1	2	1	0	0	2	1	2	1	1	1	2	1	1	1						
15	10	7	11	10	11	17	11	11	14	12	11	11	14	9	12						

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

				Political attention		
	Total	N/A - Not currently a member of any	N/A - Not used any in the last month	Low	Medium	High
Weighted Sample	2164	174	69	201	954	880
Unweighted Sample	2164	179	72	121	905	986
	%	%	%	%	%	%
47	0	0	0	0	0	0
49	0	0	0	0	0	0
50	2	1	5	7	1	2
51	0	0	0	0	0	0
52	0	0	0	0	0	0
53	0	1	0	0	0	0
54	0	0	1	0	0	0
55	0	0	0	0	0	0
56	0	0	0	0	0	0
59	0	0	0	0	0	0
60	1	1	0	2	1	1
61	0	0	0	0	0	0
63	0	0	0	0	0	0
64	0	0	0	0	0	0
65	0	0	0	0	0	0
70	0	1	0	1	0	0
72	0	0	0	0	0	0
74	0	0	0	0	0	0
75	0	0	0	0	0	0
79	0	0	2	0	0	0
80	0	0	0	0	0	0
85	0	0	0	0	0	0
90	0	0	0	1	0	0
100	0	0	0	0	0	0
MEAN	18	18	19	21	18	17
MEDIAN	15	15	15	20	15	12
Black						
0	0	0	1	0	0	0
1	0	0	0	0	0	0
2	0	0	0	0	0	0
3	0	1	0	1	1	0
4	0	1	0	0	0	0
5	2	3	4	0	2	3
6	0	0	0	0	0	0
7	0	0	1	0	0	1
8	1	0	0	0	1	2
9	0	0	0	0	0	0
10	11	11	10	6	11	10
11	0	0	0	0	0	0
12	1	1	1	0	1	2
13	0	0	0	1	0	1
14	1	0	0	0	0	1
15	10	8	13	3	9	11

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

		Westminster VI					Vote in 2024 GE					EU Ref 2016		Gender		Age				Generation			
	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+	Gen Z (18-29)	Millenial (30-45)	Gen X (46-61)	Boomer (62-80)
	2164	260	346	205	350	364	322	572	215	208	138	887	675	989	1175	180	884	554	546	319	608	592	596
Weighted Sample	2164	264	302	192	394	336	377	537	195	227	118	766	770	1050	1114	227	894	537	506	343	626	594	554
Unweighted Sample	2164	260	346	205	350	364	322	572	215	208	138	887	675	989	1175	180	884	554	546	319	608	592	596
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
16	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
17	0	0	0	1	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
18	1	0	1	2	0	1	0	1	1	1	2	1	1	1	1	0	1	1	1	1	0	1	1
19	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
20	20	22	25	25	17	19	22	21	21	20	18	20	20	22	19	22	20	20	20	22	19	21	19
21	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0
22	0	1	0	0	0	1	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	1	0
23	0	1	1	0	0	1	1	0	0	0	0	1	0	0	0	1	0	0	0	1	0	0	0
24	0	0	0	0	0	0	0	0	0	1	1	0	0	0	0	0	0	1	0	0	0	0	0
25	10	10	7	9	11	8	12	9	10	10	10	10	11	9	10	7	9	10	12	8	9	9	13
26	0	1	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0
27	0	0	0	1	0	0	0	0	0	2	0	0	1	0	0	0	0	1	0	0	0	1	0
28	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1	0	0	0	1
29	0	0	1	0	1	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0
30	16	15	14	18	21	12	18	15	20	15	8	14	19	16	17	15	19	16	14	14	20	16	14
32	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
33	0	0	0	0	0	0	0	1	0	0	0	0	1	0	1	0	1	0	0	0	1	0	0
34	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0
35	3	4	2	1	5	4	5	2	1	4	6	3	4	2	4	2	3	3	3	3	3	3	4
36	0	0	0	1	1	0	1	0	1	0	0	0	0	0	0	0	0	0	1	0	0	0	1
37	0	0	0	1	0	0	0	0	1	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	0	0	0	0	0
39	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
40	8	8	7	6	9	4	7	6	9	12	2	7	9	6	9	6	8	7	9	6	9	6	9
41	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	2	0	0	0	1	0	0	0
43	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
45	2	2	1	2	3	0	2	1	2	3	1	1	3	1	2	2	1	2	3	2	0	2	3
46	0	0	0	1	0	0	0	0	1	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	0	0	0	0	0
49	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
50	4	5	1	1	5	3	5	3	3	6	4	3	5	2	6	4	3	4	6	3	3	4	5
52	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
54	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
55	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0	0	1	0	0	0	1	0
56	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
60	2	1	1	1	3	1	1	1	2	4	2	1	2	1	2	2	1	2	1	2	1	2	2
61	0	0	0	0	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	0	0	0	0
65	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	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	0	0	0	0	0
70	1	0	0	0	2	0	1	1	0	3	0	1	1	1	1	0	1	1	1	0	1	1	1
72	0	0	0	0	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

			Socio-economic classification (NS-SEC)			Country				Region in England				Education level			Tenure		
	Total	Silent Generation (81+)	Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	Low	Medium	High	Own	Rent	Other
Weighted Sample	2164	48	731	485	647	1811	113	180	61	498	344	249	721	582	867	715	1247	596	321
Unweighted Sample	2164	49	854	470	521	1879	87	160	38	434	283	563	599	486	831	847	1261	606	297
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
16	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
17	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
18	1	0	1	1	0	1	0	1	0	1	0	1	0	1	0	1	1	2	0
19	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
20	20	21	19	18	23	20	26	19	18	15	22	22	21	20	20	21	21	18	21
21	0	0	0	0	0	0	0	0	2	0	1	0	0	0	0	0	0	0	1
22	0	0	1	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0
23	0	0	0	0	0	0	0	0	0	0	1	1	0	0	0	1	0	0	1
24	0	0	1	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0
25	10	2	11	11	7	9	11	14	7	8	11	9	9	10	10	9	11	7	11
26	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0
27	0	0	0	0	1	0	0	0	2	0	1	0	0	1	0	0	0	1	0
28	0	0	0	0	0	0	1	0	2	0	0	0	0	1	0	0	0	0	0
29	0	0	0	1	0	0	1	0	0	0	1	0	0	0	0	0	1	0	0
30	16	23	16	19	18	17	11	13	17	18	15	17	17	18	15	17	17	15	15
32	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
33	0	0	0	0	1	0	2	0	0	0	0	0	1	0	1	0	0	1	0
34	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0
35	3	1	4	5	2	3	1	3	4	2	4	3	4	2	4	3	3	3	3
36	0	0	0	0	1	0	0	1	0	0	0	0	0	0	1	0	0	1	0
37	0	0	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0
38	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0
39	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
40	8	13	6	5	12	8	10	4	16	9	6	4	8	10	8	5	7	9	6
41	0	0	0	0	0	0	2	0	0	0	1	0	0	0	1	0	0	1	0
43	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
45	2	2	2	1	2	2	3	0	4	3	2	1	1	4	1	0	2	2	1
46	0	0	0	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	0
49	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
50	4	11	3	4	5	4	8	1	0	4	5	3	5	6	4	2	4	5	2
52	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
54	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
55	0	0	0	0	1	0	0	0	0	1	1	0	0	1	0	0	0	0	1
56	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
60	2	2	1	2	2	2	0	3	0	2	1	1	2	3	1	1	2	1	2
61	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
64	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
65	0	0	0	0	1	0	0	0	0	0	0	0	1	1	0	0	0	0	0
68	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
70	1	0	0	1	2	1	1	2	0	0	1	0	1	1	1	0	0	2	0
72	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

	Ethnicity			Work status					Source of news					
	Total	White	Non-white	Full Time	Part Time	Student	Retired	Not Working	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
Weighted Sample	2164	1785	314	902	363	125	493	280	366	741	487	670	113	109
Unweighted Sample	2164	1717	384	891	325	121	536	291	408	825	528	730	142	135
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
16	0	0	0	0	0	0	0	0	0	0	0	0	0	0
17	0	0	0	0	0	0	0	0	0	0	0	0	0	0
18	1	1	1	1	1	1	1	0	1	1	1	1	1	3
19	0	0	1	0	0	0	0	0	0	0	0	0	1	0
20	20	21	18	21	19	29	19	18	18	20	20	22	22	25
21	0	0	0	0	1	0	0	0	0	0	0	0	0	0
22	0	0	0	0	1	0	0	0	0	0	0	0	1	1
23	0	0	0	0	0	0	0	1	0	0	0	0	0	0
24	0	0	0	1	0	0	0	0	0	0	0	0	1	0
25	10	10	7	8	11	9	11	12	12	10	10	9	13	2
26	0	0	0	0	0	0	0	0	0	0	0	0	0	0
27	0	0	0	0	2	0	0	0	0	0	0	0	0	2
28	0	0	0	0	0	0	0	0	1	0	1	0	0	0
29	0	0	0	1	0	0	0	0	0	0	0	0	0	0
30	16	17	15	19	15	10	16	16	16	17	15	17	13	17
32	0	0	0	0	0	0	0	0	0	0	0	0	0	0
33	0	0	0	0	1	0	0	1	0	0	0	0	0	1
34	0	0	0	0	0	0	0	0	0	0	0	0	0	0
35	3	3	3	3	4	2	3	3	4	3	2	4	4	3
36	0	0	0	0	1	0	0	0	0	0	0	0	0	0
37	0	0	0	0	1	0	0	0	0	0	0	0	1	0
38	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	0	0	0	0
40	8	8	6	6	12	7	8	8	9	5	6	6	2	6
41	0	0	2	0	0	4	0	0	0	0	0	0	0	0
43	0	0	0	0	0	0	0	0	0	0	0	0	0	0
45	2	2	0	1	2	1	3	1	3	2	1	1	3	2
46	0	0	0	0	0	0	0	0	0	0	0	0	2	2
47	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
50	4	4	2	3	3	3	6	3	4	3	2	3	4	2
52	0	0	0	0	0	0	0	0	0	0	0	0	0	0
54	0	0	0	0	0	0	0	1	0	0	0	0	0	0
55	0	0	0	0	1	1	0	0	0	0	0	0	0	0
56	0	0	0	0	0	0	0	0	0	0	0	0	0	0
60	2	2	1	1	2	1	2	3	3	1	0	1	3	1
61	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
65	0	0	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	0	0
70	1	1	0	1	1	0	1	0	1	0	1	0	0	0
72	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

								Social media used (last month)								
		Total	Email newsletters or RSS feeds	Social network websites	Television	Radio	Podcasts	Facebook	X	LinkedIn	Pinterest	Instagram	Snapchat	Reddit	TikTok	Youtube
Weighted Sample		2164	123	720	1103	852	264	1459	379	417	270	1066	262	279	465	1107
Unweighted Sample		2164	148	751	1167	887	301	1436	402	473	289	1093	227	268	447	1098
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
16	0	1	0	0	0	0	0	0	1	0	0	0	0	0	0	0
17	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
18	1	2	1	1	1	2	1	1	1	1	1	1	1	0	1	1
19	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
20	20	19	20	20	18	22	19	21	23	22	20	19	19	22	17	21
21	0	0	0	0	0	0	0	1	0	1	0	1	1	1	1	0
22	0	1	1	0	0	0	0	0	1	0	0	1	0	0	1	0
23	0	0	1	0	0	1	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
25	10	8	7	10	10	7	10	9	9	6	10	9	9	6	9	8
26	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
27	0	0	0	1	0	0	0	0	0	1	1	0	0	0	0	1
28	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
29	0	1	0	0	0	0	0	0	1	0	0	0	0	0	0	0
30	16	14	17	16	18	14	17	17	17	18	16	14	14	21	15	15
32	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
33	0	0	0	0	0	0	0	1	0	1	0	1	0	1	0	0
34	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
35	3	3	4	4	4	3	4	3	3	1	4	3	3	1	3	3
36	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
37	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
38	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	0	0	0	0	0	0
40	8	9	7	8	8	6	8	7	4	10	7	8	4	8	8	7
41	0	0	0	0	0	0	0	0	0	0	0	2	0	1	0	0
43	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
45	2	1	1	2	2	1	2	1	0	1	1	1	1	0	1	2
46	0	0	0	0	0	0	0	1	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
49	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
50	4	4	3	4	3	0	4	2	2	2	3	3	3	1	4	3
52	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
54	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
55	0	0	0	0	0	0	0	0	0	1	0	1	1	1	1	0
56	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
60	2	1	1	2	2	1	2	0	1	3	2	2	1	3	2	2
61	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
65	0	0	0	0	0	0	0	0	0	1	0	1	0	1	0	0
68	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
70	1	0	1	1	1	1	1	0	0	0	1	1	1	0	1	1
72	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

		Political attention				
	Total	N/A - Not currently a member of any	N/A - Not used any in the last month	Low	Medium	High
Weighted Sample	2164	174	69	201	954	880
Unweighted Sample	2164	179	72	121	905	986
	%	%	%	%	%	%
16	0	0	0	0	0	0
17	0	0	0	0	0	0
18	1	1	0	0	0	1
19	0	0	0	0	0	0
20	20	18	17	13	21	20
21	0	0	0	1	0	0
22	0	0	0	0	0	0
23	0	0	1	0	0	1
24	0	0	2	0	0	0
25	10	12	9	11	9	11
26	0	0	0	0	0	0
27	0	0	0	0	1	0
28	0	1	0	0	0	0
29	0	0	0	0	0	0
30	16	19	18	20	16	15
32	0	0	0	0	0	0
33	0	1	1	1	1	0
34	0	0	0	0	0	0
35	3	3	3	3	3	4
36	0	0	3	1	0	0
37	0	0	0	1	0	0
38	0	0	0	0	0	0
39	0	0	0	0	0	0
40	8	8	2	14	8	7
41	0	0	0	1	1	0
43	0	0	0	0	0	0
45	2	2	2	5	1	1
46	0	0	0	0	0	0
47	0	0	0	0	0	0
49	0	0	0	0	0	0
50	4	5	8	8	4	3
52	0	0	0	0	0	0
54	0	0	0	0	0	0
55	0	0	1	1	1	0
56	0	0	0	0	0	0
60	2	2	0	4	2	1
61	0	0	0	0	0	0
64	0	0	0	0	0	0
65	0	0	0	2	0	0
68	0	0	0	0	0	0
70	1	2	1	2	1	1
72	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				Generation			
	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+	Gen Z (18-29)	Millenial (30-45)	Gen X (46-61)	Boomer (62-80)
Weighted Sample	2164	264	302	192	394	336	377	537	195	227	118	766	770	1050	1114	227	894	537	506	343	626	594	554
Unweighted Sample	2164	260	346	205	350	364	322	572	215	208	138	887	675	989	1175	180	884	554	546	319	608	592	596
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
75	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
78	0	1	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1	0	0	0	1	0
80	0	0	0	0	1	0	0	0	0	2	0	0	1	0	1	0	0	1	0	0	0	1	0
90	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
100	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
MEAN	26	25	23	24	30	22	26	23	26	31	21	23	29	23	28	24	25	26	27	24	25	26	27
MEDIAN	25	20	20	20	30	20	25	20	25	30	20	20	25	20	25	20	24	26	25	20	25	20	25
Asian (e.g. Chinese / Indian / Pakistani)	0	0	0	0	0	1	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0
1	0	0	1	0	0	0	0	1	0	0	0	0	1	0	0	0	1	0	0	0	1	0	0
2	0	0	2	0	0	0	0	1	0	0	0	1	0	1	0	0	1	0	0	0	1	0	0
3	0	0	0	0	0	1	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0
4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
5	3	3	2	3	1	5	2	4	3	1	4	4	2	3	3	0	3	3	2	2	3	3	3
6	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	1	0	0	0
7	1	1	0	1	0	2	0	2	0	0	2	1	1	1	1	1	1	1	0	1	1	1	0
8	1	1	1	2	0	2	1	1	1	0	1	1	1	1	0	1	1	0	1	1	1	0	1
9	0	1	0	0	0	1	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0
10	13	12	17	17	7	16	8	17	12	7	14	16	9	15	11	13	14	12	11	14	15	12	10
11	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
12	1	1	1	1	0	4	1	2	0	0	6	1	0	2	1	6	1	1	1	4	1	1	1
13	0	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
14	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0
15	9	13	11	13	6	12	9	9	12	7	18	12	8	12	7	10	9	9	10	10	8	10	11
16	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
17	0	0	1	0	0	1	0	1	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0
18	1	0	0	1	0	1	0	1	0	1	1	1	0	1	1	0	1	1	1	0	0	1	1
19	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
20	19	19	21	18	13	21	19	20	21	14	21	22	15	17	20	19	20	19	16	20	20	20	16
21	1	0	1	0	1	0	1	1	1	0	0	0	0	1	1	0	1	1	0	0	1	1	0
22	0	1	0	0	1	1	1	1	0	0	0	0	0	1	0	1	1	0	0	1	0	1	0
23	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
24	0	0	1	1	0	0	0	0	1	0	0	1	0	0	0	0	0	1	1	0	0	1	1
25	11	13	13	13	14	8	13	9	14	11	11	10	13	11	11	10	11	10	11	11	12	9	12
26	0	0	0	1	0	0	0	0	1	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	0	0	0	0	0	0	0	0
28	1	2	0	0	1	0	1	1	1	0	0	0	1	1	1	1	1	0	1	1	1	0	1
29	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
30	14	11	12	14	15	11	12	14	11	16	6	11	15	12	15	16	12	13	16	15	12	13	14
32	0	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0
33	0	0	0	0	0	1	0	0	1	0	1	0	0	0	0	1	0	0	0	0	0	0	0
34	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
35	4	6	2	1	5	2	7	3	1	5	1	3	5	3	4	1	3	4	5	2	3	3	6
36	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
37	0	0	0	0	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

		Socio-economic classification (NS-SEC)			Country				Region in England				Education level			Tenure				
		Total	Silent Generation (81+)	Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	Low	Medium	High	Own	Rent	Other
Weighted Sample		2164	48	731	485	647	1811	113	180	61	498	344	249	721	582	867	715	1247	596	321
Unweighted Sample		2164	49	854	470	521	1879	87	160	38	434	283	563	599	486	831	847	1261	606	297
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
75	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0
78	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
80	0	0	0	0	1	0	0	1	0	0	0	0	0	1	0	1	0	1	0	0
90	0	0	0	0	0	0	1	0	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	0	0	0	0	0	0	0	0
	MEAN	26	28	24	25	29	26	28	24	26	26	26	23	27	29	26	22	26	27	23
	MEDIAN	25	30	20	25	25	25	25	20	25	25	23	20	25	27	25	20	25	25	20
Asian (e.g. Chinese / Indian / Pakistani)																				
0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0
1	0	0	0	0	1	0	0	0	0	0	0	0	0	1	1	0	0	0	1	0
2	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0
3	0	0	1	0	0	0	0	1	0	0	1	0	0	0	1	0	0	0	0	0
4	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0
5	3	0	3	2	4	3	1	3	5	5	1	2	2	3	3	2	3	3	2	3
6	0	0	1	0	0	0	2	1	0	0	0	0	0	0	0	0	1	0	0	1
7	1	0	1	1	1	1	2	2	0	1	1	0	1	0	1	1	1	1	1	2
8	1	0	1	1	1	1	2	0	0	1	1	1	1	1	1	1	1	1	1	1
9	0	2	0	1	0	0	0	2	0	0	0	1	0	0	1	0	1	0	0	0
10	13	8	15	11	11	13	7	9	19	17	12	11	12	10	12	17	12	14	15	
11	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
12	1	2	2	1	1	1	2	1	0	1	3	1	1	0	3	1	1	1	1	4
13	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0
14	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	1	0
15	9	10	11	10	6	9	5	14	9	9	10	11	9	8	9	11	10	8	8	8
16	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
17	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	1	1
18	1	0	1	1	0	1	0	2	0	1	1	1	0	0	1	1	1	1	1	1
19	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
20	19	12	20	16	19	18	26	23	12	17	18	23	17	17	18	21	20	18	14	14
21	1	0	1	1	1	1	0	0	0	0	1	0	1	0	1	1	0	1	0	0
22	0	0	1	1	0	1	0	0	0	1	0	1	1	0	0	1	1	0	0	0
23	0	0	0	1	0	0	0	1	2	0	1	0	0	0	0	0	0	0	0	0
24	0	0	0	1	0	0	1	0	0	0	0	0	0	1	0	0	0	1	0	0
25	11	6	10	13	10	11	8	13	7	11	11	8	12	11	10	11	11	11	10	10
26	0	0	0	0	0	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	0	0	0	0	0
28	1	0	1	0	1	1	0	0	0	0	1	0	0	1	1	1	1	0	1	1
29	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
30	14	23	13	15	12	13	15	13	23	12	14	14	13	14	16	11	13	13	16	16
32	0	3	0	1	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
33	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1	0	0
34	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	1
35	4	1	3	5	4	3	7	5	2	3	5	3	3	2	6	2	4	3	3	3
36	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0
37	0	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

	Ethnicity			Work status					Source of news					
	Total	White	Non-white	Full Time	Part Time	Student	Retired	Not Working	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
Weighted Sample	2164	1785	314	902	363	125	493	280	366	741	487	670	113	109
Unweighted Sample	2164	1717	384	891	325	121	536	291	408	825	528	730	142	135
75	0	0	0	0	0	0	0	0	0	0	0	0	0	0
78	0	0	0	0	1	0	0	0	0	0	0	0	0	0
80	0	0	1	0	1	0	0	0	0	0	0	0	1	1
90	0	0	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	0	0
MEAN	26	26	21	25	28	23	27	25	26	23	22	24	25	24
MEDIAN	25	25	20	20	25	20	25	25	25	20	20	20	20	20
Asian (e.g. Chinese / Indian / Pakistani)														
0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
1	0	0	0	0	1	0	0	0	0	0	0	0	0	0
2	0	0	0	1	0	0	0	0	0	0	1	1	0	1
3	0	0	1	0	0	0	1	0	0	0	0	0	0	1
4	0	0	1	0	0	0	0	0	0	0	0	0	0	0
5	3	3	2	3	2	1	3	2	2	3	3	3	5	4
6	0	0	0	0	1	0	0	0	0	1	1	1	0	1
7	1	1	1	1	0	2	0	2	2	1	2	1	2	1
8	1	1	0	1	1	1	0	1	1	1	1	1	0	1
9	0	0	1	0	1	0	1	0	1	0	0	0	1	0
10	13	12	15	15	10	12	11	12	11	14	16	13	8	19
11	0	0	0	0	0	0	0	0	0	0	0	0	0	0
12	1	1	2	1	1	4	1	1	0	1	1	1	1	0
13	0	0	0	0	0	0	0	0	0	0	0	0	1	1
14	0	0	0	0	0	2	0	0	0	0	0	0	1	2
15	9	9	10	8	10	14	10	9	10	10	10	12	13	11
16	0	0	0	0	0	0	0	0	1	0	0	0	0	0
17	0	0	0	0	0	0	0	1	0	0	1	0	0	0
18	1	1	0	1	0	1	1	0	1	1	1	1	0	1
19	0	0	0	0	0	1	0	0	0	0	0	0	0	0
20	19	18	22	19	18	27	17	18	17	20	19	22	18	16
21	1	0	1	1	0	0	0	1	0	0	0	0	0	1
22	0	0	0	1	1	0	0	0	0	1	0	1	1	0
23	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
25	11	11	9	12	11	8	11	10	11	13	13	10	10	6
26	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
28	1	1	0	1	1	0	1	1	1	0	0	0	1	0
29	0	0	0	0	0	0	0	0	0	0	0	0	0	0
30	14	14	14	13	11	14	16	13	14	13	14	13	17	18
32	0	0	0	0	0	0	1	1	0	0	0	0	0	0
33	0	0	0	0	1	1	0	0	0	0	0	0	0	2
34	0	0	0	0	0	0	0	1	0	0	0	0	0	0
35	4	4	3	3	4	2	5	4	5	3	3	3	4	2
36	0	0	0	0	0	0	0	0	0	0	0	0	0	0
37	0	0	0	0	0	0	0	0	0	0	0	0	0	1

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

								Social media used (last month)								
		Total	Email newsletters or RSS feeds	Social network websites	Television	Radio	Podcasts	Facebook	X	LinkedIn	Pinterest	Instagram	Snapchat	Reddit	TikTok	Youtube
Weighted Sample	2164	123	720	1103	852	264		1459	379	417	270	1066	262	279	465	1107
Unweighted Sample	2164	148	751	1167	887	301		1436	402	473	289	1093	227	268	447	1098
	%	%	%	%	%	%		%	%	%	%	%	%	%	%	%
75	0	0	0	0	0	0		0	0	0	1	0	0	0	0	0
78	0	0	0	0	0	0		0	0	0	0	0	0	0	0	0
80	0	0	0	0	0	0		0	0	0	0	0	0	0	0	0
90	0	0	0	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	0	0	0
MEAN	26	22	24	26	25	21		26	22	22	25	25	25	21	27	24
MEDIAN	25	20	20	25	25	20		25	20	20	20	20	20	20	25	20
Asian (e.g. Chinese / Indian / Pakistani)																
0	0	0	0	0	0	0		0	0	0	0	1	0	1	0	0
1	0	0	0	0	0	0		0	0	0	0	0	0	0	0	0
2	0	1	0	0	0	1		0	0	0	0	0	1	0	0	0
3	0	0	0	0	0	0		0	0	1	0	0	0	1	0	0
4	0	0	0	0	0	1		0	1	0	0	0	0	0	0	0
5	3	3	3	3	4	3		3	1	3	1	3	3	2	3	3
6	0	1	1	0	1	0		0	1	0	1	1	1	1	1	0
7	1	1	2	1	1	0		1	1	2	1	1	2	2	2	1
8	1	1	1	1	1	1		1	2	1	1	1	1	2	1	1
9	0	0	1	0	0	0		0	0	0	0	0	0	0	0	0
10	13	14	13	12	13	19		13	16	14	14	14	13	18	11	14
11	0	0	0	0	0	0		0	0	0	1	0	0	1	0	0
12	1	1	1	0	0	2		1	1	1	0	2	5	2	3	2
13	0	0	0	0	0	0		0	0	0	1	0	0	0	1	0
14	0	0	0	0	0	0		0	1	1	0	0	1	0	1	0
15	9	12	11	10	10	11		9	11	14	10	11	9	10	8	10
16	0	0	0	0	0	0		0	0	0	0	0	0	0	0	0
17	0	0	0	0	0	0		0	1	0	1	0	0	1	0	0
18	1	2	0	1	1	1		1	0	1	0	0	0	1	0	1
19	0	0	0	0	0	0		0	0	0	0	0	0	0	0	0
20	19	19	19	18	19	21		18	17	19	21	18	18	20	15	19
21	1	1	1	0	0	1		1	1	0	0	0	1	1	0	0
22	0	0	0	1	0	1		0	1	1	0	1	0	1	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	0	0	0	0	0	0	0	0
25	11	14	9	11	11	13		12	9	12	10	11	12	11	12	10
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	1	0	0	1	1	0		1	0	1	1	1	0	0	1	0
29	0	0	0	0	0	0		0	0	0	0	0	0	0	0	0
30	14	13	14	13	12	14		13	13	13	16	13	11	13	15	13
32	0	0	0	0	0	0		0	0	0	0	0	0	0	0	0
33	0	0	0	0	0	0		0	0	0	0	0	0	1	0	0
34	0	0	0	0	0	0		0	0	0	0	0	0	0	0	0
35	4	2	4	4	4	2		4	4	4	3	3	4	2	3	3
36	0	0	0	0	0	0		0	0	0	0	0	0	0	0	0
37	0	1	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

				Political attention		
	Total	N/A - Not currently a member of any	N/A - Not used any in the last month	Low	Medium	High
Weighted Sample	2164	174	69	201	954	880
Unweighted Sample	2164	179	72	121	905	986
	%	%	%	%	%	%
75	0	0	0	0	0	0
78	0	0	0	1	0	0
80	0	1	0	1	0	0
90	0	0	0	0	0	0
100	0	0	0	0	0	0
MEAN	26	26	25	34	26	24
MEDIAN	25	25	24	30	25	20

Asian (e.g. Chinese / Indian / Pakistani)

0	0	0	0	0	0	0
1	0	0	0	0	0	0
2	0	0	2	1	0	0
3	0	0	0	0	0	0
4	0	0	0	0	0	0
5	3	2	3	3	3	3
6	0	0	0	0	0	0
7	1	0	0	0	1	1
8	1	1	2	0	1	1
9	0	0	0	0	0	1
10	13	11	8	6	12	15
11	0	0	0	0	0	0
12	1	1	0	0	2	1
13	0	0	0	0	0	0
14	0	0	0	0	0	0
15	9	10	9	7	8	11
16	0	0	2	0	0	0
17	0	0	0	0	0	0
18	1	0	3	1	1	0
19	0	0	0	0	0	0
20	19	21	18	14	20	18
21	1	2	0	1	0	1
22	0	0	0	0	0	1
23	0	0	0	0	0	0
24	0	1	0	0	0	1
25	11	9	12	13	10	11
26	0	0	0	0	0	0
27	0	0	0	0	0	0
28	1	0	2	2	1	0
29	0	0	0	0	0	0
30	14	15	17	17	13	13
32	0	0	0	0	0	0
33	0	0	0	0	0	0
34	0	0	0	1	0	0
35	4	3	4	7	4	3
36	0	0	0	1	0	0
37	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				Generation			
	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+	Gen Z (18-29)	Millenial (30-45)	Gen X (46-61)	Boomer (62-80)
Weighted Sample	2164	264	302	192	394	336	377	537	195	227	118	766	770	1050	1114	227	894	537	506	343	626	594	554
Unweighted Sample	2164	260	346	205	350	364	322	572	215	208	138	887	675	989	1175	180	884	554	546	319	608	592	596
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
38	0	0	0	0	0	1	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	0	0	0	0	0	0	0	0	0	0	0	0	0
40	7	7	6	6	14	4	11	5	8	12	1	5	9	6	8	5	6	11	7	4	6	10	8
42	0	0	0	0	0	0	0	0	0	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	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	0	0	0	0
45	2	3	1	1	4	1	4	1	1	3	2	1	3	2	2	4	1	2	4	3	1	1	4
46	0	0	0	0	0	0	0	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	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	0	0	0	0
49	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
50	3	1	0	3	5	1	3	1	4	6	2	2	5	2	3	1	3	2	4	1	3	2	3
54	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
55	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
56	0	0	0	1	0	0	0	0	1	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	0	0	0	0
58	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
60	2	1	1	1	4	1	2	1	2	7	1	1	2	2	2	6	1	3	2	4	1	2	2
62	0	0	0	0	0	0	0	0	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	0	0	0	0	0	0	0	0
65	0	1	0	0	0	0	1	0	1	0	1	0	1	0	1	0	1	0	1	1	0	1	1
66	0	1	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
68	0	0	0	0	0	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	0	0	0	0	0
70	1	1	0	0	1	0	0	1	0	3	0	0	1	0	1	0	0	1	1	0	0	1	1
75	0	0	0	0	1	0	0	0	0	1	0	0	0	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	0	0	0	0
79	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
80	0	0	0	0	2	0	2	0	0	1	0	0	1	0	0	0	1	0	1	0	1	0	1
85	0	0	0	0	1	0	0	0	0	1	0	0	1	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	0	0	0	0
89	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
90	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1	0	0	0	0	0
100	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
MEAN	25	25	22	22	32	20	28	22	25	34	19	22	30	24	27	24	24	26	27	24	24	26	27
MEDIAN	20	20	20	20	30	20	25	20	20	30	19	20	25	20	25	20	20	21	25	20	20	20	25

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

Weighted Sample Unweighted Sample			Socio-economic classification (NS-SEC)			Country				Region in England				Education level			Tenure		
	Total	Silent Generation (81+)	Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	Low	Medium	High	Own	Rent	Other
	2164	48	731	485	647	1811	113	180	61	498	344	249	721	582	867	715	1247	596	321
	2164	49	854	470	521	1879	87	160	38	434	283	563	599	486	831	847	1261	606	297
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
38	0	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	0	0	0	0	0	0	0	0	0
40	7	3	6	7	11	8	5	1	14	8	7	9	8	10	6	7	7	8	6
42	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0
43	0	2	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	0
45	2	5	2	2	3	2	1	1	2	3	3	1	2	4	1	1	2	2	3
46	0	0	0	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	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	0	0	0	0	0	3	0	0	0	0	0	0	0	0	0	1
50	3	11	2	3	4	3	6	0	0	2	1	1	4	4	2	2	3	1	2
54	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
55	0	2	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0
56	0	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	0
58	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
60	2	6	1	3	3	2	3	2	0	3	1	1	3	3	3	1	2	2	3
62	0	0	0	0	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	0	0	0	0
65	0	0	0	0	1	0	0	2	0	0	1	0	0	1	0	0	0	1	0
66	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	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	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
70	1	5	0	0	1	1	0	1	0	0	1	1	1	1	1	0	1	1	0
75	0	0	0	0	0	0	1	0	0	0	0	1	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
80	0	0	0	1	1	1	0	0	0	1	1	0	1	1	1	0	1	0	1
85	0	0	0	0	1	0	0	0	0	0	1	0	0	1	0	0	0	0	1
87	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
89	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
90	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
100	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0
MEAN	25	32	23	26	28	26	26	23	24	24	26	24	27	29	26	22	25	26	25
MEDIAN	20	30	20	25	25	21	25	20	25	20	23	20	25	25	24	20	20	21	20

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

	Ethnicity			Work status					Source of news					
	Total	White	Non-white	Full Time	Part Time	Student	Retired	Not Working	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
Weighted Sample	2164	1785	314	902	363	125	493	280	366	741	487	670	113	109
Unweighted Sample	2164	1717	384	891	325	121	536	291	408	825	528	730	142	135
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
38	0	0	0	0	0	0	0	1	0	0	0	0	0	0
39	0	0	0	0	0	0	0	0	0	0	0	0	0	0
40	7	7	8	7	10	1	7	9	10	6	5	6	8	5
42	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	1	1
44	0	0	0	0	0	0	0	0	0	0	0	0	0	0
45	2	2	1	1	3	1	4	2	4	2	1	1	0	2
46	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
48	0	0	0	0	0	0	0	0	0	0	0	0	1	0
49	0	0	0	0	0	0	0	1	0	0	0	0	0	0
50	3	2	2	3	2	1	4	2	1	1	1	2	0	0
54	0	0	0	0	0	0	0	0	0	0	0	0	0	0
55	0	0	0	0	0	0	0	0	0	0	0	0	1	0
56	0	0	0	0	0	0	0	0	0	0	0	0	2	2
57	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
60	2	2	2	2	3	6	2	2	2	3	2	1	3	1
62	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
65	0	0	1	0	1	1	1	0	0	0	1	0	2	1
66	0	0	0	0	1	0	0	0	0	0	0	0	0	0
68	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
70	1	1	0	0	2	0	1	1	0	0	0	0	0	0
75	0	0	0	0	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
79	0	0	0	0	1	0	0	0	0	0	0	0	0	0
80	0	0	0	0	1	0	0	1	1	0	1	0	0	0
85	0	0	0	0	1	0	0	0	0	0	0	0	0	0
87	0	0	0	0	0	0	0	0	0	0	0	0	0	0
89	0	0	0	0	0	0	0	0	0	0	0	0	0	0
90	0	0	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	0	0
MEAN	25	26	23	24	28	23	27	26	26	24	22	24	25	23
MEDIAN	20	22	20	20	25	20	25	21	25	20	20	20	20	20

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

							Social media used (last month)								
	Total	Email newsletters or RSS feeds	Social network websites	Television	Radio	Podcasts	Facebook	X	LinkedIn	Pinterest	Instagram	Snapchat	Reddit	TikTok	Youtube
Weighted Sample	2164	123	720	1103	852	264	1459	379	417	270	1066	262	279	465	1107
Unweighted Sample	2164	148	751	1167	887	301	1436	402	473	289	1093	227	268	447	1098
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
38	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	0	0	0	0	0
40	7	7	6	8	7	4	8	8	5	9	7	7	3	6	7
42	0	1	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
44	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
45	2	3	1	2	2	0	2	2	2	1	2	2	2	3	2
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	3	1	2	3	3	1	2	2	1	2	2	1	2	2	2
54	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
55	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
56	0	0	0	0	0	0	0	1	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	0	0	0	0	0	0	0	0	0
60	2	2	2	2	3	2	2	2	2	1	2	3	1	4	2
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
65	0	0	0	0	0	0	1	0	1	1	1	1	0	1	0
66	0	0	0	0	0	0	0	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	1	0	0	1	0	0	1	0	1	0	0	0	0	0	0
75	0	0	0	0	0	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
79	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0
80	0	1	1	1	1	1	1	0	0	0	1	1	0	0	0
85	0	0	0	0	0	0	0	1	0	0	0	1	1	0	0
87	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
89	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
90	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0
100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
MEAN	25	23	24	25	25	21	26	25	23	25	24	25	22	26	24
MEDIAN	20	20	20	21	20	20	21	20	20	20	20	20	20	25	20

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

		Political attention				
	Total	N/A - Not currently a member of any	N/A - Not used any in the last month	Low	Medium	High
Weighted Sample	2164	174	69	201	954	880
Unweighted Sample	2164	179	72	121	905	986
	%	%	%	%	%	%
38	0	0	1	0	0	0
39	0	1	0	0	0	0
40	7	10	5	6	9	7
42	0	0	1	0	0	0
43	0	0	0	0	0	0
44	0	0	0	0	0	0
45	2	1	4	4	2	1
46	0	0	1	0	0	0
47	0	0	0	0	0	0
48	0	0	1	1	0	0
49	0	0	0	0	0	0
50	3	4	4	5	3	2
54	0	0	0	0	0	0
55	0	0	0	0	0	0
56	0	0	0	0	0	0
57	0	0	0	0	0	0
58	0	0	0	0	0	0
60	2	5	1	4	3	2
62	0	0	0	0	0	0
63	0	0	0	0	0	0
65	0	0	0	0	0	1
66	0	0	0	0	0	0
68	0	0	0	0	0	0
69	0	0	0	0	0	0
70	1	1	0	3	1	0
75	0	0	1	0	0	0
78	0	0	0	0	0	0
79	0	0	0	0	0	0
80	0	1	0	0	1	1
85	0	0	0	2	0	0
87	0	0	0	0	0	0
89	0	0	0	0	0	0
90	0	0	0	0	0	0
100	0	0	0	0	0	0
MEAN	25	27	26	31	26	24
MEDIAN	20	21	25	30	21	20

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

Weighted Sample Unweighted Sample		Westminster VI					Vote in 2024 GE					EU Ref 2016		Gender		Age				Generation			
	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+	Gen Z (18-29)	Millenial (30-45)	Gen X (46-61)	Boome (62-80)
	2164	264	302	192	394	336	377	537	195	227	118	766	770	1050	1114	227	894	537	506	343	626	594	554
	2164	260	346	205	350	364	322	572	215	208	138	887	675	989	1175	180	884	554	546	319	608	592	596
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And what percentage of people living in London at the time of the 2021 Census identified as ?

Christian [See Tab 1]																							
MEAN	39	42	43	38	37	37	40	41	36	37	35	39	40	40	39	37	39	39	42	37	39	39	42
MEDIAN	40	40	40	40	35	35	40	40	30	35	30	39	40	40	40	40	38	40	40	35	38	40	40
Muslim [See Tab 2]																							
MEAN	37	38	29	33	49	27	41	31	35	50	26	31	44	34	40	31	36	38	40	32	37	36	40
MEDIAN	35	40	25	30	50	25	40	30	30	50	20	30	40	30	40	30	30	35	40	30	30	30	40

What do you think was the average price of a pint of beer in London in May 2025?

Less than £4.80	1	2	0	0	0	0	1	0	0	0	0	0	1	1	1	0	1	0	1	1	1	0	1
£4.80	3	2	4	5	2	2	2	4	4	1	0	3	2	2	4	5	3	2	3	5	3	2	3
£5.10	9	9	10	10	6	12	10	8	9	6	10	9	6	8	9	13	8	7	9	12	9	7	8
£6.10	15	18	19	16	12	21	16	18	16	10	30	17	13	18	13	15	15	15	17	15	14	15	16
£6.80	18	19	21	20	20	20	18	20	18	20	19	20	17	21	16	22	19	16	18	21	19	17	18
£7.10	15	15	15	17	18	15	14	16	18	19	13	17	15	16	14	13	16	18	13	16	16	16	14
£7.80	13	12	13	10	14	10	12	13	14	17	10	15	14	12	13	8	14	13	12	9	14	14	12
£8.10	8	7	6	9	11	7	8	7	10	10	7	7	10	6	10	6	8	8	9	6	7	10	8
More than £8.10	7	8	3	6	9	2	9	6	3	11	1	5	12	6	8	3	6	11	7	3	8	9	8
Don't know	11	7	8	6	6	12	9	9	8	4	10	8	10	10	12	15	10	9	12	13	10	10	10

A global consultancy releases a "World's Best Cities" report every year, based on data related to liveability, "lovability" and prosperity. Rank the following cities as you think they appeared in the most recent report, with the highest-ranked city first and the lowest-ranked city last.

London

Ranked first	6	3	12	6	2	9	2	9	8	1	8	7	2	7	4	11	6	4	4	10	6	4	4
Ranked second	4	5	7	2	1	4	4	5	3	0	8	4	3	4	4	4	4	3	3	4	5	3	3
Ranked third	6	4	10	7	4	8	5	7	7	4	9	7	4	6	6	10	5	6	6	9	4	6	6
Ranked fourth	10	15	10	16	7	12	13	12	15	2	12	13	9	9	12	9	9	12	12	10	8	11	12
Ranked fifth	14	15	12	13	13	17	18	13	15	13	16	14	14	14	14	14	13	14	15	12	15	13	16
Ranked sixth	14	14	15	14	12	13	14	14	16	15	11	14	16	14	15	16	13	15	15	15	13	15	14
Ranked seventh	15	16	12	18	18	12	16	15	12	18	15	16	16	16	15	11	17	15	14	14	17	15	15
Ranked eighth	17	14	11	16	32	10	16	14	16	36	12	16	23	17	18	5	18	20	20	7	17	22	19
Don't know	13	12	11	7	11	15	12	11	7	12	9	10	12	13	13	21	15	11	10	20	14	11	10

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

Weighted Sample Unweighted Sample			Socio-economic classification (NS-SEC)			Country				Region in England				Education level			Tenure		
	Total	Silent Generation (81+)	Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	Low	Medium	High	Own	Rent	Other
	2164	48	731	485	647	1811	113	180	61	498	344	249	721	582	867	715	1247	596	321
	2164	49	854	470	521	1879	87	160	38	434	283	563	599	486	831	847	1261	606	297
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And what percentage of people living in London at the time of the 2021 Census identified as ?

Christian [See Tab 1]																			
MEAN	39	46	38	41	40	39	38	43	46	40	39	40	38	42	39	38	40	41	36
MEDIAN	40	40	35	40	40	40	40	40	40	40	35	40	35	40	40	35	40	40	35
Muslim [See Tab 2]																			
MEAN	37	39	33	37	43	37	42	34	35	38	38	32	38	44	37	31	37	39	32
MEDIAN	35	40	30	35	40	35	40	30	30	32	35	30	35	40	35	28	35	40	30

What do you think was the average price of a pint of beer in London in May 2025?

Less than £4.80	1	0	1	0	0	1	0	1	0	1	0	1	1	1	1	1	1	1	1
£4.80	3	10	2	3	4	3	1	2	4	4	1	5	3	3	2	4	2	4	4
£5.10	9	15	9	8	8	10	5	5	0	5	10	18	10	8	9	9	8	9	11
£6.10	15	15	16	17	14	16	14	11	3	13	16	20	17	10	17	17	16	14	14
£6.80	18	9	19	18	17	18	19	17	25	20	16	18	18	15	19	20	17	18	24
£7.10	15	10	17	16	14	14	22	18	28	17	15	12	13	15	14	17	17	14	12
£7.80	13	12	12	12	15	13	10	11	14	13	14	7	14	13	14	11	13	13	9
£8.10	8	9	8	7	9	8	9	10	7	8	10	3	8	10	8	6	9	7	5
More than £8.10	7	3	6	8	10	7	13	11	14	8	9	2	6	14	6	4	8	7	4
Don't know	11	17	9	11	10	11	8	15	5	10	8	13	11	11	11	11	9	12	16

A global consultancy releases a "World's Best Cities" report every year, based on data related to liveability, "lovability" and prosperity. Rank the following cities as you think they appeared in the most recent report, with the highest-ranked city first and the lowest-ranked city last.

London

Ranked first	6	7	6	5	5	6	4	4	3	5	3	12	6	4	7	6	5	6	8
Ranked second	4	5	6	3	2	4	5	3	2	3	4	6	4	3	3	6	4	4	4
Ranked third	6	3	6	5	7	6	4	7	2	5	5	10	6	4	6	7	6	5	8
Ranked fourth	10	6	11	11	10	10	7	10	19	8	9	14	11	8	11	11	11	10	8
Ranked fifth	14	8	16	14	12	14	13	12	7	14	16	15	14	12	15	14	15	11	14
Ranked sixth	14	13	14	15	16	15	12	13	14	17	12	12	15	17	13	14	16	11	16
Ranked seventh	15	22	16	17	14	15	11	26	17	14	15	11	16	16	13	18	16	14	14
Ranked eighth	17	21	14	20	21	17	32	13	28	21	18	8	16	21	18	14	18	20	12
Don't know	13	13	12	11	13	14	11	12	7	13	17	11	14	15	14	11	10	18	18

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

Weighted Sample Unweighted Sample		Ethnicity		Work status					Source of news					
	Total	White	Non-white	Full Time	Part Time	Student	Retired	Not Working	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
	2164	1785	314	902	363	125	493	280	366	741	487	670	113	109
	2164	1717	384	891	325	121	536	291	408	825	528	730	142	135
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And what percentage of people living in London at the time of the 2021 Census identified as ?

Christian [See Tab 1]														
MEAN	39	38	46	39	39	39	42	39	40	39	38	39	40	39
MEDIAN	40	38	45	39	40	40	40	40	40	40	35	40	40	40
Muslim [See Tab 2]														
MEAN	37	37	33	35	39	28	40	37	38	33	31	33	36	32
MEDIAN	35	35	30	30	40	25	40	35	40	30	29	30	30	25

What do you think was the average price of a pint of beer in London in May 2025?

Less than £4.80	1	0	2	1	0	1	1	2	1	1	0	1	1	1
£4.80	3	2	6	2	4	4	3	4	4	2	2	3	4	5
£5.10	9	8	15	8	10	17	8	6	9	7	6	7	14	13
£6.10	15	15	14	16	14	18	16	12	17	17	18	19	21	19
£6.80	18	19	16	20	16	18	17	17	19	21	22	17	14	28
£7.10	15	16	11	17	16	15	13	13	16	16	17	18	11	11
£7.80	13	14	7	13	13	7	13	14	12	13	14	16	14	9
£8.10	8	9	3	7	10	4	9	7	6	7	7	7	6	4
More than £8.10	7	8	3	7	7	1	9	9	6	4	5	8	2	1
Don't know	11	8	22	9	11	15	10	17	8	10	9	6	13	9

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London														
Ranked first	6	5	10	6	6	12	4	4	7	8	8	7	8	10
Ranked second	4	4	4	4	3	4	4	3	5	4	4	4	2	3
Ranked third	6	6	6	5	7	11	6	4	6	8	7	7	7	10
Ranked fourth	10	11	8	11	7	9	12	11	9	11	12	12	9	12
Ranked fifth	14	14	14	12	16	15	16	12	16	14	11	16	13	11
Ranked sixth	14	15	12	13	20	14	13	13	16	15	17	13	14	8
Ranked seventh	15	16	16	17	13	10	14	17	13	16	17	17	17	26
Ranked eighth	17	18	14	18	15	4	21	18	20	16	14	15	18	15
Don't know	13	13	16	13	14	20	10	17	9	8	10	9	10	4

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

							Social media used (last month)								
	Total	Email newsletters or RSS feeds	Social network websites	Television	Radio	Podcasts	Facebook	X	LinkedIn	Pinterest	Instagram	Snapchat	Reddit	TikTok	Youtube
Weighted Sample	2164	123	720	1103	852	264	1459	379	417	270	1066	262	279	465	1107
Unweighted Sample	2164	148	751	1167	887	301	1436	402	473	289	1093	227	268	447	1098
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And what percentage of people living in London at the time of the 2021 Census identified as ?

Christian [See Tab 1]															
MEAN	39	39	39	41	40	37	40	40	39	38	39	37	37	39	39
MEDIAN	40	39	40	40	40	38	40	40	40	30	40	35	33	40	40
Muslim [See Tab 2]															
MEAN	37	30	35	37	37	29	37	34	32	35	35	36	30	38	35
MEDIAN	35	30	30	35	33	25	35	30	30	30	30	30	25	35	30

What do you think was the average price of a pint of beer in London in May 2025?

Less than £4.80	1	2	1	1	1	1	0	1	1	0	1	1	0	0	1
£4.80	3	4	2	3	2	2	3	3	4	5	3	4	4	3	3
£5.10	9	6	9	8	8	11	7	8	10	12	9	11	10	10	9
£6.10	15	18	16	17	15	18	16	14	16	14	15	12	16	16	16
£6.80	18	19	22	19	21	24	19	22	22	19	21	22	21	19	19
£7.10	15	16	15	15	15	15	17	17	17	13	15	17	17	17	15
£7.80	13	14	13	14	15	13	13	12	13	15	13	12	13	12	13
£8.10	8	7	6	7	8	4	8	7	6	6	8	7	4	7	6
More than £8.10	7	4	5	7	7	4	7	4	5	5	6	4	5	5	6
Don't know	11	10	11	9	9	9	9	11	7	11	9	9	10	10	11

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London

Ranked first	6	7	7	6	5	13	5	7	8	3	7	7	10	5	6
Ranked second	4	4	5	4	3	4	4	5	5	3	4	5	4	3	4
Ranked third	6	8	6	6	6	7	5	7	7	6	7	8	7	7	6
Ranked fourth	10	11	10	11	11	11	11	7	11	11	11	11	8	9	9
Ranked fifth	14	13	13	15	15	16	14	11	16	15	14	14	16	14	14
Ranked sixth	14	21	13	15	17	16	15	15	15	15	13	15	15	15	14
Ranked seventh	15	16	17	15	15	11	16	16	15	15	16	12	18	13	16
Ranked eighth	17	14	17	18	17	12	19	18	14	16	14	12	14	16	16
Don't know	13	7	13	11	10	11	12	15	10	16	14	18	9	17	13

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

				Political attention		
	Total	N/A - Not currently a member of any	N/A - Not used any in the last month	Low	Medium	High
Weighted Sample	2164	174	69	201	954	880
Unweighted Sample	2164	179	72	121	905	986
	%	%	%	%	%	%

And what percentage of people living in London at the time of the 2021 Census identified as ?

Christian [See Tab 1]						
MEAN	39	40	42	39	39	39
MEDIAN	40	40	40	40	40	38
Muslim [See Tab 2]						
MEAN	37	42	40	47	38	34
MEDIAN	35	40	35	46	35	30

What do you think was the average price of a pint of beer in London in May 2025?

Less than £4.80	1	1	1	1	1	1
£4.80	3	3	0	5	3	2
£5.10	9	14	12	11	9	8
£6.10	15	14	14	14	13	17
£6.80	18	12	17	11	17	21
£7.10	15	11	11	8	15	17
£7.80	13	16	8	16	13	12
£8.10	8	7	11	8	8	8
More than £8.10	7	11	10	8	10	5
Don't know	11	12	16	18	11	9

A global consultancy releases a "World's Best Cities" report every year, based on data related to liveability, "lovability" and prosperity. Rank the following cities as you think they appeared in the most recent report, with the highest-ranked city first and the lowest-ranked city last.

London

Ranked first	6	5	5	2	4	7
Ranked second	4	4	4	3	3	5
Ranked third	6	8	4	4	6	6
Ranked fourth	10	9	18	7	12	9
Ranked fifth	14	11	17	11	14	14
Ranked sixth	14	13	7	13	13	16
Ranked seventh	15	14	19	12	14	17
Ranked eighth	17	24	14	20	18	16
Don't know	13	12	13	27	15	9

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

		Westminster VI					Vote in 2024 GE					EU Ref 2016		Gender		Age				Generation				
	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+	Gen Z (18-29)	Millenial (30-45)	Gen X (46-61)	Boomer (62-80)	
	Weighted Sample	2164	264	302	192	394	336	377	537	195	227	118	766	770	1050	1114	227	894	537	506	343	626	594	554
	Unweighted Sample	2164	260	346	205	350	364	322	572	215	208	138	887	675	989	1175	180	884	554	546	319	608	592	596
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
New York	Ranked first	3	3	3	3	3	3	3	3	6	3	2	3	3	3	4	4	4	3	2	5	4	4	2
	Ranked second	6	6	6	4	6	5	6	6	5	6	4	5	7	6	5	6	7	5	3	6	7	6	4
	Ranked third	6	7	6	5	6	8	6	4	8	4	13	5	6	6	6	7	7	4	5	7	8	4	6
	Ranked fourth	10	12	9	8	13	8	9	12	9	12	10	9	12	9	12	15	10	10	9	13	11	9	9
	Ranked fifth	13	13	11	14	18	9	12	12	12	16	12	14	14	13	13	11	13	14	14	10	13	14	13
	Ranked sixth	13	15	14	11	16	12	17	15	11	17	12	12	15	14	13	11	13	12	15	10	14	13	14
	Ranked seventh	15	13	15	23	11	19	11	16	22	15	17	17	12	15	15	14	14	17	13	15	13	18	14
	Ranked eighth	20	20	25	25	16	21	24	21	22	15	22	25	19	21	19	11	17	22	28	13	17	20	28
	Don't know	13	12	11	7	11	15	12	11	7	12	9	10	12	13	13	21	15	11	10	20	14	11	10
Dubai	Ranked first	16	17	15	10	22	10	18	14	8	23	13	13	21	14	18	10	13	17	21	10	13	17	21
	Ranked second	13	16	10	13	17	9	19	11	8	14	14	11	16	14	13	11	11	14	17	9	12	13	18
	Ranked third	13	15	14	15	17	9	17	13	13	17	11	13	15	13	13	6	12	14	16	7	11	16	15
	Ranked fourth	10	12	9	11	11	8	12	9	9	15	8	11	10	10	10	8	11	11	9	9	11	11	9
	Ranked fifth	7	7	8	8	5	8	6	8	9	4	7	8	6	6	7	7	7	6	8	7	7	6	7
	Ranked sixth	7	6	6	7	3	10	3	8	12	5	6	8	6	7	7	3	8	9	4	7	8	8	4
	Ranked seventh	7	6	11	6	6	7	5	10	9	3	9	8	6	7	7	6	7	7	6	5	9	7	7
	Ranked eighth	14	11	16	21	8	24	8	16	24	7	24	17	8	15	13	26	16	11	8	25	16	12	9
	Don't know	13	12	11	7	11	15	12	11	7	12	9	10	12	13	13	21	15	11	10	20	14	11	10
Paris	Ranked first	5	5	4	6	6	5	3	4	7	7	5	5	5	5	5	10	5	4	5	8	6	4	4
	Ranked second	7	6	8	6	4	8	5	8	9	5	8	8	7	6	8	3	6	7	10	3	6	7	10
	Ranked third	10	13	10	10	8	11	11	10	13	4	8	10	11	9	11	9	8	12	12	8	9	12	11
	Ranked fourth	10	8	10	15	9	11	9	10	13	9	17	12	10	10	10	5	10	10	12	8	8	10	12
	Ranked fifth	12	14	16	14	8	12	14	13	13	8	12	14	10	13	11	11	12	11	13	12	12	11	12
	Ranked sixth	15	15	14	17	17	14	18	14	13	16	16	16	15	14	15	10	14	17	17	10	15	15	17
	Ranked seventh	17	15	15	14	23	16	20	16	15	25	14	16	19	18	16	13	17	18	17	14	17	18	16
	Ranked eighth	11	10	13	10	15	9	9	14	9	13	11	10	11	11	11	18	13	11	6	17	13	12	6
	Don't know	13	12	11	7	11	15	12	11	7	12	9	10	12	13	13	21	15	11	10	20	14	11	10
Singapore	Ranked first	21	25	23	29	20	16	26	23	24	18	20	24	21	23	20	14	22	24	21	16	23	22	22
	Ranked second	17	21	14	22	20	16	20	16	23	20	10	17	17	18	17	16	16	18	19	16	15	18	19
	Ranked third	13	10	11	10	13	13	10	12	10	16	18	14	14	13	13	9	13	13	14	11	13	13	14
	Ranked fourth	8	8	7	7	8	10	7	8	9	10	11	8	8	7	9	8	8	8	7	7	9	7	7
	Ranked fifth	8	6	12	6	10	8	6	9	9	9	12	9	9	7	10	7	9	7	9	8	8	9	9
	Ranked sixth	7	7	8	8	7	9	5	7	8	6	14	7	7	8	7	11	7	6	8	10	6	7	7
	Ranked seventh	7	7	9	7	5	8	7	9	6	4	5	8	6	6	7	8	7	7	7	7	7	7	7
	Ranked eighth	5	6	6	4	6	5	6	6	5	5	2	4	6	5	5	5	5	6	5	5	5	6	4
	Don't know	13	12	11	7	11	15	12	11	7	12	9	10	12	13	13	21	15	11	10	20	14	11	10

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

		Socio-economic classification (NS-SEC)			Country				Region in England				Education level			Tenure				
		Total	Silent Generation (81+)	Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	Low	Medium	High	Own	Rent	Other
Weighted Sample		2164	48	731	485	647	1811	113	180	61	498	344	249	721	582	867	715	1247	596	321
	Unweighted Sample	2164	49	854	470	521	1879	87	160	38	434	283	563	599	486	831	847	1261	606	297
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
New York	Ranked first	3	0	3	3	5	4	0	4	4	4	4	2	3	4	4	3	4	3	4
	Ranked second	6	7	6	6	6	6	5	8	3	6	5	6	5	5	7	6	6	6	4
	Ranked third	6	3	7	4	5	6	8	7	3	5	8	4	6	7	6	6	6	5	8
	Ranked fourth	10	16	9	13	10	10	14	10	9	11	11	12	9	9	11	11	10	9	13
	Ranked fifth	13	15	13	17	12	13	10	12	29	13	14	13	12	16	11	13	14	12	11
	Ranked sixth	13	15	12	14	13	13	16	16	7	14	11	14	13	14	14	13	13	15	9
	Ranked seventh	15	9	15	13	18	14	21	13	18	13	10	18	16	13	14	17	15	13	17
	Ranked eighth	20	21	23	19	18	21	15	18	18	21	18	20	22	18	20	22	22	19	16
	Don't know	13	13	12	11	13	14	11	12	7	13	17	11	14	15	14	11	10	18	18
Dubai	Ranked first	16	22	13	18	20	15	17	20	10	15	20	11	15	22	16	10	17	16	12
	Ranked second	13	19	12	16	13	13	10	14	16	11	14	15	14	14	14	12	14	13	12
	Ranked third	13	14	11	15	14	13	16	8	21	15	11	11	13	15	12	12	15	11	8
	Ranked fourth	10	11	11	11	10	10	11	12	2	11	8	8	12	10	10	11	10	10	10
	Ranked fifth	7	6	8	6	6	7	7	5	12	6	6	8	7	5	7	8	7	7	4
	Ranked sixth	7	6	9	7	5	6	9	10	10	7	6	8	5	5	7	8	6	7	8
	Ranked seventh	7	0	9	5	6	7	4	7	9	10	5	8	5	5	6	9	7	7	5
	Ranked eighth	14	9	16	11	13	14	15	12	13	12	13	21	14	8	15	19	13	11	23
	Don't know	13	13	12	11	13	14	11	12	7	13	17	11	14	15	14	11	10	18	18
Paris	Ranked first	5	4	5	5	6	5	7	5	3	4	5	5	6	5	5	5	4	7	6
	Ranked second	7	0	8	6	6	7	6	9	7	9	6	4	7	6	6	8	8	7	5
	Ranked third	10	19	9	13	11	10	8	13	16	9	8	9	11	11	11	9	10	9	11
	Ranked fourth	10	10	12	6	11	9	15	8	18	11	8	11	9	11	9	10	10	10	8
	Ranked fifth	12	16	11	15	11	12	11	13	8	14	11	14	10	11	12	13	13	9	13
	Ranked sixth	15	18	15	15	15	15	17	13	17	16	15	15	13	15	14	16	16	14	13
	Ranked seventh	17	11	18	16	17	18	13	8	13	16	21	18	18	15	18	16	18	17	13
	Ranked eighth	11	7	11	13	11	11	12	19	12	9	8	14	12	11	11	12	12	9	13
	Don't know	13	13	12	11	13	14	11	12	7	13	17	11	14	15	14	11	10	18	18
Singapore	Ranked first	21	17	24	22	16	21	26	16	26	19	21	25	22	18	20	26	23	17	21
	Ranked second	17	21	18	19	18	17	14	18	14	19	15	18	17	16	17	17	18	15	18
	Ranked third	13	13	13	14	15	13	19	15	6	11	10	13	14	12	14	12	13	14	9
	Ranked fourth	8	7	9	9	6	8	7	10	8	7	8	8	7	7	8	8	8	7	8
	Ranked fifth	8	8	7	6	12	8	11	12	11	9	5	7	9	10	8	8	8	11	6
	Ranked sixth	7	5	7	6	8	7	7	4	19	8	9	6	6	8	8	6	7	7	9
	Ranked seventh	7	2	6	7	8	7	3	8	3	7	7	7	7	8	6	7	7	6	8
	Ranked eighth	5	13	5	7	5	5	3	6	7	6	7	5	4	6	5	4	5	5	4
	Don't know	13	13	12	11	13	14	11	12	7	13	17	11	14	15	14	11	10	18	18

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

	Ethnicity			Work status					Source of news					
	Total	White	Non-white	Full Time	Part Time	Student	Retired	Not Working	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
Weighted Sample	2164	1785	314	902	363	125	493	280	366	741	487	670	113	109
Unweighted Sample	2164	1717	384	891	325	121	536	291	408	825	528	730	142	135
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
New York														
Ranked first	3	3	3	4	4	1	2	6	2	3	3	3	1	3
Ranked second	6	6	5	7	7	5	3	5	6	7	6	5	5	7
Ranked third	6	6	6	7	5	6	6	4	5	7	7	6	2	6
Ranked fourth	10	11	8	10	10	11	12	11	12	10	10	12	9	9
Ranked fifth	13	14	10	15	12	11	14	9	16	15	15	15	11	13
Ranked sixth	13	13	13	13	11	12	15	14	14	14	13	15	14	20
Ranked seventh	15	15	14	16	16	16	14	11	15	16	16	12	16	17
Ranked eighth	20	19	25	17	22	18	25	21	20	20	22	23	31	22
Don't know	13	13	16	13	14	20	10	17	9	8	10	9	10	4
Dubai														
Ranked first	16	16	13	14	18	7	21	13	14	13	13	15	10	12
Ranked second	13	13	14	11	11	12	19	15	15	13	13	13	15	20
Ranked third	13	13	14	11	14	8	15	14	13	13	11	14	13	7
Ranked fourth	10	10	12	12	11	10	9	9	11	10	12	11	12	14
Ranked fifth	7	7	6	6	6	8	8	7	7	7	7	7	7	9
Ranked sixth	7	7	8	8	7	4	5	7	6	7	5	7	9	10
Ranked seventh	7	7	8	8	8	6	5	5	7	9	9	9	11	11
Ranked eighth	14	15	9	17	12	24	9	13	18	20	20	15	13	13
Don't know	13	13	16	13	14	20	10	17	9	8	10	9	10	4
Paris														
Ranked first	5	6	2	6	7	6	4	4	7	5	6	4	5	6
Ranked second	7	7	5	5	8	5	9	9	7	6	8	6	13	7
Ranked third	10	11	6	9	13	9	12	7	11	7	7	9	8	11
Ranked fourth	10	10	10	9	11	4	11	10	12	11	11	9	11	11
Ranked fifth	12	11	16	12	10	14	12	11	12	16	15	15	11	14
Ranked sixth	15	15	13	15	12	9	18	13	15	15	16	16	23	17
Ranked seventh	17	16	19	17	15	17	16	20	18	17	14	18	11	9
Ranked eighth	11	11	13	14	11	15	7	9	9	14	14	13	8	22
Don't know	13	13	16	13	14	20	10	17	9	8	10	9	10	4
Singapore														
Ranked first	21	20	30	21	20	21	22	24	22	26	24	23	21	25
Ranked second	17	17	19	18	18	14	19	10	17	19	17	19	19	23
Ranked third	13	13	10	14	11	9	13	13	17	11	12	12	17	12
Ranked fourth	8	8	10	8	7	9	8	7	5	8	9	10	8	7
Ranked fifth	8	9	5	8	9	5	8	9	10	8	10	8	12	10
Ranked sixth	7	8	4	7	7	11	7	8	6	7	6	8	4	8
Ranked seventh	7	7	5	7	7	7	8	5	9	8	9	5	4	6
Ranked eighth	5	6	1	4	7	3	5	6	5	4	4	5	3	4
Don't know	13	13	16	13	14	20	10	17	9	8	10	9	10	4

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

							Social media used (last month)									
		Total	Email newsletters or RSS feeds	Social network websites	Television	Radio	Podcasts	Facebook	X	LinkedIn	Pinterest	Instagram	Snapchat	Reddit	TikTok	Youtube
Weighted Sample		2164	123	720	1103	852	264	1459	379	417	270	1066	262	279	465	1107
	Unweighted Sample	2164	148	751	1167	887	301	1436	402	473	289	1093	227	268	447	1098
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
New York	Ranked first	3	1	3	3	3	5	4	2	3	3	3	6	3	4	4
	Ranked second	6	5	7	6	6	7	6	5	7	8	7	9	7	7	7
	Ranked third	6	7	6	6	7	7	7	5	6	6	7	7	8	8	6
	Ranked fourth	10	6	11	10	10	11	10	9	12	11	11	11	11	12	11
	Ranked fifth	13	9	13	14	14	7	14	17	12	11	12	14	15	12	12
	Ranked sixth	13	14	13	13	14	11	14	15	16	14	14	11	11	12	13
	Ranked seventh	15	17	14	15	16	21	14	16	14	15	14	14	17	12	15
	Ranked eighth	20	33	19	22	21	21	20	17	21	16	18	11	18	15	19
	Don't know	13	7	13	11	10	11	12	15	10	16	14	18	9	17	13
Dubai	Ranked first	16	16	15	18	15	7	17	13	12	12	14	16	8	15	14
	Ranked second	13	20	11	13	14	9	13	15	14	8	12	8	11	11	12
	Ranked third	13	12	13	14	13	10	14	13	14	8	13	9	10	10	11
	Ranked fourth	10	12	9	10	12	10	11	9	11	9	10	7	10	10	10
	Ranked fifth	7	6	8	6	6	7	7	6	5	8	6	5	7	7	7
	Ranked sixth	7	5	8	6	5	10	7	7	8	8	7	7	8	7	7
	Ranked seventh	7	7	6	7	8	12	7	7	11	9	8	9	11	7	6
	Ranked eighth	14	15	18	15	17	24	12	15	16	21	16	21	26	16	18
	Don't know	13	7	13	11	10	11	12	15	10	16	14	18	9	17	13
Paris	Ranked first	5	7	6	4	4	3	4	5	4	8	5	6	5	8	5
	Ranked second	7	4	6	7	8	5	7	7	6	4	6	7	4	4	5
	Ranked third	10	7	10	10	10	10	10	5	9	7	9	10	6	8	8
	Ranked fourth	10	12	9	11	10	9	10	8	8	10	8	6	11	9	10
	Ranked fifth	12	16	11	12	14	19	11	13	13	11	12	8	16	9	12
	Ranked sixth	15	19	14	16	15	16	15	14	15	15	15	16	15	14	15
	Ranked seventh	17	17	20	18	16	15	17	19	21	18	17	14	21	18	18
	Ranked eighth	11	12	11	11	11	13	12	14	13	10	14	15	14	13	13
	Don't know	13	7	13	11	10	11	12	15	10	16	14	18	9	17	13
Singapore	Ranked first	21	31	22	21	23	24	20	24	28	21	23	13	26	19	21
	Ranked second	17	19	18	19	19	17	17	17	16	14	17	18	18	16	17
	Ranked third	13	12	13	12	13	12	13	13	13	13	12	9	13	12	13
	Ranked fourth	8	4	8	8	7	6	9	10	8	8	9	9	9	8	9
	Ranked fifth	8	10	7	9	10	8	9	8	9	10	8	10	7	9	8
	Ranked sixth	7	6	8	8	7	9	7	5	7	6	7	8	7	8	8
	Ranked seventh	7	7	7	7	7	8	7	6	3	6	6	9	7	6	6
	Ranked eighth	5	5	5	5	4	4	5	3	6	7	5	6	5	5	5
	Don't know	13	7	13	11	10	11	12	15	10	16	14	18	9	17	13

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

	Total	N/A - Not currently a member of any	N/A - Not used any in the last month	Political attention		
				Low	Medium	High
Weighted Sample	2164	174	69	201	954	880
Unweighted Sample	2164	179	72	121	905	986
	%	%	%	%	%	%
New York						
Ranked first	3	2	8	6	4	2
Ranked second	6	7	3	3	7	5
Ranked third	6	2	3	4	6	7
Ranked fourth	10	11	13	13	9	11
Ranked fifth	13	15	16	15	12	13
Ranked sixth	13	16	11	8	13	15
Ranked seventh	15	16	13	10	15	16
Ranked eighth	20	19	20	14	19	22
Don't know	13	12	13	27	15	9
Dubai						
Ranked first	16	23	16	17	16	16
Ranked second	13	15	23	10	14	14
Ranked third	13	13	15	14	13	13
Ranked fourth	10	11	8	8	10	11
Ranked fifth	7	3	6	3	6	8
Ranked sixth	7	7	6	6	7	7
Ranked seventh	7	7	3	7	6	7
Ranked eighth	14	10	9	8	13	15
Don't know	13	12	13	27	15	9
Paris						
Ranked first	5	5	5	6	6	4
Ranked second	7	8	5	8	7	7
Ranked third	10	12	14	11	11	9
Ranked fourth	10	10	9	4	10	11
Ranked fifth	12	13	20	4	11	14
Ranked sixth	15	16	10	14	15	14
Ranked seventh	17	13	14	15	17	18
Ranked eighth	11	10	9	9	9	14
Don't know	13	12	13	27	15	9
Singapore						
Ranked first	21	19	28	10	20	25
Ranked second	17	21	10	20	15	18
Ranked third	13	16	16	13	12	13
Ranked fourth	8	5	3	4	9	8
Ranked fifth	8	11	6	10	9	8
Ranked sixth	7	5	6	5	7	8
Ranked seventh	7	6	12	8	7	6
Ranked eighth	5	4	6	3	6	5
Don't know	13	12	13	27	15	9

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

	Westminster VI						Vote in 2024 GE					EU Ref 2016		Gender		Age				Generation			
	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+	Gen Z (18-29)	Millennial (30-45)	Gen X (46-61)	Boomer (62-80)
Weighted Sample	2164	264	302	192	394	336	377	537	195	227	118	766	770	1050	1114	227	894	537	506	343	626	594	554
Unweighted Sample	2164	260	346	205	350	364	322	572	215	208	138	887	675	989	1175	180	884	554	546	319	608	592	596
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Tokyo																							
Ranked first	15	16	11	20	17	15	13	14	17	16	12	14	15	16	13	15	16	12	16	15	16	13	15
Ranked second	19	15	19	21	19	19	16	18	22	20	22	19	20	19	19	20	19	20	17	20	19	20	17
Ranked third	15	20	16	14	17	12	17	18	12	22	9	15	17	16	15	10	16	18	14	12	16	16	15
Ranked fourth	12	10	15	10	15	11	14	13	9	12	13	11	13	13	11	10	12	12	13	11	12	13	12
Ranked fifth	8	7	8	9	7	8	7	9	14	5	8	8	7	7	8	10	8	7	8	10	7	8	7
Ranked sixth	8	10	10	8	7	9	9	8	6	7	13	10	7	7	9	8	7	7	9	7	7	7	10
Ranked seventh	5	5	7	6	3	6	5	5	8	3	9	7	5	5	6	4	5	6	6	4	5	6	6
Ranked eighth	5	6	5	4	4	4	7	4	6	3	5	6	5	3	6	2	3	7	6	3	3	6	7
Don't know	13	12	11	7	11	15	12	11	7	12	9	10	12	13	13	21	15	11	10	20	14	11	10
Berlin																							
Ranked first	3	1	2	5	1	7	1	4	5	0	8	5	1	3	3	3	4	2	2	3	4	3	2
Ranked second	4	3	6	5	2	7	1	6	4	1	9	6	2	4	4	4	4	4	3	6	4	4	3
Ranked third	6	3	9	7	5	11	5	8	7	5	6	8	5	6	7	10	6	6	6	8	6	6	6
Ranked fourth	12	9	13	13	12	14	9	12	17	10	11	14	11	14	10	13	12	11	12	13	11	12	12
Ranked fifth	18	18	16	15	24	16	19	16	14	28	17	16	20	18	18	10	16	24	17	13	17	23	16
Ranked sixth	17	17	18	21	20	12	18	17	22	19	15	17	18	18	16	16	18	17	17	15	18	17	18
Ranked seventh	15	18	16	14	18	12	19	14	14	15	14	13	18	14	17	15	13	15	20	15	13	15	18
Ranked eighth	12	20	9	13	8	7	17	11	10	8	11	10	13	11	12	7	12	11	14	7	13	9	15
Don't know	13	12	11	7	11	15	12	11	7	12	9	10	12	13	13	21	15	11	10	20	14	11	10
Sydney																							
Ranked first	18	19	20	14	18	20	22	18	17	18	24	19	19	16	19	11	15	23	19	13	14	23	19
Ranked second	17	16	17	18	20	17	16	19	18	22	17	20	16	17	18	15	17	18	17	16	17	19	16
Ranked third	17	16	14	26	18	14	17	17	23	16	17	18	17	18	17	18	19	15	17	18	19	16	17
Ranked fourth	14	15	17	13	16	11	15	14	12	17	9	13	17	15	13	10	14	16	15	8	15	15	15
Ranked fifth	7	8	6	13	6	8	6	8	9	5	8	8	7	8	7	8	8	5	8	9	8	4	9
Ranked sixth	6	5	5	7	6	6	5	6	6	4	3	6	4	5	6	5	5	6	6	6	5	5	6
Ranked seventh	5	8	6	4	4	5	6	4	7	4	9	5	6	6	5	8	5	4	7	6	5	4	6
Ranked eighth	2	2	3	0	2	5	1	2	2	1	5	1	2	2	2	5	2	2	2	4	2	2	2
Don't know	13	12	11	7	11	15	12	11	7	12	9	10	12	13	13	21	15	11	10	20	14	11	10

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

			Socio-economic classification (NS-SEC)			Country				Region in England				Education level			Tenure			
		Total	Silent Generation (81+)	Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	Low	Medium	High	Own	Rent	Other
Weighted Sample		2164	48	731	485	647	1811	113	180	61	498	344	249	721	582	867	715	1247	596	321
Unweighted Sample		2164	49	854	470	521	1879	87	160	38	434	283	563	599	486	831	847	1261	606	297
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Tokyo																				
	Ranked first	15	17	15	15	15	15	16	14	21	20	13	11	13	17	15	13	14	15	19
	Ranked second	19	19	17	17	21	19	22	16	27	16	18	19	20	19	19	19	19	18	18
	Ranked third	15	16	18	16	13	15	10	17	12	16	15	18	14	14	13	19	17	13	11
	Ranked fourth	12	11	11	14	12	12	14	11	9	13	9	12	13	11	14	10	14	11	8
	Ranked fifth	8	5	10	8	6	7	15	8	6	8	9	8	7	6	7	10	7	7	12
	Ranked sixth	8	9	7	8	9	8	2	12	8	6	8	10	8	8	8	8	8	8	6
	Ranked seventh	5	5	6	6	5	5	6	4	6	4	5	6	6	5	6	6	5	6	5
	Ranked eighth	5	5	5	5	5	5	2	6	4	4	6	5	6	6	4	5	6	4	3
Don't know	13	13	12	11	13	14	11	12	7	13	17	11	14	15	14	11	10	18	18	
Berlin																				
	Ranked first	3	0	3	2	3	3	2	5	2	4	1	3	3	2	2	5	3	2	4
	Ranked second	4	3	5	4	3	4	2	3	5	3	6	5	3	3	3	5	3	4	6
	Ranked third	6	4	6	6	5	6	4	8	7	7	5	9	6	4	7	8	6	7	7
	Ranked fourth	12	4	12	11	14	12	10	13	16	12	13	13	10	12	11	13	12	10	14
	Ranked fifth	18	28	16	18	22	18	16	20	21	17	15	16	20	18	19	16	18	18	16
	Ranked sixth	17	10	18	18	16	17	20	14	15	14	16	16	20	16	17	18	17	17	16
	Ranked seventh	15	28	14	20	14	14	26	13	22	16	15	15	13	17	17	12	17	13	12
	Ranked eighth	12	10	14	12	11	12	8	10	5	13	11	12	12	13	10	12	13	11	7
Don't know	13	13	12	11	13	14	11	12	7	13	17	11	14	15	14	11	10	18	18	
Sydney																				
	Ranked first	18	19	19	19	17	17	17	19	23	16	15	21	18	15	17	21	21	15	9
	Ranked second	17	12	18	18	17	17	24	17	19	19	14	16	17	18	17	17	18	15	17
	Ranked third	17	14	18	18	17	17	19	13	25	18	21	15	17	18	18	16	17	17	21
	Ranked fourth	14	21	13	14	14	14	11	13	11	15	15	12	15	16	13	14	14	14	13
	Ranked fifth	7	2	7	7	7	8	6	7	0	7	7	8	8	7	6	8	7	7	6
	Ranked sixth	6	9	5	7	5	6	6	5	3	5	4	9	5	3	6	7	6	4	6
	Ranked seventh	5	10	6	5	6	5	4	8	5	6	5	6	5	6	6	4	5	6	7
	Ranked eighth	2	0	2	2	3	2	1	5	7	1	2	4	2	2	3	2	1	3	4
Don't know	13	13	12	11	13	14	11	12	7	13	17	11	14	15	14	11	10	18	18	

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

	Ethnicity			Work status					Source of news					
	Total	White	Non-white	Full Time	Part Time	Student	Retired	Not Working	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
Weighted Sample	2164	1785	314	902	363	125	493	280	366	741	487	670	113	109
Unweighted Sample	2164	1717	384	891	325	121	536	291	408	825	528	730	142	135
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Tokyo														
Ranked first	15	15	14	15	11	18	16	15	13	15	14	16	14	24
Ranked second	19	19	18	19	19	22	18	17	20	19	18	19	17	16
Ranked third	15	14	20	15	15	11	16	15	16	21	19	16	15	19
Ranked fourth	12	12	9	12	13	11	12	10	14	13	15	12	10	10
Ranked fifth	8	8	7	8	6	6	8	9	7	7	7	7	11	11
Ranked sixth	8	8	8	8	8	6	9	6	9	9	8	9	7	6
Ranked seventh	5	6	5	5	8	2	5	5	6	5	6	7	9	7
Ranked eighth	5	5	4	3	5	5	7	6	7	3	4	5	7	4
Don't know	13	13	16	13	14	20	10	17	9	8	10	9	10	4
Berlin														
Ranked first	3	3	2	4	3	3	2	2	3	4	5	4	4	3
Ranked second	4	4	3	4	2	5	3	6	4	6	4	6	4	5
Ranked third	6	6	6	6	7	12	4	8	8	7	8	8	6	9
Ranked fourth	12	12	10	12	15	8	11	11	13	13	11	11	16	13
Ranked fifth	18	18	16	18	22	10	17	17	15	16	18	15	17	18
Ranked sixth	17	17	19	18	15	21	18	16	19	19	18	18	14	22
Ranked seventh	15	15	13	14	13	11	20	16	19	15	15	18	20	17
Ranked eighth	12	11	15	11	11	9	15	7	10	12	11	13	9	10
Don't know	13	13	16	13	14	20	10	17	9	8	10	9	10	4
Sydney														
Ranked first	18	19	10	18	18	11	20	15	23	18	18	19	26	13
Ranked second	17	18	15	18	19	13	16	18	17	18	21	17	13	15
Ranked third	17	18	17	19	16	13	17	18	15	18	20	19	22	23
Ranked fourth	14	13	17	14	12	17	16	14	15	16	10	14	15	22
Ranked fifth	7	7	9	7	6	11	7	8	8	9	8	8	8	9
Ranked sixth	6	5	6	5	7	3	6	6	6	7	7	6	5	5
Ranked seventh	5	5	6	4	6	9	7	3	4	5	5	5	2	3
Ranked eighth	2	2	4	2	3	2	1	2	2	1	2	2	1	7
Don't know	13	13	16	13	14	20	10	17	9	8	10	9	10	4

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

								Social media used (last month)								
		Total	Email newsletters or RSS feeds	Social network websites	Television	Radio	Podcasts	Facebook	X	LinkedIn	Pinterest	Instagram	Snapchat	Reddit	TikTok	Youtube
Weighted Sample		2164	123	720	1103	852	264	1459	379	417	270	1066	262	279	465	1107
Unweighted Sample		2164	148	751	1167	887	301	1436	402	473	289	1093	227	268	447	1098
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Tokyo	Ranked first	15	16	18	15	14	16	16	17	15	17	15	20	20	16	17
	Ranked second	19	18	20	19	17	24	19	18	18	21	20	17	20	21	19
	Ranked third	15	19	15	16	16	17	15	19	16	17	16	10	17	14	17
	Ranked fourth	12	17	12	13	14	12	13	13	14	11	12	15	12	11	12
	Ranked fifth	8	9	7	7	7	7	8	6	8	7	9	9	9	9	8
	Ranked sixth	8	8	6	8	10	5	7	6	9	6	7	5	8	6	6
	Ranked seventh	5	6	4	6	6	6	5	2	6	3	4	2	4	3	5
	Ranked eighth	5	2	3	5	6	2	5	5	4	2	4	3	2	3	3
	Don't know	13	7	13	11	10	11	12	15	10	16	14	18	9	17	13
Berlin	Ranked first	3	4	4	2	3	3	3	3	4	4	4	2	6	3	4
	Ranked second	4	4	3	3	3	6	4	3	4	6	4	3	4	3	4
	Ranked third	6	5	6	7	8	8	6	7	5	8	7	7	8	7	7
	Ranked fourth	12	14	13	11	13	16	10	11	14	12	11	12	16	10	12
	Ranked fifth	18	23	18	19	16	18	18	19	19	16	17	16	17	16	19
	Ranked sixth	17	15	18	18	17	15	18	17	16	13	16	13	21	16	16
	Ranked seventh	15	18	15	17	17	13	16	15	15	14	15	18	11	16	15
	Ranked eighth	12	13	10	12	12	9	12	12	13	12	12	11	9	11	10
	Don't know	13	7	13	11	10	11	12	15	10	16	14	18	9	17	13
Sydney	Ranked first	18	11	14	20	22	17	19	13	15	16	16	12	14	14	15
	Ranked second	17	20	16	18	19	17	18	16	20	20	17	16	23	18	18
	Ranked third	17	24	18	16	15	18	17	17	22	19	17	21	23	16	18
	Ranked fourth	14	18	16	15	14	15	14	18	12	12	14	11	15	14	13
	Ranked fifth	7	8	8	7	7	7	7	6	7	5	8	7	4	7	7
	Ranked sixth	6	6	6	5	5	7	5	7	5	8	6	7	6	5	7
	Ranked seventh	5	6	6	6	5	4	5	5	5	4	6	5	3	6	5
	Ranked eighth	2	1	3	2	2	4	2	2	3	1	3	4	3	3	3
	Don't know	13	7	13	11	10	11	12	15	10	16	14	18	9	17	13

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

Fieldwork: 23rd - 27th March 2020

			Political attention			
	Total	N/A - Not currently a member of any	N/A - Not used any in the last month	Low	Medium	High
Weighted Sample	2164	174	69	201	954	880
Unweighted Sample	2164	179	72	121	905	986
	%	%	%	%	%	%
Tokyo						
Ranked first	15	9	10	20	14	13
Ranked second	19	16	12	14	19	20
Ranked third	15	14	14	6	15	17
Ranked fourth	12	13	12	9	10	15
Ranked fifth	8	7	7	4	9	7
Ranked sixth	8	11	13	8	7	8
Ranked seventh	5	8	6	3	6	5
Ranked eighth	5	9	14	8	5	5
Don't know	13	12	13	27	15	9
Berlin						
Ranked first	3	1	2	0	3	4
Ranked second	4	4	4	1	4	5
Ranked third	6	6	2	6	6	7
Ranked fourth	12	15	13	12	12	11
Ranked fifth	18	16	12	18	16	19
Ranked sixth	17	16	29	15	17	17
Ranked seventh	15	20	10	11	15	16
Ranked eighth	12	9	15	10	12	12
Don't know	13	12	13	27	15	9
Sydney						
Ranked first	18	24	14	11	18	19
Ranked second	17	13	25	13	17	18
Ranked third	17	15	19	15	17	18
Ranked fourth	14	13	12	16	13	14
Ranked fifth	7	12	3	7	6	8
Ranked sixth	6	3	5	4	6	6
Ranked seventh	5	5	9	7	5	5
Ranked eighth	2	2	0	0	3	1
Don't know	13	12	13	27	15	9

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

		Westminster VI					Vote in 2024 GE					EU Ref 2016		Gender		Age				Generation			
	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+	Gen Z (18-29)	Millenial (30-45)	Gen X (46-61)	Boomer (62-80)
Weighted Sample	2164	264	302	192	394	336	377	537	195	227	118	766	770	1050	1114	227	894	537	506	343	626	594	554
Unweighted Sample	2164	260	346	205	350	364	322	572	215	208	138	887	675	989	1175	180	884	554	546	319	608	592	596
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

When asked in 2023, what percentage of Londoners said that they probably will NOT still be living in London in five years' time? Please choose a percentage between 0 and 100%.

0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0
1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
2	0	0	1	0	0	1	0	0	0	0	1	1	0	0	0	0	0	1	0	0	1	1	0
3	0	0	1	0	0	0	0	1	1	0	0	1	0	0	0	0	0	1	0	0	0	1	0
4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
5	4	2	7	5	3	4	3	4	4	2	4	6	2	5	2	4	3	4	5	4	3	3	5
6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
7	0	1	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	1	1	0	0	0	1
8	1	1	0	2	1	1	1	0	2	1	1	1	1	0	1	0	0	1	1	0	0	1	2
9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
10	8	11	7	13	5	6	11	9	10	3	3	9	8	10	6	3	8	9	9	3	9	9	9
11	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
12	1	1	2	2	1	1	1	2	1	1	2	2	1	2	0	0	1	1	1	0	1	1	1
13	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
14	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
15	6	6	7	6	6	8	7	8	9	4	7	8	6	8	5	7	5	6	9	7	5	5	8
16	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
17	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
18	1	1	0	1	0	1	0	1	0	0	1	1	0	1	0	1	0	1	1	1	0	1	1
19	0	0	1	0	0	1	0	1	0	0	0	0	0	1	0	1	0	0	0	1	0	0	0
20	13	14	14	11	10	15	14	13	11	9	20	13	12	15	11	17	13	14	10	18	12	14	11
21	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	1	0
22	0	1	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0
23	1	1	0	0	0	1	1	0	0	0	1	1	0	0	1	1	0	1	0	1	0	0	1
24	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
25	6	7	8	6	5	6	6	8	5	6	4	7	7	7	6	5	6	5	8	6	6	6	8
26	0	0	0	0	1	0	0	0	1	1	0	0	1	0	0	0	1	0	0	0	1	0	0
27	0	0	0	1	0	0	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0
28	0	0	1	1	0	0	0	1	0	0	0	1	0	0	0	0	1	0	1	0	1	0	1
29	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0
30	11	16	8	14	13	9	13	10	14	13	14	10	11	10	12	12	10	12	12	12	9	11	13
32	0	0	0	1	1	0	0	0	1	1	0	0	0	0	1	1	0	1	0	1	1	1	0
33	0	0	1	0	0	1	0	0	1	0	1	0	0	0	0	1	0	0	0	1	0	1	0
34	1	0	1	1	0	1	0	1	1	0	0	0	0	1	0	1	0	0	1	1	0	0	1
35	4	3	5	4	5	4	6	5	2	3	1	4	4	4	3	2	4	3	5	3	3	3	4
36	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
37	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
38	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
39	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
40	9	6	10	5	9	13	7	8	9	8	11	8	9	8	10	13	9	7	8	12	10	8	7
42	0	0	0	1	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0

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

Weighted Sample Unweighted Sample			Socio-economic classification (NS-SEC)			Country				Region in England				Education level			Tenure		
	Total	Silent Generation (81+)	Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	Low	Medium	High	Own	Rent	Other
	2164	48	731	485	647	1811	113	180	61	498	344	249	721	582	867	715	1247	596	321
	2164	49	854	470	521	1879	87	160	38	434	283	563	599	486	831	847	1261	606	297
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

When asked in 2023, what percentage of Londoners said that they probably will NOT still be living in London in five years' time? Please choose a percentage between 0 and 100%.

0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
2	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	1	0	0	0
3	0	0	0	1	0	0	0	1	0	1	0	0	0	0	1	0	0	0	0
4	0	0	1	0	0	0	0	1	2	0	0	0	0	0	0	0	0	0	0
5	4	2	5	3	3	4	5	4	4	4	4	4	3	2	4	5	4	3	4
6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
7	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0
8	1	0	1	1	1	1	1	1	0	1	1	1	1	0	1	1	1	0	0
9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
10	8	12	10	8	7	8	5	13	2	9	7	7	8	8	7	9	10	7	4
11	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
12	1	0	1	1	1	1	1	1	0	1	1	1	2	1	1	1	1	1	0
13	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0
14	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
15	6	13	7	8	4	6	1	8	5	6	7	8	6	4	7	8	7	5	6
16	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
17	0	0	0	1	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
18	1	0	1	0	0	1	0	0	2	0	1	1	1	1	0	0	0	1	1
19	0	0	0	0	0	0	0	0	2	1	0	0	0	1	0	0	0	0	1
20	13	3	14	12	12	13	15	10	18	15	12	18	10	12	12	15	14	10	15
21	0	0	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0
22	0	0	0	1	0	0	0	0	2	0	1	0	0	0	1	0	0	0	0
23	1	0	1	0	1	0	2	1	0	0	0	1	1	1	0	0	1	0	1
24	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0
25	6	3	8	6	4	7	2	5	5	5	4	7	9	5	6	7	7	5	6
26	0	0	0	0	0	0	1	1	0	0	0	1	0	1	0	0	0	0	0
27	0	2	0	0	0	0	2	1	0	0	0	0	0	0	0	0	0	0	0
28	0	0	1	1	0	0	1	1	0	1	0	0	0	1	0	1	1	0	0
29	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0
30	11	8	10	11	14	11	20	10	11	10	11	10	11	12	11	10	11	12	9
32	0	0	0	1	0	1	0	0	0	0	1	0	1	1	0	0	0	0	1
33	0	0	1	0	0	0	2	1	0	0	0	0	0	0	0	1	0	0	1
34	1	0	1	0	0	1	0	1	0	1	1	1	0	0	0	1	0	1	2
35	4	5	3	4	4	3	7	4	3	3	3	3	4	3	4	4	4	3	4
36	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
37	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
38	0	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	1	0	0	0	0	0	0	0	0	0	0	0
40	9	10	8	8	9	9	8	7	5	9	9	9	9	10	8	9	8	10	10
42	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0

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

Weighted Sample Unweighted Sample		Ethnicity		Work status					Source of news					
	Total	White	Non-white	Full Time	Part Time	Student	Retired	Not Working	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
	2164	1785	314	902	363	125	493	280	366	741	487	670	113	109
	2164	1717	384	891	325	121	536	291	408	825	528	730	142	135
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

When asked in 2023, what percentage of Londoners said that they probably will NOT still be living in London in five years' time? Please choose a percentage between 0 and 100%.

0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
1	0	0	1	0	0	0	0	0	0	0	0	0	0	0
2	0	0	0	0	0	0	0	1	0	1	1	0	1	0
3	0	0	0	0	1	1	0	1	0	0	0	0	0	0
4	0	0	0	0	0	0	0	0	0	0	0	0	0	0
5	4	3	7	3	4	8	5	3	2	4	6	4	1	5
6	0	0	0	0	0	0	0	0	0	0	0	0	0	0
7	0	0	0	0	0	0	1	0	0	0	0	0	0	0
8	1	1	0	0	1	0	1	0	0	0	0	1	1	1
9	0	0	0	0	0	0	0	0	0	0	0	0	0	0
10	8	8	7	9	6	6	9	6	9	9	9	9	6	5
11	0	0	0	0	0	0	0	0	0	0	0	0	0	0
12	1	1	0	1	2	0	1	0	1	1	1	1	2	1
13	0	0	0	0	0	0	0	0	0	0	0	0	0	0
14	0	0	0	0	0	0	0	0	0	0	0	0	0	0
15	6	7	4	5	7	7	9	5	7	8	7	7	8	7
16	0	0	0	0	0	0	0	0	0	0	0	0	0	0
17	0	0	0	0	0	0	0	0	1	1	1	0	1	0
18	1	1	1	0	0	1	1	1	1	1	0	1	1	1
19	0	0	1	0	0	0	0	1	0	0	1	0	0	0
20	13	13	12	15	11	19	11	12	10	15	18	15	11	11
21	0	0	0	0	0	1	0	0	0	0	0	0	0	1
22	0	0	0	0	1	0	0	0	0	1	0	1	0	0
23	1	0	1	1	0	1	0	1	0	0	1	1	1	0
24	0	0	0	0	0	0	0	0	0	0	0	0	0	0
25	6	6	4	7	3	9	7	4	6	7	10	6	11	7
26	0	0	0	1	0	0	0	0	1	1	1	0	0	1
27	0	0	0	0	0	1	0	1	0	0	0	0	0	1
28	0	0	1	1	0	0	1	0	1	1	0	1	2	2
29	0	0	0	0	1	0	0	0	0	0	0	0	0	0
30	11	11	10	10	14	10	12	8	11	11	8	11	11	6
32	0	0	1	1	1	0	0	1	1	1	0	0	2	2
33	0	0	1	1	0	0	0	0	1	1	1	0	0	1
34	1	1	0	0	0	0	1	1	1	0	0	1	0	0
35	4	4	3	3	4	4	4	5	7	4	6	5	4	3
36	0	0	0	0	0	0	0	0	0	0	0	0	0	0
37	0	0	0	0	0	0	0	0	0	0	0	0	0	0
38	0	0	0	0	0	0	0	1	0	0	0	0	0	0
39	0	0	0	0	0	0	0	0	0	0	0	0	0	0
40	9	8	12	9	9	12	8	10	9	8	8	7	7	11
42	0	0	0	0	1	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)								
	Total	Email newsletters or RSS feeds	Social network websites	Television	Radio	Podcasts	Facebook	X	LinkedIn	Pinterest	Instagram	Snapchat	Reddit	TikTok	Youtube
Weighted Sample	2164	123	720	1103	852	264	1459	379	417	270	1066	262	279	465	1107
Unweighted Sample	2164	148	751	1167	887	301	1436	402	473	289	1093	227	268	447	1098
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

When asked in 2023, what percentage of Londoners said that they probably will NOT still be living in London in five years' time? Please choose a percentage between 0 and 100%.

0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
2	0	0	1	0	0	0	0	1	0	1	0	0	0	0	1
3	0	0	0	0	0	0	0	1	1	1	0	0	0	0	0
4	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0
5	4	3	2	4	4	3	4	5	2	3	3	4	4	4	4
6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
8	1	1	1	1	1	1	1	1	0	1	0	0	0	0	0
9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
10	8	8	9	8	8	9	8	4	7	6	7	6	10	6	8
11	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
12	1	1	1	1	1	1	1	0	1	0	1	0	0	0	1
13	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0
14	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
15	6	9	6	7	7	10	6	7	7	7	6	6	6	4	6
16	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
17	0	0	0	0	1	1	0	0	0	1	0	0	0	0	0
18	1	1	1	1	1	0	1	0	0	0	1	1	1	1	1
19	0	0	0	0	0	0	0	1	0	0	0	1	2	0	0
20	13	16	13	12	13	22	12	16	17	12	13	13	16	10	15
21	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
23	1	1	1	1	1	0	1	0	0	2	1	2	0	1	1
24	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
25	6	5	6	6	7	7	6	8	7	6	6	7	9	6	7
26	0	0	0	1	1	0	0	0	0	1	0	0	1	1	0
27	0	1	1	0	1	0	0	0	0	0	0	0	0	0	0
28	0	2	1	1	0	1	0	1	1	1	0	1	1	1	1
29	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
30	11	13	13	11	10	11	12	12	11	13	11	12	11	11	10
32	0	0	1	0	1	0	1	2	0	1	1	1	1	1	0
33	0	0	1	0	0	1	0	1	1	1	1	1	0	1	1
34	1	0	1	1	0	1	0	1	1	1	1	1	1	1	1
35	4	1	4	5	4	3	4	5	3	2	4	3	4	3	4
36	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
37	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
38	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0
39	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
40	9	9	8	8	8	5	9	6	9	11	10	9	10	10	9
42	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

Weighted Sample Unweighted Sample				Political attention		
	Total	N/A - Not currently a member of any	N/A - Not used any in the last month	Low	Medium	High
	2164	174	69	201	954	880
	2164	179	72	121	905	986
	%	%	%	%	%	%

When asked in 2023, what percentage of Londoners said that they probably will NOT still be living in London in five years' time? Please choose a percentage between 0 and 100%.

0	0	0	0	0	0	0
1	0	0	0	1	0	0
2	0	0	0	0	0	1
3	0	1	0	0	0	0
4	0	0	2	0	0	0
5	4	3	2	4	4	3
6	0	0	0	0	0	0
7	0	1	0	0	0	0
8	1	0	0	1	0	1
9	0	0	0	0	0	0
10	8	7	4	9	7	10
11	0	0	1	0	0	0
12	1	0	1	0	1	1
13	0	0	1	0	0	0
14	0	0	0	0	0	0
15	6	6	9	1	5	9
16	0	0	1	0	0	0
17	0	0	0	0	0	0
18	1	0	2	0	1	0
19	0	0	2	0	1	0
20	13	14	12	8	11	16
21	0	0	0	0	0	0
22	0	0	3	0	1	0
23	1	0	0	1	0	1
24	0	0	0	0	0	0
25	6	8	3	3	7	6
26	0	0	0	0	0	0
27	0	0	1	1	0	0
28	0	1	0	1	0	1
29	0	0	0	0	0	0
30	11	9	12	9	11	11
32	0	0	0	1	0	1
33	0	0	0	0	0	0
34	1	1	0	1	1	0
35	4	3	8	2	3	5
36	0	0	0	0	0	0
37	0	0	0	0	0	0
38	0	0	0	0	0	0
39	0	0	0	0	0	0
40	9	11	7	11	9	8
42	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				Generation			
	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+	Gen Z (18-29)	Millennial (30-45)	Gen X (46-61)	Boomer (62-80)
Weighted Sample	2164	264	302	192	394	336	377	537	195	227	118	766	770	1050	1114	227	894	537	506	343	626	594	554
Unweighted Sample	2164	260	346	205	350	364	322	572	215	208	138	887	675	989	1175	180	884	554	546	319	608	592	596
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
43	1	0	1	0	2	1	0	0	0	0	0	0	0	1	0	1	1	1	0	0	1	1	0
44	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
45	2	2	3	2	4	2	2	1	2	6	4	2	3	1	3	1	2	3	3	1	2	3	3
46	0	0	0	0	0	0	0	0	0	0	1	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	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	0	0	0	0
49	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1	0	0	0	0	0	0	0
50	7	6	5	9	5	7	7	7	8	6	5	6	7	5	8	7	7	8	5	6	8	8	5
51	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0
52	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
54	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
55	1	1	1	1	1	1	0	2	0	1	0	1	1	1	1	2	1	0	2	2	1	0	1
56	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0
57	0	0	0	0	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	0	0	0	0	0	0	0	0
59	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
60	6	8	3	5	7	3	7	4	6	8	4	4	7	5	7	2	9	5	4	4	9	5	4
61	0	0	0	0	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	0	0	0	0
65	2	1	2	1	3	1	2	2	1	2	1	1	2	1	2	1	2	1	1	1	1	2	1
66	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
67	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1
68	0	0	0	0	0	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	0	0	0	0	0
70	4	2	2	2	7	4	2	4	5	9	2	4	5	3	5	4	5	3	4	5	5	3	4
71	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
73	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
75	1	1	0	1	1	1	0	0	2	2	2	1	2	1	1	0	1	1	2	1	0	1	2
76	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
77	0	0	0	0	0	0	0	0	0	0	0	0	0	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	0	0	0	0
79	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
80	2	3	1	0	2	1	3	1	0	2	4	2	2	1	2	3	2	1	1	2	2	2	1
85	1	1	0	1	0	1	1	0	1	1	2	0	1	1	0	1	0	1	1	0	0	0	1
87	0	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	1	0	0	0	1	0	0
88	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
89	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
90	1	0	1	0	1	1	0	1	0	1	0	0	1	1	1	0	1	1	1	0	2	1	1
95	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
98	0	0	0	0	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	0	0	0	0
100	0	0	0	0	1	0	0	0	0	3	0	0	0	1	0	1	0	0	0	1	0	0	0
MEAN	35	33	30	30	39	33	33	32	33	43	33	31	37	31	38	35	36	33	33	35	37	34	33
MEDIAN	30	30	25	30	35	30	30	30	30	40	30	26	30	25	35	30	30	30	30	30	30	30	30

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

			Socio-economic classification (NS-SEC)			Country				Region in England				Education level			Tenure			
		Total	Silent Generation (81+)	Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	Low	Medium	High	Own	Rent	Other
Weighted Sample		2164	48	731	485	647	1811	113	180	61	498	344	249	721	582	867	715	1247	596	321
Unweighted Sample		2164	49	854	470	521	1879	87	160	38	434	283	563	599	486	831	847	1261	606	297
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
43	1	0	0	1	1	1	1	0	1	3	1	1	0	0	1	1	0	0	1	1
44	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
45	2	5	1	3	2	2	2	3	2	0	2	4	3	2	4	2	1	2	2	2
46	0	0	0	0	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	0	0
48	0	0	0	0	0	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	0	0	0	0	1
50	7	14	5	6	9	7	7	5	9	8	6	5	8	5	8	7	6	8	8	8
51	0	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	1	0	0	0	0	0	0	0	0	0	0	0	0	0
54	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
55	1	2	1	2	1	1	1	1	4	1	3	1	0	2	1	1	1	1	1	2
56	0	0	0	0	0	0	0	0	0	0	1	0	0	1	0	0	0	1	0	0
57	0	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	0	0	0	0	0
59	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
60	6	2	6	5	6	5	7	9	11	5	7	4	5	6	6	5	5	7	6	6
61	0	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	0
65	2	3	2	2	1	2	1	0	2	1	2	3	2	1	2	1	1	2	1	1
66	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
67	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	1
68	0	0	0	0	0	0	0	1	0	1	1	0	0	0	0	0	0	1	0	0
69	0	0	0	1	0	0	0	0	3	0	0	0	0	1	0	0	0	0	1	1
70	4	7	3	3	5	4	4	2	0	4	5	4	4	6	4	3	4	4	4	4
71	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
73	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
75	1	3	1	0	2	1	0	1	0	1	1	1	0	2	2	1	1	1	2	0
76	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
77	0	0	0	0	0	0	0	1	0	0	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	0
79	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
80	2	2	1	2	2	2	1	0	3	2	2	1	2	1	3	1	2	1	2	2
85	1	4	0	0	1	1	0	1	3	1	0	0	1	1	0	1	1	1	0	0
87	0	0	0	0	0	0	0	1	0	0	0	0	1	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	0
89	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
90	1	0	0	0	1	1	0	0	0	0	1	0	2	2	0	0	0	2	1	1
95	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
98	0	0	0	0	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	1	0	0	0	0	0	0	0	0	0	0
100	0	0	0	0	1	0	0	1	0	0	0	0	1	0	1	0	0	0	0	0
MEAN		35	39	31	33	38	35	34	32	37	34	36	32	36	38	35	32	33	38	35
MEDIAN		30	40	25	30	34	30	30	30	30	30	30	25	30	32	30	30	30	35	30

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

	Ethnicity			Work status					Source of news					
	Total	White	Non-white	Full Time	Part Time	Student	Retired	Not Working	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
Weighted Sample	2164	1785	314	902	363	125	493	280	366	741	487	670	113	109
Unweighted Sample	2164	1717	384	891	325	121	536	291	408	825	528	730	142	135
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
43	1	0	1	1	1	1	0	0	1	0	1	1	0	1
44	0	0	0	0	0	0	0	0	0	0	0	0	0	0
45	2	3	1	1	4	0	3	3	4	2	1	1	1	1
46	0	0	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	0	0
48	0	0	0	0	0	0	0	0	0	0	0	0	0	0
49	0	0	0	0	1	0	0	0	0	0	0	0	0	0
50	7	7	5	7	10	9	5	5	6	4	6	5	7	11
51	0	0	0	0	1	0	0	0	0	0	0	0	0	0
52	0	0	0	0	0	0	0	0	0	0	0	0	0	0
54	0	0	0	0	0	0	0	0	0	0	0	0	0	0
55	1	1	3	1	1	0	1	1	1	1	1	2	2	2
56	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
58	0	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	0
60	6	6	7	7	6	2	4	7	9	5	3	6	6	6
61	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
65	2	1	3	2	1	1	1	2	2	1	1	2	2	2
66	0	0	0	0	0	0	0	0	0	0	0	0	0	0
67	0	0	0	0	1	0	0	0	1	0	0	0	0	0
68	0	0	0	0	0	0	0	0	0	0	0	0	0	0
69	0	0	0	0	0	0	0	1	0	0	0	0	0	0
70	4	4	5	4	3	1	4	8	2	3	4	3	3	4
71	0	0	0	0	0	0	0	0	0	0	0	0	1	0
73	0	0	0	0	1	0	0	0	0	0	0	0	0	1
75	1	1	0	1	1	0	2	0	0	1	1	1	2	1
76	0	0	0	0	0	0	0	0	0	0	0	0	0	0
77	0	0	0	0	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
79	0	0	0	0	0	1	0	0	0	0	0	0	1	0
80	2	2	2	2	2	0	2	2	1	2	1	2	4	2
85	1	1	1	0	0	1	1	1	0	1	0	1	1	0
87	0	0	0	0	0	0	0	2	0	0	0	0	0	0
88	0	0	0	0	0	0	0	0	0	0	0	0	0	0
89	0	0	0	0	0	0	0	0	0	0	0	0	0	0
90	1	1	1	1	1	2	1	1	0	1	0	1	0	0
95	0	0	0	0	0	0	0	0	0	0	0	0	0	0
98	0	0	0	0	0	0	0	0	0	0	0	0	0	0
99	0	0	0	0	0	1	0	0	0	0	0	0	0	0
100	0	0	0	1	0	0	0	0	0	1	0	0	0	0
MEAN	35	34	35	34	35	30	33	39	34	32	29	33	36	35
MEDIAN	30	30	30	30	30	25	30	35	30	26	25	30	30	32

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

							Social media used (last month)														
							Total	Email newsletters or RSS feeds	Social network websites	Television	Radio	Podcasts	Facebook	X	LinkedIn	Pinterest	Instagram	Snapchat	Reddit	TikTok	Youtube
Weighted Sample	2164	123	720	1103	852	264	1459	379	417	270	1066	262	279	465	1107						
Unweighted Sample	2164	148	751	1167	887	301	1436	402	473	289	1093	227	268	447	1098						
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%						
43	1	0	1	0	1	0	1	1	2	2	1	3	2	2	1						
44	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0						
45	2	1	2	3	2	2	3	2	2	2	2	2	1	2	1						
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	7	7	6	7	8	7	7	7	7	5	6	8	3	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						
54	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0						
55	1	0	1	1	1	1	1	1	1	2	1	1	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	0	0	0	0	0	0	0	0	0						
59	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0						
60	6	6	8	5	6	4	6	6	6	6	6	5	6	8	6						
61	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	2	1	1	2	2	1	2	0	2	2	1	2	1	2	1						
66	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0						
67	0	1	0	0	0	0	0	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	4	5	4	3	4	4	4	5	2	5	4	4	2	6	4						
71	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0						
73	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0						
75	1	0	1	1	1	0	1	1	1	1	1	1	0	1	1						
76	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0						
77	0	0	0	0	0	1	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						
79	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0						
80	2	4	2	1	2	1	2	1	2	0	2	2	1	3	2						
85	1	1	1	1	1	1	0	0	0	1	0	1	0	1	0						
87	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						
89	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0						
90	1	1	1	1	0	0	1	0	0	0	1	2	1	2	1						
95	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0						
98	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	0	0	0						
100	0	0	0	0	0	0	0	0	1	1	0	0	0	1	0						
MEAN	35	34	35	33	34	31	35	33	34	34	35	35	30	39	33						
MEDIAN	30	30	30	30	30	25	30	30	30	30	30	30	25	35	30						

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

				Political attention		
	Total	N/A - Not currently a member of any	N/A - Not used any in the last month	Low	Medium	High
Weighted Sample	2164	174	69	201	954	880
Unweighted Sample	2164	179	72	121	905	986
	%	%	%	%	%	%
43	1	0	0	2	1	0
44	0	1	0	0	0	0
45	2	1	1	2	3	2
46	0	0	0	0	0	0
47	0	0	0	0	0	0
48	0	0	0	0	0	0
49	0	0	0	1	0	0
50	7	7	7	10	9	4
51	0	0	0	0	0	0
52	0	0	0	0	0	0
54	0	0	0	0	0	0
55	1	3	0	2	1	1
56	0	0	0	2	0	0
57	0	0	0	0	0	0
58	0	0	0	0	0	0
59	0	0	1	0	0	0
60	6	6	9	9	6	5
61	0	0	0	0	0	0
64	0	0	0	0	0	0
65	2	1	3	2	1	2
66	0	0	0	0	0	0
67	0	0	0	0	0	0
68	0	0	0	0	0	0
69	0	0	0	0	0	0
70	4	3	7	5	5	3
71	0	0	0	1	0	0
73	0	0	0	0	0	0
75	1	2	0	1	1	1
76	0	0	0	0	0	0
77	0	0	0	0	0	0
78	0	0	0	0	0	0
79	0	1	0	0	0	0
80	2	3	1	2	2	2
85	1	1	0	2	0	1
87	0	2	0	2	0	0
88	0	0	0	0	0	0
89	0	0	0	0	0	0
90	1	0	0	3	0	1
95	0	0	0	1	0	0
98	0	0	0	0	0	0
99	0	0	0	1	0	0
100	0	0	0	0	1	0
MEAN	35	37	34	43	36	32
MEDIAN	30	30	30	40	30	28

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

		Westminster VI					Vote in 2024 GE					EU Ref 2016		Gender		Age				Generation			
	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+	Gen Z (18-29)	Millenial (30-45)	Gen X (46-61)	Boomer (62-80)
Weighted Sample	2164	264	302	192	394	336	377	537	195	227	118	766	770	1050	1114	227	894	537	506	343	626	594	554
Unweighted Sample	2164	260	346	205	350	364	322	572	215	208	138	887	675	989	1175	180	884	554	546	319	608	592	596
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Looking forward, do you think you will or will not be living in London in five years' time?

[Asked only to those who live in London; n=563]

I probably will be living in London in 5 years' time	63	69	65	72	48	64	65	68	58	44	71	68	63	66	60	58	57	67	77	55	56	68	76
I probably will not be living in London in 5 years' time	23	18	27	16	38	27	16	24	23	35	23	20	22	21	25	28	27	19	14	32	27	18	13
Don't know	14	13	7	12	14	9	19	8	20	21	7	11	16	13	15	14	16	14	9	13	17	14	11

Why will you probably not be living in London in five years time? Please tick up to three of the following options.

[Asked only to those who answered 'I probably will not be living in London in 5 years' time; n=128]

To move somewhere less expensive	42	40	47	45	18	49	26	51	43	3	68	47	23	36	46	35	53	32	12	47	50	32	9
To live somewhere safer, or less affected by crime.	27	53	14	0	54	18	49	24	7	50	17	30	25	34	22	17	31	30	19	18	33	33	24
Because London is going downhill	26	29	7	11	71	9	50	15	0	78	0	18	61	25	26	8	26	30	45	10	29	38	33
To have a change in lifestyle	23	26	28	46	4	25	24	34	30	8	27	29	18	18	27	12	24	24	35	22	19	30	32
To move to a more rural environment	21	25	16	56	7	29	26	26	28	7	26	22	17	15	26	30	15	30	21	22	16	30	23
To be closer to family and/or friends	21	23	11	9	0	42	23	28	28	0	22	28	0	18	23	22	20	20	26	23	18	18	30
To buy a larger home	15	17	13	26	0	19	17	20	36	0	15	20	10	15	15	4	22	11	5	6	28	11	5
To buy a first home	13	0	13	19	10	23	0	18	35	0	7	15	5	5	20	17	19	0	0	27	13	0	0
To live somewhere cleaner	10	9	6	0	10	23	9	19	11	7	4	6	9	11	10	27	7	8	5	18	8	4	11
To retire	10	12	11	15	10	6	7	10	0	18	16	11	17	6	12	0	0	44	11	0	0	45	10
To move away from immigrants	10	10	6	11	37	0	8	4	0	51	0	6	31	11	10	0	9	16	24	3	10	16	22
To take up a new job or occupation	7	0	11	8	5	5	9	10	5	0	0	6	6	9	5	8	9	4	0	14	5	4	0
To travel	6	6	7	26	0	5	0	7	17	0	0	11	0	8	4	0	9	0	6	7	7	0	6
To live somewhere less affected by pollution	5	9	2	0	4	7	0	7	0	0	19	7	8	8	3	5	5	3	6	6	5	3	5
To be nearer good schools	2	0	2	0	0	3	0	0	7	0	9	3	0	5	0	0	4	0	0	0	5	0	0
Other [see Tab 3]	6	0	0	11	24	2	9	0	7	33	13	4	14	6	5	0	6	3	18	2	7	3	16
Don't know	6	0	24	0	0	0	0	0	0	0	0	1	0	14	1	34	1	0	0	19	1	0	0

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

Weighted Sample Unweighted Sample			Socio-economic classification (NS-SEC)			Country				Region in England				Education level			Tenure		
	Total	Silent Generation (81+)	Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	Low	Medium	High	Own	Rent	Other
	2164	48	731	485	647	1811	113	180	61	498	344	249	721	582	867	715	1247	596	321
	2164	49	854	470	521	1879	87	160	38	434	283	563	599	486	831	847	1261	606	297
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Looking forward, do you think you will or will not be living in London in five years' time?

[Asked only to those who live in London; n=563]

I probably will be living in London in 5 years' time	63	66	66	56	55	63	0	0	0	0	0	63	0	69	60	63	68	60	55
I probably will not be living in London in 5 years' time	23	19	25	25	26	23	0	0	0	0	0	23	0	14	23	26	20	24	28
Don't know	14	15	9	19	18	14	0	0	0	0	0	14	0	17	16	12	12	16	17

Why will you probably not be living in London in five years time? Please tick up to three of the following options.

[Asked only to those who answered 'I probably will not be living in London in 5 years' time; n=128]

To move somewhere less expensive	42	100	44	38	39	42	0	0	0	0	0	42	0	49	32	47	31	56	37
To live somewhere safer, or less affected by crime.	27	0	33	15	18	27	0	0	0	0	0	27	0	38	23	28	37	22	20
Because London is going downhill	26	100	27	26	20	26	0	0	0	0	0	26	0	59	24	21	27	28	20
To have a change in lifestyle	23	0	21	24	20	23	0	0	0	0	0	23	0	12	21	26	27	26	13
To move to a more rural environment	21	0	17	39	10	21	0	0	0	0	0	21	0	19	22	21	30	12	21
To be closer to family and/or friends	21	0	21	35	8	21	0	0	0	0	0	21	0	8	19	24	21	21	20
To buy a larger home	15	0	22	6	5	15	0	0	0	0	0	15	0	0	10	21	31	3	7
To buy a first home	13	0	16	8	12	13	0	0	0	0	0	13	0	6	16	13	0	24	19
To live somewhere cleaner	10	0	7	24	5	10	0	0	0	0	0	10	0	0	19	7	8	7	19
To retire	10	0	8	18	4	10	0	0	0	0	0	10	0	14	11	8	22	3	0
To move away from immigrants	10	0	11	10	8	10	0	0	0	0	0	10	0	18	10	9	12	7	11
To take up a new job or occupation	7	0	6	3	13	7	0	0	0	0	0	7	0	8	5	8	0	16	5
To travel	6	0	5	4	11	6	0	0	0	0	0	6	0	0	4	8	4	8	5
To live somewhere less affected by pollution	5	0	7	4	3	5	0	0	0	0	0	5	0	0	2	8	5	7	0
To be nearer good schools	2	0	3	0	0	2	0	0	0	0	0	2	0	0	2	2	3	2	0
Other [see Tab 3]	6	0	9	5	0	6	0	0	0	0	0	6	0	0	4	8	6	8	2
Don't know	6	0	1	0	34	6	0	0	0	0	0	6	0	0	16	1	1	0	23

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

Weighted Sample Unweighted Sample		Ethnicity		Work status					Source of news					
	Total	White	Non-white	Full Time	Part Time	Student	Retired	Not Working	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
	2164	1785	314	902	363	125	493	280	366	741	487	670	113	109
	2164	1717	384	891	325	121	536	291	408	825	528	730	142	135
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Looking forward, do you think you will or will not be living in London in five years' time?

[Asked only to those who live in London; n=563]

I probably will be living in London in 5 years' time	63	65	60	61	55	63	81	55	71	67	70	65	59	62
I probably will not be living in London in 5 years' time	23	24	21	27	23	29	11	22	15	19	20	22	19	26
Don't know	14	11	19	12	22	8	8	24	13	13	11	13	22	13

Why will you probably not be living in London in five years time? Please tick up to three of the following options.

[Asked only to those who answered 'I probably will not be living in London in 5 years' time; n=128]

To move somewhere less expensive	42	41	47	50	44	27	16	34	32	42	52	53	21	52
To live somewhere safer, or less affected by crime.	27	20	43	31	28	17	15	26	43	33	30	36	22	22
Because London is going downhill	26	28	23	24	15	5	60	40	54	34	29	15	44	26
To have a change in lifestyle	23	23	26	20	48	20	21	16	16	25	23	28	28	56
To move to a more rural environment	21	26	4	22	16	9	13	37	23	22	23	17	21	12
To be closer to family and/or friends	21	20	15	20	21	4	16	41	16	23	28	23	8	6
To buy a larger home	15	19	8	22	11	7	7	4	13	21	16	24	16	30
To buy a first home	13	17	8	17	16	14	0	3	10	17	17	22	16	13
To live somewhere cleaner	10	10	1	8	6	0	7	35	0	8	11	5	0	0
To retire	10	12	7	12	18	0	0	4	13	6	7	13	13	5
To move away from immigrants	10	13	6	9	12	0	32	6	30	6	3	7	55	6
To take up a new job or occupation	7	5	11	5	9	5	0	19	0	6	2	9	9	14
To travel	6	7	3	6	17	0	0	0	0	7	4	5	0	7
To live somewhere less affected by pollution	5	6	3	8	0	0	8	0	11	4	4	2	20	6
To be nearer good schools	2	2	2	2	0	0	0	8	0	3	0	1	0	11
Other [see Tab 3]	6	6	5	6	4	0	24	0	4	9	2	6	15	11
Don't know	6	1	18	1	0	54	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)								
	Total	Email newsletters or RSS feeds	Social network websites	Television	Radio	Podcasts	Facebook	X	LinkedIn	Pinterest	Instagram	Snapchat	Reddit	TikTok	Youtube
Weighted Sample	2164	123	720	1103	852	264	1459	379	417	270	1066	262	279	465	1107
Unweighted Sample	2164	148	751	1167	887	301	1436	402	473	289	1093	227	268	447	1098
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Looking forward, do you think you will or will not be living in London in five years' time?

[Asked only to those who live in London; n=563]

I probably will be living in London in 5 years' time	63	74	65	65	68	67	64	71	59	57	60	59	53	57	61
I probably will not be living in London in 5 years' time	23	21	19	22	20	17	23	14	27	26	25	25	26	25	22
Don't know	14	5	16	12	13	16	13	15	15	17	15	16	20	17	17

Why will you probably not be living in London in five years time? Please tick up to three of the following options.

[Asked only to those who answered 'I probably will not be living in London in 5 years' time; n=128]

To move somewhere less expensive	42	47	51	38	38	59	50	56	56	56	52	49	64	41	47
To live somewhere safer, or less affected by crime.	27	34	34	38	26	40	30	41	28	18	29	13	37	38	35
Because London is going downhill	26	19	28	32	39	22	29	27	19	11	25	6	34	27	25
To have a change in lifestyle	23	50	18	27	28	19	26	17	29	38	22	19	21	19	22
To move to a more rural environment	21	22	13	20	23	18	20	14	21	41	23	51	8	28	24
To be closer to family and/or friends	21	13	22	16	14	12	16	6	21	20	22	32	20	24	25
To buy a larger home	15	20	15	23	20	25	16	17	23	27	16	18	17	24	21
To buy a first home	13	13	24	11	13	17	12	11	18	26	15	10	11	17	15
To live somewhere cleaner	10	0	8	9	9	0	9	4	8	13	14	42	15	25	13
To retire	10	8	7	17	13	0	12	12	5	4	8	0	0	7	7
To move away from immigrants	10	7	12	17	21	11	14	10	4	7	8	0	14	10	9
To take up a new job or occupation	7	0	9	3	3	10	5	16	8	0	8	18	8	5	7
To travel	6	8	11	5	9	0	4	5	6	0	6	5	6	4	7
To live somewhere less affected by pollution	5	7	5	6	5	18	7	11	8	11	7	7	4	2	5
To be nearer good schools	2	6	4	3	4	7	3	4	1	3	2	0	7	2	0
Other [see Tab 3]	6	7	2	7	2	8	5	10	5	3	4	7	0	2	5
Don't know	6	0	2	0	0	0	0	0	0	0	1	0	0	0	1

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

			Political attention			
	Total	N/A - Not currently a member of any	N/A - Not used any in the last month	Low	Medium	High
Weighted Sample	2164	174	69	201	954	880
Unweighted Sample	2164	179	72	121	905	986
	%	%	%	%	%	%

Looking forward, do you think you will or will not be living in London in five years' time?

[Asked only to those who live in London; n=563]

I probably will be living in London in 5 years' time	63	68	37	53	58	67
I probably will not be living in London in 5 years' time	23	14	45	32	26	21
Don't know	14	18	17	16	16	12

Why will you probably not be living in London in five years time? Please tick up to three of the following options.

[Asked only to those who answered 'I probably will not be living in London in 5 years' time; n=128]

To move somewhere less expensive	42	12	6	0	50	38
To live somewhere safer, or less affected by crime.	27	18	10	58	22	30
Because London is going downhill	26	17	20	58	20	26
To have a change in lifestyle	23	17	11	0	26	22
To move to a more rural environment	21	33	7	0	23	25
To be closer to family and/or friends	21	53	10	18	22	22
To buy a larger home	15	13	0	0	17	17
To buy a first home	13	12	0	0	15	15
To live somewhere cleaner	10	0	0	0	10	13
To retire	10	18	13	0	8	12
To move away from immigrants	10	17	0	29	9	8
To take up a new job or occupation	7	12	0	0	4	9
To travel	6	0	4	0	3	10
To live somewhere less affected by pollution	5	0	0	0	2	7
To be nearer good schools	2	0	0	0	2	1
Other [see Tab 3]	6	13	0	53	0	4
Don't know	6	0	73	0	12	1

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

		Westminster VI					Vote in 2024 GE					EU Ref 2016		Gender		Age				Generation			
	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+	Gen Z (18-29)	Millenial (30-45)	Gen X (46-61)	Boomer (62-80)
Weighted Sample	2164	264	302	192	394	336	377	537	195	227	118	766	770	1050	1114	227	894	537	506	343	626	594	554
Unweighted Sample	2164	260	346	205	350	364	322	572	215	208	138	887	675	989	1175	180	884	554	546	319	608	592	596
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think London is in a good or a bad state, and how does that compare to the rest of country?

London is in a good state, and a better state than the rest of the country	15	11	28	20	5	25	10	23	19	5	30	22	7	17	14	22	16	15	11	21	16	16	13
London is in a good state, about the same state as the rest of the country	16	15	25	22	8	20	14	19	21	6	24	20	14	16	16	14	15	16	18	14	16	15	19
London is in a good state, but a worse state than the rest of the country	7	13	8	9	3	6	10	7	10	3	1	7	6	6	8	10	7	5	6	8	8	6	5
London is in a bad state, but a better state than the rest of the country	14	17	13	16	14	16	14	16	16	10	14	16	12	17	12	15	14	14	15	16	13	14	15
London is in a bad state, about the same state as the rest of the country	18	21	10	16	24	15	22	14	17	26	13	14	23	17	20	15	18	19	20	18	18	17	20
London is in a bad state, and a worse state than the rest of the country	17	15	5	9	40	8	24	8	8	42	8	9	27	19	14	12	15	19	20	11	14	22	18
Don't know	12	8	11	8	6	10	8	13	9	9	10	12	11	8	16	12	14	11	10	12	15	11	11

Since 2016, do you think that London has changed for the better or worse?

Much better	2	1	6	3	0	5	0	5	3	0	5	4	0	3	2	3	3	2	2	4	2	2	2
Somewhat better	14	10	32	21	3	21	9	21	18	2	24	19	6	16	11	21	14	13	12	21	13	13	12
TOTAL BETTER	16	11	38	24	3	26	9	26	21	2	29	23	6	19	13	24	17	15	14	25	15	15	14
Neither better nor worse	20	22	24	26	7	23	16	23	27	8	25	25	15	19	20	22	20	18	20	19	21	19	20
Somewhat worse	31	41	24	24	31	30	38	26	28	29	29	29	34	27	34	23	31	32	31	25	32	31	31
Much worse	23	19	7	15	54	6	31	13	14	55	3	13	36	27	20	15	20	26	28	16	20	26	27
TOTAL WORSE	54	60	31	39	85	36	69	39	42	84	32	42	70	54	54	38	51	58	59	41	52	57	58
Don't know	11	6	8	10	4	15	6	11	11	6	14	10	8	8	13	16	12	10	7	16	12	9	8

Now imagine London in the year 2036. Do you think London will have changed for the better or worse compared to now?

Much better	2	2	4	2	1	5	1	3	2	1	9	3	1	3	1	4	2	3	1	4	2	2	2
Somewhat better	21	21	36	27	6	33	18	29	24	4	28	27	11	21	20	32	21	19	17	28	22	18	17
TOTAL BETTER	23	23	40	29	7	38	19	32	26	5	37	30	12	24	21	36	23	22	18	32	24	20	19
Neither better nor worse	17	18	23	22	9	17	16	21	22	9	17	20	14	17	16	15	19	14	18	17	18	16	17
Somewhat worse	24	30	19	22	23	22	29	20	26	21	17	25	24	22	27	22	23	23	30	22	23	23	28
Much worse	23	18	7	16	55	9	27	13	14	55	12	13	37	27	19	10	23	28	24	12	22	27	25
TOTAL WORSE	47	48	26	38	78	31	56	33	40	76	29	38	61	49	46	32	46	51	54	34	45	50	53
Don't know	13	12	12	11	6	14	9	14	13	10	16	13	11	11	16	18	13	14	11	17	13	14	11

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

Weighted Sample Unweighted Sample			Socio-economic classification (NS-SEC)			Country				Region in England				Education level			Tenure		
	Total	Silent Generation (81+)	Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	Low	Medium	High	Own	Rent	Other
	2164	48	731	485	647	1811	113	180	61	498	344	249	721	582	867	715	1247	596	321
	2164	49	854	470	521	1879	87	160	38	434	283	563	599	486	831	847	1261	606	297
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think London is in a good or a bad state, and how does that compare to the rest of country?

London is in a good state, and a better state than the rest of the country	15	2	20	15	10	16	17	13	10	17	14	28	12	8	15	23	15	15	20
London is in a good state, about the same state as the rest of the country	16	15	15	16	16	16	13	15	24	14	12	18	19	16	16	16	17	15	16
London is in a good state, but a worse state than the rest of the country	7	13	6	7	7	7	6	8	7	6	5	8	8	7	7	7	7	7	6
London is in a bad state, but a better state than the rest of the country	14	18	17	13	13	15	12	16	5	16	16	19	12	11	15	17	15	14	14
London is in a bad state, about the same state as the rest of the country	18	32	16	22	19	18	21	18	21	17	21	12	20	22	20	14	18	20	17
London is in a bad state, and a worse state than the rest of the country	17	18	15	15	23	17	19	13	18	17	18	9	19	23	17	12	17	18	14
Don't know	12	3	11	11	13	11	12	17	16	13	13	6	11	13	11	12	12	11	14

Since 2016, do you think that London has changed for the better or worse?

Much better	2	2	3	3	2	3	0	2	0	2	3	4	2	1	2	4	2	2	3
Somewhat better	14	3	18	10	11	14	13	11	4	12	9	21	16	10	13	18	13	13	17
TOTAL BETTER	16	5	21	13	13	17	13	13	4	14	12	25	18	11	15	22	15	15	20
Neither better nor worse	20	16	18	24	17	19	25	22	16	19	19	21	19	16	20	22	20	19	20
Somewhat worse	31	40	32	31	30	30	36	32	31	27	34	27	31	34	31	27	32	31	23
Much worse	23	38	19	22	30	24	14	19	40	25	23	23	23	31	23	16	23	24	20
TOTAL WORSE	54	78	51	53	60	54	50	51	71	52	57	50	54	65	54	43	55	55	43
Don't know	11	1	10	8	11	10	12	13	9	14	11	4	9	8	11	12	9	10	16

Now imagine London in the year 2036. Do you think London will have changed for the better or worse compared to now?

Much better	2	0	2	2	1	2	2	3	0	1	3	3	2	1	2	4	2	3	4
Somewhat better	21	13	24	17	18	21	18	17	8	19	20	25	23	16	20	25	21	18	23
TOTAL BETTER	23	13	26	19	19	23	20	20	8	20	23	28	25	17	22	29	23	21	27
Neither better nor worse	17	11	18	21	12	17	21	16	13	16	14	18	18	13	16	21	16	19	16
Somewhat worse	24	31	23	26	27	24	24	23	43	23	25	24	24	23	27	22	26	22	22
Much worse	23	30	19	21	31	23	22	20	25	25	26	17	22	34	22	15	23	26	16
TOTAL WORSE	47	61	42	47	58	47	46	43	68	48	51	41	46	57	49	37	49	48	38
Don't know	13	16	13	13	11	13	13	20	11	16	12	13	10	13	13	14	12	13	19

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

Weighted Sample Unweighted Sample		Ethnicity		Work status					Source of news					
	Total	White	Non-white	Full Time	Part Time	Student	Retired	Not Working	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
	2164	1785	314	902	363	125	493	280	366	741	487	670	113	109
	2164	1717	384	891	325	121	536	291	408	825	528	730	142	135
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think London is in a good or a bad state, and how does that compare to the rest of country?

London is in a good state, and a better state than the rest of the country	15	15	22	17	13	29	12	15	16	20	23	20	19	25
London is in a good state, about the same state as the rest of the country	16	16	17	15	17	23	17	13	16	17	17	18	13	25
London is in a good state, but a worse state than the rest of the country	7	6	12	7	7	12	7	4	7	7	4	8	10	8
London is in a bad state, but a better state than the rest of the country	14	14	19	15	11	12	15	15	18	16	18	14	21	15
London is in a bad state, about the same state as the rest of the country	18	19	12	18	19	7	20	21	18	17	15	16	18	8
London is in a bad state, and a worse state than the rest of the country	17	18	9	16	18	8	20	16	19	16	13	16	12	18
Don't know	12	12	11	11	16	9	10	15	6	7	9	8	8	1

Since 2016, do you think that London has changed for the better or worse?

Much better	2	2	4	3	1	2	2	3	3	3	3	3	3	2
Somewhat better	14	13	18	15	14	22	12	10	14	18	19	19	16	22
TOTAL BETTER	16	15	22	18	15	24	14	13	17	21	22	22	19	24
Neither better nor worse	20	19	22	20	20	29	18	17	20	20	20	20	23	23
Somewhat worse	31	31	30	30	33	23	33	29	37	31	31	30	34	28
Much worse	23	24	17	22	21	10	28	27	22	22	18	20	19	22
TOTAL WORSE	54	55	47	52	54	33	61	56	59	53	49	50	53	50
Don't know	11	11	9	10	12	14	8	15	5	6	8	7	4	3

Now imagine London in the year 2036. Do you think London will have changed for the better or worse compared to now?

Much better	2	2	6	2	1	6	2	3	3	2	3	2	0	4
Somewhat better	21	20	27	22	21	37	17	15	20	25	27	28	23	32
TOTAL BETTER	23	22	33	24	22	43	19	18	23	27	30	30	23	36
Neither better nor worse	17	17	16	18	15	17	16	17	18	16	18	18	20	19
Somewhat worse	24	25	20	23	24	19	29	24	27	24	22	25	21	20
Much worse	23	24	16	24	22	7	26	24	24	21	18	17	23	15
TOTAL WORSE	47	49	36	47	46	26	55	48	51	45	40	42	44	35
Don't know	13	13	15	12	17	15	11	17	8	12	13	11	13	11

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

							Social media used (last month)								
	Total	Email newsletters or RSS feeds	Social network websites	Television	Radio	Podcasts	Facebook	X	LinkedIn	Pinterest	Instagram	Snapchat	Reddit	TikTok	Youtube
Weighted Sample	2164	123	720	1103	852	264	1459	379	417	270	1066	262	279	465	1107
Unweighted Sample	2164	148	751	1167	887	301	1436	402	473	289	1093	227	268	447	1098
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think London is in a good or a bad state, and how does that compare to the rest of country?

London is in a good state, and a better state than the rest of the country	15	32	19	16	18	31	15	19	26	19	18	15	23	13	19
London is in a good state, about the same state as the rest of the country	16	11	15	19	20	17	16	13	16	20	17	16	13	16	16
London is in a good state, but a worse state than the rest of the country	7	6	6	8	7	4	7	6	9	5	9	9	7	9	7
London is in a bad state, but a better state than the rest of the country	14	15	15	15	14	15	13	16	17	13	13	15	18	14	15
London is in a bad state, about the same state as the rest of the country	18	12	18	16	16	11	19	15	12	13	17	16	15	19	16
London is in a bad state, and a worse state than the rest of the country	17	21	17	16	17	16	18	21	11	17	15	15	15	16	18
Don't know	12	4	11	10	9	6	12	10	9	13	11	13	8	13	10

Since 2016, do you think that London has changed for the better or worse?

Much better	2	5	3	2	3	3	3	6	3	3	3	3	3	4	3
Somewhat better	14	23	17	14	16	25	14	16	23	14	17	14	23	12	16
TOTAL BETTER	16	28	20	16	19	28	17	22	26	17	20	17	26	16	19
Neither better nor worse	20	15	18	22	21	19	19	18	22	21	19	24	17	20	18
Somewhat worse	31	31	30	33	33	26	32	23	25	27	32	28	23	30	30
Much worse	23	23	23	21	21	19	23	29	18	20	19	20	22	24	23
TOTAL WORSE	54	54	53	54	54	45	55	52	43	47	51	48	45	54	53
Don't know	11	2	9	8	7	8	10	8	8	14	10	11	12	10	10

Now imagine London in the year 2036. Do you think London will have changed for the better or worse compared to now?

Much better	2	3	4	2	2	3	2	5	3	2	3	3	3	3	4
Somewhat better	21	30	20	22	23	31	21	25	31	25	25	26	27	22	22
TOTAL BETTER	23	33	24	24	25	34	23	30	34	27	28	29	30	25	26
Neither better nor worse	17	21	14	18	19	19	17	12	19	19	17	17	13	13	17
Somewhat worse	24	19	25	26	27	23	24	18	19	23	23	22	23	26	22
Much worse	23	18	21	20	20	14	23	27	17	16	19	17	22	21	22
TOTAL WORSE	47	37	46	46	47	37	47	45	36	39	42	39	45	47	44
Don't know	13	10	15	12	9	11	12	14	11	15	14	16	12	15	14

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

Weighted Sample Unweighted Sample				Political attention		
	Total	N/A - Not currently a member of any	N/A - Not used any in the last month	Low	Medium	High
	2164	174	69	201	954	880
	2164	179	72	121	905	986
	%	%	%	%	%	%

Do you think London is in a good or a bad state, and how does that compare to the rest of country?

London is in a good state, and a better state than the rest of the country	15	12	6	6	13	20
London is in a good state, about the same state as the rest of the country	16	12	18	16	16	17
London is in a good state, but a worse state than the rest of the country	7	7	7	6	8	6
London is in a bad state, but a better state than the rest of the country	14	20	24	9	11	18
London is in a bad state, about the same state as the rest of the country	18	19	18	21	19	18
London is in a bad state, and a worse state than the rest of the country	17	15	13	13	19	15
Don't know	12	14	14	28	15	6

Since 2016, do you think that London has changed for the better or worse?

Much better	2	0	3	0	1	4
Somewhat better	14	8	4	4	11	18
TOTAL BETTER	16	8	7	4	12	22
Neither better nor worse	20	22	26	22	19	20
Somewhat worse	31	35	25	27	36	27
Much worse	23	24	26	27	21	24
TOTAL WORSE	54	59	51	54	57	51
Don't know	11	9	16	20	13	7

Now imagine London in the year 2036. Do you think London will have changed for the better or worse compared to now?

Much better	2	1	1	0	1	4
Somewhat better	21	16	8	16	18	24
TOTAL BETTER	23	17	9	16	19	28
Neither better nor worse	17	15	15	13	18	17
Somewhat worse	24	29	36	26	26	23
Much worse	23	24	32	31	22	22
TOTAL WORSE	47	53	68	57	48	45
Don't know	13	15	10	15	15	11

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

Weighted Sample Unweighted Sample		Westminster VI					Vote in 2024 GE					EU Ref 2016		Gender		Age				Generation			
	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+	Gen Z (18-29)	Millenial (30-45)	Gen X (46-61)	Boome (62-80)
	2164	264	302	192	394	336	377	537	195	227	118	766	770	1050	1114	227	894	537	506	343	626	594	554
	2164	260	346	205	350	364	322	572	215	208	138	887	675	989	1175	180	884	554	546	319	608	592	596
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following words do you think best describe London? Please tick up to three.

Expensive	62	64	64	60	56	66	64	64	59	50	67	64	59	62	62	67	63	60	62	66	62	62	61
Crowded	48	47	37	45	55	46	53	40	44	54	45	44	53	42	53	44	45	52	49	45	45	49	49
Diverse	34	28	46	49	21	52	28	42	48	18	49	43	25	31	37	39	38	32	29	39	37	35	28
Dangerous	25	29	11	14	50	11	33	16	17	48	10	14	38	26	24	21	24	26	27	20	25	27	25
Dirty	20	27	13	10	34	11	29	13	15	37	14	15	27	20	20	15	20	22	22	14	21	21	23
Cosmopolitan	17	17	30	31	6	16	17	22	30	4	19	25	10	19	16	17	15	17	21	16	14	17	22
Impersonal	14	17	12	19	14	9	17	11	18	13	6	14	18	14	14	6	8	18	23	7	7	16	25
Lively	13	12	20	20	4	19	11	18	16	3	20	18	7	13	14	15	16	13	8	16	15	14	9
Hell-hole	12	6	4	7	30	5	10	8	3	38	5	7	17	15	10	12	14	11	10	13	13	13	10
Exciting	9	10	15	10	4	16	7	14	13	2	17	11	5	8	10	13	9	9	8	13	11	6	9
Too big	8	6	9	7	8	11	5	10	8	9	4	8	8	8	8	6	9	8	8	7	9	8	8
Elitist	7	5	8	4	4	12	4	9	3	5	11	7	5	9	5	13	7	5	4	13	6	5	5
Rich	6	4	7	4	5	8	3	6	7	4	7	6	4	7	5	10	7	4	3	10	7	4	3
Innovative	3	2	5	3	0	6	1	5	4	0	7	4	1	4	2	5	4	3	1	4	4	3	1
None of these	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
Don't know	2	2	1	3	0	0	1	2	2	0	2	2	2	1	2	4	2	1	2	3	3	1	2

How proud, if at all, are you of London as the capital city of the United Kingdom?

Very proud	10	13	24	11	4	13	8	17	13	3	13	13	6	13	8	13	11	10	8	11	11	10	10
Fairly proud	33	43	42	47	19	42	35	38	44	16	45	41	24	31	36	40	32	31	35	39	32	32	33
TOTAL PROUD	43	56	66	58	23	55	43	55	57	19	58	54	30	44	44	53	43	41	43	50	43	42	43
Not very proud	27	29	23	22	32	25	34	26	24	24	25	26	31	26	29	27	27	26	31	25	26	28	28
Not proud at all	16	9	5	10	36	8	13	9	8	47	6	10	25	21	12	9	15	20	18	11	15	19	19
TOTAL NOT PROUD	43	38	28	32	68	33	47	35	32	71	31	36	56	47	41	36	42	46	49	36	41	47	47
Don't know	12	6	6	10	8	12	10	10	11	10	11	10	13	9	16	12	15	12	9	13	16	11	10

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

Weighted Sample Unweighted Sample			Socio-economic classification (NS-SEC)			Country				Region in England				Education level			Tenure		
	Total	Silent Generation (81+)	Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	Low	Medium	High	Own	Rent	Other
	2164	48	731	485	647	1811	113	180	61	498	344	249	721	582	867	715	1247	596	321
	2164	49	854	470	521	1879	87	160	38	434	283	563	599	486	831	847	1261	606	297
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following words do you think best describe London? Please tick up to three.

Expensive	62	65	63	61	63	63	57	64	63	64	61	66	61	59	63	65	62	61	65
Crowded	48	60	46	46	50	47	57	48	60	48	46	34	50	52	48	43	48	49	42
Diverse	34	27	40	36	26	36	24	28	26	31	33	52	35	24	33	44	34	31	39
Dangerous	25	41	20	25	31	24	26	27	43	27	30	16	23	36	25	16	24	29	22
Dirty	20	21	21	22	22	22	20	11	11	19	19	14	27	21	23	17	22	18	16
Cosmopolitan	17	23	20	19	14	17	14	19	19	13	14	26	18	12	16	23	19	14	15
Impersonal	14	10	16	14	14	13	17	19	16	16	13	9	13	15	15	12	15	14	9
Lively	13	6	16	14	10	14	12	12	7	10	13	23	14	9	12	19	14	13	14
Hell-hole	12	5	9	12	17	13	8	9	9	17	15	5	12	16	12	9	11	12	16
Exciting	9	2	12	10	5	9	12	8	5	6	7	20	9	6	9	12	9	9	10
Too big	8	13	6	7	10	8	13	12	4	10	7	4	7	10	8	7	7	11	6
Eltist	7	0	6	6	6	6	5	13	2	9	9	3	4	5	8	6	5	8	9
Rich	6	4	5	5	6	6	6	4	9	8	7	4	4	3	7	6	5	6	8
Innovative	3	0	4	2	2	3	2	4	7	2	2	6	3	1	3	4	2	4	6
None of these	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	2	0	2	2	2	2	2	1	0	2	4	1	1	2	2	2	2	2	4

How proud, if at all, are you of London as the capital city of the United Kingdom?

Very proud	10	2	11	10	7	11	7	5	2	7	9	27	10	7	9	14	9	13	11
Fairly proud	33	32	39	34	27	35	23	27	28	28	32	41	39	25	33	41	35	29	33
TOTAL PROUD	43	34	50	44	34	46	30	32	30	35	41	68	49	32	42	55	44	42	44
Not very proud	27	49	26	28	30	27	32	34	24	33	28	17	25	31	30	21	28	28	24
Not proud at all	16	10	13	16	22	15	27	23	14	19	17	6	15	22	15	13	16	17	16
TOTAL NOT PROUD	43	59	39	44	52	42	59	57	38	52	45	23	40	53	45	34	44	45	40
Don't know	12	7	11	12	14	12	12	11	32	14	14	9	11	14	13	11	11	13	17

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

Weighted Sample Unweighted Sample		Ethnicity		Work status					Source of news					
	Total	White	Non-white	Full Time	Part Time	Student	Retired	Not Working	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
	2164	1785	314	902	363	125	493	280	366	741	487	670	113	109
	2164	1717	384	891	325	121	536	291	408	825	528	730	142	135
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following words do you think best describe London? Please tick up to three.

Expensive	62	63	63	62	64	64	61	64	63	63	69	67	63	59
Crowded	48	49	40	44	55	44	47	52	46	45	45	46	45	41
Diverse	34	33	42	39	29	42	28	32	34	41	42	40	42	51
Dangerous	25	26	19	24	23	17	29	28	29	23	15	21	18	21
Dirty	20	21	16	21	19	9	23	20	20	20	17	18	20	18
Cosmopolitan	17	16	24	17	17	15	21	11	22	21	25	22	24	22
Impersonal	14	16	6	12	13	8	23	9	17	13	16	15	15	9
Lively	13	13	19	14	19	17	7	14	12	15	17	15	23	18
Hell-hole	12	13	7	13	10	8	11	15	10	10	10	8	8	7
Exciting	9	9	12	10	6	18	9	8	8	13	11	14	8	16
Too big	8	8	7	8	6	11	8	10	10	7	7	6	6	6
Elitist	7	7	6	6	6	13	5	9	4	5	7	6	8	6
Rich	6	5	9	7	4	10	3	7	6	6	6	6	7	9
Innovative	3	2	6	4	3	8	1	2	2	4	2	4	1	12
None of these	0	0	0	0	1	0	0	0	0	0	0	0	0	0
Don't know	2	2	3	2	3	1	2	2	1	1	1	1	1	0

How proud, if at all, are you of London as the capital city of the United Kingdom?

Very proud	10	8	21	12	10	18	8	6	11	14	14	14	14	17
Fairly proud	33	33	41	33	34	45	33	29	38	37	36	39	38	47
TOTAL PROUD	43	41	62	45	44	63	41	35	49	51	50	53	52	64
Not very proud	27	29	21	26	27	23	32	28	29	27	27	26	27	17
Not proud at all	16	18	6	16	15	3	19	20	14	13	15	13	11	13
TOTAL NOT PROUD	43	47	27	42	42	26	51	48	43	40	42	39	38	30
Don't know	12	12	11	13	13	11	9	16	9	9	8	9	10	6

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

							Social media used (last month)								
	Total	Email newsletters or RSS feeds	Social network websites	Television	Radio	Podcasts	Facebook	X	LinkedIn	Pinterest	Instagram	Snapchat	Reddit	TikTok	Youtube
Weighted Sample	2164	123	720	1103	852	264	1459	379	417	270	1066	262	279	465	1107
Unweighted Sample	2164	148	751	1167	887	301	1436	402	473	289	1093	227	268	447	1098
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following words do you think best describe London? Please tick up to three.

Expensive	62	57	63	64	64	62	63	66	67	68	63	64	68	61	64
Crowded	48	41	46	49	48	41	48	38	45	50	46	45	37	51	45
Diverse	34	46	41	36	34	46	34	43	42	39	41	35	44	36	36
Dangerous	25	23	25	23	21	13	27	23	17	21	23	26	18	28	23
Dirty	20	19	17	20	20	14	20	18	13	15	19	17	15	18	18
Cosmopolitan	17	26	17	20	21	23	16	17	22	22	19	9	23	13	18
Impersonal	14	16	11	17	15	11	15	10	13	12	9	6	9	9	12
Lively	13	17	17	13	15	18	14	16	18	13	16	15	18	13	15
Hell-hole	12	11	12	9	10	8	12	16	9	13	10	17	16	15	14
Exciting	9	16	11	10	11	16	9	11	14	10	11	12	10	11	11
Too big	8	7	7	9	9	9	8	4	5	9	8	9	6	7	8
Eltist	7	1	7	5	6	7	6	7	6	4	8	10	12	7	8
Rich	6	4	6	6	5	8	5	7	6	6	6	10	6	8	6
Innovative	3	5	4	3	3	7	3	6	8	4	4	4	5	3	4
None of these	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	2	0	2	1	1	2	2	3	2	2	2	3	2	3	2

How proud, if at all, are you of London as the capital city of the United Kingdom?

Very proud	10	17	12	11	12	18	10	13	17	11	12	12	15	9	12
Fairly proud	33	38	36	36	39	40	34	34	43	41	38	36	32	32	34
TOTAL PROUD	43	55	48	47	51	58	44	47	60	52	50	48	47	41	46
Not very proud	27	21	28	29	26	23	28	26	22	26	25	26	24	27	26
Not proud at all	16	15	14	13	12	11	15	17	10	10	12	11	18	15	16
TOTAL NOT PROUD	43	36	42	42	38	34	43	43	32	36	37	37	42	42	42
Don't know	12	8	10	11	10	9	13	10	8	12	13	16	12	17	13

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

				Political attention		
	Total	N/A - Not currently a member of any	N/A - Not used any in the last month	Low	Medium	High
Weighted Sample	2164	174	69	201	954	880
Unweighted Sample	2164	179	72	121	905	986
	%	%	%	%	%	%

Which of the following words do you think best describe London? Please tick up to three.

Expensive	62	62	63	54	64	64
Crowded	48	55	41	57	51	44
Diverse	34	26	24	26	33	37
Dangerous	25	22	27	31	27	22
Dirty	20	23	26	22	22	19
Cosmopolitan	17	22	12	7	14	22
Impersonal	14	18	18	15	14	14
Lively	13	7	17	10	13	15
Hell-hole	12	10	12	18	12	10
Exciting	9	6	8	5	7	12
Too big	8	9	7	11	9	7
Elitist	7	4	3	5	6	6
Rich	6	5	3	6	4	7
Innovative	3	1	2	3	2	4
None of these	0	0	2	0	0	0
Don't know	2	1	4	5	2	1

How proud, if at all, are you of London as the capital city of the United Kingdom?

Very proud	10	8	9	3	7	15
Fairly proud	33	29	31	27	32	37
TOTAL PROUD	43	37	40	30	39	52
Not very proud	27	29	26	25	29	27
Not proud at all	16	24	20	20	16	15
TOTAL NOT PROUD	43	53	46	45	45	42
Don't know	12	10	13	25	15	7

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

Weighted Sample Unweighted Sample		Westminster VI					Vote in 2024 GE					EU Ref 2016		Gender		Age				Generation			
	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+	Gen Z (18-29)	Millenial (30-45)	Gen X (46-61)	Boome (62-80)
	2164	264	302	192	394	336	377	537	195	227	118	766	770	1050	1114	227	894	537	506	343	626	594	554
	2164	260	346	205	350	364	322	572	215	208	138	887	675	989	1175	180	884	554	546	319	608	592	596
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

To what extent do you agree or disagree with the statement below?
"There are 'no-go' areas in London where Sharia law dominates and non-Muslims cannot enter.

[Asked to half of the sample; n=1117]

Strongly agree	15	16	7	8	34	2	15	7	3	47	0	8	24	17	12	7	13	16	19	12	12	15	18
Tend to agree	19	33	6	13	33	5	33	11	8	24	4	12	29	19	18	10	13	24	28	11	11	24	24
TOTAL AGREE	34	49	13	21	67	7	48	18	11	71	4	20	53	36	30	17	26	40	47	23	23	39	42
Neither agree nor disagree	11	12	6	11	13	7	12	10	19	10	6	10	11	11	11	14	10	8	15	11	12	7	14
Tend to disagree	11	11	16	21	5	19	11	13	17	6	20	13	8	10	12	11	14	11	7	15	12	12	7
Strongly disagree	25	9	50	28	5	53	6	43	28	8	57	38	8	32	19	41	30	25	11	38	30	25	14
TOTAL DISAGREE	36	20	66	49	10	72	17	56	45	14	77	51	16	42	31	52	44	36	18	53	42	37	21
Don't know	19	19	16	19	10	14	24	16	25	5	13	19	19	11	27	17	20	17	21	13	23	17	22

To what extent do you agree or disagree with the statement below?
"There are 'no-go' areas in London, where it is unsafe for people to go."

[Asked to half of the sample; n=1047]

Strongly agree	31	27	14	22	56	17	33	24	19	63	11	19	44	33	30	26	32	31	34	25	32	33	33
Tend to agree	38	55	32	40	35	33	52	28	42	29	38	36	41	32	42	38	32	39	45	38	29	38	44
TOTAL AGREE	69	82	46	62	91	50	85	52	61	92	49	55	85	65	72	64	64	70	79	63	61	71	77
Neither agree nor disagree	9	7	18	9	2	8	5	14	9	3	9	11	5	11	8	13	11	8	5	12	11	8	6
Tend to disagree	11	7	24	14	2	20	7	20	17	0	18	18	4	13	9	14	12	11	8	12	14	9	10
Strongly disagree	4	0	6	7	1	12	0	8	4	2	14	8	1	5	3	2	5	4	3	4	6	4	3
TOTAL DISAGREE	15	7	30	21	3	32	7	28	21	2	32	26	5	18	12	16	17	15	11	16	20	13	13
Don't know	7	4	5	7	4	9	3	6	9	3	10	9	5	6	8	7	8	7	5	9	8	7	5

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

Weighted Sample Unweighted Sample			Socio-economic classification (NS-SEC)			Country				Region in England				Education level			Tenure		
	Total	Silent Generation (81+)	Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	Low	Medium	High	Own	Rent	Other
	2164	48	731	485	647	1811	113	180	61	498	344	249	721	582	867	715	1247	596	321
	2164	49	854	470	521	1879	87	160	38	434	283	563	599	486	831	847	1261	606	297
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

To what extent do you agree or disagree with the statement below?
"There are 'no-go' areas in London where Sharia law dominates and non-Muslims cannot enter.

[Asked to half of the sample; n=1117]

Strongly agree	15	25	14	13	20	13	26	20	19	12	16	9	14	18	16	11	15	14	12
Tend to agree	19	39	15	23	23	18	16	18	33	21	27	9	17	26	21	11	21	17	13
TOTAL AGREE	34	64	29	36	43	31	42	38	52	33	43	18	31	44	37	22	36	31	25
Neither agree nor disagree	11	13	9	13	12	12	10	5	3	12	12	10	13	12	12	9	10	13	12
Tend to disagree	11	4	10	11	12	12	16	9	0	9	14	18	10	10	9	15	10	13	12
Strongly disagree	25	7	33	20	15	26	14	23	25	25	17	44	24	13	23	36	22	24	38
TOTAL DISAGREE	36	11	43	31	27	38	30	32	25	34	31	62	34	23	32	51	32	37	50
Don't know	19	11	19	21	19	19	18	26	19	20	14	10	22	21	19	18	22	18	13

To what extent do you agree or disagree with the statement below?
"There are 'no-go' areas in London, where it is unsafe for people to go."

[Asked to half of the sample; n=1047]

Strongly agree	31	21	26	30	40	31	26	39	30	37	35	21	28	38	33	24	32	35	22
Tend to agree	38	68	38	36	39	37	44	30	70	34	35	31	43	44	35	36	40	35	34
TOTAL AGREE	69	89	64	66	79	68	70	69	100	71	70	52	71	82	68	60	72	70	56
Neither agree nor disagree	9	4	8	13	6	9	7	9	0	9	8	14	9	6	11	9	6	10	17
Tend to disagree	11	7	15	10	9	12	8	7	0	11	8	21	12	5	10	19	11	11	10
Strongly disagree	4	0	6	4	1	4	3	3	0	3	2	10	4	3	2	8	4	3	5
TOTAL DISAGREE	15	7	21	14	10	16	11	10	0	14	10	31	16	8	12	27	15	14	15
Don't know	7	0	7	8	5	7	12	12	0	6	13	3	4	5	9	5	6	6	11

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

	Ethnicity		Work status						Source of news					
	Total	White	Non-white	Full Time	Part Time	Student	Retired	Not Working	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
Weighted Sample	2164	1785	314	902	363	125	493	280	366	741	487	670	113	109
Unweighted Sample	2164	1717	384	891	325	121	536	291	408	825	528	730	142	135
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

To what extent do you agree or disagree with the statement below?
"There are 'no-go' areas in London where Sharia law dominates and non-Muslims cannot enter.

[Asked to half of the sample; n=1117]

Strongly agree	15	15	11	16	12	4	20	9	15	15	10	16	11	23
Tend to agree	19	20	11	15	21	2	26	21	25	17	17	16	15	3
TOTAL AGREE	34	35	22	31	33	6	46	30	40	32	27	32	26	26
Neither agree nor disagree	11	11	11	10	10	15	15	6	13	10	11	9	21	13
Tend to disagree	11	11	13	12	15	15	7	9	8	12	13	11	10	12
Strongly disagree	25	22	41	32	16	43	12	32	23	34	37	34	38	44
TOTAL DISAGREE	36	33	54	44	31	58	19	41	31	46	50	45	48	56
Don't know	19	21	13	15	25	21	20	23	16	11	13	14	5	5

To what extent do you agree or disagree with the statement below?
"There are 'no-go' areas in London, where it is unsafe for people to go."

[Asked to half of the sample; n=1047]

Strongly agree	31	32	27	32	27	26	34	32	31	26	22	27	34	28
Tend to agree	38	39	27	34	41	41	45	31	38	36	37	38	28	25
TOTAL AGREE	69	71	54	66	68	67	79	63	69	62	59	65	62	53
Neither agree nor disagree	9	8	16	9	13	13	4	10	9	9	11	8	16	13
Tend to disagree	11	10	16	14	8	13	9	9	13	17	19	16	18	24
Strongly disagree	4	4	5	5	3	3	2	5	6	7	5	6	3	6
TOTAL DISAGREE	15	14	21	19	11	16	11	14	19	24	24	22	21	30
Don't know	7	6	9	6	9	5	6	13	4	6	6	5	0	4

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

							Social media used (last month)								
	Total	Email newsletters or RSS feeds	Social network websites	Television	Radio	Podcasts	Facebook	X	LinkedIn	Pinterest	Instagram	Snapchat	Reddit	TikTok	Youtube
Weighted Sample	2164	123	720	1103	852	264	1459	379	417	270	1066	262	279	465	1107
Unweighted Sample	2164	148	751	1167	887	301	1436	402	473	289	1093	227	268	447	1098
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

To what extent do you agree or disagree with the statement below?
"There are 'no-go' areas in London where Sharia law dominates and non-Muslims cannot enter.

[Asked to half of the sample; n=1117]

Strongly agree	15	19	17	14	12	14	15	20	15	11	13	12	15	14	16
Tend to agree	19	21	15	21	20	16	20	12	13	12	13	19	9	16	14
TOTAL AGREE	34	40	32	35	32	30	35	32	28	23	26	31	24	30	30
Neither agree nor disagree	11	10	10	13	14	15	10	7	6	10	11	14	13	12	11
Tend to disagree	11	10	12	10	12	8	12	12	12	10	13	5	10	9	11
Strongly disagree	25	37	30	22	25	36	24	33	40	31	29	33	43	31	33
TOTAL DISAGREE	36	47	42	32	37	44	36	45	52	41	42	38	53	40	44
Don't know	19	4	16	19	17	11	20	15	14	26	21	16	11	18	16

To what extent do you agree or disagree with the statement below?
"There are 'no-go' areas in London, where it is unsafe for people to go."

[Asked to half of the sample; n=1047]

Strongly agree	31	34	31	28	28	22	33	32	28	26	31	36	29	34	29
Tend to agree	38	33	35	40	41	22	39	32	35	34	34	35	28	36	36
TOTAL AGREE	69	67	66	68	69	44	72	64	63	60	65	71	57	70	65
Neither agree nor disagree	9	9	9	11	9	9	8	10	9	13	10	10	9	10	10
Tend to disagree	11	18	11	12	11	27	10	15	17	14	13	9	21	8	13
Strongly disagree	4	2	7	4	4	12	4	3	5	3	5	2	7	1	5
TOTAL DISAGREE	15	20	18	16	15	39	14	18	22	17	18	11	28	9	18
Don't know	7	4	8	5	6	9	6	7	6	10	8	8	6	10	8

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

				Political attention		
	Total	N/A - Not currently a member of any	N/A - Not used any in the last month	Low	Medium	High
Weighted Sample	2164	174	69	201	954	880
Unweighted Sample	2164	179	72	121	905	986
	%	%	%	%	%	%

To what extent do you agree or disagree with the statement below?
"There are 'no-go' areas in London where Sharia law dominates and non-Muslims cannot enter.

[Asked to half of the sample; n=1117]

Strongly agree	15	14	26	19	15	14
Tend to agree	19	22	28	18	19	19
TOTAL AGREE	34	36	54	37	34	33
Neither agree nor disagree	11	12	11	11	12	9
Tend to disagree	11	7	5	8	11	12
Strongly disagree	25	18	19	8	18	32
TOTAL DISAGREE	36	25	24	16	29	44
Don't know	19	26	11	36	25	13

To what extent do you agree or disagree with the statement below?
"There are 'no-go' areas in London, where it is unsafe for people to go."

[Asked to half of the sample; n=1047]

Strongly agree	31	40	29	33	31	31
Tend to agree	38	33	44	54	39	32
TOTAL AGREE	69	73	73	87	70	63
Neither agree nor disagree	9	10	4	4	11	9
Tend to disagree	11	9	8	1	8	18
Strongly disagree	4	4	4	0	3	5
TOTAL DISAGREE	15	13	12	1	11	23
Don't know	7	4	11	7	9	5

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

		Westminster VI					Vote in 2024 GE					EU Ref 2016		Gender		Age				Generation			
	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+	Gen Z (18-29)	Millenial (30-45)	Gen X (46-61)	Boomer (62-80)
Weighted Sample	2164	264	302	192	394	336	377	537	195	227	118	766	770	1050	1114	227	894	537	506	343	626	594	554
Unweighted Sample	2164	260	346	205	350	364	322	572	215	208	138	887	675	989	1175	180	884	554	546	319	608	592	596
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

British billionaire Sir Jim Ratcliffe said in 2024 " *I can't wear a watch in London*", in reference to the risk of watches being stolen.

Do you agree or disagree that it is unwise to wear a luxury watch in London given the risk of theft?

Strongly agree	36	43	18	22	67	17	49	21	23	71	14	21	54	37	35	23	33	38	45	26	33	37	44
Somewhat agree	34	45	32	41	24	35	39	35	39	21	29	37	31	32	36	42	30	35	37	36	30	35	36
TOTAL AGREE	70	88	50	63	91	52	88	56	62	92	43	58	85	69	71	65	63	73	82	62	63	72	80
Neither agree nor disagree	10	5	17	17	5	14	5	15	16	4	15	13	6	9	12	13	10	12	8	13	10	11	9
Somewhat disagree	9	6	17	9	1	19	4	15	12	0	23	15	3	11	8	14	11	7	6	14	11	8	6
Strongly disagree	5	1	12	7	0	10	1	9	5	0	15	9	2	7	3	1	7	5	2	4	7	5	2
TOTAL DISAGREE	14	7	29	16	1	29	5	24	17	0	38	24	5	18	11	15	18	12	8	18	18	13	8
Don't know	5	1	4	4	2	4	1	5	5	4	5	5	4	4	6	7	8	3	2	7	9	3	2

Would you support or oppose changing the capital city of the United Kingdom to some other city?

Strongly support	7	4	3	5	13	7	2	7	4	17	6	5	8	8	6	8	9	7	3	9	9	7	4
Somewhat support	10	8	7	6	13	11	6	7	9	13	9	8	10	10	9	13	9	10	8	11	9	10	8
TOTAL SUPPORT	17	12	10	11	26	18	8	14	13	30	15	13	18	18	15	21	18	17	11	20	18	17	12
Somewhat oppose	25	29	24	32	19	31	29	23	29	17	40	27	22	23	28	31	24	24	27	29	22	25	27
Strongly oppose	38	48	52	44	34	36	46	44	43	31	34	42	37	40	36	34	37	38	42	36	37	38	41
TOTAL OPPOSE	63	77	76	76	53	67	75	67	72	48	74	69	59	63	64	65	61	62	69	65	59	63	68
Don't know	20	11	14	13	22	15	16	18	15	22	12	18	23	19	21	13	21	21	20	15	22	21	20

To what extent do you agree or disagree that the government focuses too much investment in London and should focus more on other regions in the UK instead?

Strongly agree	28	22	20	27	39	27	24	27	25	42	24	24	34	33	24	24	28	29	29	27	28	28	29
Somewhat agree	38	37	41	43	34	46	35	41	40	29	47	44	35	36	41	44	34	42	38	38	33	42	40
TOTAL AGREE	66	59	61	70	73	73	59	68	65	71	71	68	69	69	65	68	62	71	67	65	61	70	69
Neither agree nor disagree	18	23	23	15	15	14	24	15	17	14	16	16	17	19	16	19	16	17	19	17	18	15	18
Somewhat disagree	6	8	9	8	5	9	8	8	9	5	7	8	5	6	7	6	8	5	5	7	8	5	5
Strongly disagree	2	3	4	2	2	1	3	2	3	2	2	2	1	2	2	2	2	2	2	3	1	2	2
TOTAL DISAGREE	8	11	13	10	7	10	11	10	12	7	9	10	6	8	9	8	10	7	7	10	9	7	7
Don't know	8	7	4	5	6	3	6	7	6	9	4	7	8	5	11	6	12	5	6	8	12	7	5

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

		Socio-economic classification (NS-SEC)			Country				Region in England				Education level			Tenure			
	Total	Silent Generation (81+)	Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	Low	Medium	High	Own	Rent	Other
Weighted Sample	2164	48	731	485	647	1811	113	180	61	498	344	249	721	582	867	715	1247	596	321
Unweighted Sample	2164	49	854	470	521	1879	87	160	38	434	283	563	599	486	831	847	1261	606	297
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

British billionaire Sir Jim Ratcliffe said in 2024 " *I can't wear a watch in London* ", in reference to the risk of watches being stolen.

Do you agree or disagree that it is unwise to wear a luxury watch in London given the risk of theft?

Strongly agree	36	52	31	36	46	35	44	33	49	36	40	26	36	45	38	26	37	39	29
Somewhat agree	34	38	36	38	30	34	34	34	41	35	31	35	34	32	36	34	36	32	32
TOTAL AGREE	70	90	67	74	76	69	78	67	90	71	71	61	70	77	74	60	73	71	61
Neither agree nor disagree	10	6	9	10	10	11	5	12	0	12	11	13	10	11	9	12	9	12	14
Somewhat disagree	9	0	13	8	6	10	8	9	5	8	8	14	9	5	8	14	9	7	13
Strongly disagree	5	0	7	4	3	5	3	5	0	5	3	9	5	3	3	9	5	4	4
TOTAL DISAGREE	14	0	20	12	9	15	11	14	5	13	11	23	14	8	11	23	14	11	17
Don't know	5	4	5	4	4	5	6	7	5	4	7	3	6	4	6	5	4	6	8

Would you support or oppose changing the capital city of the United Kingdom to some other city?

Strongly support	7	0	7	7	8	6	9	13	5	9	10	2	4	9	6	6	6	8	10
Somewhat support	10	16	7	12	10	9	9	14	9	13	10	6	8	9	11	9	9	10	10
TOTAL SUPPORT	17	16	14	19	18	15	18	27	14	22	20	8	12	18	17	15	15	18	20
Somewhat oppose	25	25	25	26	24	25	26	26	26	27	26	20	26	25	27	23	26	22	29
Strongly oppose	38	48	45	37	33	40	32	25	31	28	32	62	45	32	35	47	40	37	33
TOTAL OPPOSE	63	73	70	63	57	65	58	51	57	55	58	82	71	57	62	70	66	59	62
Don't know	20	11	16	18	25	19	24	22	30	23	23	11	17	25	21	15	18	24	18

To what extent do you agree or disagree that the government focuses too much investment in London and should focus more on other regions in the UK instead?

Strongly agree	28	29	27	27	31	27	34	37	30	42	30	8	21	34	25	27	28	30	27
Somewhat agree	38	29	39	39	37	37	44	43	50	40	43	27	36	34	42	37	40	38	34
TOTAL AGREE	66	58	66	66	68	64	78	80	80	82	73	35	57	68	67	64	68	68	61
Neither agree nor disagree	18	27	16	20	17	19	11	9	18	10	13	32	23	19	18	16	18	16	21
Somewhat disagree	6	6	8	4	5	7	2	3	0	2	6	16	8	5	5	10	7	5	7
Strongly disagree	2	0	3	2	1	2	0	0	0	1	0	10	1	1	2	3	1	3	1
TOTAL DISAGREE	8	6	11	6	6	9	2	3	0	3	6	26	9	6	7	13	8	8	8
Don't know	8	8	7	9	9	8	9	9	3	6	8	7	10	8	9	7	7	9	10

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

Weighted Sample Unweighted Sample		Ethnicity		Work status					Source of news					
	Total	White	Non-white	Full Time	Part Time	Student	Retired	Not Working	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
	2164	1785	314	902	363	125	493	280	366	741	487	670	113	109
	2164	1717	384	891	325	121	536	291	408	825	528	730	142	135
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

British billionaire Sir Jim Ratcliffe said in 2024 " *I can't wear a watch in London* ", in reference to the risk of watches being stolen.

Do you agree or disagree that it is unwise to wear a luxury watch in London given the risk of theft?

Strongly agree	36	37	31	33	38	18	44	36	40	33	28	32	34	29
Somewhat agree	34	35	29	35	32	34	37	30	36	34	37	35	33	39
TOTAL AGREE	70	72	60	68	70	52	81	66	76	67	65	67	67	68
Neither agree nor disagree	10	10	15	9	11	19	9	14	10	10	10	10	11	10
Somewhat disagree	9	9	11	11	9	20	5	6	8	14	14	12	10	11
Strongly disagree	5	4	8	6	5	2	2	4	4	7	7	7	10	11
TOTAL DISAGREE	14	13	19	17	14	22	7	10	12	21	21	19	20	22
Don't know	5	5	6	5	5	7	2	10	2	3	4	3	3	0

Would you support or oppose changing the capital city of the United Kingdom to some other city?

Strongly support	7	7	6	10	5	3	4	9	5	4	6	8	4	8
Somewhat support	10	9	11	10	10	14	8	9	11	10	10	8	11	8
TOTAL SUPPORT	17	16	17	20	15	17	12	18	16	14	16	16	15	16
Somewhat oppose	25	26	24	23	28	33	27	23	28	28	23	24	36	30
Strongly oppose	38	38	41	40	35	36	42	33	40	43	44	45	33	42
TOTAL OPPOSE	63	64	65	63	63	69	69	56	68	71	67	69	69	72
Don't know	20	20	18	18	22	14	19	26	16	15	17	15	16	12

To what extent do you agree or disagree that the government focuses too much investment in London and should focus more on other regions in the UK instead?

Strongly agree	28	28	26	29	25	13	30	33	25	26	28	27	29	23
Somewhat agree	38	40	32	37	39	51	39	33	41	41	42	40	44	40
TOTAL AGREE	66	68	58	66	64	64	69	66	66	67	70	67	73	63
Neither agree nor disagree	18	17	19	16	19	21	18	18	20	19	18	17	14	24
Somewhat disagree	6	6	10	7	4	7	6	6	9	8	6	9	7	10
Strongly disagree	2	1	3	2	1	2	2	1	2	2	3	2	3	3
TOTAL DISAGREE	8	7	13	9	5	9	8	7	11	10	9	11	10	13
Don't know	8	8	9	8	12	5	5	9	3	4	3	4	2	1

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

							Social media used (last month)								
	Total	Email newsletters or RSS feeds	Social network websites	Television	Radio	Podcasts	Facebook	X	LinkedIn	Pinterest	Instagram	Snapchat	Reddit	TikTok	Youtube
Weighted Sample	2164	123	720	1103	852	264	1459	379	417	270	1066	262	279	465	1107
Unweighted Sample	2164	148	751	1167	887	301	1436	402	473	289	1093	227	268	447	1098
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

British billionaire Sir Jim Ratcliffe said in 2024 " *I can't wear a watch in London* ", in reference to the risk of watches being stolen.

Do you agree or disagree that it is unwise to wear a luxury watch in London given the risk of theft?

Strongly agree	36	37	36	35	34	26	37	37	27	31	31	34	26	38	34
Somewhat agree	34	31	32	38	37	31	35	33	35	37	36	34	34	32	33
TOTAL AGREE	70	68	68	73	71	57	72	70	62	68	67	68	60	70	67
Neither agree nor disagree	10	11	11	10	9	9	10	8	10	10	11	12	9	11	10
Somewhat disagree	9	13	11	10	9	19	9	12	16	9	11	11	18	8	12
Strongly disagree	5	8	6	4	6	10	5	7	7	6	5	3	8	4	5
TOTAL DISAGREE	14	21	17	14	15	29	14	19	23	15	16	14	26	12	17
Don't know	5	1	4	3	5	5	5	3	5	7	6	7	5	7	5

Would you support or oppose changing the capital city of the United Kingdom to some other city?

Strongly support	7	5	8	5	4	4	7	9	5	5	7	10	9	9	8
Somewhat support	10	7	10	10	9	6	9	11	8	11	10	14	8	12	11
TOTAL SUPPORT	17	12	18	15	13	10	16	20	13	16	17	24	17	21	19
Somewhat oppose	25	17	26	28	27	23	25	23	23	24	23	25	25	24	23
Strongly oppose	38	54	40	40	42	47	40	42	48	38	43	32	40	34	39
TOTAL OPPOSE	63	71	66	68	69	70	65	65	71	62	66	57	65	58	62
Don't know	20	16	17	17	18	20	19	16	15	22	17	19	18	20	18

To what extent do you agree or disagree that the government focuses too much investment in London and should focus more on other regions in the UK instead?

Strongly agree	28	22	30	28	26	23	28	35	25	27	24	29	35	28	28
Somewhat agree	38	36	38	40	41	41	39	33	36	38	39	38	30	39	39
TOTAL AGREE	66	58	68	68	67	64	67	68	61	65	63	67	65	67	67
Neither agree nor disagree	18	17	16	19	20	19	17	15	17	17	18	17	16	17	17
Somewhat disagree	6	11	8	6	6	8	6	10	10	7	9	6	13	5	7
Strongly disagree	2	5	2	2	2	3	2	2	4	1	2	1	2	1	1
TOTAL DISAGREE	8	16	10	8	8	11	8	12	14	8	11	7	15	6	8
Don't know	8	9	7	5	6	6	8	5	7	10	8	9	4	10	7

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

			Political attention			
	Total	N/A - Not currently a member of any	N/A - Not used any in the last month	Low	Medium	High
Weighted Sample	2164	174	69	201	954	880
Unweighted Sample	2164	179	72	121	905	986
	%	%	%	%	%	%

British billionaire Sir Jim Ratcliffe said in 2024 " *I can't wear a watch in London* ", in reference to the risk of watches being stolen.
Do you agree or disagree that it is unwise to wear a luxury watch in London given the risk of theft?

Strongly agree	36	43	39	41	38	33
Somewhat agree	34	37	34	32	36	34
TOTAL AGREE	70	80	73	73	74	67
Neither agree nor disagree	10	9	4	10	11	10
Somewhat disagree	9	3	10	3	7	13
Strongly disagree	5	2	6	0	3	7
TOTAL DISAGREE	14	5	16	3	10	20
Don't know	5	5	7	13	6	3

Would you support or oppose changing the capital city of the United Kingdom to some other city?

Strongly support	7	7	6	7	6	8
Somewhat support	10	12	8	13	9	9
TOTAL SUPPORT	17	19	14	20	15	17
Somewhat oppose	25	31	23	21	28	24
Strongly oppose	38	29	46	24	34	45
TOTAL OPPOSE	63	60	69	45	62	69
Don't know	20	21	17	34	22	14

To what extent do you agree or disagree that the government focuses too much investment in London and should focus more on other regions in the UK instead?

Strongly agree	28	36	27	27	27	29
Somewhat agree	38	34	38	29	39	39
TOTAL AGREE	66	70	65	56	66	68
Neither agree nor disagree	18	21	14	15	19	17
Somewhat disagree	6	3	5	2	5	9
Strongly disagree	2	1	2	0	1	3
TOTAL DISAGREE	8	4	7	2	6	12
Don't know	8	4	13	26	9	4

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

Weighted Sample Unweighted Sample		Westminster VI					Vote in 2024 GE					EU Ref 2016		Gender		Age				Generation			
	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+	Gen Z (18-29)	Millenial (30-45)	Gen X (46-61)	Boome (62-80)
	2164	264	302	192	394	336	377	537	195	227	118	766	770	1050	1114	227	894	537	506	343	626	594	554
	2164	260	346	205	350	364	322	572	215	208	138	887	675	989	1175	180	884	554	546	319	608	592	596
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How good or bad a job do you think London Mayor Sadiq Khan is doing?

Very good	6	1	14	10	0	11	1	12	8	0	8	10	1	6	5	7	6	5	5	6	7	4	5
Fairly good	17	6	37	27	1	34	5	29	26	2	42	28	5	18	15	24	18	16	12	24	18	16	12
TOTAL GOOD JOB	23	7	51	37	1	45	6	41	34	2	50	38	6	24	20	31	24	21	17	30	25	20	17
Neither good nor bad	17	16	26	20	7	21	13	23	19	4	22	22	11	14	20	19	20	15	14	22	20	15	15
Fairly bad	13	25	7	15	10	10	21	8	14	13	9	11	16	13	14	11	12	13	18	12	12	12	18
Very bad	29	40	5	12	75	4	49	12	16	73	6	14	52	37	23	14	25	34	40	15	23	35	38
TOTAL BAD JOB	42	65	12	27	85	14	70	20	30	86	15	25	68	50	37	25	37	47	58	27	35	47	56
Don't know	18	12	11	16	6	20	11	17	17	8	14	15	15	12	23	25	20	17	11	22	21	18	11

In December 2025, Nigel Farage criticised the Mayor of London, Sadiq Khan, saying "that we have a Mayor of London who is happy to celebrate every other religious festival around the world, but just not Christmas."

To what extent do you agree or disagree that Nigel Farage's statement reflects the actions of Sadiq Khan?

Strongly agree	24	24	5	7	70	2	35	10	9	68	4	10	43	29	19	10	18	30	33	12	17	29	32
Somewhat agree	17	35	8	14	20	6	31	10	15	19	12	14	25	15	19	8	16	17	23	9	16	17	24
TOTAL AGREE	41	59	13	21	90	8	66	20	24	87	16	24	68	44	38	18	34	47	56	21	33	46	56
Neither agree nor disagree	11	15	10	16	3	8	14	11	19	3	4	11	10	11	12	12	10	11	13	11	12	10	11
Somewhat disagree	8	8	14	9	0	14	4	12	10	1	13	9	5	7	9	13	9	6	6	13	9	7	6
Strongly disagree	25	6	55	35	1	60	4	47	34	1	59	44	5	28	23	37	31	22	15	38	31	23	16
TOTAL DISAGREE	33	14	69	44	1	74	8	59	44	2	72	53	10	35	32	50	40	28	21	51	40	30	22
Don't know	14	13	8	18	6	9	11	11	14	9	9	12	13	10	18	19	15	14	10	17	16	14	10

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.

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

Weighted Sample Unweighted Sample			Socio-economic classification (NS-SEC)			Country				Region in England				Education level			Tenure		
	Total	Silent Generation (81+)	Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	Low	Medium	High	Own	Rent	Other
	2164	48	731	485	647	1811	113	180	61	498	344	249	721	582	867	715	1247	596	321
	2164	49	854	470	521	1879	87	160	38	434	283	563	599	486	831	847	1261	606	297
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How good or bad a job do you think London Mayor Sadiq Khan is doing?

Very good	6	5	10	4	2	6	5	4	2	5	5	8	6	2	5	10	6	4	5
Fairly good	17	11	20	15	11	17	15	12	20	17	14	24	16	7	16	25	17	13	23
TOTAL GOOD JOB	23	16	30	19	13	23	20	16	22	22	19	32	22	9	21	35	23	17	28
Neither good nor bad	17	4	18	18	15	17	19	22	16	14	19	20	16	18	15	20	14	23	18
Fairly bad	13	19	11	15	16	14	19	6	9	11	13	16	15	14	16	10	15	11	13
Very bad	29	52	26	29	38	30	22	25	36	30	32	25	32	44	29	19	31	31	21
TOTAL BAD JOB	42	71	37	44	54	44	41	31	45	41	45	41	47	58	45	29	46	42	34
Don't know	18	9	15	17	19	16	18	31	17	22	17	7	15	15	20	16	17	18	20

In December 2025, Nigel Farage criticised the Mayor of London, Sadiq Khan, saying "that we have a Mayor of London who is happy to celebrate every other religious festival around the world, but just not Christmas."

To what extent do you agree or disagree that Nigel Farage's statement reflects the actions of Sadiq Khan?

Strongly agree	24	38	21	20	35	24	23	19	32	24	26	16	26	36	23	15	26	23	16
Somewhat agree	17	26	14	20	20	17	26	13	27	15	18	13	19	20	19	12	20	15	11
TOTAL AGREE	41	64	35	40	55	41	49	32	59	39	44	29	45	56	42	27	46	38	27
Neither agree nor disagree	11	15	10	15	10	11	11	12	11	10	9	12	13	15	12	8	10	15	11
Somewhat disagree	8	7	8	8	7	8	9	8	9	10	9	9	6	5	8	11	6	10	12
Strongly disagree	25	8	35	23	13	26	16	30	11	28	21	42	22	9	23	42	24	22	36
TOTAL DISAGREE	33	15	43	31	20	34	25	38	20	38	30	51	28	14	31	53	30	32	48
Don't know	14	7	12	15	14	14	15	18	11	14	17	8	14	14	15	12	13	16	14

*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

Weighted Sample Unweighted Sample		Ethnicity		Work status					Source of news					
	Total	White	Non-white	Full Time	Part Time	Student	Retired	Not Working	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
	2164	1785	314	902	363	125	493	280	366	741	487	670	113	109
	2164	1717	384	891	325	121	536	291	408	825	528	730	142	135
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How good or bad a job do you think London Mayor Sadiq Khan is doing?

Very good	6	5	8	7	5	6	5	4	7	9	8	7	8	7
Fairly good	17	16	23	19	16	28	12	15	18	22	24	22	22	35
TOTAL GOOD JOB	23	21	31	26	21	34	17	19	25	31	32	29	30	42
Neither good nor bad	17	16	24	18	18	17	14	21	14	16	18	19	20	18
Fairly bad	13	14	12	11	17	11	17	12	17	13	11	14	18	12
Very bad	29	31	17	29	22	9	41	29	37	28	24	26	23	23
TOTAL BAD JOB	42	45	29	40	39	20	58	41	54	41	35	40	41	35
Don't know	18	18	16	17	22	29	11	18	7	12	16	12	8	6

In December 2025, Nigel Farage criticised the Mayor of London, Sadiq Khan, saying "that we have a Mayor of London who is happy to celebrate every other religious festival around the world, but just not Christmas."

To what extent do you agree or disagree that Nigel Farage's statement reflects the actions of Sadiq Khan?

Strongly agree	24	25	14	23	20	4	35	21	29	23	17	21	20	17
Somewhat agree	17	18	13	15	20	7	21	19	26	16	13	16	22	17
TOTAL AGREE	41	43	27	38	40	11	56	40	55	39	30	37	42	34
Neither agree nor disagree	11	11	12	9	15	13	11	11	12	10	9	10	15	12
Somewhat disagree	8	8	9	8	10	16	5	8	6	9	10	9	5	10
Strongly disagree	25	23	40	31	18	45	15	26	21	34	39	32	29	37
TOTAL DISAGREE	33	31	49	39	28	61	20	34	27	43	49	41	34	47
Don't know	14	14	12	13	17	15	12	15	7	8	12	12	9	7

*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

							Social media used (last month)								
	Total	Email newsletters or RSS feeds	Social network websites	Television	Radio	Podcasts	Facebook	X	LinkedIn	Pinterest	Instagram	Snapchat	Reddit	TikTok	Youtube
Weighted Sample	2164	123	720	1103	852	264	1459	379	417	270	1066	262	279	465	1107
Unweighted Sample	2164	148	751	1167	887	301	1436	402	473	289	1093	227	268	447	1098
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How good or bad a job do you think London Mayor Sadiq Khan is doing?

Very good	6	9	8	6	7	9	5	8	8	8	7	5	10	7	7
Fairly good	17	24	19	17	20	27	15	18	24	21	21	17	25	13	20
TOTAL GOOD JOB	23	33	27	23	27	36	20	26	32	29	28	22	35	20	27
Neither good nor bad	17	18	17	19	17	20	18	18	20	16	19	20	17	19	18
Fairly bad	13	10	11	14	14	15	13	10	12	10	11	13	12	12	11
Very bad	29	30	26	29	28	21	31	34	22	19	25	21	21	29	28
TOTAL BAD JOB	42	40	37	43	42	36	44	44	34	29	36	34	33	41	39
Don't know	18	9	19	15	14	8	18	13	13	25	17	24	15	20	15

In December 2025, Nigel Farage criticised the Mayor of London, Sadiq Khan, saying "that we have a Mayor of London who is happy to celebrate every other religious festival around the world, but just not Christmas."

To what extent do you agree or disagree that Nigel Farage's statement reflects the actions of Sadiq Khan?

Strongly agree	24	30	20	23	22	18	24	27	17	15	18	18	19	22	23
Somewhat agree	17	14	16	20	20	12	20	13	15	14	15	15	9	16	14
TOTAL AGREE	41	44	36	43	42	30	44	40	32	29	33	33	28	38	37
Neither agree nor disagree	11	8	10	13	11	11	12	10	10	9	12	10	10	10	9
Somewhat disagree	8	8	8	8	9	10	8	8	9	8	10	13	8	9	9
Strongly disagree	25	35	33	25	27	42	23	32	38	33	32	28	45	26	32
TOTAL DISAGREE	33	43	41	33	36	52	31	40	47	41	42	41	53	35	41
Don't know	14	5	13	12	11	8	14	9	11	21	13	17	8	16	12

*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

Weighted Sample Unweighted Sample				Political attention		
	Total	N/A - Not currently a member of any	N/A - Not used any in the last month	Low	Medium	High
	2164	174	69	201	954	880
	2164	179	72	121	905	986
	%	%	%	%	%	%

How good or bad a job do you think London Mayor Sadiq Khan is doing?

Very good	6	4	5	0	3	7
Fairly good	17	13	9	5	13	22
TOTAL GOOD JOB	23	17	14	5	16	29
Neither good nor bad	17	14	13	15	20	16
Fairly bad	13	19	25	15	16	12
Very bad	29	34	23	27	27	32
TOTAL BAD JOB	42	53	48	42	43	44
Don't know	18	16	25	38	21	12

In December 2025, Nigel Farage criticised the Mayor of London, Sadiq Khan, saying "that we have a Mayor of London who is happy to celebrate every other religious festival around the world, but just not Christmas."

To what extent do you agree or disagree that Nigel Farage's statement reflects the actions of Sadiq Khan?

Strongly agree	24	33	34	30	22	23
Somewhat agree	17	19	11	14	20	16
TOTAL AGREE	41	52	45	44	42	39
Neither agree nor disagree	11	15	11	12	12	12
Somewhat disagree	8	7	7	3	10	8
Strongly disagree	25	16	22	8	20	33
TOTAL DISAGREE	33	23	29	11	30	41
Don't know	14	10	15	32	17	8

*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.