

YouGov Survey Results

Sample Size: 2070 GB Adults
Fieldwork: 7th - 8th August 2024

| | Vote in 2024 GE | | | | EU Ref 2016 | | Gender | | Age | | | | Social Grade | | Country | | | Region in England | | | | |
|--------------------------|-----------------|------------|------------|------------|-------------|------------|------------|-------------|-------------|------------|------------|------------|--------------|-------------|------------|-------------|------------|-------------------|------------|------------|---------------|------------|
| | Con | Lab | Lib Dem | Reform UK | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | ABC1 | C2DE | England | Wales | Scotland | North | Midlands | London | Rest of South | |
| Weighted Sample | 2070 | 373 | 532 | 190 | 224 | 729 | 771 | 1002 | 1068 | 217 | 855 | 511 | 486 | 1180 | 890 | 1791 | 99 | 180 | 491 | 339 | 250 | 710 |
| Unweighted Sample | 2070 | 342 | 578 | 218 | 297 | 842 | 815 | 926 | 1144 | 122 | 810 | 543 | 595 | 1234 | 836 | 1771 | 117 | 182 | 495 | 347 | 193 | 736 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Do you think the following types of companies are regulated too tightly, regulated too little, or are regulated to about the right level?

Social media companies

| | | | | | | | | | | | | | | | | | | | | | | |
|------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Regulated much too tightly | 3 | 0 | 1 | 0 | 8 | 1 | 4 | 4 | 1 | 5 | 2 | 2 | 2 | 1 | 4 | 3 | 0 | 3 | 2 | 6 | 2 | 2 |
| Regulated somewhat too tightly | 4 | 4 | 2 | 2 | 9 | 2 | 5 | 6 | 2 | 4 | 5 | 3 | 3 | 3 | 5 | 4 | 5 | 4 | 4 | 5 | 3 | 3 |
| TOTAL REGULATED TOO TIGHTLY | 7 | 4 | 3 | 2 | 17 | 3 | 9 | 10 | 3 | 9 | 7 | 5 | 5 | 4 | 9 | 7 | 5 | 7 | 6 | 11 | 5 | 5 |
| Regulated to about the right level | 14 | 12 | 11 | 13 | 26 | 9 | 16 | 16 | 13 | 21 | 14 | 14 | 10 | 15 | 13 | 14 | 13 | 14 | 15 | 13 | 15 | 14 |
| Regulated somewhat too little | 31 | 37 | 31 | 32 | 21 | 35 | 28 | 29 | 34 | 36 | 33 | 31 | 27 | 32 | 31 | 31 | 32 | 32 | 29 | 32 | 33 | 31 |
| Regulated much too little | 39 | 41 | 49 | 47 | 27 | 48 | 39 | 38 | 40 | 17 | 35 | 44 | 50 | 41 | 35 | 38 | 40 | 40 | 39 | 34 | 37 | 40 |
| TOTAL REGULATED TOO LITTLE | 70 | 78 | 80 | 79 | 48 | 83 | 67 | 67 | 74 | 53 | 68 | 75 | 77 | 73 | 66 | 69 | 72 | 72 | 68 | 66 | 70 | 71 |
| Don't know | 9 | 5 | 5 | 6 | 8 | 5 | 8 | 8 | 11 | 17 | 11 | 6 | 7 | 7 | 12 | 10 | 10 | 7 | 10 | 10 | 11 | 9 |

Broadcast news companies

| | | | | | | | | | | | | | | | | | | | | | | |
|------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Regulated much too tightly | 3 | 2 | 2 | 1 | 11 | 1 | 4 | 4 | 1 | 4 | 3 | 2 | 2 | 2 | 4 | 3 | 1 | 3 | 2 | 4 | 3 | 2 |
| Regulated somewhat too tightly | 6 | 3 | 3 | 2 | 10 | 3 | 4 | 6 | 5 | 11 | 6 | 5 | 4 | 5 | 7 | 6 | 4 | 6 | 5 | 6 | 7 | 5 |
| TOTAL REGULATED TOO TIGHTLY | 9 | 5 | 5 | 3 | 21 | 4 | 8 | 10 | 6 | 15 | 9 | 7 | 6 | 7 | 11 | 9 | 5 | 9 | 7 | 10 | 10 | 7 |
| Regulated to about the right level | 39 | 49 | 42 | 47 | 29 | 48 | 35 | 41 | 37 | 29 | 39 | 41 | 41 | 41 | 37 | 39 | 42 | 40 | 39 | 36 | 38 | 40 |
| Regulated somewhat too little | 26 | 27 | 31 | 31 | 22 | 27 | 27 | 23 | 28 | 23 | 24 | 27 | 28 | 28 | 22 | 26 | 25 | 23 | 24 | 26 | 22 | 28 |
| Regulated much too little | 16 | 12 | 13 | 10 | 21 | 14 | 20 | 17 | 14 | 10 | 16 | 16 | 17 | 15 | 16 | 15 | 20 | 21 | 17 | 15 | 14 | 13 |
| TOTAL REGULATED TOO LITTLE | 42 | 39 | 44 | 41 | 43 | 41 | 47 | 40 | 42 | 33 | 40 | 43 | 45 | 43 | 38 | 41 | 45 | 44 | 41 | 41 | 36 | 41 |
| Don't know | 12 | 7 | 9 | 10 | 6 | 7 | 9 | 8 | 15 | 23 | 13 | 8 | 7 | 10 | 14 | 12 | 8 | 7 | 12 | 12 | 17 | 11 |

Print news companies

| | | | | | | | | | | | | | | | | | | | | | | |
|------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Regulated much too tightly | 2 | 0 | 1 | 1 | 8 | 1 | 3 | 3 | 1 | 3 | 2 | 2 | 2 | 1 | 3 | 2 | 0 | 1 | 1 | 5 | 2 | 2 |
| Regulated somewhat too tightly | 5 | 3 | 2 | 1 | 10 | 3 | 4 | 5 | 4 | 7 | 4 | 5 | 4 | 4 | 6 | 5 | 4 | 3 | 5 | 5 | 6 | 4 |
| TOTAL REGULATED TOO TIGHTLY | 7 | 3 | 3 | 2 | 18 | 4 | 7 | 8 | 5 | 10 | 6 | 7 | 6 | 5 | 9 | 7 | 4 | 4 | 6 | 10 | 8 | 6 |
| Regulated to about the right level | 34 | 52 | 28 | 38 | 32 | 36 | 36 | 37 | 31 | 23 | 31 | 37 | 41 | 36 | 31 | 34 | 34 | 35 | 30 | 31 | 35 | 37 |
| Regulated somewhat too little | 27 | 23 | 35 | 34 | 24 | 31 | 27 | 25 | 29 | 27 | 28 | 27 | 26 | 28 | 25 | 27 | 30 | 28 | 26 | 24 | 28 | 29 |
| Regulated much too little | 19 | 13 | 23 | 15 | 18 | 21 | 20 | 19 | 18 | 10 | 19 | 22 | 19 | 19 | 18 | 18 | 22 | 23 | 22 | 21 | 13 | 16 |
| TOTAL REGULATED TOO LITTLE | 46 | 36 | 58 | 49 | 42 | 52 | 47 | 44 | 47 | 37 | 47 | 49 | 45 | 47 | 43 | 45 | 52 | 51 | 48 | 45 | 41 | 45 |
| Don't know | 14 | 8 | 11 | 11 | 8 | 8 | 9 | 11 | 17 | 28 | 16 | 9 | 9 | 12 | 17 | 14 | 10 | 10 | 15 | 15 | 17 | 12 |

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|--------------------------|-----------------|-----|-----|---------|-------------|--------|--------|------|--------|-------|-------|-------|--------------|------|---------|---------|-------|-------------------|-------|----------|--------|---------------|---|
| | Total | Con | Lab | Lib Dem | Reform UK | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | ABC1 | C2DE | England | Wales | Scotland | North | Midlands | London | Rest of South | |
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| Unweighted Sample | 2070 | 342 | 578 | 218 | 297 | 842 | 815 | 926 | 1144 | 122 | 810 | 543 | 595 | 1234 | 836 | 1771 | 117 | 182 | 495 | 347 | 193 | 736 | |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Do you think social media networks have done a good or bad job at tackling misinformation during the recent unrest in England?

| | | | | | | | | | | | | | | | | | | | | | | |
|-----------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Very good job | 1 | 0 | 0 | 1 | 5 | 1 | 2 | 2 | 0 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 1 | 2 | 1 | 1 |
| Fairly good job | 8 | 6 | 5 | 5 | 18 | 4 | 10 | 10 | 7 | 13 | 9 | 8 | 7 | 7 | 10 | 8 | 13 | 7 | 9 | 8 | 11 | 7 |
| TOTAL GOOD JOB | 9 | 6 | 5 | 6 | 23 | 5 | 12 | 12 | 7 | 13 | 10 | 9 | 8 | 8 | 11 | 9 | 15 | 8 | 10 | 10 | 12 | 8 |
| Fairly bad job | 25 | 29 | 22 | 29 | 23 | 25 | 24 | 24 | 26 | 30 | 26 | 24 | 23 | 27 | 22 | 25 | 26 | 26 | 23 | 26 | 21 | 27 |
| Very bad job | 46 | 47 | 59 | 52 | 33 | 57 | 43 | 49 | 44 | 35 | 45 | 50 | 50 | 49 | 43 | 47 | 46 | 45 | 47 | 45 | 49 | 46 |
| TOTAL BAD JOB | 71 | 76 | 81 | 81 | 56 | 82 | 67 | 73 | 70 | 65 | 71 | 74 | 73 | 76 | 65 | 72 | 72 | 71 | 70 | 71 | 70 | 73 |
| Don't know | 19 | 18 | 14 | 13 | 21 | 12 | 21 | 15 | 23 | 23 | 20 | 17 | 19 | 16 | 24 | 19 | 14 | 21 | 20 | 20 | 18 | 19 |

Do you think social media companies should or should not be held responsible for posts that users made inciting criminal behaviour during the recent unrest in England?

| | | | | | | | | | | | | | | | | | | | | | | |
|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Should | 66 | 73 | 80 | 78 | 48 | 79 | 64 | 64 | 69 | 48 | 61 | 71 | 79 | 69 | 62 | 67 | 71 | 59 | 69 | 63 | 65 | 68 |
| Should not | 20 | 13 | 11 | 15 | 41 | 12 | 23 | 27 | 13 | 33 | 21 | 19 | 12 | 18 | 21 | 19 | 18 | 25 | 21 | 22 | 16 | 17 |
| Don't know | 14 | 15 | 9 | 8 | 11 | 9 | 13 | 10 | 18 | 19 | 18 | 10 | 10 | 12 | 16 | 14 | 11 | 16 | 10 | 15 | 19 | 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.