

# YouGov Survey Results

Sample Size: 4403 GB Adults

Fieldwork: 2nd - 4th September 2025

|                   | Vote in 2024 GE |     |      |         |           | EU Ref 2016 |        | Gender |      | Age    |       |       |       | Social Grade |      | Country |         |       | Region in England |       |          |        |               |
|-------------------|-----------------|-----|------|---------|-----------|-------------|--------|--------|------|--------|-------|-------|-------|--------------|------|---------|---------|-------|-------------------|-------|----------|--------|---------------|
|                   | Total           | Con | Lab  | Lib Dem | Reform UK | Green       | Remain | Leave  | Male | Female | 18-24 | 25-49 | 50-64 | 65+          | ABC1 | C2DE    | England | Wales | Scotland          | North | Midlands | London | Rest of South |
| Weighted Sample   | 4403            | 793 | 1132 | 405     | 476       | 265         | 1545   | 1572   | 2131 | 2272   | 462   | 1819  | 1088  | 1035         | 2510 | 1893    | 3809    | 211   | 383               | 1043  | 722      | 533    | 1510          |
| Unweighted Sample | 4403            | 715 | 1250 | 433     | 525       | 272         | 1805   | 1604   | 1991 | 2412   | 295   | 1642  | 1197  | 1269         | 2698 | 1705    | 3841    | 206   | 356               | 1079  | 723      | 441    | 1598          |
|                   | %               | %   | %    | %       | %         | %           | %      | %      | %    | %      | %     | %     | %     | %            | %    | %       | %       | %     | %                 | %     | %        | %      | %             |

## When was the last time you cried?

|                          |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|--------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Within the past day      | 10 | 9  | 10 | 10 | 9  | 14 | 9  | 10 | 4  | 16 | 11 | 10 | 10 | 10 | 9  | 12 | 10 | 12 | 13 | 10 | 9  | 10 | 10 |
| Within the past week     | 21 | 20 | 23 | 22 | 15 | 29 | 22 | 21 | 12 | 31 | 23 | 23 | 22 | 18 | 22 | 21 | 21 | 18 | 22 | 22 | 22 | 19 | 22 |
| Within the past month    | 19 | 18 | 21 | 21 | 17 | 22 | 21 | 17 | 14 | 24 | 20 | 22 | 17 | 15 | 20 | 17 | 19 | 19 | 16 | 19 | 19 | 20 | 19 |
| Within the past year     | 24 | 26 | 24 | 27 | 24 | 21 | 25 | 23 | 29 | 19 | 22 | 24 | 24 | 23 | 25 | 22 | 24 | 19 | 22 | 24 | 24 | 26 | 24 |
| Within the past 10 years | 11 | 12 | 11 | 11 | 14 | 8  | 11 | 13 | 19 | 5  | 7  | 9  | 12 | 17 | 11 | 12 | 11 | 12 | 12 | 11 | 11 | 9  | 13 |
| More than 10 years ago   | 4  | 6  | 2  | 4  | 8  | 2  | 4  | 6  | 7  | 1  | 0  | 2  | 5  | 8  | 4  | 5  | 4  | 4  | 3  | 5  | 5  | 3  | 4  |
| I have never cried       | 0  | 0  | 0  | 0  | 1  | 0  | 0  | 0  | 1  | 0  | 1  | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 1  |
| Don't know               | 10 | 8  | 9  | 6  | 13 | 5  | 8  | 9  | 15 | 6  | 15 | 10 | 9  | 9  | 9  | 11 | 10 | 16 | 12 | 11 | 10 | 12 | 8  |

## Compared to most other people, do you think that you cry...?

|                         |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|-------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Much more often         | 7         | 5         | 7         | 5         | 6         | 10        | 6         | 6         | 3         | 10        | 11        | 7         | 5         | 5         | 6         | 7         | 6         | 9         | 6         | 8         | 5         | 7         | 6         |
| A little more often     | 16        | 14        | 17        | 17        | 14        | 20        | 17        | 14        | 10        | 21        | 19        | 16        | 16        | 13        | 15        | 16        | 16        | 15        | 13        | 13        | 16        | 17        | 17        |
| <b>TOTAL MORE OFTEN</b> | <b>23</b> | <b>19</b> | <b>24</b> | <b>22</b> | <b>20</b> | <b>30</b> | <b>23</b> | <b>20</b> | <b>13</b> | <b>31</b> | <b>30</b> | <b>23</b> | <b>21</b> | <b>18</b> | <b>21</b> | <b>23</b> | <b>22</b> | <b>24</b> | <b>19</b> | <b>21</b> | <b>21</b> | <b>24</b> | <b>23</b> |
| About as often          | 20        | 21        | 22        | 25        | 15        | 20        | 24        | 19        | 15        | 25        | 19        | 20        | 20        | 21        | 22        | 18        | 21        | 15        | 18        | 23        | 19        | 20        | 21        |
| A little less often     | 19        | 17        | 19        | 20        | 17        | 23        | 19        | 17        | 20        | 17        | 23        | 20        | 17        | 16        | 20        | 17        | 19        | 15        | 21        | 18        | 19        | 18        | 20        |
| Much less often         | 24        | 25        | 24        | 22        | 29        | 15        | 22        | 27        | 34        | 14        | 18        | 25        | 25        | 23        | 23        | 25        | 23        | 28        | 25        | 23        | 25        | 23        | 23        |
| <b>TOTAL LESS OFTEN</b> | <b>43</b> | <b>42</b> | <b>43</b> | <b>42</b> | <b>46</b> | <b>38</b> | <b>41</b> | <b>44</b> | <b>54</b> | <b>31</b> | <b>41</b> | <b>45</b> | <b>42</b> | <b>39</b> | <b>43</b> | <b>42</b> | <b>42</b> | <b>43</b> | <b>46</b> | <b>41</b> | <b>44</b> | <b>41</b> | <b>43</b> |
| Don't know              | 15        | 17        | 12        | 10        | 18        | 12        | 12        | 18        | 18        | 12        | 9         | 12        | 17        | 21        | 13        | 18        | 15        | 17        | 17        | 15        | 15        | 15        | 14        |

## When you feel like crying, how often do you try to hold it back?

|                          |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|--------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Always                   | 14 | 13 | 12 | 15 | 17 | 11 | 12 | 16 | 18 | 11 | 14 | 17 | 13 | 11 | 13 | 17 | 15 | 9  | 15 | 15 | 16 | 12 | 14 |
| Usually                  | 26 | 28 | 27 | 28 | 26 | 25 | 27 | 25 | 27 | 26 | 33 | 26 | 24 | 26 | 28 | 25 | 27 | 21 | 26 | 25 | 28 | 26 | 27 |
| Sometimes                | 32 | 33 | 34 | 33 | 26 | 32 | 33 | 32 | 23 | 40 | 28 | 32 | 33 | 31 | 33 | 30 | 31 | 37 | 31 | 33 | 28 | 30 | 32 |
| Rarely                   | 13 | 11 | 14 | 15 | 9  | 22 | 15 | 11 | 12 | 13 | 11 | 12 | 14 | 14 | 14 | 12 | 13 | 14 | 12 | 12 | 13 | 17 | 12 |
| Never                    | 4  | 4  | 5  | 3  | 7  | 5  | 4  | 6  | 4  | 4  | 2  | 4  | 5  | 6  | 4  | 5  | 4  | 6  | 4  | 5  | 4  | 4  | 4  |
| I never feel like crying | 6  | 7  | 4  | 4  | 9  | 2  | 5  | 7  | 10 | 2  | 5  | 5  | 6  | 8  | 5  | 7  | 6  | 10 | 6  | 6  | 6  | 5  | 6  |
| Don't know               | 4  | 4  | 4  | 3  | 6  | 4  | 4  | 4  | 6  | 3  | 5  | 4  | 5  | 5  | 4  | 5  | 4  | 3  | 6  | 5  | 4  | 5  | 4  |

## How likely, if at all, would you be to cry in the following situations?

### Experiencing the death of a loved one

|                         |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|-------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very likely             | 70        | 69        | 72        | 73        | 67        | 78        | 72        | 69        | 56        | 84        | 68        | 70        | 70        | 71        | 70        | 70        | 70        | 70        | 70        | 70        | 72        | 68        | 70        |
| Somewhat likely         | 20        | 20        | 20        | 19        | 22        | 16        | 19        | 21        | 28        | 12        | 17        | 19        | 21        | 19        | 21        | 18        | 20        | 18        | 18        | 21        | 19        | 21        | 19        |
| <b>TOTAL LIKELY</b>     | <b>90</b> | <b>89</b> | <b>92</b> | <b>92</b> | <b>89</b> | <b>94</b> | <b>91</b> | <b>90</b> | <b>84</b> | <b>96</b> | <b>85</b> | <b>89</b> | <b>91</b> | <b>90</b> | <b>91</b> | <b>88</b> | <b>90</b> | <b>88</b> | <b>88</b> | <b>91</b> | <b>91</b> | <b>89</b> | <b>89</b> |
| Not very likely         | 5         | 6         | 3         | 4         | 5         | 4         | 4         | 5         | 7         | 2         | 5         | 5         | 4         | 5         | 5         | 4         | 4         | 6         | 5         | 4         | 3         | 5         | 5         |
| Not at all likely       | 2         | 2         | 1         | 1         | 4         | 0         | 1         | 2         | 3         | 1         | 1         | 2         | 2         | 2         | 1         | 3         | 2         | 3         | 1         | 2         | 2         | 1         | 2         |
| <b>TOTAL NOT LIKELY</b> | <b>7</b>  | <b>8</b>  | <b>4</b>  | <b>5</b>  | <b>9</b>  | <b>4</b>  | <b>5</b>  | <b>7</b>  | <b>10</b> | <b>3</b>  | <b>6</b>  | <b>7</b>  | <b>6</b>  | <b>7</b>  | <b>6</b>  | <b>7</b>  | <b>6</b>  | <b>9</b>  | <b>6</b>  | <b>6</b>  | <b>5</b>  | <b>6</b>  | <b>7</b>  |
| Prefer not to say       | 1         | 0         | 1         | 1         | 0         | 0         | 1         | 1         | 1         | 1         | 3         | 1         | 1         | 1         | 1         | 1         | 1         | 1         | 2         | 1         | 1         | 1         | 1         |
| Don't know              | 3         | 3         | 2         | 2         | 2         | 2         | 2         | 2         | 5         | 2         | 5         | 3         | 2         | 2         | 2         | 4         | 3         | 2         | 4         | 3         | 3         | 4         | 3         |

## YouGov Survey Results

Sample Size: 4403 GB Adults

Fieldwork: 2nd - 4th September 2025

|                   |      | Age / Gender |            |            |          |              |              |              |            |
|-------------------|------|--------------|------------|------------|----------|--------------|--------------|--------------|------------|
| Total             |      | Male 18-24   | Male 25-49 | Male 50-64 | Male 65+ | Female 18-24 | Female 25-49 | Female 50-64 | Female 65+ |
| Weighted Sample   | 4403 | 233          | 894        | 533        | 471      | 229          | 925          | 555          | 564        |
| Unweighted Sample | 4403 | 115          | 706        | 580        | 590      | 180          | 936          | 617          | 679        |
|                   | %    | %            | %          | %          | %        | %            | %            | %            | %          |

### When was the last time you cried?

|                          |    |    |    |    |    |    |    |    |    |
|--------------------------|----|----|----|----|----|----|----|----|----|
| Within the past day      | 10 | 4  | 4  | 5  | 4  | 19 | 16 | 15 | 14 |
| Within the past week     | 21 | 9  | 11 | 13 | 11 | 38 | 34 | 30 | 24 |
| Within the past month    | 19 | 13 | 17 | 12 | 10 | 27 | 26 | 22 | 20 |
| Within the past year     | 24 | 37 | 31 | 28 | 22 | 7  | 18 | 21 | 23 |
| Within the past 10 years | 11 | 14 | 18 | 18 | 24 | 0  | 2  | 6  | 11 |
| More than 10 years ago   | 4  | 1  | 4  | 10 | 15 | 0  | 0  | 1  | 3  |
| I have never cried       | 0  | 2  | 0  | 0  | 1  | 0  | 0  | 0  | 0  |
| Don't know               | 10 | 21 | 15 | 13 | 14 | 9  | 5  | 5  | 5  |

### Compared to most other people, do you think that you cry...?

|                         |           |           |           |           |           |           |           |           |           |
|-------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Much more often         | 7         | 5         | 2         | 3         | 3         | 17        | 12        | 7         | 6         |
| A little more often     | 16        | 7         | 10        | 11        | 10        | 32        | 22        | 20        | 15        |
| <b>TOTAL MORE OFTEN</b> | <b>23</b> | <b>12</b> | <b>12</b> | <b>14</b> | <b>13</b> | <b>49</b> | <b>34</b> | <b>27</b> | <b>21</b> |
| About as often          | 20        | 15        | 13        | 16        | 19        | 24        | 26        | 25        | 24        |
| A little less often     | 19        | 30        | 23        | 16        | 15        | 16        | 18        | 17        | 17        |
| Much less often         | 24        | 31        | 38        | 31        | 29        | 4         | 12        | 19        | 18        |
| <b>TOTAL LESS OFTEN</b> | <b>43</b> | <b>61</b> | <b>61</b> | <b>47</b> | <b>44</b> | <b>20</b> | <b>30</b> | <b>36</b> | <b>35</b> |
| Don't know              | 15        | 11        | 14        | 23        | 23        | 7         | 10        | 12        | 19        |

### When you feel like crying, how often do you try to hold it back?

|                          |    |    |    |    |    |    |    |    |    |
|--------------------------|----|----|----|----|----|----|----|----|----|
| Always                   | 14 | 18 | 21 | 16 | 13 | 10 | 14 | 11 | 9  |
| Usually                  | 26 | 29 | 28 | 24 | 26 | 37 | 25 | 24 | 25 |
| Sometimes                | 32 | 23 | 21 | 23 | 24 | 34 | 43 | 42 | 36 |
| Rarely                   | 13 | 12 | 11 | 13 | 12 | 11 | 12 | 15 | 16 |
| Never                    | 4  | 1  | 5  | 5  | 6  | 4  | 3  | 4  | 6  |
| I never feel like crying | 6  | 9  | 9  | 11 | 13 | 1  | 1  | 2  | 4  |
| Don't know               | 4  | 9  | 5  | 8  | 6  | 2  | 2  | 2  | 4  |

### How likely, if at all, would you be to cry in the following situations?

#### Experiencing the death of a loved one

|                         |           |           |           |           |           |           |           |           |           |
|-------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very likely             | 70        | 57        | 56        | 54        | 56        | 78        | 83        | 85        | 85        |
| Somewhat likely         | 20        | 20        | 28        | 32        | 28        | 15        | 11        | 12        | 12        |
| <b>TOTAL LIKELY</b>     | <b>90</b> | <b>77</b> | <b>84</b> | <b>86</b> | <b>84</b> | <b>93</b> | <b>94</b> | <b>97</b> | <b>97</b> |
| Not very likely         | 5         | 8         | 7         | 7         | 8         | 2         | 2         | 1         | 2         |
| Not at all likely       | 2         | 2         | 4         | 3         | 3         | 1         | 1         | 0         | 0         |
| <b>TOTAL NOT LIKELY</b> | <b>7</b>  | <b>10</b> | <b>11</b> | <b>10</b> | <b>11</b> | <b>3</b>  | <b>3</b>  | <b>1</b>  | <b>2</b>  |
| Prefer not to say       | 1         | 4         | 1         | 1         | 1         | 2         | 1         | 1         | 0         |
| Don't know              | 3         | 9         | 4         | 4         | 4         | 2         | 2         | 1         | 0         |

Sample Size: 4403 GB Adults  
Fieldwork: 2nd - 4th September 2025

|                                        | Vote in 2024 GE |           |           |           |           |           | EU Ref 2016 |           | Gender    |           | Age       |           |           |           | Social Grade |           | Country   |           |           | Region in England |           |           |               |
|----------------------------------------|-----------------|-----------|-----------|-----------|-----------|-----------|-------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|-----------|-----------|-----------|-----------|-------------------|-----------|-----------|---------------|
|                                        | Total           | Con       | Lab       | Lib Dem   | Reform UK | Green     | Remain      | Leave     | Male      | Female    | 18-24     | 25-49     | 50-64     | 65+       | ABC1         | C2DE      | England   | Wales     | Scotland  | North             | Midlands  | London    | Rest of South |
| Weighted Sample                        | 4403            | 793       | 1132      | 405       | 476       | 265       | 1545        | 1572      | 2131      | 2272      | 462       | 1819      | 1088      | 1035      | 2510         | 1893      | 3809      | 211       | 383       | 1043              | 722       | 533       | 1510          |
| Unweighted Sample                      | 4403            | 715       | 1250      | 433       | 525       | 272       | 1805        | 1604      | 1991      | 2412      | 295       | 1642      | 1197      | 1269      | 2698         | 1705      | 3841      | 206       | 356       | 1079              | 723       | 441       | 1598          |
|                                        | %               | %         | %         | %         | %         | %         | %           | %         | %         | %         | %         | %         | %         | %         | %            | %         | %         | %         | %         | %                 | %         | %         | %             |
| <b>Experiencing the death of a pet</b> |                 |           |           |           |           |           |             |           |           |           |           |           |           |           |              |           |           |           |           |                   |           |           |               |
| Very likely                            | 53              | 52        | 55        | 49        | 54        | 60        | 53          | 56        | 37        | 68        | 49        | 54        | 57        | 50        | 53           | 54        | 53        | 57        | 54        | 54                | 56        | 45        | 54            |
| Somewhat likely                        | 20              | 21        | 19        | 25        | 20        | 19        | 20          | 19        | 24        | 16        | 17        | 19        | 20        | 21        | 19           | 20        | 19        | 23        | 19        | 19                | 19        | 22        | 20            |
| <b>TOTAL LIKELY</b>                    | <b>73</b>       | <b>73</b> | <b>74</b> | <b>74</b> | <b>74</b> | <b>79</b> | <b>73</b>   | <b>75</b> | <b>61</b> | <b>84</b> | <b>66</b> | <b>73</b> | <b>77</b> | <b>71</b> | <b>72</b>    | <b>74</b> | <b>72</b> | <b>80</b> | <b>73</b> | <b>73</b>         | <b>75</b> | <b>67</b> | <b>74</b>     |
| Not very likely                        | 9               | 11        | 9         | 11        | 7         | 8         | 10          | 8         | 14        | 5         | 13        | 8         | 7         | 12        | 10           | 8         | 9         | 9         | 7         | 10                | 8         | 9         | 10            |
| Not at all likely                      | 9               | 9         | 8         | 5         | 12        | 7         | 8           | 10        | 15        | 4         | 8         | 10        | 8         | 10        | 9            | 10        | 10        | 4         | 10        | 10                | 10        | 13        | 8             |
| <b>TOTAL NOT LIKELY</b>                | <b>18</b>       | <b>20</b> | <b>17</b> | <b>16</b> | <b>19</b> | <b>15</b> | <b>18</b>   | <b>18</b> | <b>29</b> | <b>9</b>  | <b>21</b> | <b>18</b> | <b>15</b> | <b>22</b> | <b>19</b>    | <b>18</b> | <b>19</b> | <b>13</b> | <b>17</b> | <b>20</b>         | <b>18</b> | <b>22</b> | <b>18</b>     |
| Prefer not to say                      | 1               | 0         | 1         | 2         | 0         | 0         | 1           | 1         | 1         | 0         | 2         | 0         | 1         | 1         | 1            | 1         | 1         | 2         | 1         | 1                 | 1         | 0         | 1             |
| Don't know                             | 8               | 6         | 8         | 9         | 6         | 5         | 8           | 6         | 10        | 6         | 12        | 8         | 7         | 7         | 8            | 7         | 8         | 5         | 9         | 7                 | 7         | 11        | 7             |
| <b>Feeling extremely happy</b>         |                 |           |           |           |           |           |             |           |           |           |           |           |           |           |              |           |           |           |           |                   |           |           |               |
| Very likely                            | 6               | 3         | 6         | 5         | 4         | 9         | 5           | 4         | 4         | 8         | 6         | 7         | 5         | 4         | 6            | 6         | 6         | 4         | 6         | 5                 | 5         | 8         | 6             |
| Somewhat likely                        | 20              | 19        | 22        | 25        | 18        | 24        | 23          | 18        | 14        | 26        | 21        | 20        | 21        | 18        | 20           | 20        | 20        | 22        | 19        | 18                | 23        | 19        | 20            |
| <b>TOTAL LIKELY</b>                    | <b>26</b>       | <b>22</b> | <b>28</b> | <b>30</b> | <b>22</b> | <b>33</b> | <b>28</b>   | <b>22</b> | <b>18</b> | <b>34</b> | <b>27</b> | <b>27</b> | <b>26</b> | <b>22</b> | <b>26</b>    | <b>26</b> | <b>26</b> | <b>26</b> | <b>25</b> | <b>23</b>         | <b>28</b> | <b>27</b> | <b>26</b>     |
| Not very likely                        | 30              | 34        | 30        | 30        | 29        | 30        | 31          | 30        | 27        | 32        | 26        | 30        | 28        | 32        | 30           | 29        | 30        | 24        | 29        | 30                | 30        | 31        | 30            |
| Not at all likely                      | 38              | 38        | 36        | 35        | 44        | 33        | 35          | 42        | 47        | 30        | 39        | 37        | 40        | 40        | 39           | 38        | 38        | 44        | 39        | 40                | 36        | 37        | 38            |
| <b>TOTAL NOT LIKELY</b>                | <b>68</b>       | <b>72</b> | <b>66</b> | <b>65</b> | <b>73</b> | <b>63</b> | <b>66</b>   | <b>72</b> | <b>74</b> | <b>62</b> | <b>65</b> | <b>67</b> | <b>68</b> | <b>72</b> | <b>69</b>    | <b>67</b> | <b>68</b> | <b>68</b> | <b>68</b> | <b>70</b>         | <b>66</b> | <b>68</b> | <b>68</b>     |
| Prefer not to say                      | 1               | 0         | 1         | 2         | 1         | 0         | 1           | 1         | 2         | 0         | 2         | 1         | 1         | 1         | 1            | 1         | 1         | 0         | 0         | 1                 | 1         | 0         | 1             |
| Don't know                             | 6               | 5         | 5         | 4         | 5         | 4         | 5           | 5         | 7         | 4         | 6         | 6         | 5         | 6         | 4            | 7         | 5         | 6         | 7         | 5                 | 6         | 5         | 5             |
| <b>Feeling extremely sad</b>           |                 |           |           |           |           |           |             |           |           |           |           |           |           |           |              |           |           |           |           |                   |           |           |               |
| Very likely                            | 30              | 24        | 32        | 34        | 23        | 42        | 30          | 27        | 16        | 44        | 41        | 34        | 27        | 22        | 30           | 31        | 30        | 29        | 31        | 30                | 28        | 34        | 31            |
| Somewhat likely                        | 34              | 34        | 35        | 32        | 32        | 37        | 36          | 31        | 32        | 35        | 34        | 34        | 33        | 35        | 34           | 33        | 34        | 25        | 30        | 35                | 36        | 32        | 34            |
| <b>TOTAL LIKELY</b>                    | <b>64</b>       | <b>58</b> | <b>67</b> | <b>66</b> | <b>55</b> | <b>79</b> | <b>66</b>   | <b>58</b> | <b>48</b> | <b>79</b> | <b>75</b> | <b>68</b> | <b>60</b> | <b>57</b> | <b>64</b>    | <b>64</b> | <b>64</b> | <b>54</b> | <b>61</b> | <b>65</b>         | <b>64</b> | <b>66</b> | <b>65</b>     |
| Not very likely                        | 19              | 24        | 19        | 23        | 19        | 11        | 19          | 23        | 25        | 13        | 11        | 15        | 22        | 26        | 20           | 17        | 19        | 24        | 20        | 19                | 17        | 20        | 19            |
| Not at all likely                      | 12              | 13        | 10        | 7         | 21        | 7         | 10          | 15        | 20        | 5         | 8         | 13        | 13        | 12        | 12           | 13        | 12        | 16        | 11        | 12                | 13        | 9         | 12            |
| <b>TOTAL NOT LIKELY</b>                | <b>31</b>       | <b>37</b> | <b>29</b> | <b>30</b> | <b>40</b> | <b>18</b> | <b>29</b>   | <b>38</b> | <b>45</b> | <b>18</b> | <b>19</b> | <b>28</b> | <b>35</b> | <b>38</b> | <b>32</b>    | <b>30</b> | <b>31</b> | <b>40</b> | <b>31</b> | <b>31</b>         | <b>30</b> | <b>29</b> | <b>31</b>     |
| Prefer not to say                      | 1               | 0         | 1         | 2         | 0         | 0         | 1           | 0         | 1         | 0         | 2         | 0         | 0         | 0         | 1            | 0         | 1         | 0         | 1         | 1                 | 1         | 1         | 1             |
| Don't know                             | 4               | 4         | 3         | 3         | 6         | 3         | 3           | 5         | 6         | 3         | 5         | 4         | 4         | 4         | 3            | 6         | 4         | 5         | 7         | 4                 | 6         | 4         | 3             |
| <b>Watching a sad film in a cinema</b> |                 |           |           |           |           |           |             |           |           |           |           |           |           |           |              |           |           |           |           |                   |           |           |               |
| Very likely                            | 15              | 13        | 17        | 13        | 11        | 24        | 15          | 13        | 6         | 23        | 17        | 15        | 15        | 13        | 15           | 14        | 15        | 13        | 14        | 16                | 12        | 20        | 13            |
| Somewhat likely                        | 34              | 36        | 35        | 39        | 29        | 37        | 37          | 32        | 25        | 42        | 29        | 34        | 36        | 32        | 34           | 33        | 34        | 34        | 36        | 30                | 36        | 33        | 35            |
| <b>TOTAL LIKELY</b>                    | <b>49</b>       | <b>49</b> | <b>52</b> | <b>52</b> | <b>40</b> | <b>61</b> | <b>52</b>   | <b>45</b> | <b>31</b> | <b>65</b> | <b>46</b> | <b>49</b> | <b>51</b> | <b>45</b> | <b>49</b>    | <b>47</b> | <b>49</b> | <b>47</b> | <b>50</b> | <b>46</b>         | <b>48</b> | <b>53</b> | <b>48</b>     |
| Not very likely                        | 26              | 27        | 26        | 26        | 24        | 21        | 25          | 25        | 29        | 22        | 31        | 24        | 24        | 27        | 27           | 24        | 26        | 26        | 25        | 26                | 24        | 28        | 25            |
| Not at all likely                      | 21              | 21        | 18        | 16        | 31        | 13        | 18          | 24        | 32        | 10        | 17        | 22        | 20        | 22        | 19           | 23        | 21        | 23        | 20        | 22                | 20        | 17        | 22            |
| <b>TOTAL NOT LIKELY</b>                | <b>47</b>       | <b>48</b> | <b>44</b> | <b>42</b> | <b>55</b> | <b>34</b> | <b>43</b>   | <b>49</b> | <b>61</b> | <b>32</b> | <b>48</b> | <b>46</b> | <b>44</b> | <b>49</b> | <b>46</b>    | <b>47</b> | <b>47</b> | <b>49</b> | <b>45</b> | <b>48</b>         | <b>44</b> | <b>45</b> | <b>47</b>     |
| Prefer not to say                      | 1               | 1         | 1         | 2         | 1         | 1         | 1           | 1         | 1         | 0         | 1         | 1         | 1         | 1         | 1            | 1         | 1         | 0         | 2         | 1                 | 1         | 1         | 1             |
| Don't know                             | 4               | 3         | 3         | 4         | 4         | 5         | 3           | 4         | 6         | 3         | 6         | 3         | 5         | 5         | 3            | 6         | 4         | 4         | 3         | 5                 | 6         | 3         | 4             |

Sample Size: 4403 GB Adults  
Fieldwork: 2nd - 4th September 2025

|                   | Age / Gender |            |            |            |          |              |              |              |            |
|-------------------|--------------|------------|------------|------------|----------|--------------|--------------|--------------|------------|
|                   | Total        | Male 18-24 | Male 25-49 | Male 50-64 | Male 65+ | Female 18-24 | Female 25-49 | Female 50-64 | Female 65+ |
| Weighted Sample   | 4403         | 233        | 894        | 533        | 471      | 229          | 925          | 555          | 564        |
| Unweighted Sample | 4403         | 115        | 706        | 580        | 590      | 180          | 936          | 617          | 679        |
|                   | %            | %          | %          | %          | %        | %            | %            | %            | %          |

#### Experiencing the death of a pet

|                         |           |           |           |           |           |           |           |           |           |
|-------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very likely             | 53        | 30        | 38        | 42        | 34        | 68        | 71        | 71        | 62        |
| Somewhat likely         | 20        | 18        | 24        | 25        | 24        | 16        | 15        | 15        | 18        |
| <b>TOTAL LIKELY</b>     | <b>73</b> | <b>48</b> | <b>62</b> | <b>67</b> | <b>58</b> | <b>84</b> | <b>86</b> | <b>86</b> | <b>80</b> |
| Not very likely         | 9         | 22        | 13        | 11        | 17        | 3         | 4         | 4         | 7         |
| Not at all likely       | 9         | 11        | 16        | 13        | 16        | 5         | 4         | 4         | 5         |
| <b>TOTAL NOT LIKELY</b> | <b>18</b> | <b>33</b> | <b>29</b> | <b>24</b> | <b>33</b> | <b>8</b>  | <b>8</b>  | <b>8</b>  | <b>12</b> |
| Prefer not to say       | 1         | 3         | 1         | 1         | 1         | 2         | 0         | 1         | 0         |
| Don't know              | 8         | 17        | 10        | 8         | 8         | 6         | 6         | 5         | 7         |

#### Feeling extremely happy

|                         |           |           |           |           |           |           |           |           |           |
|-------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very likely             | 6         | 4         | 5         | 3         | 2         | 8         | 9         | 7         | 6         |
| Somewhat likely         | 20        | 11        | 13        | 18        | 11        | 30        | 27        | 25        | 23        |
| <b>TOTAL LIKELY</b>     | <b>26</b> | <b>15</b> | <b>18</b> | <b>21</b> | <b>13</b> | <b>38</b> | <b>36</b> | <b>32</b> | <b>29</b> |
| Not very likely         | 30        | 24        | 29        | 25        | 28        | 27        | 31        | 31        | 35        |
| Not at all likely       | 38        | 49        | 45        | 47        | 51        | 29        | 28        | 33        | 31        |
| <b>TOTAL NOT LIKELY</b> | <b>68</b> | <b>73</b> | <b>74</b> | <b>72</b> | <b>79</b> | <b>56</b> | <b>59</b> | <b>64</b> | <b>66</b> |
| Prefer not to say       | 1         | 3         | 1         | 2         | 1         | 1         | 0         | 0         | 0         |
| Don't know              | 6         | 8         | 7         | 6         | 7         | 4         | 5         | 4         | 5         |

#### Feeling extremely sad

|                         |           |           |           |           |           |           |           |           |           |
|-------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very likely             | 30        | 24        | 20        | 14        | 8         | 58        | 48        | 41        | 34        |
| Somewhat likely         | 34        | 41        | 31        | 31        | 31        | 27        | 36        | 35        | 38        |
| <b>TOTAL LIKELY</b>     | <b>64</b> | <b>65</b> | <b>51</b> | <b>45</b> | <b>39</b> | <b>85</b> | <b>84</b> | <b>76</b> | <b>72</b> |
| Not very likely         | 19        | 13        | 20        | 27        | 36        | 8         | 10        | 17        | 18        |
| Not at all likely       | 12        | 13        | 22        | 21        | 18        | 2         | 4         | 5         | 7         |
| <b>TOTAL NOT LIKELY</b> | <b>31</b> | <b>26</b> | <b>42</b> | <b>48</b> | <b>54</b> | <b>10</b> | <b>14</b> | <b>22</b> | <b>25</b> |
| Prefer not to say       | 1         | 4         | 1         | 1         | 1         | 0         | 0         | 0         | 0         |
| Don't know              | 4         | 5         | 6         | 7         | 7         | 5         | 2         | 2         | 3         |

#### Watching a sad film in a cinema

|                         |           |           |           |           |           |           |           |           |           |
|-------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very likely             | 15        | 7         | 6         | 6         | 5         | 27        | 24        | 23        | 19        |
| Somewhat likely         | 34        | 20        | 26        | 28        | 23        | 38        | 42        | 44        | 40        |
| <b>TOTAL LIKELY</b>     | <b>49</b> | <b>27</b> | <b>32</b> | <b>34</b> | <b>28</b> | <b>65</b> | <b>66</b> | <b>67</b> | <b>59</b> |
| Not very likely         | 26        | 40        | 28        | 27        | 30        | 21        | 21        | 21        | 25        |
| Not at all likely       | 21        | 24        | 33        | 33        | 34        | 9         | 11        | 8         | 12        |
| <b>TOTAL NOT LIKELY</b> | <b>47</b> | <b>64</b> | <b>61</b> | <b>60</b> | <b>64</b> | <b>30</b> | <b>32</b> | <b>29</b> | <b>37</b> |
| Prefer not to say       | 1         | 1         | 2         | 1         | 2         | 0         | 1         | 0         | 0         |
| Don't know              | 4         | 8         | 5         | 6         | 6         | 5         | 2         | 4         | 3         |

Sample Size: 4403 GB Adults  
Fieldwork: 2nd - 4th September 2025

|                   | Vote in 2024 GE |     |      |         |           |       | EU Ref 2016 |       | Gender |        | Age   |       |       |      | Social Grade |      | Country |       |          | Region in England |          |        |               |
|-------------------|-----------------|-----|------|---------|-----------|-------|-------------|-------|--------|--------|-------|-------|-------|------|--------------|------|---------|-------|----------|-------------------|----------|--------|---------------|
|                   | Total           | Con | Lab  | Lib Dem | Reform UK | Green | Remain      | Leave | Male   | Female | 18-24 | 25-49 | 50-64 | 65+  | ABC1         | C2DE | England | Wales | Scotland | North             | Midlands | London | Rest of South |
| Weighted Sample   | 4403            | 793 | 1132 | 405     | 476       | 265   | 1545        | 1572  | 2131   | 2272   | 462   | 1819  | 1088  | 1035 | 2510         | 1893 | 3809    | 211   | 383      | 1043              | 722      | 533    | 1510          |
| Unweighted Sample | 4403            | 715 | 1250 | 433     | 525       | 272   | 1805        | 1604  | 1991   | 2412   | 295   | 1642  | 1197  | 1269 | 2698         | 1705 | 3841    | 206   | 356      | 1079              | 723      | 441    | 1598          |
|                   | %               | %   | %    | %       | %         | %     | %           | %     | %      | %      | %     | %     | %     | %    | %            | %    | %       | %     | %        | %                 | %        | %      | %             |

#### Watching a sad film or TV programme at home

|                         |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|-------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very likely             | 19        | 18        | 22        | 16        | 16        | 26        | 20        | 17        | 9         | 28        | 22        | 19        | 20        | 17        | 18        | 20        | 19        | 18        | 20        | 18        | 19        | 22        | 18        |
| Somewhat likely         | 37        | 39        | 36        | 42        | 32        | 41        | 39        | 36        | 29        | 44        | 33        | 37        | 39        | 36        | 38        | 35        | 37        | 33        | 37        | 36        | 38        | 34        | 38        |
| <b>TOTAL LIKELY</b>     | <b>56</b> | <b>57</b> | <b>58</b> | <b>58</b> | <b>48</b> | <b>67</b> | <b>59</b> | <b>53</b> | <b>38</b> | <b>72</b> | <b>55</b> | <b>56</b> | <b>59</b> | <b>53</b> | <b>56</b> | <b>55</b> | <b>56</b> | <b>51</b> | <b>57</b> | <b>54</b> | <b>57</b> | <b>56</b> | <b>56</b> |
| Not very likely         | 23        | 22        | 25        | 23        | 22        | 18        | 23        | 24        | 28        | 18        | 20        | 23        | 21        | 25        | 23        | 22        | 23        | 21        | 22        | 25        | 20        | 25        | 22        |
| Not at all likely       | 18        | 19        | 14        | 14        | 26        | 11        | 15        | 20        | 29        | 8         | 20        | 18        | 17        | 19        | 17        | 19        | 18        | 23        | 18        | 19        | 18        | 16        | 18        |
| <b>TOTAL NOT LIKELY</b> | <b>41</b> | <b>41</b> | <b>39</b> | <b>37</b> | <b>48</b> | <b>29</b> | <b>38</b> | <b>44</b> | <b>57</b> | <b>26</b> | <b>40</b> | <b>41</b> | <b>38</b> | <b>44</b> | <b>40</b> | <b>41</b> | <b>41</b> | <b>44</b> | <b>40</b> | <b>44</b> | <b>38</b> | <b>41</b> | <b>40</b> |
| Prefer not to say       | 1         | 0         | 1         | 2         | 1         | 0         | 1         | 1         | 1         | 0         | 1         | 1         | 1         | 0         | 0         | 1         | 1         | 1         | 0         | 0         | 1         | 0         | 1         |
| Don't know              | 3         | 2         | 3         | 2         | 3         | 3         | 3         | 2         | 4         | 1         | 4         | 3         | 3         | 3         | 2         | 4         | 3         | 3         | 3         | 3         | 3         | 2         | 3         |

#### Reading a sad book

|                         |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|-------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very likely             | 9         | 8         | 12        | 10        | 6         | 13        | 10        | 8         | 3         | 15        | 10        | 9         | 9         | 9         | 9         | 9         | 9         | 6         | 10        | 9         | 9         | 11        | 8         |
| Somewhat likely         | 25        | 25        | 25        | 28        | 21        | 35        | 28        | 22        | 13        | 36        | 23        | 23        | 28        | 25        | 25        | 24        | 25        | 26        | 26        | 24        | 25        | 26        | 25        |
| <b>TOTAL LIKELY</b>     | <b>34</b> | <b>33</b> | <b>37</b> | <b>38</b> | <b>27</b> | <b>48</b> | <b>38</b> | <b>30</b> | <b>16</b> | <b>51</b> | <b>33</b> | <b>32</b> | <b>37</b> | <b>34</b> | <b>34</b> | <b>33</b> | <b>34</b> | <b>32</b> | <b>36</b> | <b>34</b> | <b>33</b> | <b>37</b> | <b>33</b> |
| Not very likely         | 29        | 33        | 30        | 31        | 23        | 28        | 29        | 29        | 29        | 29        | 28        | 27        | 29        | 33        | 30        | 27        | 29        | 30        | 27        | 28        | 28        | 30        | 31        |
| Not at all likely       | 31        | 31        | 28        | 25        | 43        | 19        | 28        | 34        | 46        | 17        | 32        | 33        | 30        | 30        | 30        | 33        | 31        | 34        | 31        | 34        | 30        | 29        | 30        |
| <b>TOTAL NOT LIKELY</b> | <b>60</b> | <b>64</b> | <b>58</b> | <b>56</b> | <b>66</b> | <b>47</b> | <b>57</b> | <b>63</b> | <b>75</b> | <b>46</b> | <b>60</b> | <b>60</b> | <b>59</b> | <b>63</b> | <b>60</b> | <b>60</b> | <b>60</b> | <b>64</b> | <b>58</b> | <b>62</b> | <b>58</b> | <b>59</b> | <b>61</b> |
| Prefer not to say       | 1         | 0         | 1         | 2         | 0         | 0         | 1         | 0         | 1         | 0         | 1         | 1         | 0         | 0         | 1         | 0         | 1         | 0         | 1         | 0         | 1         | 0         | 1         |
| Don't know              | 5         | 4         | 5         | 3         | 6         | 5         | 4         | 5         | 7         | 3         | 6         | 6         | 5         | 3         | 4         | 6         | 5         | 4         | 5         | 5         | 6         | 4         | 5         |

#### Listening to sad music

|                         |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|-------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very likely             | 8         | 4         | 10        | 5         | 5         | 12        | 6         | 6         | 5         | 10        | 15        | 7         | 6         | 6         | 7         | 8         | 8         | 8         | 6         | 7         | 9         | 10        | 7         |
| Somewhat likely         | 24        | 23        | 25        | 23        | 22        | 27        | 24        | 22        | 18        | 29        | 23        | 25        | 23        | 21        | 25        | 22        | 24        | 27        | 19        | 22        | 22        | 23        | 26        |
| <b>TOTAL LIKELY</b>     | <b>32</b> | <b>27</b> | <b>35</b> | <b>28</b> | <b>27</b> | <b>39</b> | <b>30</b> | <b>28</b> | <b>23</b> | <b>39</b> | <b>38</b> | <b>32</b> | <b>29</b> | <b>27</b> | <b>32</b> | <b>30</b> | <b>32</b> | <b>35</b> | <b>25</b> | <b>29</b> | <b>31</b> | <b>33</b> | <b>33</b> |
| Not very likely         | 34        | 36        | 33        | 40        | 31        | 35        | 35        | 34        | 31        | 37        | 30        | 33        | 35        | 35        | 34        | 33        | 34        | 30        | 36        | 34        | 35        | 36        | 33        |
| Not at all likely       | 31        | 34        | 29        | 27        | 38        | 24        | 31        | 33        | 41        | 22        | 27        | 30        | 32        | 33        | 30        | 32        | 31        | 31        | 33        | 34        | 29        | 29        | 30        |
| <b>TOTAL NOT LIKELY</b> | <b>65</b> | <b>70</b> | <b>62</b> | <b>67</b> | <b>69</b> | <b>59</b> | <b>66</b> | <b>67</b> | <b>72</b> | <b>59</b> | <b>57</b> | <b>63</b> | <b>67</b> | <b>68</b> | <b>64</b> | <b>65</b> | <b>65</b> | <b>61</b> | <b>69</b> | <b>68</b> | <b>64</b> | <b>65</b> | <b>63</b> |
| Prefer not to say       | 1         | 1         | 0         | 2         | 0         | 0         | 1         | 1         | 1         | 0         | 2         | 0         | 1         | 1         | 1         | 1         | 1         | 0         | 1         | 0         | 1         | 1         | 1         |
| Don't know              | 3         | 2         | 3         | 3         | 4         | 2         | 3         | 4         | 5         | 2         | 3         | 4         | 3         | 3         | 3         | 4         | 3         | 3         | 5         | 3         | 4         | 2         | 4         |

#### Chopping onions

|                         |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|-------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very likely             | 27        | 26        | 28        | 29        | 23        | 32        | 27        | 25        | 20        | 34        | 31        | 27        | 27        | 26        | 28        | 26        | 27        | 28        | 26        | 25        | 28        | 30        | 28        |
| Somewhat likely         | 37        | 35        | 37        | 36        | 38        | 37        | 36        | 37        | 35        | 38        | 38        | 38        | 34        | 36        | 37        | 36        | 37        | 35        | 35        | 39        | 39        | 36        | 35        |
| <b>TOTAL LIKELY</b>     | <b>64</b> | <b>61</b> | <b>65</b> | <b>65</b> | <b>61</b> | <b>69</b> | <b>63</b> | <b>62</b> | <b>55</b> | <b>72</b> | <b>69</b> | <b>65</b> | <b>61</b> | <b>62</b> | <b>65</b> | <b>62</b> | <b>64</b> | <b>63</b> | <b>61</b> | <b>64</b> | <b>67</b> | <b>66</b> | <b>63</b> |
| Not very likely         | 19        | 21        | 18        | 21        | 20        | 16        | 20        | 19        | 21        | 18        | 16        | 19        | 20        | 20        | 20        | 19        | 19        | 21        | 20        | 18        | 18        | 19        | 20        |
| Not at all likely       | 12        | 14        | 12        | 9         | 13        | 11        | 11        | 15        | 16        | 8         | 9         | 10        | 13        | 13        | 11        | 13        | 12        | 13        | 13        | 13        | 11        | 11        | 11        |
| <b>TOTAL NOT LIKELY</b> | <b>31</b> | <b>35</b> | <b>30</b> | <b>30</b> | <b>33</b> | <b>27</b> | <b>31</b> | <b>34</b> | <b>37</b> | <b>26</b> | <b>25</b> | <b>29</b> | <b>33</b> | <b>33</b> | <b>31</b> | <b>32</b> | <b>31</b> | <b>34</b> | <b>33</b> | <b>31</b> | <b>29</b> | <b>30</b> | <b>31</b> |
| Prefer not to say       | 1         | 0         | 0         | 2         | 0         | 0         | 1         | 0         | 1         | 0         | 1         | 0         | 0         | 1         | 1         | 0         | 1         | 0         | 1         | 0         | 0         | 0         | 1         |
| Don't know              | 5         | 4         | 4         | 3         | 6         | 4         | 4         | 4         | 8         | 2         | 6         | 5         | 4         | 5         | 4         | 6         | 5         | 3         | 6         | 5         | 4         | 3         | 5         |

Sample Size: 4403 GB Adults  
Fieldwork: 2nd - 4th September 2025

|                   |       | Age / Gender  |               |               |             |                 |                 |                 |               |
|-------------------|-------|---------------|---------------|---------------|-------------|-----------------|-----------------|-----------------|---------------|
|                   | Total | Male<br>18-24 | Male<br>25-49 | Male<br>50-64 | Male<br>65+ | Female<br>18-24 | Female<br>25-49 | Female<br>50-64 | Female<br>65+ |
| Weighted Sample   | 4403  | 233           | 894           | 533           | 471         | 229             | 925             | 555             | 564           |
| Unweighted Sample | 4403  | 115           | 706           | 580           | 590         | 180             | 936             | 617             | 679           |
|                   | %     | %             | %             | %             | %           | %               | %               | %               | %             |

#### Watching a sad film or TV programme at home

|                         |           |           |           |           |           |           |           |           |           |
|-------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very likely             | 19        | 8         | 9         | 11        | 7         | 36        | 29        | 28        | 24        |
| Somewhat likely         | 37        | 29        | 28        | 31        | 29        | 38        | 45        | 47        | 43        |
| <b>TOTAL LIKELY</b>     | <b>56</b> | <b>37</b> | <b>37</b> | <b>42</b> | <b>36</b> | <b>74</b> | <b>74</b> | <b>75</b> | <b>67</b> |
| Not very likely         | 23        | 25        | 30        | 25        | 29        | 15        | 16        | 16        | 22        |
| Not at all likely       | 18        | 31        | 28        | 27        | 31        | 9         | 9         | 7         | 9         |
| <b>TOTAL NOT LIKELY</b> | <b>41</b> | <b>56</b> | <b>58</b> | <b>52</b> | <b>60</b> | <b>24</b> | <b>25</b> | <b>23</b> | <b>31</b> |
| Prefer not to say       | 1         | 1         | 1         | 1         | 1         | 0         | 1         | 0         | 0         |
| Don't know              | 3         | 5         | 5         | 4         | 4         | 1         | 1         | 2         | 2         |

#### Reading a sad book

|                         |           |           |           |           |           |           |           |           |           |
|-------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very likely             | 9         | 4         | 3         | 3         | 2         | 16        | 15        | 14        | 15        |
| Somewhat likely         | 25        | 14        | 12        | 16        | 13        | 32        | 35        | 40        | 34        |
| <b>TOTAL LIKELY</b>     | <b>34</b> | <b>18</b> | <b>15</b> | <b>19</b> | <b>15</b> | <b>48</b> | <b>50</b> | <b>54</b> | <b>49</b> |
| Not very likely         | 29        | 26        | 28        | 29        | 34        | 30        | 27        | 29        | 32        |
| Not at all likely       | 31        | 45        | 48        | 45        | 45        | 19        | 18        | 15        | 17        |
| <b>TOTAL NOT LIKELY</b> | <b>60</b> | <b>71</b> | <b>76</b> | <b>74</b> | <b>79</b> | <b>49</b> | <b>45</b> | <b>44</b> | <b>49</b> |
| Prefer not to say       | 1         | 2         | 1         | 0         | 1         | 0         | 1         | 0         | 0         |
| Don't know              | 5         | 9         | 8         | 7         | 5         | 3         | 5         | 2         | 2         |

#### Listening to sad music

|                         |           |           |           |           |           |           |           |           |           |
|-------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very likely             | 8         | 10        | 4         | 4         | 3         | 20        | 10        | 7         | 9         |
| Somewhat likely         | 24        | 18        | 19        | 17        | 15        | 29        | 30        | 29        | 27        |
| <b>TOTAL LIKELY</b>     | <b>32</b> | <b>28</b> | <b>23</b> | <b>21</b> | <b>18</b> | <b>49</b> | <b>40</b> | <b>36</b> | <b>36</b> |
| Not very likely         | 34        | 30        | 33        | 29        | 30        | 29        | 34        | 42        | 39        |
| Not at all likely       | 31        | 35        | 38        | 45        | 45        | 19        | 23        | 19        | 23        |
| <b>TOTAL NOT LIKELY</b> | <b>65</b> | <b>65</b> | <b>71</b> | <b>74</b> | <b>75</b> | <b>48</b> | <b>57</b> | <b>61</b> | <b>62</b> |
| Prefer not to say       | 1         | 2         | 1         | 1         | 1         | 1         | 0         | 0         | 0         |
| Don't know              | 3         | 4         | 5         | 4         | 5         | 2         | 2         | 2         | 2         |

#### Chopping onions

|                         |           |           |           |           |           |           |           |           |           |
|-------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very likely             | 27        | 31        | 18        | 20        | 18        | 31        | 35        | 34        | 32        |
| Somewhat likely         | 37        | 33        | 37        | 34        | 33        | 42        | 39        | 35        | 38        |
| <b>TOTAL LIKELY</b>     | <b>64</b> | <b>64</b> | <b>55</b> | <b>54</b> | <b>51</b> | <b>73</b> | <b>74</b> | <b>69</b> | <b>70</b> |
| Not very likely         | 19        | 17        | 22        | 21        | 21        | 15        | 16        | 20        | 19        |
| Not at all likely       | 12        | 6         | 15        | 18        | 19        | 11        | 6         | 9         | 9         |
| <b>TOTAL NOT LIKELY</b> | <b>31</b> | <b>23</b> | <b>37</b> | <b>39</b> | <b>40</b> | <b>26</b> | <b>22</b> | <b>29</b> | <b>28</b> |
| Prefer not to say       | 1         | 2         | 0         | 1         | 1         | 0         | 0         | 0         | 0         |
| Don't know              | 5         | 11        | 7         | 7         | 8         | 1         | 2         | 2         | 2         |

Sample Size: 4403 GB Adults  
Fieldwork: 2nd - 4th September 2025

|                                             | Vote in 2024 GE |           |           |           |           |           | EU Ref 2016 |           | Gender    |           | Age       |           |           |           | Social Grade |           | Country   |           |           | Region in England |           |           |               |
|---------------------------------------------|-----------------|-----------|-----------|-----------|-----------|-----------|-------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|-----------|-----------|-----------|-----------|-------------------|-----------|-----------|---------------|
|                                             | Total           | Con       | Lab       | Lib Dem   | Reform UK | Green     | Remain      | Leave     | Male      | Female    | 18-24     | 25-49     | 50-64     | 65+       | ABC1         | C2DE      | England   | Wales     | Scotland  | North             | Midlands  | London    | Rest of South |
| Weighted Sample                             | 4403            | 793       | 1132      | 405       | 476       | 265       | 1545        | 1572      | 2131      | 2272      | 462       | 1819      | 1088      | 1035      | 2510         | 1893      | 3809      | 211       | 383       | 1043              | 722       | 533       | 1510          |
| Unweighted Sample                           | 4403            | 715       | 1250      | 433       | 525       | 272       | 1805        | 1604      | 1991      | 2412      | 295       | 1642      | 1197      | 1269      | 2698         | 1705      | 3841      | 206       | 356       | 1079              | 723       | 441       | 1598          |
|                                             | %               | %         | %         | %         | %         | %         | %           | %         | %         | %         | %         | %         | %         | %         | %            | %         | %         | %         | %         | %                 | %         | %         | %             |
| In physical pain                            |                 |           |           |           |           |           |             |           |           |           |           |           |           |           |              |           |           |           |           |                   |           |           |               |
| Very likely                                 | 12              | 10        | 12        | 11        | 14        | 12        | 10          | 12        | 5         | 19        | 18        | 12        | 10        | 11        | 11           | 14        | 12        | 12        | 13        | 13                | 13        | 12        | 11            |
| Somewhat likely                             | 32              | 35        | 32        | 31        | 28        | 35        | 33          | 29        | 24        | 39        | 39        | 29        | 32        | 33        | 32           | 32        | 32        | 24        | 33        | 31                | 31        | 32        | 33            |
| <b>TOTAL LIKELY</b>                         | <b>44</b>       | <b>45</b> | <b>44</b> | <b>42</b> | <b>42</b> | <b>47</b> | <b>43</b>   | <b>41</b> | <b>29</b> | <b>58</b> | <b>57</b> | <b>41</b> | <b>42</b> | <b>44</b> | <b>43</b>    | <b>46</b> | <b>44</b> | <b>36</b> | <b>46</b> | <b>44</b>         | <b>44</b> | <b>44</b> | <b>44</b>     |
| Not very likely                             | 35              | 36        | 36        | 39        | 30        | 36        | 37          | 36        | 40        | 30        | 29        | 34        | 35        | 39        | 37           | 32        | 35        | 33        | 34        | 36                | 35        | 36        | 34            |
| Not at all likely                           | 16              | 14        | 16        | 14        | 23        | 14        | 17          | 18        | 25        | 9         | 9         | 20        | 18        | 12        | 16           | 17        | 16        | 24        | 15        | 15                | 15        | 17        | 17            |
| <b>TOTAL NOT LIKELY</b>                     | <b>51</b>       | <b>50</b> | <b>52</b> | <b>53</b> | <b>53</b> | <b>50</b> | <b>54</b>   | <b>54</b> | <b>65</b> | <b>39</b> | <b>38</b> | <b>54</b> | <b>53</b> | <b>51</b> | <b>53</b>    | <b>49</b> | <b>51</b> | <b>57</b> | <b>49</b> | <b>51</b>         | <b>50</b> | <b>53</b> | <b>51</b>     |
| Prefer not to say                           | 1               | 0         | 1         | 1         | 0         | 0         | 1           | 1         | 1         | 0         | 1         | 1         | 0         | 1         | 1            | 1         | 1         | 0         | 1         | 0                 | 1         | 0         | 1             |
| Don't know                                  | 4               | 4         | 4         | 3         | 5         | 3         | 3           | 5         | 6         | 3         | 5         | 4         | 4         | 5         | 4            | 5         | 4         | 8         | 4         | 4                 | 5         | 3         | 4             |
| Seeing someone else cry                     |                 |           |           |           |           |           |             |           |           |           |           |           |           |           |              |           |           |           |           |                   |           |           |               |
| Very likely                                 | 8               | 6         | 8         | 4         | 5         | 11        | 7           | 6         | 3         | 12        | 12        | 8         | 7         | 6         | 7            | 9         | 7         | 6         | 10        | 7                 | 8         | 10        | 6             |
| Somewhat likely                             | 29              | 30        | 31        | 33        | 24        | 33        | 32          | 27        | 17        | 39        | 26        | 29        | 30        | 28        | 30           | 27        | 29        | 27        | 26        | 29                | 29        | 28        | 29            |
| <b>TOTAL LIKELY</b>                         | <b>37</b>       | <b>36</b> | <b>39</b> | <b>37</b> | <b>29</b> | <b>44</b> | <b>39</b>   | <b>33</b> | <b>20</b> | <b>51</b> | <b>38</b> | <b>37</b> | <b>37</b> | <b>34</b> | <b>37</b>    | <b>36</b> | <b>36</b> | <b>33</b> | <b>36</b> | <b>37</b>         | <b>38</b> | <b>35</b> | <b>35</b>     |
| Not very likely                             | 34              | 33        | 37        | 35        | 33        | 35        | 35          | 35        | 38        | 30        | 32        | 33        | 34        | 36        | 35           | 33        | 34        | 31        | 34        | 35                | 33        | 35        | 34            |
| Not at all likely                           | 23              | 24        | 17        | 21        | 33        | 16        | 20          | 25        | 34        | 13        | 24        | 23        | 23        | 23        | 22           | 24        | 23        | 29        | 22        | 22                | 23        | 22        | 24            |
| <b>TOTAL NOT LIKELY</b>                     | <b>57</b>       | <b>57</b> | <b>54</b> | <b>56</b> | <b>66</b> | <b>51</b> | <b>55</b>   | <b>60</b> | <b>72</b> | <b>43</b> | <b>56</b> | <b>56</b> | <b>57</b> | <b>59</b> | <b>57</b>    | <b>57</b> | <b>57</b> | <b>60</b> | <b>56</b> | <b>57</b>         | <b>56</b> | <b>57</b> | <b>58</b>     |
| Prefer not to say                           | 1               | 0         | 1         | 1         | 0         | 0         | 1           | 1         | 1         | 1         | 1         | 1         | 1         | 1         | 1            | 1         | 1         | 0         | 1         | 0                 | 1         | 1         | 1             |
| Don't know                                  | 6               | 6         | 5         | 5         | 5         | 5         | 5           | 6         | 7         | 5         | 6         | 6         | 5         | 6         | 5            | 7         | 6         | 7         | 7         | 7                 | 5         | 4         | 6             |
| Arguing with a partner or family member     |                 |           |           |           |           |           |             |           |           |           |           |           |           |           |              |           |           |           |           |                   |           |           |               |
| Very likely                                 | 13              | 10        | 13        | 12        | 9         | 24        | 14          | 9         | 4         | 22        | 18        | 16        | 9         | 9         | 14           | 12        | 13        | 14        | 12        | 15                | 13        | 13        | 12            |
| Somewhat likely                             | 29              | 29        | 29        | 31        | 21        | 33        | 31          | 27        | 18        | 39        | 31        | 32        | 28        | 24        | 29           | 28        | 29        | 21        | 30        | 27                | 30        | 31        | 29            |
| <b>TOTAL LIKELY</b>                         | <b>42</b>       | <b>39</b> | <b>42</b> | <b>43</b> | <b>30</b> | <b>57</b> | <b>45</b>   | <b>36</b> | <b>22</b> | <b>61</b> | <b>49</b> | <b>48</b> | <b>37</b> | <b>33</b> | <b>43</b>    | <b>40</b> | <b>42</b> | <b>35</b> | <b>42</b> | <b>42</b>         | <b>43</b> | <b>44</b> | <b>41</b>     |
| Not very likely                             | 29              | 28        | 32        | 34        | 29        | 25        | 29          | 30        | 34        | 23        | 27        | 25        | 30        | 34        | 29           | 28        | 29        | 30        | 26        | 28                | 27        | 31        | 29            |
| Not at all likely                           | 22              | 25        | 19        | 17        | 33        | 13        | 19          | 26        | 35        | 10        | 15        | 20        | 26        | 25        | 22           | 23        | 22        | 29        | 24        | 22                | 21        | 19        | 22            |
| <b>TOTAL NOT LIKELY</b>                     | <b>51</b>       | <b>53</b> | <b>51</b> | <b>51</b> | <b>62</b> | <b>38</b> | <b>48</b>   | <b>56</b> | <b>69</b> | <b>33</b> | <b>42</b> | <b>45</b> | <b>56</b> | <b>59</b> | <b>51</b>    | <b>51</b> | <b>51</b> | <b>59</b> | <b>50</b> | <b>50</b>         | <b>48</b> | <b>50</b> | <b>51</b>     |
| Prefer not to say                           | 1               | 2         | 0         | 2         | 1         | 0         | 1           | 1         | 1         | 1         | 3         | 1         | 1         | 1         | 1            | 1         | 1         | 1         | 0         | 1                 | 1         | 1         | 1             |
| Don't know                                  | 6               | 6         | 7         | 5         | 7         | 5         | 6           | 7         | 8         | 5         | 6         | 6         | 6         | 7         | 5            | 8         | 6         | 3         | 7         | 7                 | 7         | 5         | 7             |
| Seeing something bad happen to someone else |                 |           |           |           |           |           |             |           |           |           |           |           |           |           |              |           |           |           |           |                   |           |           |               |
| Very likely                                 | 12              | 10        | 14        | 11        | 8         | 17        | 13          | 10        | 4         | 20        | 11        | 13        | 12        | 12        | 12           | 12        | 12        | 12        | 11        | 14                | 13        | 13        | 11            |
| Somewhat likely                             | 36              | 39        | 37        | 38        | 32        | 39        | 38          | 37        | 26        | 44        | 27        | 34        | 37        | 41        | 35           | 36        | 36        | 34        | 36        | 34                | 35        | 38        | 36            |
| <b>TOTAL LIKELY</b>                         | <b>48</b>       | <b>49</b> | <b>51</b> | <b>49</b> | <b>40</b> | <b>56</b> | <b>51</b>   | <b>47</b> | <b>30</b> | <b>64</b> | <b>38</b> | <b>47</b> | <b>49</b> | <b>53</b> | <b>47</b>    | <b>48</b> | <b>48</b> | <b>46</b> | <b>47</b> | <b>48</b>         | <b>48</b> | <b>51</b> | <b>47</b>     |
| Not very likely                             | 29              | 27        | 31        | 33        | 31        | 28        | 29          | 29        | 37        | 23        | 34        | 30        | 28        | 28        | 31           | 27        | 29        | 30        | 31        | 29                | 28        | 32        | 29            |
| Not at all likely                           | 14              | 14        | 10        | 10        | 21        | 7         | 12          | 14        | 22        | 6         | 17        | 15        | 14        | 10        | 14           | 14        | 14        | 15        | 13        | 13                | 15        | 12        | 15            |
| <b>TOTAL NOT LIKELY</b>                     | <b>43</b>       | <b>41</b> | <b>41</b> | <b>43</b> | <b>52</b> | <b>35</b> | <b>41</b>   | <b>43</b> | <b>59</b> | <b>29</b> | <b>51</b> | <b>45</b> | <b>42</b> | <b>38</b> | <b>45</b>    | <b>41</b> | <b>43</b> | <b>45</b> | <b>44</b> | <b>42</b>         | <b>43</b> | <b>44</b> | <b>44</b>     |
| Prefer not to say                           | 1               | 0         | 1         | 1         | 1         | 0         | 1           | 1         | 1         | 0         | 1         | 1         | 1         | 1         | 1            | 1         | 1         | 0         | 1         | 1                 | 1         | 1         | 1             |
| Don't know                                  | 8               | 9         | 8         | 7         | 7         | 9         | 8           | 8         | 10        | 7         | 10        | 8         | 8         | 8         | 7            | 10        | 8         | 9         | 9         | 10                | 9         | 5         | 8             |

Sample Size: 4403 GB Adults  
Fieldwork: 2nd - 4th September 2025

|                   | Age / Gender |            |            |            |          |              |              |              |            |
|-------------------|--------------|------------|------------|------------|----------|--------------|--------------|--------------|------------|
|                   | Total        | Male 18-24 | Male 25-49 | Male 50-64 | Male 65+ | Female 18-24 | Female 25-49 | Female 50-64 | Female 65+ |
| Weighted Sample   | 4403         | 233        | 894        | 533        | 471      | 229          | 925          | 555          | 564        |
| Unweighted Sample | 4403         | 115        | 706        | 580        | 590      | 180          | 936          | 617          | 679        |
|                   | %            | %          | %          | %          | %        | %            | %            | %            | %          |

#### In physical pain

|                         |           |           |           |           |           |           |           |           |           |
|-------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very likely             | 12        | 11        | 5         | 3         | 3         | 25        | 20        | 17        | 18        |
| Somewhat likely         | 32        | 35        | 21        | 23        | 27        | 42        | 37        | 41        | 37        |
| <b>TOTAL LIKELY</b>     | <b>44</b> | <b>46</b> | <b>26</b> | <b>26</b> | <b>30</b> | <b>67</b> | <b>57</b> | <b>58</b> | <b>55</b> |
| Not very likely         | 35        | 34        | 38        | 40        | 44        | 23        | 30        | 30        | 34        |
| Not at all likely       | 16        | 11        | 30        | 27        | 18        | 7         | 10        | 10        | 6         |
| <b>TOTAL NOT LIKELY</b> | <b>51</b> | <b>45</b> | <b>68</b> | <b>67</b> | <b>62</b> | <b>30</b> | <b>40</b> | <b>40</b> | <b>40</b> |
| Prefer not to say       | 1         | 1         | 0         | 1         | 1         | 0         | 1         | 0         | 0         |
| Don't know              | 4         | 7         | 6         | 6         | 6         | 3         | 2         | 2         | 4         |

#### Seeing someone else cry

|                         |           |           |           |           |           |           |           |           |           |
|-------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very likely             | 8         | 5         | 4         | 2         | 2         | 18        | 13        | 11        | 9         |
| Somewhat likely         | 29        | 19        | 18        | 17        | 15        | 33        | 39        | 42        | 38        |
| <b>TOTAL LIKELY</b>     | <b>37</b> | <b>24</b> | <b>22</b> | <b>19</b> | <b>17</b> | <b>51</b> | <b>52</b> | <b>53</b> | <b>47</b> |
| Not very likely         | 34        | 38        | 38        | 38        | 40        | 27        | 29        | 31        | 33        |
| Not at all likely       | 23        | 31        | 31        | 36        | 36        | 17        | 14        | 11        | 12        |
| <b>TOTAL NOT LIKELY</b> | <b>57</b> | <b>69</b> | <b>69</b> | <b>74</b> | <b>76</b> | <b>44</b> | <b>43</b> | <b>42</b> | <b>45</b> |
| Prefer not to say       | 1         | 1         | 1         | 1         | 1         | 0         | 1         | 1         | 0         |
| Don't know              | 6         | 6         | 8         | 6         | 6         | 5         | 4         | 4         | 7         |

#### Arguing with a partner or family member

|                         |           |           |           |           |           |           |           |           |           |
|-------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very likely             | 13        | 5         | 4         | 3         | 2         | 31        | 28        | 15        | 15        |
| Somewhat likely         | 29        | 15        | 22        | 16        | 13        | 48        | 41        | 39        | 33        |
| <b>TOTAL LIKELY</b>     | <b>42</b> | <b>20</b> | <b>26</b> | <b>19</b> | <b>15</b> | <b>79</b> | <b>69</b> | <b>54</b> | <b>48</b> |
| Not very likely         | 29        | 42        | 31        | 33        | 39        | 11        | 20        | 27        | 30        |
| Not at all likely       | 22        | 26        | 33        | 40        | 38        | 5         | 7         | 13        | 14        |
| <b>TOTAL NOT LIKELY</b> | <b>51</b> | <b>68</b> | <b>64</b> | <b>73</b> | <b>77</b> | <b>16</b> | <b>27</b> | <b>40</b> | <b>44</b> |
| Prefer not to say       | 1         | 4         | 1         | 1         | 1         | 3         | 0         | 1         | 1         |
| Don't know              | 6         | 8         | 8         | 7         | 7         | 3         | 4         | 6         | 7         |

#### Seeing something bad happen to someone else

|                         |           |           |           |           |           |           |           |           |           |
|-------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very likely             | 12        | 3         | 5         | 3         | 3         | 18        | 21        | 20        | 19        |
| Somewhat likely         | 36        | 18        | 24        | 28        | 33        | 37        | 43        | 46        | 48        |
| <b>TOTAL LIKELY</b>     | <b>48</b> | <b>21</b> | <b>29</b> | <b>31</b> | <b>36</b> | <b>55</b> | <b>64</b> | <b>66</b> | <b>67</b> |
| Not very likely         | 29        | 43        | 36        | 35        | 37        | 25        | 25        | 21        | 20        |
| Not at all likely       | 14        | 22        | 25        | 23        | 17        | 11        | 5         | 6         | 5         |
| <b>TOTAL NOT LIKELY</b> | <b>43</b> | <b>65</b> | <b>61</b> | <b>58</b> | <b>54</b> | <b>36</b> | <b>30</b> | <b>27</b> | <b>25</b> |
| Prefer not to say       | 1         | 2         | 1         | 1         | 1         | 0         | 0         | 1         | 0         |
| Don't know              | 8         | 12        | 9         | 10        | 9         | 8         | 7         | 7         | 8         |

Sample Size: 4403 GB Adults  
Fieldwork: 2nd - 4th September 2025

|                   | Vote in 2024 GE |     |      |         |           |       | EU Ref 2016 |       | Gender |        | Age   |       |       |      | Social Grade |      | Country |       |          | Region in England |          |        |               |
|-------------------|-----------------|-----|------|---------|-----------|-------|-------------|-------|--------|--------|-------|-------|-------|------|--------------|------|---------|-------|----------|-------------------|----------|--------|---------------|
|                   | Total           | Con | Lab  | Lib Dem | Reform UK | Green | Remain      | Leave | Male   | Female | 18-24 | 25-49 | 50-64 | 65+  | ABC1         | C2DE | England | Wales | Scotland | North             | Midlands | London | Rest of South |
| Weighted Sample   | 4403            | 793 | 1132 | 405     | 476       | 265   | 1545        | 1572  | 2131   | 2272   | 462   | 1819  | 1088  | 1035 | 2510         | 1893 | 3809    | 211   | 383      | 1043              | 722      | 533    | 1510          |
| Unweighted Sample | 4403            | 715 | 1250 | 433     | 525       | 272   | 1805        | 1604  | 1991   | 2412   | 295   | 1642  | 1197  | 1269 | 2698         | 1705 | 3841    | 206   | 356      | 1079              | 723      | 441    | 1598          |
|                   | %               | %   | %    | %       | %         | %     | %           | %     | %      | %      | %     | %     | %     | %    | %            | %    | %       | %     | %        | %                 | %        | %      | %             |

Saying goodbye to a loved one ahead of a long separation

|                   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Very likely       | 26 | 26 | 26 | 20 | 24 | 31 | 26 | 27 | 13 | 38 | 25 | 24 | 26 | 29 | 25 | 27 | 26 | 27 | 28 | 28 | 23 | 27 | 25 |
| Somewhat likely   | 33 | 38 | 33 | 39 | 29 | 36 | 34 | 32 | 31 | 36 | 35 | 32 | 33 | 34 | 32 | 34 | 33 | 35 | 32 | 32 | 37 | 34 | 32 |
| TOTAL LIKELY      | 59 | 64 | 59 | 59 | 53 | 67 | 60 | 59 | 44 | 74 | 60 | 56 | 59 | 63 | 57 | 61 | 59 | 62 | 60 | 60 | 60 | 61 | 57 |
| Not very likely   | 21 | 20 | 23 | 25 | 23 | 20 | 23 | 22 | 27 | 15 | 16 | 23 | 22 | 20 | 24 | 18 | 22 | 19 | 19 | 20 | 21 | 20 | 24 |
| Not at all likely | 13 | 10 | 11 | 9  | 18 | 9  | 11 | 13 | 20 | 6  | 14 | 13 | 13 | 10 | 13 | 12 | 12 | 14 | 15 | 13 | 11 | 14 | 12 |
| TOTAL NOT LIKELY  | 34 | 30 | 34 | 34 | 41 | 29 | 34 | 35 | 47 | 21 | 30 | 36 | 35 | 30 | 37 | 30 | 34 | 33 | 34 | 33 | 32 | 34 | 36 |
| Prefer not to say | 1  | 0  | 1  | 2  | 1  | 0  | 1  | 1  | 1  | 0  | 1  | 1  | 1  | 1  | 1  | 1  | 1  | 0  | 0  | 1  | 1  | 0  | 1  |
| Don't know        | 6  | 5  | 6  | 6  | 5  | 4  | 6  | 6  | 9  | 4  | 7  | 7  | 5  | 6  | 5  | 8  | 7  | 5  | 6  | 7  | 7  | 5  | 7  |

Reuniting with a loved one after a long separation

|                         |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|-------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very likely             | 15        | 16        | 16        | 12        | 13        | 17        | 15        | 15        | 8         | 22        | 10        | 14        | 15        | 18        | 14        | 17        | 15        | 9         | 19        | 15        | 13        | 20        | 14        |
| Somewhat likely         | 28        | 30        | 27        | 31        | 25        | 29        | 27        | 29        | 23        | 32        | 30        | 26        | 28        | 30        | 27        | 29        | 28        | 34        | 25        | 28        | 29        | 23        | 28        |
| <b>TOTAL LIKELY</b>     | <b>43</b> | <b>46</b> | <b>43</b> | <b>43</b> | <b>38</b> | <b>46</b> | <b>42</b> | <b>44</b> | <b>31</b> | <b>54</b> | <b>40</b> | <b>40</b> | <b>43</b> | <b>48</b> | <b>41</b> | <b>46</b> | <b>43</b> | <b>43</b> | <b>44</b> | <b>43</b> | <b>42</b> | <b>43</b> | <b>42</b> |
| Not very likely         | 30        | 32        | 32        | 33        | 28        | 28        | 33        | 28        | 32        | 29        | 28        | 31        | 30        | 30        | 33        | 27        | 30        | 31        | 29        | 29        | 30        | 31        | 31        |
| Not at all likely       | 19        | 15        | 17        | 16        | 25        | 21        | 18        | 18        | 26        | 12        | 22        | 21        | 19        | 14        | 20        | 17        | 19        | 19        | 19        | 19        | 17        | 22        | 18        |
| <b>TOTAL NOT LIKELY</b> | <b>49</b> | <b>47</b> | <b>49</b> | <b>49</b> | <b>53</b> | <b>49</b> | <b>51</b> | <b>46</b> | <b>58</b> | <b>41</b> | <b>50</b> | <b>52</b> | <b>49</b> | <b>44</b> | <b>53</b> | <b>44</b> | <b>49</b> | <b>50</b> | <b>48</b> | <b>48</b> | <b>47</b> | <b>53</b> | <b>49</b> |
| Prefer not to say       | 1         | 0         | 0         | 1         | 1         | 0         | 1         | 1         | 1         | 1         | 1         | 1         | 1         | 0         | 1         | 1         | 1         | 1         | 0         | 1         | 1         | 1         | 1         |
| Don't know              | 7         | 7         | 7         | 6         | 8         | 6         | 7         | 8         | 10        | 5         | 8         | 7         | 8         | 8         | 6         | 9         | 7         | 6         | 8         | 8         | 10        | 3         | 8         |

Speaking about an emotional subject

|                         |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|-------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very likely             | 15        | 12        | 17        | 16        | 11        | 22        | 15        | 14        | 8         | 22        | 19        | 15        | 15        | 14        | 14        | 16        | 15        | 15        | 16        | 16        | 17        | 17        | 14        |
| Somewhat likely         | 42        | 45        | 43        | 43        | 37        | 51        | 47        | 41        | 34        | 50        | 36        | 43        | 44        | 42        | 44        | 40        | 42        | 46        | 41        | 42        | 42        | 42        | 42        |
| <b>TOTAL LIKELY</b>     | <b>57</b> | <b>57</b> | <b>60</b> | <b>59</b> | <b>48</b> | <b>73</b> | <b>62</b> | <b>55</b> | <b>42</b> | <b>72</b> | <b>55</b> | <b>58</b> | <b>59</b> | <b>56</b> | <b>58</b> | <b>56</b> | <b>57</b> | <b>61</b> | <b>57</b> | <b>58</b> | <b>59</b> | <b>59</b> | <b>56</b> |
| Not very likely         | 24        | 25        | 25        | 26        | 24        | 19        | 23        | 25        | 30        | 19        | 27        | 24        | 22        | 25        | 25        | 23        | 24        | 22        | 22        | 24        | 22        | 26        | 26        |
| Not at all likely       | 12        | 12        | 9         | 10        | 22        | 4         | 9         | 15        | 20        | 5         | 9         | 12        | 13        | 13        | 12        | 13        | 12        | 10        | 13        | 12        | 12        | 9         | 14        |
| <b>TOTAL NOT LIKELY</b> | <b>36</b> | <b>37</b> | <b>34</b> | <b>36</b> | <b>46</b> | <b>23</b> | <b>32</b> | <b>40</b> | <b>50</b> | <b>24</b> | <b>36</b> | <b>36</b> | <b>35</b> | <b>38</b> | <b>37</b> | <b>36</b> | <b>36</b> | <b>32</b> | <b>35</b> | <b>36</b> | <b>34</b> | <b>35</b> | <b>40</b> |
| Prefer not to say       | 1         | 0         | 0         | 1         | 1         | 0         | 0         | 1         | 1         | 1         | 2         | 0         | 1         | 1         | 1         | 1         | 1         | 2         | 1         | 1         | 1         | 1         | 1         |
| Don't know              | 5         | 5         | 5         | 4         | 6         | 4         | 5         | 5         | 8         | 4         | 7         | 5         | 5         | 5         | 4         | 7         | 5         | 5         | 7         | 6         | 6         | 5         | 4         |

Sample Size: 4403 GB Adults  
Fieldwork: 2nd - 4th September 2025

|                   |       | Age / Gender |            |            |          |              |              |              |            |
|-------------------|-------|--------------|------------|------------|----------|--------------|--------------|--------------|------------|
|                   | Total | Male 18-24   | Male 25-49 | Male 50-64 | Male 65+ | Female 18-24 | Female 25-49 | Female 50-64 | Female 65+ |
| Weighted Sample   | 4403  | 233          | 894        | 533        | 471      | 229          | 925          | 555          | 564        |
| Unweighted Sample | 4403  | 115          | 706        | 580        | 590      | 180          | 936          | 617          | 679        |
|                   | %     | %            | %          | %          | %        | %            | %            | %            | %          |

Saying goodbye to a loved one ahead of a long separation

|                         |           |           |           |           |           |           |           |           |           |
|-------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very likely             | 26        | 17        | 12        | 11        | 13        | 33        | 36        | 40        | 43        |
| Somewhat likely         | 33        | 27        | 28        | 33        | 35        | 44        | 36        | 34        | 34        |
| <b>TOTAL LIKELY</b>     | <b>59</b> | <b>44</b> | <b>40</b> | <b>44</b> | <b>48</b> | <b>77</b> | <b>72</b> | <b>74</b> | <b>77</b> |
| Not very likely         | 21        | 22        | 29        | 26        | 27        | 10        | 17        | 17        | 14        |
| Not at all likely       | 13        | 20        | 20        | 21        | 16        | 8         | 6         | 6         | 4         |
| <b>TOTAL NOT LIKELY</b> | <b>34</b> | <b>42</b> | <b>49</b> | <b>47</b> | <b>43</b> | <b>18</b> | <b>23</b> | <b>23</b> | <b>18</b> |
| Prefer not to say       | 1         | 2         | 1         | 1         | 1         | 1         | 0         | 0         | 1         |
| Don't know              | 6         | 11        | 9         | 7         | 8         | 4         | 5         | 3         | 5         |

Reuniting with a loved one after a long separation

|                         |           |           |           |           |           |           |           |           |           |
|-------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very likely             | 15        | 4         | 8         | 6         | 10        | 17        | 20        | 24        | 26        |
| Somewhat likely         | 28        | 23        | 22        | 23        | 27        | 38        | 31        | 32        | 32        |
| <b>TOTAL LIKELY</b>     | <b>43</b> | <b>27</b> | <b>30</b> | <b>29</b> | <b>37</b> | <b>55</b> | <b>51</b> | <b>56</b> | <b>58</b> |
| Not very likely         | 30        | 33        | 32        | 31        | 33        | 24        | 31        | 29        | 27        |
| Not at all likely       | 19        | 29        | 28        | 27        | 20        | 16        | 13        | 11        | 9         |
| <b>TOTAL NOT LIKELY</b> | <b>49</b> | <b>62</b> | <b>60</b> | <b>58</b> | <b>53</b> | <b>40</b> | <b>44</b> | <b>40</b> | <b>36</b> |
| Prefer not to say       | 1         | 2         | 1         | 1         | 1         | 1         | 1         | 1         | 0         |
| Don't know              | 7         | 11        | 9         | 10        | 10        | 5         | 5         | 5         | 6         |

Speaking about an emotional subject

|                         |           |           |           |           |           |           |           |           |           |
|-------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very likely             | 15        | 10        | 8         | 8         | 6         | 28        | 22        | 21        | 21        |
| Somewhat likely         | 42        | 31        | 34        | 34        | 36        | 40        | 52        | 53        | 47        |
| <b>TOTAL LIKELY</b>     | <b>57</b> | <b>41</b> | <b>42</b> | <b>42</b> | <b>42</b> | <b>68</b> | <b>74</b> | <b>74</b> | <b>68</b> |
| Not very likely         | 24        | 34        | 30        | 27        | 29        | 20        | 18        | 17        | 23        |
| Not at all likely       | 12        | 15        | 19        | 21        | 21        | 3         | 6         | 5         | 6         |
| <b>TOTAL NOT LIKELY</b> | <b>36</b> | <b>49</b> | <b>49</b> | <b>48</b> | <b>50</b> | <b>23</b> | <b>24</b> | <b>22</b> | <b>29</b> |
| Prefer not to say       | 1         | 2         | 1         | 1         | 1         | 3         | 0         | 0         | 0         |
| Don't know              | 5         | 7         | 8         | 7         | 7         | 7         | 3         | 4         | 3         |

Sample Size: 4403 GB Adults  
Fieldwork: 2nd - 4th September 2025

|                   | Vote in 2024 GE |     |      |         |           |       | EU Ref 2016 |       | Gender |        | Age   |       |       |      | Social Grade |      | Country |       |          | Region in England |          |        |               |
|-------------------|-----------------|-----|------|---------|-----------|-------|-------------|-------|--------|--------|-------|-------|-------|------|--------------|------|---------|-------|----------|-------------------|----------|--------|---------------|
|                   | Total           | Con | Lab  | Lib Dem | Reform UK | Green | Remain      | Leave | Male   | Female | 18-24 | 25-49 | 50-64 | 65+  | ABC1         | C2DE | England | Wales | Scotland | North             | Midlands | London | Rest of South |
| Weighted Sample   | 4403            | 793 | 1132 | 405     | 476       | 265   | 1545        | 1572  | 2131   | 2272   | 462   | 1819  | 1088  | 1035 | 2510         | 1893 | 3809    | 211   | 383      | 1043              | 722      | 533    | 1510          |
| Unweighted Sample | 4403            | 715 | 1250 | 433     | 525       | 272   | 1805        | 1604  | 1991   | 2412   | 295   | 1642  | 1197  | 1269 | 2698         | 1705 | 3841    | 206   | 356      | 1079              | 723      | 441    | 1598          |
|                   | %               | %   | %    | %       | %         | %     | %           | %     | %      | %      | %     | %     | %     | %    | %            | %    | %       | %     | %        | %                 | %        | %      | %             |

Do you think it is acceptable or unacceptable to cry in the following situations?

When in public

|                           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|---------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Always acceptable         | 30        | 26        | 33        | 34        | 26        | 38        | 33        | 28        | 28        | 33        | 26        | 34        | 31        | 25        | 29        | 32        | 30        | 28        | 31        | 32        | 30        | 30        | 30        |
| Usually acceptable        | 40        | 42        | 41        | 43        | 34        | 39        | 42        | 39        | 37        | 43        | 43        | 38        | 42        | 41        | 42        | 37        | 40        | 44        | 40        | 40        | 37        | 43        | 40        |
| <b>TOTAL ACCEPTABLE</b>   | <b>70</b> | <b>68</b> | <b>74</b> | <b>77</b> | <b>60</b> | <b>77</b> | <b>75</b> | <b>67</b> | <b>65</b> | <b>76</b> | <b>69</b> | <b>72</b> | <b>73</b> | <b>66</b> | <b>71</b> | <b>69</b> | <b>70</b> | <b>72</b> | <b>71</b> | <b>72</b> | <b>67</b> | <b>73</b> | <b>70</b> |
| Usually unacceptable      | 17        | 21        | 16        | 13        | 28        | 14        | 16        | 19        | 20        | 15        | 18        | 17        | 15        | 20        | 18        | 16        | 18        | 14        | 18        | 16        | 19        | 16        | 18        |
| Always unacceptable       | 3         | 2         | 1         | 2         | 6         | 2         | 1         | 4         | 4         | 2         | 2         | 2         | 3         | 3         | 2         | 3         | 3         | 2         | 2         | 2         | 3         | 3         | 3         |
| <b>TOTAL UNACCEPTABLE</b> | <b>20</b> | <b>23</b> | <b>17</b> | <b>15</b> | <b>34</b> | <b>16</b> | <b>17</b> | <b>23</b> | <b>24</b> | <b>17</b> | <b>20</b> | <b>19</b> | <b>18</b> | <b>23</b> | <b>20</b> | <b>19</b> | <b>21</b> | <b>16</b> | <b>20</b> | <b>18</b> | <b>22</b> | <b>19</b> | <b>21</b> |
| Don't know                | 9         | 9         | 8         | 7         | 6         | 6         | 8         | 9         | 11        | 8         | 11        | 9         | 9         | 10        | 8         | 11        | 9         | 12        | 9         | 10        | 11        | 8         | 8         |

At a workplace

|                           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|---------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Always acceptable         | 23        | 18        | 24        | 26        | 22        | 27        | 24        | 21        | 22        | 23        | 20        | 26        | 22        | 19        | 21        | 25        | 23        | 21        | 23        | 25        | 21        | 19        | 23        |
| Usually acceptable        | 28        | 28        | 28        | 30        | 21        | 29        | 30        | 26        | 25        | 30        | 26        | 27        | 29        | 27        | 28        | 27        | 28        | 26        | 27        | 26        | 26        | 28        | 29        |
| <b>TOTAL ACCEPTABLE</b>   | <b>51</b> | <b>46</b> | <b>52</b> | <b>56</b> | <b>43</b> | <b>56</b> | <b>54</b> | <b>47</b> | <b>47</b> | <b>53</b> | <b>46</b> | <b>53</b> | <b>51</b> | <b>46</b> | <b>49</b> | <b>52</b> | <b>51</b> | <b>47</b> | <b>50</b> | <b>51</b> | <b>47</b> | <b>47</b> | <b>52</b> |
| Usually unacceptable      | 32        | 33        | 33        | 31        | 34        | 29        | 32        | 31        | 31        | 33        | 35        | 30        | 32        | 33        | 35        | 28        | 32        | 31        | 34        | 31        | 34        | 35        | 30        |
| Always unacceptable       | 8         | 11        | 6         | 5         | 15        | 6         | 6         | 11        | 11        | 5         | 7         | 7         | 9         | 10        | 8         | 9         | 8         | 8         | 7         | 8         | 7         | 9         | 9         |
| <b>TOTAL UNACCEPTABLE</b> | <b>40</b> | <b>44</b> | <b>39</b> | <b>36</b> | <b>49</b> | <b>35</b> | <b>38</b> | <b>42</b> | <b>42</b> | <b>38</b> | <b>42</b> | <b>37</b> | <b>41</b> | <b>43</b> | <b>43</b> | <b>37</b> | <b>40</b> | <b>39</b> | <b>41</b> | <b>39</b> | <b>41</b> | <b>44</b> | <b>39</b> |
| Don't know                | 10        | 9         | 10        | 8         | 9         | 10        | 9         | 10        | 11        | 9         | 12        | 10        | 9         | 11        | 9         | 11        | 10        | 14        | 9         | 10        | 11        | 8         | 9         |

When you were growing up, did you or did you not ever see your father cry? If you did not know your father, please select N/A.

|                               |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|-------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| I did, more than a few times  | 5         | 5         | 5         | 5         | 3         | 6         | 5         | 3         | 3         | 7         | 8         | 7         | 4         | 3         | 5         | 5         | 5         | 7         | 3         | 4         | 7         | 5         | 5         |
| I did, but only once or twice | 32        | 28        | 36        | 32        | 32        | 39        | 33        | 30        | 30        | 34        | 43        | 36        | 30        | 23        | 34        | 30        | 32        | 33        | 33        | 30        | 30        | 38        | 33        |
| <b>TOTAL DID</b>              | <b>37</b> | <b>33</b> | <b>41</b> | <b>37</b> | <b>35</b> | <b>45</b> | <b>38</b> | <b>33</b> | <b>33</b> | <b>41</b> | <b>51</b> | <b>43</b> | <b>34</b> | <b>26</b> | <b>39</b> | <b>35</b> | <b>37</b> | <b>40</b> | <b>36</b> | <b>34</b> | <b>37</b> | <b>43</b> | <b>38</b> |
| I did not                     | 51        | 59        | 47        | 54        | 55        | 47        | 52        | 57        | 52        | 50        | 35        | 43        | 56        | 66        | 51        | 51        | 51        | 46        | 51        | 54        | 52        | 44        | 52        |
| N/A - I never knew my father  | 5         | 3         | 5         | 2         | 6         | 4         | 4         | 5         | 6         | 5         | 6         | 6         | 4         | 4         | 4         | 7         | 5         | 5         | 6         | 5         | 5         | 6         | 5         |
| Don't know                    | 6         | 5         | 7         | 6         | 4         | 4         | 6         | 6         | 8         | 5         | 9         | 8         | 6         | 4         | 6         | 7         | 6         | 9         | 7         | 7         | 6         | 6         | 6         |

When you were growing up, did you or did you not ever see your mother cry? If you did not know your mother, please select N/A.

|                               |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|-------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| I did, more than a few times  | 41        | 35        | 46        | 38        | 34        | 50        | 42        | 36        | 41        | 42        | 53        | 50        | 35        | 28        | 41        | 41        | 41        | 46        | 45        | 38        | 41        | 46        | 41        |
| I did, but only once or twice | 37        | 39        | 36        | 42        | 42        | 36        | 39        | 39        | 36        | 37        | 30        | 33        | 40        | 42        | 39        | 34        | 37        | 33        | 34        | 40        | 37        | 36        | 36        |
| <b>TOTAL DID</b>              | <b>78</b> | <b>74</b> | <b>82</b> | <b>80</b> | <b>76</b> | <b>86</b> | <b>81</b> | <b>75</b> | <b>77</b> | <b>79</b> | <b>83</b> | <b>83</b> | <b>75</b> | <b>70</b> | <b>80</b> | <b>75</b> | <b>78</b> | <b>79</b> | <b>79</b> | <b>78</b> | <b>78</b> | <b>82</b> | <b>77</b> |
| I did not                     | 16        | 21        | 12        | 14        | 19        | 11        | 14        | 20        | 15        | 16        | 9         | 10        | 18        | 26        | 14        | 18        | 16        | 15        | 16        | 16        | 15        | 12        | 17        |
| N/A - I never knew my mother  | 1         | 1         | 1         | 1         | 2         | 1         | 1         | 1         | 1         | 1         | 1         | 1         | 1         | 1         | 1         | 1         | 1         | 1         | 1         | 1         | 1         | 2         | 1         |
| Don't know                    | 5         | 4         | 5         | 5         | 3         | 2         | 4         | 4         | 6         | 4         | 7         | 5         | 6         | 3         | 5         | 5         | 5         | 4         | 4         | 6         | 5         | 5         | 5         |

Sample Size: 4403 GB Adults  
Fieldwork: 2nd - 4th September 2025

|                   |       | Age / Gender |            |            |          |              |              |              |            |
|-------------------|-------|--------------|------------|------------|----------|--------------|--------------|--------------|------------|
|                   | Total | Male 18-24   | Male 25-49 | Male 50-64 | Male 65+ | Female 18-24 | Female 25-49 | Female 50-64 | Female 65+ |
| Weighted Sample   | 4403  | 233          | 894        | 533        | 471      | 229          | 925          | 555          | 564        |
| Unweighted Sample | 4403  | 115          | 706        | 580        | 590      | 180          | 936          | 617          | 679        |
|                   | %     | %            | %          | %          | %        | %            | %            | %            | %          |

Do you think it is acceptable or unacceptable to cry in the following situations?

When in public

|                           |           |           |           |           |           |           |           |           |           |
|---------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Always acceptable         | 30        | 22        | 32        | 29        | 23        | 30        | 37        | 33        | 27        |
| Usually acceptable        | 40        | 40        | 36        | 38        | 38        | 46        | 39        | 46        | 44        |
| <b>TOTAL ACCEPTABLE</b>   | <b>70</b> | <b>62</b> | <b>68</b> | <b>67</b> | <b>61</b> | <b>76</b> | <b>76</b> | <b>79</b> | <b>71</b> |
| Usually unacceptable      | 17        | 22        | 19        | 18        | 24        | 14        | 15        | 13        | 18        |
| Always unacceptable       | 3         | 4         | 3         | 4         | 4         | 0         | 1         | 1         | 3         |
| <b>TOTAL UNACCEPTABLE</b> | <b>20</b> | <b>26</b> | <b>22</b> | <b>22</b> | <b>28</b> | <b>14</b> | <b>16</b> | <b>14</b> | <b>21</b> |
| Don't know                | 9         | 11        | 11        | 11        | 11        | 10        | 8         | 7         | 8         |

At a workplace

|                           |           |           |           |           |           |           |           |           |           |
|---------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Always acceptable         | 23        | 18        | 26        | 21        | 18        | 22        | 25        | 23        | 20        |
| Usually acceptable        | 28        | 26        | 24        | 26        | 24        | 27        | 30        | 31        | 30        |
| <b>TOTAL ACCEPTABLE</b>   | <b>51</b> | <b>44</b> | <b>50</b> | <b>47</b> | <b>42</b> | <b>49</b> | <b>55</b> | <b>54</b> | <b>50</b> |
| Usually unacceptable      | 32        | 37        | 29        | 29        | 33        | 32        | 32        | 34        | 33        |
| Always unacceptable       | 8         | 9         | 10        | 13        | 13        | 4         | 4         | 5         | 7         |
| <b>TOTAL UNACCEPTABLE</b> | <b>40</b> | <b>46</b> | <b>39</b> | <b>42</b> | <b>46</b> | <b>36</b> | <b>36</b> | <b>39</b> | <b>40</b> |
| Don't know                | 10        | 10        | 12        | 11        | 12        | 14        | 8         | 7         | 10        |

When you were growing up, did you or did you not ever see your father cry? If you did not know your father, please select N/A.

|                               |           |           |           |           |           |           |           |           |           |
|-------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| I did, more than a few times  | 5         | 5         | 5         | 2         | 2         | 10        | 9         | 5         | 4         |
| I did, but only once or twice | 32        | 41        | 36        | 26        | 19        | 44        | 36        | 34        | 27        |
| <b>TOTAL DID</b>              | <b>37</b> | <b>46</b> | <b>41</b> | <b>28</b> | <b>21</b> | <b>54</b> | <b>45</b> | <b>39</b> | <b>31</b> |
| I did not                     | 51        | 38        | 43        | 60        | 68        | 32        | 44        | 52        | 64        |
| N/A - I never knew my father  | 5         | 5         | 7         | 4         | 6         | 6         | 5         | 5         | 3         |
| Don't know                    | 6         | 11        | 9         | 9         | 5         | 6         | 6         | 4         | 2         |

When you were growing up, did you or did you not ever see your mother cry? If you did not know your mother, please select N/A.

|                               |           |           |           |           |           |           |           |           |           |
|-------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| I did, more than a few times  | 41        | 50        | 51        | 34        | 26        | 56        | 49        | 36        | 29        |
| I did, but only once or twice | 37        | 29        | 32        | 41        | 43        | 31        | 35        | 40        | 41        |
| <b>TOTAL DID</b>              | <b>78</b> | <b>79</b> | <b>83</b> | <b>75</b> | <b>69</b> | <b>87</b> | <b>84</b> | <b>76</b> | <b>70</b> |
| I did not                     | 16        | 12        | 9         | 18        | 26        | 7         | 11        | 18        | 27        |
| N/A - I never knew my mother  | 1         | 0         | 2         | 1         | 1         | 2         | 1         | 1         | 1         |
| Don't know                    | 5         | 9         | 6         | 7         | 4         | 5         | 5         | 5         | 2         |

Sample Size: 4403 GB Adults  
Fieldwork: 2nd - 4th September 2025

|                   | Vote in 2024 GE |     |      |         |           |       | EU Ref 2016 |       | Gender |        | Age   |       |       |      | Social Grade |      | Country |       |          | Region in England |          |        |               |
|-------------------|-----------------|-----|------|---------|-----------|-------|-------------|-------|--------|--------|-------|-------|-------|------|--------------|------|---------|-------|----------|-------------------|----------|--------|---------------|
|                   | Total           | Con | Lab  | Lib Dem | Reform UK | Green | Remain      | Leave | Male   | Female | 18-24 | 25-49 | 50-64 | 65+  | ABC1         | C2DE | England | Wales | Scotland | North             | Midlands | London | Rest of South |
| Weighted Sample   | 4403            | 793 | 1132 | 405     | 476       | 265   | 1545        | 1572  | 2131   | 2272   | 462   | 1819  | 1088  | 1035 | 2510         | 1893 | 3809    | 211   | 383      | 1043              | 722      | 533    | 1510          |
| Unweighted Sample | 4403            | 715 | 1250 | 433     | 525       | 272   | 1805        | 1604  | 1991   | 2412   | 295   | 1642  | 1197  | 1269 | 2698         | 1705 | 3841    | 206   | 356      | 1079              | 723      | 441    | 1598          |
|                   | %               | %   | %    | %       | %         | %     | %           | %     | %      | %      | %     | %     | %     | %    | %            | %    | %       | %     | %        | %                 | %        | %      | %             |

Do you think that it is generally more acceptable for men or women to cry in front of other people, or do you think it is equally acceptable for men and women?

|                                                                      |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|----------------------------------------------------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| More acceptable for men to cry in front of other people              | 1  | 1  | 1  | 1  | 0  | 1  | 1  | 1  | 1  | 1  | 0  | 1  | 1  | 1  | 1  | 1  | 1  | 1  | 1  | 0  | 1  | 1  | 1  |
| More acceptable for women to cry in front of other people            | 43 | 42 | 42 | 41 | 50 | 42 | 40 | 41 | 49 | 37 | 58 | 46 | 38 | 34 | 45 | 40 | 43 | 41 | 41 | 42 | 43 | 45 | 42 |
| Equally acceptable for men and women to cry in front of other people | 51 | 50 | 52 | 53 | 44 | 54 | 54 | 51 | 43 | 58 | 36 | 47 | 55 | 59 | 50 | 52 | 51 | 50 | 53 | 52 | 49 | 47 | 52 |
| Don't know                                                           | 6  | 7  | 5  | 5  | 6  | 3  | 5  | 7  | 8  | 4  | 6  | 6  | 6  | 7  | 5  | 8  | 6  | 7  | 5  | 6  | 7  | 7  | 5  |

In a previous answer you said that it is generally more acceptable for women to cry in front of other people. Do you feel this is a good thing, a bad thing, or neither a good nor bad thing?

[Asked only to those who said it is more acceptable for women to cry in front of other people; n=1824]

|                              |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| A very good thing            | 2         | 1         | 1         | 1         | 3         | 2         | 1         | 2         | 2         | 3         | 2         | 2         | 2         | 2         | 1         | 3         | 2         | 0         | 2         | 1         | 3         | 4         | 2         |
| A fairly good thing          | 8         | 11        | 7         | 7         | 12        | 2         | 6         | 12        | 10        | 6         | 7         | 5         | 9         | 15        | 7         | 11        | 8         | 13        | 7         | 8         | 11        | 4         | 8         |
| <b>TOTAL GOOD THING</b>      | <b>10</b> | <b>12</b> | <b>8</b>  | <b>8</b>  | <b>15</b> | <b>4</b>  | <b>7</b>  | <b>14</b> | <b>12</b> | <b>9</b>  | <b>9</b>  | <b>7</b>  | <b>11</b> | <b>17</b> | <b>8</b>  | <b>14</b> | <b>10</b> | <b>13</b> | <b>9</b>  | <b>9</b>  | <b>14</b> | <b>8</b>  | <b>10</b> |
| Neither a good nor bad thing | 47        | 64        | 38        | 39        | 60        | 27        | 41        | 58        | 53        | 39        | 28        | 42        | 55        | 62        | 45        | 49        | 47        | 37        | 51        | 44        | 47        | 45        | 49        |
| A fairly bad thing           | 27        | 18        | 37        | 32        | 17        | 38        | 33        | 19        | 24        | 32        | 40        | 30        | 25        | 15        | 31        | 23        | 28        | 30        | 24        | 29        | 28        | 29        | 26        |
| A very bad thing             | 13        | 3         | 16        | 21        | 6         | 30        | 18        | 6         | 8         | 19        | 20        | 17        | 8         | 3         | 15        | 10        | 13        | 15        | 15        | 15        | 8         | 15        | 12        |
| <b>TOTAL BAD THING</b>       | <b>40</b> | <b>21</b> | <b>53</b> | <b>53</b> | <b>23</b> | <b>68</b> | <b>51</b> | <b>25</b> | <b>32</b> | <b>51</b> | <b>60</b> | <b>47</b> | <b>33</b> | <b>18</b> | <b>46</b> | <b>33</b> | <b>41</b> | <b>45</b> | <b>39</b> | <b>44</b> | <b>36</b> | <b>44</b> | <b>38</b> |
| Don't know                   | 3         | 3         | 2         | 0         | 2         | 1         | 1         | 3         | 3         | 2         | 3         | 3         | 1         | 3         | 2         | 3         | 3         | 5         | 1         | 3         | 2         | 3         | 2         |

Sample Size: 4403 GB Adults  
Fieldwork: 2nd - 4th September 2025

|                   |       | Age / Gender |            |            |          |              |              |              |            |
|-------------------|-------|--------------|------------|------------|----------|--------------|--------------|--------------|------------|
|                   | Total | Male 18-24   | Male 25-49 | Male 50-64 | Male 65+ | Female 18-24 | Female 25-49 | Female 50-64 | Female 65+ |
| Weighted Sample   | 4403  | 233          | 894        | 533        | 471      | 229          | 925          | 555          | 564        |
| Unweighted Sample | 4403  | 115          | 706        | 580        | 590      | 180          | 936          | 617          | 679        |
|                   | %     | %            | %          | %          | %        | %            | %            | %            | %          |

Do you think that it is generally more acceptable for men or women to cry in front of other people, or do you think it is equally acceptable for men and women?

|                                                                      |    |    |    |    |    |    |    |    |    |
|----------------------------------------------------------------------|----|----|----|----|----|----|----|----|----|
| More acceptable for men to cry in front of other people              | 1  | 0  | 1  | 1  | 0  | 0  | 1  | 0  | 1  |
| More acceptable for women to cry in front of other people            | 43 | 67 | 52 | 42 | 41 | 48 | 40 | 34 | 28 |
| Equally acceptable for men and women to cry in front of other people | 51 | 24 | 40 | 49 | 49 | 49 | 54 | 61 | 67 |
| Don't know                                                           | 6  | 9  | 7  | 8  | 9  | 3  | 4  | 4  | 5  |

In a previous answer you said that it is generally more acceptable for women to cry in front of other people. Do you feel this is a good thing, a bad thing, or neither a good nor bad thing?

*[Asked only to those who said it is more acceptable for women to cry in front of other people; n=1824]*

|                              |           |           |           |           |           |           |           |           |           |
|------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| A very good thing            | 2         | 3         | 2         | 2         | 1         | 0         | 3         | 2         | 4         |
| A fairly good thing          | 8         | 8         | 6         | 9         | 22        | 5         | 5         | 9         | 7         |
| <b>TOTAL GOOD THING</b>      | <b>10</b> | <b>11</b> | <b>8</b>  | <b>11</b> | <b>23</b> | <b>5</b>  | <b>8</b>  | <b>11</b> | <b>11</b> |
| Neither a good nor bad thing | 47        | 39        | 50        | 61        | 64        | 13        | 32        | 49        | 60        |
| A fairly bad thing           | 27        | 36        | 26        | 23        | 9         | 45        | 35        | 28        | 21        |
| A very bad thing             | 13        | 12        | 12        | 4         | 1         | 32        | 24        | 12        | 5         |
| <b>TOTAL BAD THING</b>       | <b>40</b> | <b>48</b> | <b>38</b> | <b>27</b> | <b>10</b> | <b>77</b> | <b>59</b> | <b>40</b> | <b>26</b> |
| Don't know                   | 3         | 2         | 4         | 2         | 3         | 4         | 2         | 0         | 2         |

Sample Size: 4403 GB Adults  
Fieldwork: 2nd - 4th September 2025

|                   | Vote in 2024 GE |     |      |         |           |       | EU Ref 2016 |       | Gender |        | Age   |       |       |      | Social Grade |      | Country |       |          | Region in England |          |        |               |
|-------------------|-----------------|-----|------|---------|-----------|-------|-------------|-------|--------|--------|-------|-------|-------|------|--------------|------|---------|-------|----------|-------------------|----------|--------|---------------|
|                   | Total           | Con | Lab  | Lib Dem | Reform UK | Green | Remain      | Leave | Male   | Female | 18-24 | 25-49 | 50-64 | 65+  | ABC1         | C2DE | England | Wales | Scotland | North             | Midlands | London | Rest of South |
| Weighted Sample   | 4403            | 793 | 1132 | 405     | 476       | 265   | 1545        | 1572  | 2131   | 2272   | 462   | 1819  | 1088  | 1035 | 2510         | 1893 | 3809    | 211   | 383      | 1043              | 722      | 533    | 1510          |
| Unweighted Sample | 4403            | 715 | 1250 | 433     | 525       | 272   | 1805        | 1604  | 1991   | 2412   | 295   | 1642  | 1197  | 1269 | 2698         | 1705 | 3841    | 206   | 356      | 1079              | 723      | 441    | 1598          |
|                   | %               | %   | %    | %       | %         | %     | %           | %     | %      | %      | %     | %     | %     | %    | %            | %    | %       | %     | %        | %                 | %        | %      | %             |

How able, if at all, would you feel attempting to console the following people if you saw them crying?

A family member

|                       |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|-----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very able             | 46        | 51        | 46        | 46        | 49        | 45        | 48        | 51        | 37        | 55        | 33        | 43        | 50        | 53        | 46        | 46        | 46        | 49        | 47        | 47        | 45        | 46        | 46        |
| Fairly able           | 38        | 37        | 40        | 43        | 34        | 36        | 39        | 35        | 42        | 34        | 38        | 38        | 37        | 36        | 39        | 36        | 38        | 37        | 37        | 37        | 39        | 37        | 37        |
| <b>TOTAL ABLE</b>     | <b>84</b> | <b>88</b> | <b>86</b> | <b>89</b> | <b>83</b> | <b>81</b> | <b>87</b> | <b>86</b> | <b>79</b> | <b>89</b> | <b>71</b> | <b>81</b> | <b>87</b> | <b>89</b> | <b>85</b> | <b>82</b> | <b>84</b> | <b>86</b> | <b>84</b> | <b>84</b> | <b>84</b> | <b>83</b> | <b>83</b> |
| Not very able         | 10        | 7         | 9         | 8         | 11        | 16        | 9         | 9         | 13        | 8         | 20        | 11        | 8         | 7         | 11        | 10        | 10        | 12        | 10        | 9         | 10        | 11        | 11        |
| Not able at all       | 2         | 2         | 2         | 1         | 4         | 2         | 2         | 2         | 3         | 1         | 3         | 3         | 2         | 2         | 2         | 3         | 2         | 1         | 3         | 3         | 2         | 2         | 2         |
| <b>TOTAL NOT ABLE</b> | <b>12</b> | <b>9</b>  | <b>11</b> | <b>9</b>  | <b>15</b> | <b>18</b> | <b>11</b> | <b>11</b> | <b>16</b> | <b>9</b>  | <b>23</b> | <b>14</b> | <b>10</b> | <b>9</b>  | <b>13</b> | <b>13</b> | <b>12</b> | <b>13</b> | <b>13</b> | <b>12</b> | <b>12</b> | <b>13</b> | <b>13</b> |
| Don't know            | 4         | 3         | 3         | 2         | 2         | 1         | 2         | 3         | 6         | 2         | 6         | 4         | 2         | 2         | 3         | 4         | 4         | 1         | 3         | 4         | 4         | 5         | 3         |

A friend

|                       |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|-----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very able             | 40        | 41        | 41        | 40        | 37        | 47        | 43        | 41        | 28        | 52        | 34        | 39        | 43        | 42        | 40        | 40        | 40        | 45        | 42        | 40        | 36        | 43        | 40        |
| Fairly able           | 42        | 42        | 42        | 46        | 42        | 38        | 43        | 41        | 47        | 38        | 41        | 43        | 41        | 43        | 43        | 41        | 42        | 40        | 43        | 42        | 45        | 41        | 41        |
| <b>TOTAL ABLE</b>     | <b>82</b> | <b>83</b> | <b>83</b> | <b>86</b> | <b>79</b> | <b>85</b> | <b>86</b> | <b>82</b> | <b>75</b> | <b>90</b> | <b>75</b> | <b>82</b> | <b>84</b> | <b>85</b> | <b>83</b> | <b>81</b> | <b>82</b> | <b>85</b> | <b>85</b> | <b>82</b> | <b>81</b> | <b>84</b> | <b>81</b> |
| Not very able         | 12        | 12        | 11        | 9         | 13        | 12        | 10        | 11        | 16        | 7         | 17        | 11        | 12        | 11        | 12        | 11        | 12        | 11        | 11        | 11        | 12        | 11        | 12        |
| Not able at all       | 2         | 2         | 2         | 2         | 5         | 1         | 2         | 3         | 4         | 1         | 3         | 2         | 2         | 3         | 1         | 4         | 2         | 3         | 2         | 3         | 2         | 1         | 3         |
| <b>TOTAL NOT ABLE</b> | <b>14</b> | <b>14</b> | <b>13</b> | <b>11</b> | <b>18</b> | <b>13</b> | <b>12</b> | <b>14</b> | <b>20</b> | <b>8</b>  | <b>20</b> | <b>13</b> | <b>14</b> | <b>14</b> | <b>13</b> | <b>15</b> | <b>14</b> | <b>14</b> | <b>13</b> | <b>14</b> | <b>14</b> | <b>12</b> | <b>15</b> |
| Don't know            | 4         | 3         | 3         | 3         | 3         | 1         | 2         | 3         | 6         | 2         | 5         | 5         | 3         | 2         | 3         | 5         | 4         | 2         | 3         | 4         | 5         | 4         | 4         |

A colleague

|                       |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|-----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very able             | 19        | 20        | 19        | 18        | 20        | 20        | 20        | 21        | 12        | 26        | 12        | 17        | 23        | 22        | 20        | 19        | 19        | 24        | 22        | 18        | 17        | 20        | 20        |
| Fairly able           | 41        | 42        | 44        | 41        | 37        | 42        | 45        | 40        | 37        | 44        | 34        | 41        | 42        | 42        | 41        | 41        | 41        | 39        | 41        | 43        | 41        | 41        | 39        |
| <b>TOTAL ABLE</b>     | <b>60</b> | <b>62</b> | <b>63</b> | <b>59</b> | <b>57</b> | <b>62</b> | <b>65</b> | <b>61</b> | <b>49</b> | <b>70</b> | <b>46</b> | <b>58</b> | <b>65</b> | <b>64</b> | <b>61</b> | <b>60</b> | <b>60</b> | <b>63</b> | <b>63</b> | <b>61</b> | <b>58</b> | <b>61</b> | <b>59</b> |
| Not very able         | 25        | 24        | 23        | 27        | 28        | 24        | 23        | 24        | 31        | 19        | 34        | 26        | 21        | 21        | 27        | 22        | 25        | 27        | 25        | 23        | 25        | 24        | 26        |
| Not able at all       | 8         | 7         | 7         | 7         | 10        | 7         | 6         | 8         | 11        | 5         | 11        | 8         | 7         | 6         | 7         | 9         | 8         | 7         | 7         | 8         | 9         | 7         | 8         |
| <b>TOTAL NOT ABLE</b> | <b>33</b> | <b>31</b> | <b>30</b> | <b>34</b> | <b>38</b> | <b>31</b> | <b>29</b> | <b>32</b> | <b>42</b> | <b>24</b> | <b>45</b> | <b>34</b> | <b>28</b> | <b>27</b> | <b>34</b> | <b>31</b> | <b>33</b> | <b>34</b> | <b>32</b> | <b>31</b> | <b>34</b> | <b>31</b> | <b>34</b> |
| Don't know            | 7         | 8         | 6         | 7         | 6         | 6         | 6         | 7         | 9         | 6         | 9         | 7         | 6         | 8         | 6         | 9         | 8         | 3         | 6         | 8         | 8         | 8         | 8         |

A stranger

|                       |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|-----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very able             | 8         | 5         | 7         | 7         | 9         | 9         | 8         | 8         | 5         | 10        | 5         | 8         | 7         | 9         | 7         | 8         | 7         | 11        | 10        | 7         | 7         | 8         | 8         |
| Fairly able           | 27        | 28        | 28        | 26        | 25        | 31        | 29        | 28        | 21        | 33        | 23        | 25        | 31        | 28        | 27        | 27        | 27        | 29        | 28        | 26        | 26        | 30        | 27        |
| <b>TOTAL ABLE</b>     | <b>35</b> | <b>33</b> | <b>35</b> | <b>33</b> | <b>34</b> | <b>40</b> | <b>37</b> | <b>36</b> | <b>26</b> | <b>43</b> | <b>28</b> | <b>33</b> | <b>38</b> | <b>37</b> | <b>34</b> | <b>35</b> | <b>34</b> | <b>40</b> | <b>38</b> | <b>33</b> | <b>33</b> | <b>38</b> | <b>35</b> |
| Not very able         | 32        | 31        | 38        | 36        | 28        | 28        | 36        | 29        | 32        | 33        | 34        | 33        | 31        | 31        | 34        | 30        | 32        | 33        | 31        | 33        | 31        | 34        | 32        |
| Not able at all       | 24        | 24        | 20        | 24        | 29        | 24        | 19        | 26        | 31        | 16        | 31        | 24        | 21        | 22        | 24        | 23        | 24        | 20        | 23        | 25        | 26        | 21        | 24        |
| <b>TOTAL NOT ABLE</b> | <b>56</b> | <b>55</b> | <b>58</b> | <b>60</b> | <b>57</b> | <b>52</b> | <b>55</b> | <b>55</b> | <b>63</b> | <b>49</b> | <b>65</b> | <b>57</b> | <b>52</b> | <b>53</b> | <b>58</b> | <b>53</b> | <b>56</b> | <b>53</b> | <b>54</b> | <b>58</b> | <b>57</b> | <b>55</b> | <b>56</b> |
| Don't know            | 9         | 11        | 7         | 6         | 8         | 8         | 8         | 9         | 11        | 8         | 8         | 9         | 9         | 11        | 8         | 11        | 10        | 7         | 8         | 9         | 11        | 8         | 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: 4403 GB Adults  
Fieldwork: 2nd - 4th September 2025

|                   |       | Age / Gender |            |            |          |              |              |              |            |
|-------------------|-------|--------------|------------|------------|----------|--------------|--------------|--------------|------------|
|                   | Total | Male 18-24   | Male 25-49 | Male 50-64 | Male 65+ | Female 18-24 | Female 25-49 | Female 50-64 | Female 65+ |
| Weighted Sample   | 4403  | 233          | 894        | 533        | 471      | 229          | 925          | 555          | 564        |
| Unweighted Sample | 4403  | 115          | 706        | 580        | 590      | 180          | 936          | 617          | 679        |
|                   | %     | %            | %          | %          | %        | %            | %            | %            | %          |

How able, if at all, would you feel attempting to console the following people if you saw them crying?

**A family member**

|                       |           |           |           |           |           |           |           |           |           |
|-----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very able             | 46        | 31        | 36        | 37        | 41        | 34        | 50        | 63        | 64        |
| Fairly able           | 38        | 35        | 41        | 44        | 42        | 42        | 35        | 30        | 31        |
| <b>TOTAL ABLE</b>     | <b>84</b> | <b>66</b> | <b>77</b> | <b>81</b> | <b>83</b> | <b>76</b> | <b>85</b> | <b>93</b> | <b>95</b> |
| Not very able         | 10        | 23        | 12        | 12        | 11        | 17        | 11        | 5         | 3         |
| Not able at all       | 2         | 2         | 4         | 3         | 3         | 3         | 2         | 1         | 1         |
| <b>TOTAL NOT ABLE</b> | <b>12</b> | <b>25</b> | <b>16</b> | <b>15</b> | <b>14</b> | <b>20</b> | <b>13</b> | <b>6</b>  | <b>4</b>  |
| Don't know            | 4         | 9         | 7         | 4         | 3         | 4         | 2         | 1         | 1         |

**A friend**

|                       |           |           |           |           |           |           |           |           |           |
|-----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very able             | 40        | 27        | 29        | 27        | 25        | 42        | 48        | 58        | 57        |
| Fairly able           | 42        | 40        | 46        | 46        | 52        | 42        | 40        | 35        | 35        |
| <b>TOTAL ABLE</b>     | <b>82</b> | <b>67</b> | <b>75</b> | <b>73</b> | <b>77</b> | <b>84</b> | <b>88</b> | <b>93</b> | <b>92</b> |
| Not very able         | 12        | 24        | 13        | 18        | 16        | 10        | 9         | 5         | 6         |
| Not able at all       | 2         | 2         | 3         | 4         | 5         | 3         | 1         | 0         | 1         |
| <b>TOTAL NOT ABLE</b> | <b>14</b> | <b>26</b> | <b>16</b> | <b>22</b> | <b>21</b> | <b>13</b> | <b>10</b> | <b>5</b>  | <b>7</b>  |
| Don't know            | 4         | 7         | 8         | 4         | 3         | 3         | 2         | 1         | 1         |

**A colleague**

|                       |           |           |           |           |           |           |           |           |           |
|-----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very able             | 19        | 7         | 12        | 14        | 13        | 17        | 23        | 33        | 29        |
| Fairly able           | 41        | 31        | 38        | 37        | 38        | 37        | 43        | 46        | 46        |
| <b>TOTAL ABLE</b>     | <b>60</b> | <b>38</b> | <b>50</b> | <b>51</b> | <b>51</b> | <b>54</b> | <b>66</b> | <b>79</b> | <b>75</b> |
| Not very able         | 25        | 39        | 30        | 30        | 29        | 29        | 22        | 14        | 15        |
| Not able at all       | 8         | 14        | 11        | 12        | 10        | 8         | 6         | 3         | 3         |
| <b>TOTAL NOT ABLE</b> | <b>33</b> | <b>53</b> | <b>41</b> | <b>42</b> | <b>39</b> | <b>37</b> | <b>28</b> | <b>17</b> | <b>18</b> |
| Don't know            | 7         | 9         | 9         | 8         | 10        | 9         | 6         | 4         | 7         |

**A stranger**

|                       |           |           |           |           |           |           |           |           |           |
|-----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very able             | 8         | 3         | 6         | 5         | 5         | 7         | 9         | 9         | 12        |
| Fairly able           | 27        | 14        | 22        | 22        | 21        | 31        | 29        | 40        | 34        |
| <b>TOTAL ABLE</b>     | <b>35</b> | <b>17</b> | <b>28</b> | <b>27</b> | <b>26</b> | <b>38</b> | <b>38</b> | <b>49</b> | <b>46</b> |
| Not very able         | 32        | 37        | 31        | 30        | 32        | 30        | 36        | 32        | 31        |
| Not able at all       | 24        | 37        | 30        | 33        | 31        | 25        | 19        | 11        | 14        |
| <b>TOTAL NOT ABLE</b> | <b>56</b> | <b>74</b> | <b>61</b> | <b>63</b> | <b>63</b> | <b>55</b> | <b>55</b> | <b>43</b> | <b>45</b> |
| Don't know            | 9         | 9         | 11        | 10        | 12        | 7         | 7         | 8         | 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.