

YouGov / King's College London Survey Results

Sample Size: 3969 Adults in the UK
Fieldwork: 23rd - 27th March 2026

	Westminster VI					Vote in 2024 GE					EU Ref 2016		Gender		Age				Generation					Socio-e	
	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)	Silent Generation (81+)	Higher
Weighted Sample	3969	486	526	365	691	622	691	984	357	417	213	1405	1413	1925	2044	416	1639	984	929	630	1144	1057	1055	83	1342
Unweighted Sample	3969	483	590	388	639	672	609	1063	385	387	246	1579	1294	1813	2156	324	1645	1012	988	564	1154	1055	1114	82	1543
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you have a favourable or unfavourable opinion
of the following cities?

Edinburgh

Very favourable	26	22	31	35	21	34	22	32	30	17	27	31	20	26	26	30	27	25	23	31	27	25	23	22	32
Somewhat favourable	39	48	39	43	35	41	44	40	44	33	45	42	40	37	40	32	37	40	43	30	37	41	43	44	43
TOTAL FAVOURABLE	65	70	70	78	56	75	66	72	74	50	72	73	60	63	66	62	64	65	66	61	64	66	66	66	75
Neither favourable nor unfavourable	24	22	21	14	30	17	24	20	16	34	18	18	28	25	22	23	24	24	22	25	24	24	22	19	17
Somewhat unfavourable	3	2	2	2	5	1	2	2	1	6	2	2	3	3	2	3	2	3	3	3	2	3	3	2	3
Very unfavourable	1	0	1	0	2	2	0	2	0	2	0	1	1	1	1	1	1	2	0	1	1	2	0	0	1
TOTAL UNFAVOURABLE	4	2	3	2	7	3	2	4	1	8	2	3	4	4	3	4	3	5	3	4	3	5	3	2	4
Don't know	8	6	6	5	8	6	8	5	8	8	7	6	8	7	9	10	8	6	9	10	9	5	9	13	4

York

Very favourable	22	25	26	28	22	23	25	27	25	22	22	26	21	21	23	16	21	24	25	18	20	25	25	23	27
Somewhat favourable	41	47	41	42	43	41	47	42	40	40	41	41	44	39	42	36	38	43	45	37	37	42	45	42	43
TOTAL FAVOURABLE	63	72	67	70	65	64	72	69	65	62	63	67	65	60	65	52	59	67	70	55	57	67	70	65	70
Neither favourable nor unfavourable	24	20	25	22	23	23	19	22	22	24	25	22	23	27	22	31	27	22	20	29	28	23	20	21	20
Somewhat unfavourable	2	1	2	3	3	2	2	2	3	3	2	2	2	3	1	4	2	2	2	4	2	2	1	2	2
Very unfavourable	1	0	1	0	1	2	0	1	0	1	1	0	1	1	1	1	1	1	0	1	1	1	0	0	0
TOTAL UNFAVOURABLE	3	1	3	3	4	4	2	3	3	4	3	2	3	4	2	5	3	3	2	5	3	3	1	2	2
Don't know	10	7	5	6	8	9	7	6	10	10	9	8	9	9	11	11	12	7	9	12	13	7	8	12	7

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Fieldwork: 23rd - 27th March 2026

		Economic classification (NS-SEC)		Country				Region in England				Education level			Tenure			Ethnicity		Work status			
		Total	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	Low	Medium	High	Own	Rent	Other	White	Non-white	Full Time	Part Time	Student
Weighted Sample	Unweighted Sample	3969	889	1187	3322	206	329	111	913	631	456	1322	1053	1583	1333	2349	1062	558	3276	573	1632	652	226
		3969	888	966	3417	195	285	72	844	586	778	1209	912	1520	1537	2396	1069	504	3197	652	1644	598	202
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you have a favourable or unfavourable opinion of the following cities?

Edinburgh

Very favourable	26	23	22	24	21	43	30	28	22	28	22	18	25	34	26	25	27	26	27	29	27	33
Somewhat favourable	39	40	35	39	35	40	38	39	36	42	39	36	38	42	42	33	34	39	39	39	38	36
TOTAL FAVOURABLE	65	63	57	63	56	83	68	67	58	70	61	54	63	76	68	58	61	65	66	68	65	69
Neither favourable nor unfavourable	24	24	28	25	29	11	20	22	31	20	25	32	23	18	22	27	24	23	24	22	23	21
Somewhat unfavourable	3	3	2	3	2	4	3	2	2	3	3	2	4	2	2	3	3	3	2	3	2	2
Very unfavourable	1	1	2	1	2	1	4	1	1	1	1	1	1	1	1	1	2	1	0	1	1	0
TOTAL UNFAVOURABLE	4	4	4	4	4	5	7	3	3	4	4	3	5	3	3	4	5	4	2	4	3	2
Don't know	8	9	11	9	12	1	5	8	8	6	10	11	9	4	6	10	10	8	8	7	8	7

York

Very favourable	22	22	20	23	17	20	6	33	25	17	18	20	21	25	25	17	20	24	15	23	22	17
Somewhat favourable	41	42	38	41	32	42	29	44	43	40	39	38	39	44	43	39	34	41	38	41	39	45
TOTAL FAVOURABLE	63	64	58	64	49	62	35	77	68	57	57	58	60	69	68	56	54	65	53	64	61	62
Neither favourable nor unfavourable	24	23	28	24	30	26	36	16	23	28	27	28	25	21	21	28	31	23	29	24	24	29
Somewhat unfavourable	2	2	2	2	3	2	0	2	1	2	2	1	2	2	2	3	2	2	3	2	1	3
Very unfavourable	1	0	1	1	1	1	4	1	0	0	1	0	1	1	0	1	2	1	1	1	1	0
TOTAL UNFAVOURABLE	3	2	3	3	4	3	4	3	1	2	3	1	3	3	2	4	4	3	4	3	2	3
Don't know	10	11	11	9	18	10	26	4	7	12	13	12	11	8	8	13	11	9	15	9	12	5

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Fieldwork: 23rd - 27th March 2026

	s		Source of news									
	Total	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	A magazine app on a mobile or tablet device	Email newsletters or RSS feeds	Social network websites
Weighted Sample	3969	928	532	642	1377	898	1222	227	210	85	228	1389
Unweighted Sample	3969	985	540	699	1495	963	1312	260	236	99	268	1418
	%	%	%	%	%	%	%	%	%	%	%	%

Do you have a favourable or unfavourable opinion of the following cities?

Edinburgh

Very favourable	26	22	20	28	29	30	32	33	32	25	31	27
Somewhat favourable	39	43	32	42	42	41	41	45	42	44	43	40
TOTAL FAVOURABLE	65	65	52	70	71	71	73	78	74	69	74	67
Neither favourable nor unfavourable	24	23	32	19	20	22	20	16	15	19	18	23
Somewhat unfavourable	3	3	3	3	2	2	2	1	2	2	1	2
Very unfavourable	1	0	1	1	1	1	0	0	2	0	1	1
TOTAL UNFAVOURABLE	4	3	4	4	3	3	2	1	4	2	2	3
Don't know	8	8	12	7	6	5	4	5	6	10	5	7

York

Very favourable	22	25	18	26	25	23	25	30	23	20	27	23
Somewhat favourable	41	46	30	46	44	45	43	43	40	49	41	39
TOTAL FAVOURABLE	63	71	48	72	69	68	68	73	63	69	68	62
Neither favourable nor unfavourable	24	20	32	20	21	24	22	20	21	19	20	25
Somewhat unfavourable	2	2	3	1	2	2	2	1	3	0	3	2
Very unfavourable	1	0	1	1	0	0	0	0	2	0	1	1
TOTAL UNFAVOURABLE	3	2	4	2	2	2	2	1	5	0	4	3
Don't know	10	8	16	7	8	7	8	6	12	12	9	10

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	Total	Blogs not associated with major media organisations	Television	Radio	Podcasts	The Daily Telegraph	The Guardian	i	The Times	The Sunday Times	Daily Mail	The Sun	Metro	Facebook	X	LinkedIn	Pinterest	Instagram
Weighted Sample	3969	147	2072	1558	501	112	172	94	146	97	222	133	209	2684	737	785	458	1950
Unweighted Sample	3969	165	2148	1601	563	124	203	117	159	119	232	124	259	2670	745	858	484	1974
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you have a favourable or unfavourable opinion of the following cities?

Edinburgh

Very favourable	26	24	28	29	34	31	38	33	48	41	21	20	29	27	27	38	30	30
Somewhat favourable	39	43	42	42	39	34	41	45	32	47	45	41	43	40	42	40	40	39
TOTAL FAVOURABLE	65	67	70	71	73	65	79	78	80	88	66	61	72	67	69	78	70	69
Neither favourable nor unfavourable	24	25	21	20	18	22	12	15	15	8	24	25	17	22	22	16	19	21
Somewhat unfavourable	3	1	2	2	3	5	1	1	2	1	2	3	1	2	2	2	2	2
Very unfavourable	1	0	1	1	1	1	2	1	0	0	2	1	1	1	1	1	2	1
TOTAL UNFAVOURABLE	4	1	3	3	4	6	3	2	2	1	4	4	2	3	3	3	4	3
Don't know	8	6	7	6	4	7	6	4	4	3	6	11	8	8	6	4	7	7

York

Very favourable	22	20	25	26	23	26	26	27	33	30	22	23	26	24	19	24	22	22
Somewhat favourable	41	40	43	45	42	46	45	50	41	44	45	39	46	42	43	42	42	42
TOTAL FAVOURABLE	63	60	68	71	65	72	71	77	74	74	67	62	72	66	62	66	64	64
Neither favourable nor unfavourable	24	27	21	21	23	27	18	17	20	23	20	28	17	22	26	22	24	22
Somewhat unfavourable	2	3	2	1	2	1	1	0	1	1	1	2	1	2	2	3	1	2
Very unfavourable	1	0	0	1	2	0	2	0	0	0	2	0	0	1	1	1	2	1
TOTAL UNFAVOURABLE	3	3	2	2	4	1	3	0	1	1	3	2	1	3	3	4	3	3
Don't know	10	10	9	7	8	1	7	7	6	2	9	7	11	10	8	7	10	11

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	Social media used (last month)							Political attention			Britain heading in right or wrong direction		
	Total	Snapchat	Reddit	TikTok	Youtube	Threads	N/A - not currently a member of any	N/A - Not used in the last month	Low	Medium	High	Right direction	Wrong direction
Weighted Sample	3969	499	499	878	1993	182	308	141	389	1756	1582	319	2931
Unweighted Sample	3969	436	500	843	1972	183	317	140	250	1674	1764	337	2906
	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you have a favourable or unfavourable opinion of the following cities?

Edinburgh

Very favourable	26	31	31	28	28	30	17	21	17	24	30	35	25
Somewhat favourable	39	32	37	37	38	45	37	33	28	38	43	37	39
TOTAL FAVOURABLE	65	63	68	65	66	75	54	54	45	62	73	72	64
Neither favourable nor unfavourable	24	25	23	23	23	18	31	23	38	25	19	23	24
Somewhat unfavourable	3	2	3	3	2	2	4	4	1	3	2	2	3
Very unfavourable	1	0	1	1	1	0	1	2	0	1	1	1	1
TOTAL UNFAVOURABLE	4	2	4	4	3	2	5	6	1	4	3	3	4
Don't know	8	10	6	8	7	5	10	17	16	9	5	2	8

York

Very favourable	22	23	23	21	21	17	20	21	22	21	24	31	22
Somewhat favourable	41	35	40	36	40	44	40	36	31	39	44	39	42
TOTAL FAVOURABLE	63	58	63	57	61	61	60	57	53	60	68	70	64
Neither favourable nor unfavourable	24	28	26	26	26	24	28	28	32	25	22	23	24
Somewhat unfavourable	2	2	2	2	2	0	3	2	1	2	2	1	2
Very unfavourable	1	0	0	1	1	0	0	3	0	1	1	1	1
TOTAL UNFAVOURABLE	3	2	2	3	3	0	3	5	1	3	3	2	3
Don't know	10	11	9	13	10	15	9	11	15	11	8	5	10

Sample Size: 3969 Adults in the UK
Fieldwork: 23rd - 27th March 2026

		Westminster VI						Vote in 2024 GE					EU Ref 2016		Gender		Age				Generation					Socio-e
		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)	Silent Generation (81+)	Higher
Weighted Sample		3969	486	526	365	691	622	691	984	357	417	213	1405	1413	1925	2044	416	1639	984	929	630	1144	1057	1055	83	1342
Unweighted Sample		3969	483	590	388	639	672	609	1063	385	387	246	1579	1294	1813	2156	324	1645	1012	988	564	1154	1055	1114	82	1543
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Oxford																										
	Very favourable	12	16	15	20	9	12	15	13	18	5	14	14	10	12	12	14	11	12	13	14	10	13	12	18	15
	Somewhat favourable	36	46	39	43	32	36	42	38	41	32	34	40	34	34	38	33	36	36	37	33	36	35	39	29	42
	TOTAL FAVOURABLE	48	62	54	63	41	48	57	51	59	37	48	54	44	46	50	47	47	48	50	47	46	48	51	47	57
	Neither favourable nor unfavourable	34	27	34	26	37	36	29	34	30	37	36	31	37	37	32	35	35	36	32	34	35	36	33	30	29
	Somewhat unfavourable	5	3	5	4	7	7	4	5	3	11	9	4	6	6	4	7	5	5	5	6	5	5	5	4	5
	Very unfavourable	2	1	2	1	3	2	2	2	2	4	0	2	2	3	1	4	2	3	1	3	2	3	1	0	1
	TOTAL UNFAVOURABLE	7	4	7	5	10	9	6	7	5	15	9	6	8	9	5	11	7	8	6	9	7	8	6	4	6
	Don't know	10	7	6	6	11	7	9	8	7	11	7	9	10	9	12	8	11	9	12	10	12	8	11	19	7
London																										
	Very favourable	13	14	23	18	5	18	9	18	17	3	17	16	7	13	13	20	14	11	10	19	14	11	10	7	15
	Somewhat favourable	29	32	39	35	17	35	28	35	36	12	37	36	20	26	32	38	30	28	23	36	30	29	24	14	34
	TOTAL FAVOURABLE	42	46	62	53	22	53	37	53	53	15	54	52	27	39	45	58	44	39	33	55	44	40	34	21	49
	Neither favourable nor unfavourable	21	21	18	24	14	18	20	20	25	14	22	23	20	20	22	13	20	23	23	15	20	22	24	22	19
	Somewhat unfavourable	20	21	14	13	24	21	25	18	13	21	16	15	25	20	19	18	19	18	23	18	19	18	22	37	18
	Very unfavourable	16	11	5	9	39	7	17	9	8	49	7	9	26	20	12	8	14	19	18	9	14	20	18	15	14
	TOTAL UNFAVOURABLE	36	32	19	22	63	28	42	27	21	70	23	24	51	40	31	26	33	37	41	27	33	38	40	52	32
	Don't know	2	2	1	1	1	1	2	1	1	1	1	2	1	2	2	3	3	2	2	3	3	2	2	5	1
Manchester																										
	Very favourable	10	11	17	10	6	15	9	14	9	6	13	11	7	11	9	15	11	8	7	15	10	10	7	6	12
	Somewhat favourable	30	28	42	35	19	40	24	37	37	16	35	38	21	29	31	36	32	29	23	35	34	27	25	19	36
	TOTAL FAVOURABLE	40	39	59	45	25	55	33	51	46	22	48	49	28	40	40	51	43	37	30	50	44	37	32	25	48
	Neither favourable nor unfavourable	34	34	26	32	37	30	38	31	32	32	34	31	38	34	34	26	32	34	39	28	31	36	38	42	30
	Somewhat unfavourable	14	17	9	12	23	8	17	9	10	27	9	10	18	14	13	13	12	15	14	11	13	15	14	16	13
	Very unfavourable	5	4	3	4	8	2	4	3	3	12	1	3	7	5	4	3	4	6	5	3	4	6	5	4	4
	TOTAL UNFAVOURABLE	19	21	12	16	31	10	21	12	13	39	10	13	25	19	17	16	16	21	19	14	17	21	19	20	17
	Don't know	8	6	4	7	7	6	8	5	9	7	8	7	9	6	10	7	8	7	11	7	8	6	11	13	5
Liverpool																										
	Very favourable	9	8	14	9	9	12	7	12	9	8	13	12	7	9	9	8	10	10	8	9	9	12	8	5	10
	Somewhat favourable	30	28	39	32	23	35	26	37	31	22	33	33	28	29	30	31	30	27	31	30	31	27	31	20	34
	TOTAL FAVOURABLE	39	36	53	41	32	47	33	49	40	30	46	45	35	38	39	39	40	37	39	39	40	39	39	25	44
	Neither favourable nor unfavourable	34	36	29	36	33	30	39	33	33	30	31	33	34	33	35	35	34	33	35	34	33	34	33	52	32
	Somewhat unfavourable	13	18	9	11	19	11	16	10	13	20	10	10	18	15	11	11	12	17	12	11	13	14	14	9	13
	Very unfavourable	4	3	3	4	8	2	4	2	3	12	3	3	6	6	2	4	4	6	3	4	3	6	4	0	4
	TOTAL UNFAVOURABLE	17	21	12	15	27	13	20	12	16	32	13	13	24	21	13	15	16	23	15	15	16	20	18	9	17
	Don't know	10	7	5	8	8	10	10	7	10	7	10	9	9	7	12	11	11	7	10	12	11	7	9	14	7

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		Total	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	Low	Medium	High	Own	Rent	Other	White	Non-white	Full Time	Part Time	Student	
	Weighted Sample	3969	889	1187	3322	206	329	111	913	631	456	1322	1053	1583	1333	2349	1062	558	3276	573	1632	652	226	
	Unweighted Sample	3969	888	966	3417	195	285	72	844	586	778	1209	912	1520	1537	2396	1069	504	3197	652	1644	598	202	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Oxford	Very favourable	12	12	9	13	13	8	8	9	11	18	14	9	10	17	12	11	12	11	16	12	14	16	
	Somewhat favourable	36	35	29	37	29	30	24	27	39	44	41	29	36	41	39	30	34	35	42	37	35	42	
	TOTAL FAVOURABLE	48	47	38	50	42	38	32	36	50	62	55	38	46	58	51	41	46	46	58	49	49	58	
	Neither favourable nor unfavourable	34	34	41	34	33	39	38	42	35	27	30	43	34	29	33	38	36	35	28	34	35	28	
	Somewhat unfavourable	5	5	5	5	6	4	4	7	6	4	4	4	6	5	5	6	5	5	5	6	4	5	
	Very unfavourable	2	2	3	2	4	3	1	3	1	1	2	2	2	2	2	2	3	2	0	2	2	2	
	TOTAL UNFAVOURABLE	7	7	8	7	10	7	5	10	7	5	6	6	8	7	7	8	8	7	5	8	6	7	
	Don't know	10	12	13	9	15	17	25	12	8	6	8	14	11	7	9	13	10	11	8	9	11	7	
	London	Very favourable	13	14	9	14	7	7	7	9	11	32	13	8	11	19	12	13	16	12	21	15	12	20
		Somewhat favourable	29	27	24	29	25	28	34	25	25	38	30	22	28	34	29	26	32	28	36	32	29	40
TOTAL FAVOURABLE		42	41	33	43	32	35	41	34	36	70	43	30	39	53	41	39	48	40	57	47	41	60	
Neither favourable nor unfavourable		21	23	22	20	24	22	21	22	21	12	22	24	21	17	21	20	19	21	18	19	22	12	
Somewhat unfavourable		20	20	21	19	19	24	21	23	22	12	18	22	21	16	20	20	19	21	12	17	20	19	
Very unfavourable		16	15	20	16	21	15	11	20	19	6	15	20	16	11	16	17	10	16	10	14	14	8	
TOTAL UNFAVOURABLE		36	35	41	35	40	39	32	43	41	18	33	42	37	27	36	37	29	37	22	31	34	27	
Don't know		2	2	3	2	5	3	6	2	2	0	2	4	2	1	2	3	4	2	2	2	4	1	
Manchester		Very favourable	10	9	8	11	4	8	1	19	11	9	6	6	10	13	10	9	13	9	15	12	9	15
		Somewhat favourable	30	28	24	30	28	34	29	34	28	36	25	21	29	37	30	28	34	29	36	34	29	43
	TOTAL FAVOURABLE	40	37	32	41	32	42	30	53	39	45	31	27	39	50	40	37	47	38	51	46	38	58	
	Neither favourable nor unfavourable	34	36	38	33	34	38	35	25	40	31	37	41	32	29	34	34	31	35	28	32	34	23	
	Somewhat unfavourable	14	11	16	14	15	9	11	14	13	11	16	15	15	11	14	13	12	14	10	13	14	12	
	Very unfavourable	5	5	5	5	6	3	4	5	4	4	5	5	5	4	5	5	3	5	3	4	4	3	
	TOTAL UNFAVOURABLE	19	16	21	19	21	12	15	19	17	15	21	20	20	15	19	18	15	19	13	17	18	15	
	Don't know	8	10	10	7	14	8	21	3	5	10	11	12	8	5	7	11	8	8	8	6	10	5	
	Liverpool	Very favourable	9	9	8	10	9	7	7	14	11	9	6	9	8	12	9	9	11	9	10	10	8	13
		Somewhat favourable	30	30	26	29	30	38	31	35	28	28	25	25	30	33	31	28	28	30	30	32	31	33
TOTAL FAVOURABLE		39	39	34	39	39	45	38	49	39	37	31	34	38	45	40	37	39	39	40	42	39	46	
Neither favourable nor unfavourable		34	34	34	34	30	34	29	29	37	34	37	38	33	31	34	34	34	34	35	32	33	33	
Somewhat unfavourable		13	12	16	14	11	10	14	12	14	11	15	13	14	12	14	13	11	14	10	14	15	10	
Very unfavourable		4	4	5	4	7	2	2	5	3	4	4	4	5	4	5	3	4	4	2	4	3	2	
TOTAL UNFAVOURABLE		17	16	21	18	18	12	16	17	17	15	19	17	19	16	19	16	15	18	12	18	18	12	
Don't know		10	11	11	9	13	9	16	5	7	12	12	11	10	8	8	12	12	9	13	8	10	9	

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		s			Source of news								
		Total	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	A magazine app on a mobile or tablet device	Email newsletters or RSS feeds	Social network websites
Weighted Sample		3969	928	532	642	1377	898	1222	227	210	85	228	1389
Unweighted Sample		3969	985	540	699	1495	963	1312	260	236	99	268	1418
		%	%	%	%	%	%	%	%	%	%	%	%
Oxford													
	Very favourable	12	12	8	17	15	14	15	21	18	16	21	12
	Somewhat favourable	36	38	29	41	41	39	39	43	43	38	40	37
	TOTAL FAVOURABLE	48	50	37	58	56	53	54	64	61	54	61	49
	Neither favourable nor unfavourable	34	33	40	29	29	32	32	24	21	25	25	34
	Somewhat unfavourable	5	4	7	4	6	6	5	5	8	9	4	6
	Very unfavourable	2	1	3	2	2	1	1	0	1	1	1	2
	TOTAL UNFAVOURABLE	7	5	10	6	8	7	6	5	9	10	5	8
	Don't know	10	12	14	8	7	8	7	6	9	11	10	10
London													
	Very favourable	13	9	11	14	17	14	16	18	21	20	22	15
	Somewhat favourable	29	23	23	29	31	33	33	29	34	35	31	32
	TOTAL FAVOURABLE	42	32	34	43	48	47	49	47	55	55	53	47
	Neither favourable nor unfavourable	21	23	24	20	18	20	18	20	18	13	15	17
	Somewhat unfavourable	20	24	20	19	17	17	18	16	12	20	14	19
	Very unfavourable	16	19	19	16	15	14	14	15	14	11	17	15
	TOTAL UNFAVOURABLE	36	43	39	35	32	31	32	31	26	31	31	34
	Don't know	2	2	4	2	1	1	2	2	1	0	2	2
Manchester													
	Very favourable	10	8	8	11	12	12	12	10	17	15	14	11
	Somewhat favourable	30	24	23	31	35	34	34	39	38	38	34	33
	TOTAL FAVOURABLE	40	32	31	42	47	46	46	49	55	53	48	44
	Neither favourable nor unfavourable	34	37	36	32	32	30	30	28	26	24	27	31
	Somewhat unfavourable	14	15	14	14	12	14	13	12	13	10	14	15
	Very unfavourable	5	5	7	4	4	4	4	3	2	4	5	3
	TOTAL UNFAVOURABLE	19	20	21	18	16	18	17	15	15	14	19	18
	Don't know	8	10	12	8	5	6	7	7	4	9	6	7
Liverpool													
	Very favourable	9	9	8	11	11	11	11	14	14	13	13	10
	Somewhat favourable	30	29	21	32	34	32	32	36	37	36	30	31
	TOTAL FAVOURABLE	39	38	29	43	45	43	43	50	51	49	43	41
	Neither favourable nor unfavourable	34	36	38	29	32	32	30	32	24	25	31	34
	Somewhat unfavourable	13	12	12	14	12	14	14	8	15	10	15	12
	Very unfavourable	4	4	6	4	4	5	4	2	3	5	3	4
	TOTAL UNFAVOURABLE	17	16	18	18	16	19	18	10	18	15	18	16
	Don't know	10	10	15	9	7	7	9	7	8	11	8	9

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	Total	Blogs not associated with major media organisations	Television	Radio	Podcasts	The Daily Telegraph	The Guardian	i	The Times	The Sunday Times	Daily Mail	The Sun	Metro	Facebook	X	LinkedIn	Pinterest	Instagram	
Weighted Sample	3969	147	2072	1558	501	112	172	94	146	97	222	133	209	2684	737	785	458	1950	
Unweighted Sample	3969	165	2148	1601	563	124	203	117	159	119	232	124	259	2670	745	858	484	1974	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Oxford																			
Very favourable	12	17	13	14	13	20	22	25	24	27	15	14	19	12	12	19	16	13	
Somewhat favourable	36	35	40	41	42	42	46	42	43	53	35	32	42	37	36	42	38	38	
TOTAL FAVOURABLE	48	52	53	55	55	62	68	67	67	80	50	46	61	49	48	61	54	51	
Neither favourable nor unfavourable	34	27	32	31	30	23	20	25	24	13	36	39	25	33	34	28	32	32	
Somewhat unfavourable	5	11	4	4	7	7	4	3	5	5	5	4	4	4	7	5	6	5	
Very unfavourable	2	2	1	1	1	5	1	0	1	0	0	2	0	2	3	0	1	1	
TOTAL UNFAVOURABLE	7	13	5	5	8	12	5	3	6	5	5	6	4	6	10	5	7	6	
Don't know	10	8	9	9	8	2	7	5	3	3	9	10	9	10	8	6	8	10	
London																			
Very favourable	13	23	13	14	21	14	33	29	18	23	9	11	21	13	16	21	18	17	
Somewhat favourable	29	26	31	33	35	20	39	36	36	40	22	22	33	30	32	37	34	33	
TOTAL FAVOURABLE	42	49	44	47	56	34	72	65	54	63	31	33	54	43	48	58	52	50	
Neither favourable nor unfavourable	21	12	21	20	15	23	11	13	19	15	20	24	17	20	14	16	18	18	
Somewhat unfavourable	20	18	20	19	16	23	9	10	11	8	23	19	12	20	19	15	19	18	
Very unfavourable	16	20	14	13	12	20	6	11	16	15	22	20	15	14	17	10	9	12	
TOTAL UNFAVOURABLE	36	38	34	32	28	43	15	21	27	23	45	39	27	34	36	25	28	30	
Don't know	2	1	2	2	1	0	1	0	0	0	3	4	2	2	1	1	3	2	
Manchester																			
Very favourable	10	9	11	10	12	14	18	12	14	15	8	11	15	10	14	15	12	12	
Somewhat favourable	30	34	31	34	41	29	36	32	38	33	28	24	33	30	36	38	35	36	
TOTAL FAVOURABLE	40	43	42	44	53	43	54	44	52	48	36	35	48	40	50	53	47	48	
Neither favourable nor unfavourable	34	30	35	33	29	30	25	34	24	38	31	41	33	34	25	27	33	30	
Somewhat unfavourable	14	19	12	13	12	18	9	10	20	9	17	11	10	13	15	12	10	13	
Very unfavourable	5	3	3	3	3	4	2	3	2	3	5	5	3	4	5	4	4	3	
TOTAL UNFAVOURABLE	19	22	15	16	15	22	11	13	22	12	22	16	13	17	20	16	14	16	
Don't know	8	5	8	7	3	4	10	8	3	3	9	7	6	9	5	5	6	7	
Liverpool																			
Very favourable	9	10	11	11	11	11	15	16	13	10	7	9	13	9	10	10	8	9	
Somewhat favourable	30	33	33	33	36	24	37	29	36	33	32	29	36	31	34	37	29	31	
TOTAL FAVOURABLE	39	43	44	44	47	35	52	45	49	43	39	38	49	40	44	47	37	40	
Neither favourable nor unfavourable	34	31	33	32	31	33	24	35	25	36	30	30	29	33	29	32	35	33	
Somewhat unfavourable	13	15	12	13	13	19	14	10	11	10	19	16	8	13	14	12	13	13	
Very unfavourable	4	2	3	3	4	8	2	1	5	4	3	7	3	4	6	3	4	4	
TOTAL UNFAVOURABLE	17	17	15	16	17	27	16	11	16	14	22	23	11	17	20	15	17	17	
Don't know	10	9	9	8	6	5	9	9	10	6	8	8	10	9	7	7	10	10	

Sample Size: 3969 Adults in the UK
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		Social media used (last month)							Political attention			Britain heading in right or wrong direction		
		Total	Snapchat	Reddit	TikTok	Youtube	Threads	N/A - not currently a member of any	N/A - Not used in the last month	Low	Medium	High	Right direction	Wrong direction
Weighted Sample		3969	499	499	878	1993	182	308	141	389	1756	1582	319	2931
Unweighted Sample		3969	436	500	843	1972	183	317	140	250	1674	1764	337	2906
		%	%	%	%	%	%	%	%	%	%	%	%	%
Oxford														
	Very favourable	12	13	13	13	13	15	10	13	9	11	14	21	11
	Somewhat favourable	36	33	38	34	36	44	30	28	24	34	41	38	35
	TOTAL FAVOURABLE	48	46	51	47	49	59	40	41	33	45	55	59	46
	Neither favourable nor unfavourable	34	36	34	33	34	26	41	37	48	36	31	30	35
	Somewhat unfavourable	5	6	5	6	6	1	7	6	2	5	6	3	6
	Very unfavourable	2	2	2	2	2	1	1	4	3	2	2	3	2
	TOTAL UNFAVOURABLE	7	8	7	8	8	2	8	10	5	7	8	6	8
	Don't know	10	11	8	13	9	13	12	11	15	13	7	6	10
London														
	Very favourable	13	18	19	15	14	25	9	12	6	11	15	27	10
	Somewhat favourable	29	35	30	33	30	33	20	21	23	29	30	40	26
	TOTAL FAVOURABLE	42	53	49	48	44	58	29	33	29	40	45	67	36
	Neither favourable nor unfavourable	21	15	17	17	19	14	28	19	27	22	19	19	20
	Somewhat unfavourable	20	18	17	17	20	18	20	21	20	21	19	11	22
	Very unfavourable	16	10	16	14	15	7	21	24	17	15	16	3	20
	TOTAL UNFAVOURABLE	36	28	33	31	35	25	41	45	37	36	35	14	42
	Don't know	2	4	1	4	2	2	2	3	6	3	1	1	2
Manchester														
	Very favourable	10	15	11	13	12	9	6	7	8	8	11	19	9
	Somewhat favourable	30	37	36	34	32	44	20	19	18	29	33	41	27
	TOTAL FAVOURABLE	40	52	47	47	44	53	26	26	26	37	44	60	36
	Neither favourable nor unfavourable	34	25	30	29	31	26	41	38	40	36	31	29	34
	Somewhat unfavourable	14	13	13	13	14	11	15	15	13	13	15	5	16
	Very unfavourable	5	2	4	3	4	3	6	11	6	4	4	2	6
	TOTAL UNFAVOURABLE	19	15	17	16	18	14	21	26	19	17	19	7	22
	Don't know	8	7	6	8	7	7	11	10	16	9	6	4	8
Liverpool														
	Very favourable	9	10	7	10	9	9	7	12	9	8	10	20	8
	Somewhat favourable	30	30	31	29	31	37	24	23	20	29	33	34	29
	TOTAL FAVOURABLE	39	40	38	39	40	46	31	35	29	37	43	54	37
	Neither favourable nor unfavourable	34	34	35	34	33	32	41	32	38	36	32	29	34
	Somewhat unfavourable	13	13	14	13	13	9	13	15	13	14	13	7	15
	Very unfavourable	4	3	5	4	5	3	4	5	5	3	5	4	5
	TOTAL UNFAVOURABLE	17	16	19	17	18	12	17	20	18	17	18	11	20
	Don't know	10	10	8	10	9	10	10	13	15	11	7	6	9

Sample Size: 3969 Adults in the UK
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		Westminster VI					Vote in 2024 GE					EU Ref 2016		Gender		Age				Generation					Socio-e	
		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)	Silent Generation (81+)	Higher
Weighted Sample		3969	486	526	365	691	622	691	984	357	417	213	1405	1413	1925	2044	416	1639	984	929	630	1144	1057	1055	83	1342
Unweighted Sample		3969	483	590	388	639	672	609	1063	385	387	246	1579	1294	1813	2156	324	1645	1012	988	564	1154	1055	1114	82	1543
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Bristol																										
	Very favourable	8	7	11	12	4	15	6	9	13	5	16	11	5	7	8	11	8	7	7	10	9	6	7	7	10
	Somewhat favourable	28	32	33	37	19	34	26	33	36	19	33	33	22	29	27	32	29	26	25	31	30	27	25	26	32
	TOTAL FAVOURABLE	36	39	44	49	23	49	32	42	49	24	49	44	27	36	35	43	37	33	32	41	39	33	32	33	42
	Neither favourable nor unfavourable	40	43	39	34	41	37	43	40	34	39	35	36	45	41	40	38	40	42	41	38	39	42	41	36	37
	Somewhat unfavourable	8	6	6	7	14	3	8	5	6	15	4	6	10	9	6	7	8	8	8	7	8	8	8	7	8
	Very unfavourable	3	3	1	2	8	2	4	2	1	9	1	2	4	4	2	3	3	3	4	3	3	3	4	2	3
	TOTAL UNFAVOURABLE	11	9	7	9	22	5	12	7	7	24	5	8	14	13	8	10	11	11	12	10	11	11	12	9	11
	Don't know	13	10	11	8	14	10	12	11	10	13	10	13	13	10	17	10	12	13	16	12	12	13	15	21	10
Cardiff																										
	Very favourable	7	6	8	8	5	10	5	9	10	4	7	8	5	8	6	9	8	6	5	9	8	7	5	3	8
	Somewhat favourable	27	31	32	35	21	32	28	31	33	20	34	32	24	27	28	27	29	28	23	26	30	27	26	18	31
	TOTAL FAVOURABLE	34	37	40	43	26	42	33	40	43	24	41	40	29	35	34	36	37	34	28	35	38	34	31	21	39
	Neither favourable nor unfavourable	43	42	43	41	44	41	44	42	41	44	40	39	47	44	41	43	41	43	45	43	41	43	44	48	43
	Somewhat unfavourable	7	7	4	5	12	5	6	6	5	14	6	5	9	8	6	6	7	8	5	6	7	8	5	12	6
	Very unfavourable	2	2	1	1	2	2	2	1	0	4	0	1	2	2	1	2	1	2	1	2	1	2	1	0	1
	TOTAL UNFAVOURABLE	9	9	5	6	14	7	8	7	5	18	6	6	11	10	7	8	8	10	6	8	8	10	6	12	7
	Don't know	15	12	11	12	15	10	15	12	11	15	12	14	14	11	18	13	14	13	19	14	14	13	18	18	11
Belfast																										
	Very favourable	6	4	8	5	6	8	5	7	6	3	5	8	4	6	6	7	7	7	4	6	7	7	5	1	7
	Somewhat favourable	22	17	24	28	19	25	16	23	23	20	25	23	20	21	22	23	22	20	21	23	22	21	21	19	25
	TOTAL FAVOURABLE	28	21	32	33	25	33	21	30	29	23	30	31	24	27	28	30	29	27	25	29	29	28	26	20	32
	Neither favourable nor unfavourable	43	44	43	41	45	40	45	44	42	44	43	41	45	46	41	48	43	43	41	45	42	44	42	40	42
	Somewhat unfavourable	7	11	8	8	8	6	9	7	8	8	5	8	9	8	7	3	7	9	8	4	7	9	8	10	8
	Very unfavourable	2	3	1	1	3	2	2	2	1	5	1	2	3	3	1	1	2	3	2	1	2	3	1	7	2
	TOTAL UNFAVOURABLE	9	14	9	9	11	8	11	9	9	13	6	10	12	11	8	4	9	12	10	5	9	12	9	17	10
	Don't know	19	20	15	17	19	19	22	16	20	20	21	18	20	16	23	18	18	18	23	20	19	17	22	24	16

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered

Sample Size: 3969 Adults in the UK
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		Economic classification (NS-SEC)			Country				Region in England				Education level			Tenure			Ethnicity		Work status		
		Total	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	Low	Medium	High	Own	Rent	Other	White	Non-white	Full Time	Part Time	Student
Weighted Sample		3969	889	1187	3322	206	329	111	913	631	456	1322	1053	1583	1333	2349	1062	558	3276	573	1632	652	226
Unweighted Sample		3969	888	966	3417	195	285	72	844	586	778	1209	912	1520	1537	2396	1069	504	3197	652	1644	598	202
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Bristol																							
	Very favourable	8	8	5	8	8	3	1	5	7	10	11	4	7	12	8	7	8	8	9	9	7	10
	Somewhat favourable	28	29	22	29	36	19	16	18	26	34	35	21	27	34	28	27	28	27	30	29	30	32
	TOTAL FAVOURABLE	36	37	27	37	44	22	17	23	33	44	46	25	34	46	36	34	36	35	39	38	37	42
	Neither favourable nor unfavourable	40	38	46	40	35	47	43	47	46	35	33	47	41	34	40	40	42	40	41	40	40	41
	Somewhat unfavourable	8	8	8	8	10	8	6	8	5	7	9	7	9	7	8	8	7	8	5	7	8	6
	Very unfavourable	3	3	3	3	3	2	4	3	4	3	3	4	3	3	3	2	3	3	2	3	2	2
	TOTAL UNFAVOURABLE	11	11	11	11	13	10	10	11	9	10	12	11	12	10	11	10	10	11	7	10	10	8
	Don't know	13	14	15	12	7	21	30	18	11	12	9	17	13	10	13	16	11	13	13	10	13	9
Cardiff																							
	Very favourable	7	7	6	7	19	4	2	5	7	5	8	6	6	9	6	8	9	7	10	9	6	11
	Somewhat favourable	27	27	24	26	45	27	17	19	29	28	30	21	27	32	28	26	26	27	29	30	29	30
	TOTAL FAVOURABLE	34	34	30	33	64	31	19	24	36	33	38	27	33	41	34	34	35	34	39	39	35	41
	Neither favourable nor unfavourable	43	42	43	44	21	43	45	49	46	44	40	48	42	39	43	43	41	43	40	42	42	43
	Somewhat unfavourable	7	7	7	7	8	4	9	6	5	7	8	6	7	6	7	7	6	7	5	7	7	6
	Very unfavourable	2	1	3	1	4	2	4	1	1	1	2	2	2	1	1	2	3	2	1	2	2	1
	TOTAL UNFAVOURABLE	9	8	10	8	12	6	13	7	6	8	10	8	9	7	8	9	9	9	6	9	9	7
	Don't know	15	17	17	15	4	20	23	19	12	15	13	16	16	13	14	15	15	14	16	11	15	9
Belfast																							
	Very favourable	6	5	7	5	4	8	36	5	6	5	5	5	6	7	7	6	7	6	6	8	7	7
	Somewhat favourable	22	22	19	20	24	31	35	20	22	23	19	18	21	26	20	24	22	22	21	22	24	21
	TOTAL FAVOURABLE	28	27	26	25	28	39	71	25	28	28	24	23	27	33	27	30	29	28	27	30	31	28
	Neither favourable nor unfavourable	43	42	43	44	43	40	15	45	48	40	44	48	42	40	43	44	43	43	44	43	41	50
	Somewhat unfavourable	7	8	7	7	7	8	9	7	6	9	8	7	8	8	9	6	4	8	5	8	6	4
	Very unfavourable	2	1	3	2	3	1	5	2	2	3	2	2	2	2	2	2	3	2	2	2	1	1
	TOTAL UNFAVOURABLE	9	9	10	9	10	9	14	9	8	12	10	9	10	10	11	8	7	10	7	10	7	5
	Don't know	19	22	21	21	20	13	0	20	16	20	23	20	20	17	19	18	22	19	22	16	20	18

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Sample Size: 3969 Adults in the UK
Fieldwork: 23rd - 27th March 2026

Fieldwork: 23rd - 27th March 2020

					Source of news									
			Total	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	A magazine app on a mobile or tablet device	Email newsletters or RSS feeds	Social network websites
Weighted Sample	3969	928	532	642	1377	898	1222	227	210	85	228	1389		
Unweighted Sample	3969	985	540	699	1495	963	1312	260	236	99	268	1418		
		%	%	%	%	%	%	%	%	%	%	%	%	%
Bristol														
	Very favourable	8	6	6	9	11	10	9	12	17	11	10	9	
	Somewhat favourable	28	24	24	31	33	34	32	38	37	36	35	30	
	TOTAL FAVOURABLE	36	30	30	40	44	44	41	50	54	47	45	39	
	Neither favourable nor unfavourable	40	40	40	37	37	36	38	32	26	32	34	38	
	Somewhat unfavourable	8	9	9	6	7	9	9	7	8	13	11	8	
	Very unfavourable	3	4	2	3	3	2	2	2	3	1	3	3	
	TOTAL UNFAVOURABLE	11	13	11	9	10	11	11	9	11	14	14	11	
	Don't know	13	16	19	13	10	10	9	10	8	6	7	13	
Cardiff														
	Very favourable	7	5	6	7	7	8	8	8	8	7	6	8	
	Somewhat favourable	27	23	24	30	32	29	32	28	34	34	34	30	
	TOTAL FAVOURABLE	34	28	30	37	39	37	40	36	42	41	40	38	
	Neither favourable nor unfavourable	43	45	41	39	41	41	41	45	38	42	39	42	
	Somewhat unfavourable	7	6	7	7	6	8	7	6	7	8	9	6	
	Very unfavourable	2	1	2	2	1	1	1	1	3	0	0	1	
	TOTAL UNFAVOURABLE	9	7	9	9	7	9	8	7	10	8	9	7	
	Don't know	15	19	20	15	12	12	11	12	10	8	11	13	
Belfast														
	Very favourable	6	5	4	8	8	6	7	7	8	8	8	7	
	Somewhat favourable	22	20	19	23	24	23	24	25	28	27	26	23	
	TOTAL FAVOURABLE	28	25	23	31	32	29	31	32	36	35	34	30	
	Neither favourable nor unfavourable	43	42	45	40	41	43	42	41	36	39	37	43	
	Somewhat unfavourable	7	9	6	9	8	10	8	8	6	8	10	7	
	Very unfavourable	2	2	2	3	2	1	2	3	4	1	3	2	
	TOTAL UNFAVOURABLE	9	11	8	12	10	11	10	11	10	9	13	9	
	Don't know	19	21	24	17	17	16	17	16	18	18	16	19	

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Sample Size: 3969 Adults in the UK
Fieldwork: 23rd - 27th March 2026

Fieldwork: 23rd - 27th March 2020																		
	Total	Blogs not associated with major media organisations	Television	Radio	Podcasts	The Daily Telegraph	The Guardian	i	The Times	The Sunday Times	Daily Mail	The Sun	Metro	Facebook	X	LinkedIn	Pinterest	Instagram
Weighted Sample	3969	147	2072	1558	501	112	172	94	146	97	222	133	209	2684	737	785	458	1950
Unweighted Sample	3969	165	2148	1601	563	124	203	117	159	119	232	124	259	2670	745	858	484	1974
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Bristol																		
Very favourable	8	12	8	8	11	11	20	12	13	13	5	4	12	7	8	12	11	9
Somewhat favourable	28	31	29	33	37	27	43	37	39	41	29	30	37	28	31	35	30	30
TOTAL FAVOURABLE	36	43	37	41	48	38	63	49	52	54	34	34	49	35	39	47	41	39
Neither favourable nor unfavourable	40	36	40	39	34	38	23	34	31	30	43	48	32	41	38	36	38	39
Somewhat unfavourable	8	11	7	6	8	14	7	6	7	4	6	5	5	7	10	8	7	7
Very unfavourable	3	4	3	2	5	3	2	1	1	3	3	1	3	3	3	2	1	2
TOTAL UNFAVOURABLE	11	15	10	8	13	17	9	7	8	7	9	6	8	10	13	10	8	9
Don't know	13	7	13	11	6	6	7	9	8	8	13	12	11	14	10	7	13	13
Cardiff																		
Very favourable	7	5	8	9	7	9	9	8	9	9	4	7	8	7	9	9	7	8
Somewhat favourable	27	35	30	30	36	24	36	35	32	35	32	28	32	28	30	34	32	30
TOTAL FAVOURABLE	34	40	38	39	43	33	45	43	41	44	36	35	40	35	39	43	39	38
Neither favourable nor unfavourable	43	44	42	41	43	48	37	41	44	42	37	47	37	42	42	40	39	40
Somewhat unfavourable	7	9	6	6	6	5	3	6	5	6	12	5	6	7	7	7	7	7
Very unfavourable	2	0	1	1	1	3	3	0	1	0	2	0	0	1	1	1	1	2
TOTAL UNFAVOURABLE	9	9	7	7	7	8	6	6	6	6	14	5	6	8	8	8	8	9
Don't know	15	7	13	12	8	10	12	11	9	9	13	14	17	14	11	8	14	14
Belfast																		
Very favourable	6	3	7	8	7	7	13	8	7	4	8	6	7	6	7	8	7	7
Somewhat favourable	22	24	23	23	27	20	26	22	28	29	20	26	27	22	26	23	25	24
TOTAL FAVOURABLE	28	27	30	31	34	27	39	30	35	33	28	32	34	28	33	31	32	31
Neither favourable nor unfavourable	43	43	43	41	42	43	34	39	36	35	42	44	37	42	41	43	40	42
Somewhat unfavourable	7	8	8	8	7	13	7	10	10	14	9	8	8	7	8	7	6	7
Very unfavourable	2	4	2	1	2	1	3	5	3	3	2	3	2	2	2	2	2	2
TOTAL UNFAVOURABLE	9	12	10	9	9	14	10	15	13	17	11	11	10	9	10	9	8	9
Don't know	19	17	18	18	15	15	17	15	17	16	18	13	20	20	16	17	20	19

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Sample Size: 3969 Adults in the UK
Fieldwork: 23rd - 27th March 2026

Fieldwork: 23rd - 27th March 2024

		Social media used (last month)							Political attention			Britain heading in right or wrong direction	
	Total	Snapchat	Reddit	TikTok	Youtube	Threads	N/A - not currently a member of any	N/A - Not used in the last month	Low	Medium	High	Right direction	Wrong direction
Weighted Sample	3969	499	499	878	1993	182	308	141	389	1756	1582	319	2931
Unweighted Sample	3969	436	500	843	1972	183	317	140	250	1674	1764	337	2906
	%	%	%	%	%	%	%	%	%	%	%	%	%
Bristol													
Very favourable	8	7	11	7	8	9	7	9	6	6	10	12	7
Somewhat favourable	28	28	34	28	30	41	21	23	13	27	32	34	26
TOTAL FAVOURABLE	36	35	45	35	38	50	28	32	19	33	42	46	33
Neither favourable nor unfavourable	40	43	36	40	40	32	39	45	50	42	38	39	41
Somewhat unfavourable	8	6	9	7	8	6	10	5	8	7	8	5	9
Very unfavourable	3	1	2	3	3	2	7	5	3	3	3	0	4
TOTAL UNFAVOURABLE	11	7	11	10	11	8	17	10	11	10	11	5	13
Don't know	13	15	9	15	12	11	16	13	21	15	9	9	13
Cardiff													
Very favourable	7	9	8	8	8	8	3	10	5	6	8	12	6
Somewhat favourable	27	27	34	30	29	36	21	20	16	26	32	38	26
TOTAL FAVOURABLE	34	36	42	38	37	44	24	30	21	32	40	50	32
Neither favourable nor unfavourable	43	44	41	39	43	40	51	42	48	44	41	37	44
Somewhat unfavourable	7	5	7	7	7	4	5	7	5	7	7	4	8
Very unfavourable	2	1	2	2	2	1	2	4	1	2	2	1	2
TOTAL UNFAVOURABLE	9	6	9	9	9	5	7	11	6	9	9	5	10
Don't know	15	14	9	15	13	11	19	17	25	16	10	8	14
Belfast													
Very favourable	6	6	6	7	7	8	4	6	5	6	7	11	6
Somewhat favourable	22	25	22	23	23	31	17	20	15	21	24	28	21
TOTAL FAVOURABLE	28	31	28	30	30	39	21	26	20	27	31	39	27
Neither favourable nor unfavourable	43	43	45	43	43	40	48	41	51	42	43	40	44
Somewhat unfavourable	7	5	8	5	7	4	9	10	2	8	8	6	8
Very unfavourable	2	1	2	2	3	2	3	3	0	2	2	1	2
TOTAL UNFAVOURABLE	9	6	10	7	10	6	12	13	2	10	10	7	10
Don't know	19	19	18	20	18	16	20	20	26	21	16	15	19

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