YouGov Survey Results

Sample Size: 4100 GB Adults
Fieldwork: 20th - 23rd June 2024

	Total	Con	Lab	Lib Dem	Reform UK	Green	Don't know	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
				Westminster VI					**Vote in 2019 GE**		**EU Ref 2016**		**Gender**			**Age**			**Social Grade**	
Weighted Sample	4100	514	1178	405	585	201	566	1340	992	348	1445	1527	1984	2116	430	1693	1013	964	2337	1763
Unweighted Sample	4100	545	1183	420	592	205	564	1379	996	363	1616	1630	1865	2235	293	1665	1054	1088	2416	1684
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which, if any, of the following sources do you use to access news? Please select all that apply.

	Total	Con	Lab	Lib Dem	Reform UK	Green	Don't know	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
Television	58	70	61	62	61	46	54	68	56	62	60	65	58	57	45	48	64	74	58	56
Social media	43	27	51	43	41	55	40	32	54	36	46	31	41	45	72	54	35	19	46	39
A newspaper's website or app	42	40	51	47	37	48	36	39	54	44	49	35	41	42	48	46	43	30	49	32
Radio	42	48	44	49	43	35	39	47	43	53	49	44	42	41	25	39	51	43	45	37
A news website or app not associated with a newspaper	33	32	39	41	30	35	27	32	38	44	39	29	38	28	34	34	36	26	37	27
A printed copy of a newspaper	14	26	12	15	14	10	12	21	12	13	13	19	15	13	7	8	15	26	15	13
Podcasts	13	8	19	19	11	22	9	9	19	17	19	7	16	11	22	18	11	5	17	8
Email newsletters	7	7	8	9	8	14	5	6	10	7	9	6	7	7	8	7	8	7	7	6
Blogs not associated with major media organisations	4	3	5	3	4	11	3	3	6	3	5	3	5	3	8	4	3	2	5	3
Other	3	2	3	3	6	5	2	4	3	3	3	4	4	2	4	3	3	4	3	4
Don't know	1	1	0	0	0	1	2	0	0	0	0	0	1	1	3	1	0	0	0	1
None of the above	6	3	3	4	6	5	11	5	4	5	5	6	7	6	4	8	5	6	4	9

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Fieldwork: 20th - 23rd June 2024

	Total	Country			Region in England				Social networks used (in last month)									
		England	Wales	Scotland	North	Midlands	London	Rest of South	Facebook	X	LinkedIn	Pinterest	Instagram	Snapchat	Reddit	TikTok	Youtube	Threads
Weighted Sample	4100	3538	205	357	988	681	496	1373	2835	1208	800	469	1877	503	664	822	2314	195
Unweighted Sample	4100	3524	222	354	971	698	432	1423	2880	1193	804	469	1836	421	620	756	2279	201
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which, if any, of the following sources do you use to access news? Please select all that apply.

	Total	England	Wales	Scotland	North	Midlands	London	Rest of South	Facebook	X	LinkedIn	Pinterest	Instagram	Snapchat	Reddit	TikTok	Youtube	Threads
Television	**58**	58	53	55	59	59	55	58	61	60	57	57	54	52	49	53	57	61
Social media	**43**	42	43	48	45	42	47	39	48	66	58	59	61	72	66	70	54	71
A newspaper's website or app	**42**	42	31	39	43	37	50	42	42	54	58	53	49	46	60	50	48	58
Radio	**42**	42	38	38	43	40	35	45	45	44	46	45	40	32	36	38	43	45
A news website or app not associated with a newspaper	**33**	33	33	34	31	31	33	35	33	42	44	33	35	30	46	31	38	43
A printed copy of a newspaper	**14**	14	9	13	13	13	20	14	14	12	14	13	10	7	9	9	13	10
Podcasts	**13**	13	10	17	12	11	20	13	13	24	25	17	18	16	28	19	18	29
Email newsletters	**7**	7	5	8	7	6	11	6	7	11	12	11	8	9	11	8	9	13
Blogs not associated with major media organisations	**4**	4	4	3	4	3	6	4	3	8	7	5	6	6	8	7	6	11
Other	**3**	3	3	4	3	5	2	3	3	4	2	4	3	2	6	3	4	3
Don't know	**1**	1	1	0	1	1	0	1	0	0	0	1	0	1	0	0	0	0
None of the above	**6**	6	7	7	7	6	6	6	6	3	2	2	5	6	3	5	4	3

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Sample Size: 4100 GB Adults
Fieldwork: 20th - 23rd June 2024

	Total	A printed copy of a newspaper	A newspaper's website or app	A news website or app not associated with a newspaper	Email newsletters	Social media	Blogs not associated with major media organisations	Television	Radio	Podcasts
					Sources of news (in general)					
Weighted Sample	4100	576	1702	1345	288	1761	163	2360	1710	552
Unweighted Sample	4100	608	1740	1384	303	1722	164	2457	1806	558
	%	%	%	%	%	%	%	%	%	%

Which, if any, of the following sources do you use to access news? Please select all that apply.

	Total	A printed copy of a newspaper	A newspaper's website or app	A news website or app not associated with a newspaper	Email newsletters	Social media	Blogs not associated with major media organisations	Television	Radio	Podcasts
Television	**58**	80	61	59	67	57	52	100	76	63
Social media	**43**	36	51	46	59	100	76	42	44	64
A newspaper's website or app	**42**	48	100	47	71	49	64	44	48	64
Radio	**42**	59	48	45	53	43	37	55	100	54
A news website or app not associated with a newspaper	**33**	31	37	100	43	35	57	34	36	49
A printed copy of a newspaper	**14**	100	16	13	24	12	15	19	20	14
Podcasts	**13**	13	21	20	34	20	51	15	18	100
Email newsletters	**7**	12	12	9	100	10	32	8	9	17
Blogs not associated with major media organisations	**4**	4	6	7	18	7	100	4	4	15
Other	**3**	2	3	3	4	3	9	2	3	5
Don't know	**1**	0	0	0	0	0	0	0	0	0
None of the above	**6**	0	0	0	0	0	0	0	0	0

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Fieldwork: 20th - 23rd June 2024

	Total	\<Westminster VI\> Con	Lab	Lib Dem	Reform UK	Green	Don't know	\<Vote in 2019 GE\> Con	Lab	Lib Dem	\<EU Ref 2016\> Remain	Leave	\<Gender\> Male	Female	\<Age\> 18-24	25-49	50-64	65+	\<Social Grade\> ABC1	C2DE
Weighted Sample	4100	514	1178	405	585	201	566	1340	992	348	1445	1527	1984	2116	430	1693	1013	964	2337	1763
Unweighted Sample	4100	545	1183	420	592	205	564	1379	996	363	1616	1630	1865	2235	293	1665	1054	1088	2416	1684
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which, if any, of the following social networks have you used within the last month? Please think about any occasion on which you either visited the website directly, used a mobile application to access the network, or shared something through the network via another service. Please select all that apply.

	Total	Con	Lab	Lib Dem	Reform UK	Green	Don't know	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
Facebook	**69**	68	71	74	67	63	71	71	74	68	73	70	62	76	55	71	72	69	69	69
Youtube	**56**	42	62	60	61	66	48	49	63	54	59	47	63	51	81	64	51	38	58	54
Instagram	**46**	31	54	54	33	59	46	34	57	45	51	31	40	52	78	60	34	18	51	39
X	**29**	21	39	34	29	34	17	25	39	30	34	22	36	24	50	35	27	14	34	24
LinkedIn	**20**	16	25	25	14	26	16	16	25	24	25	12	22	17	28	26	19	6	28	8
TikTok	**20**	8	24	18	18	29	16	12	24	13	18	13	17	23	55	25	12	4	20	20
Reddit	**16**	7	24	20	10	26	9	8	25	14	19	7	21	11	43	23	6	2	19	13
Snapchat	**12**	5	13	12	9	17	11	5	12	6	6	5	11	13	60	11	4	1	12	13
Pinterest	**11**	8	14	11	8	20	11	9	13	9	11	8	5	17	26	11	10	8	12	11
Threads	**5**	3	7	8	2	5	4	3	8	7	7	3	5	5	8	6	4	2	6	3
Twitch	**4**	2	5	5	5	8	2	2	5	3	2	2	7	2	18	5	0	0	4	5
Tumblr	**2**	1	3	2	0	4	1	1	3	0	2	0	2	1	5	2	1	0	2	1
Meetup	**1**	1	1	1	1	1	1	1	1	0	1	1	1	1	0	1	1	0	1	0
Google+	**0**	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
MySpace	**0**	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Vine	**0**	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Bebo	**0**	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Periscope	**0**	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	**3**	3	2	3	3	5	1	2	2	4	2	3	3	2	3	2	4	3	2	3
Don't know	**1**	1	0	0	0	0	1	0	1	0	0	0	1	0	1	0	0	0	0	1
Not applicable - I am not currently a member of any social networks	**0**	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Not applicable - I have not used any social networks in the last 30 days	**8**	14	5	6	9	6	9	12	5	9	6	13	10	7	2	3	8	20	7	10

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	Total	Country			Region in England				Social networks used (in last month)									
		England	Wales	Scotland	North	Midlands	London	Rest of South	Facebook	X	LinkedIn	Pinterest	Instagram	Snapchat	Reddit	TikTok	Youtube	Threads
Weighted Sample	4100	3538	205	357	988	681	496	1373	2835	1208	800	469	1877	503	664	822	2314	195
Unweighted Sample	4100	3524	222	354	971	698	432	1423	2880	1193	804	469	1836	421	620	756	2279	201
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which, if any, of the following social networks have you used within the last month? Please think about any occasion on which you either visited the website directly, used a mobile application to access the network, or shared something through the network via another service. Please select all that apply.

	Total	England	Wales	Scotland	North	Midlands	London	Rest of South	Facebook	X	LinkedIn	Pinterest	Instagram	Snapchat	Reddit	TikTok	Youtube	Threads
Facebook	**69**	69	76	66	70	70	59	71	100	75	77	75	79	76	69	76	72	81
Youtube	**56**	57	52	55	57	55	61	56	59	72	74	78	68	78	87	76	100	78
Instagram	**46**	46	38	46	44	43	59	44	52	67	68	69	100	88	70	79	55	93
X	**29**	30	25	31	30	28	36	28	32	100	48	34	43	48	56	50	38	70
LinkedIn	**20**	20	13	19	17	16	34	19	22	32	100	31	29	28	37	28	26	37
TikTok	**20**	20	19	25	23	20	19	17	22	34	29	41	35	61	39	100	27	46
Reddit	**16**	16	13	20	15	16	20	15	16	31	31	28	25	34	100	32	25	39
Snapchat	**12**	11	11	21	15	13	11	9	13	20	18	26	23	100	26	37	17	26
Pinterest	**11**	11	13	11	13	12	10	10	12	13	18	100	17	25	20	24	16	22
Threads	**5**	5	5	6	6	4	6	4	6	11	9	9	10	10	11	11	7	100
Twitch	**4**	4	3	4	5	4	5	4	4	11	7	6	7	13	16	10	7	15
Tumblr	**2**	2	0	2	3	1	2	1	1	3	3	4	3	4	6	4	2	5
Meetup	**1**	1	0	1	0	0	1	1	1	1	2	1	1	0	1	1	1	2
Google+	**0**	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
MySpace	**0**	0	0	0	0	0	0	0	0	0	0	1	0	1	1	0	0	1
Vine	**0**	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Bebo	**0**	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Periscope	**0**	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	**3**	2	3	4	2	3	2	3	2	4	2	3	2	2	4	3	3	3
Don't know	**1**	1	0	0	1	1	1	0	0	0	0	0	0	0	0	0	0	0
Not applicable - I am not currently a member of any social networks	**0**	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Not applicable - I have not used any social networks in the last 30 days	**8**	9	6	8	8	9	8	9	0	0	0	0	0	0	0	0	0	0

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	Total	Sources of news (in general)								
		A printed copy of a newspaper	A newspaper's website or app	A news website or app not associated with a newspaper	Email newsletters	Social media	Blogs not associated with major media organisations	Television	Radio	Podcasts
Weighted Sample	4100	576	1702	1345	288	1761	163	2360	1710	552
Unweighted Sample	4100	608	1740	1384	303	1722	164	2457	1806	558
	%	%	%	%	%	%	%	%	%	%

Which, if any, of the following social networks have you used within the last month? Please think about any occasion on which you either visited the website directly, used a mobile application to access the network, or shared something through the network via another service. Please select all that apply.

	Total	A printed copy of a newspaper	A newspaper's website or app	A news website or app not associated with a newspaper	Email newsletters	Social media	Blogs not associated with major media organisations	Television	Radio	Podcasts
Facebook	**69**	68	70	69	68	78	58	73	74	64
Youtube	**56**	52	65	65	71	70	83	56	59	76
Instagram	**46**	34	54	49	53	65	66	43	44	63
X	**29**	26	38	38	45	46	58	31	31	53
LinkedIn	**20**	19	27	26	33	26	34	19	22	36
TikTok	**20**	12	24	19	22	33	33	18	18	29
Reddit	**16**	10	23	23	26	25	32	14	14	34
Snapchat	**12**	6	14	11	16	21	18	11	9	15
Pinterest	**11**	10	15	12	18	16	16	11	12	14
Threads	**5**	4	7	6	9	8	13	5	5	10
Twitch	**4**	3	5	6	7	8	9	3	3	9
Tumblr	**2**	1	3	2	6	3	7	1	1	4
Meetup	**1**	1	1	1	2	1	1	1	1	1
Google+	**0**	0	0	0	0	0	0	0	0	0
MySpace	**0**	0	0	0	1	0	0	0	0	1
Vine	**0**	0	0	0	0	0	0	0	0	0
Bebo	**0**	0	0	0	0	0	0	0	0	0
Periscope	**0**	0	0	0	0	0	0	0	0	0
Other	**3**	3	3	4	3	3	9	3	3	4
Don't know	**1**	1	0	0	0	0	0	0	0	0
Not applicable - I am not currently a member of any social networks	**0**	0	0	0	0	0	0	0	0	0
Not applicable - I have not used any social networks in the last 30 days	**8**	14	5	6	4	0	1	9	7	2

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	Total	Con	Lab	Lib Dem	Reform UK	Green	Don't know	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
		Westminster VI						Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade	
Weighted Sample	4100	514	1178	405	585	201	566	1340	992	348	1445	1527	1984	2116	430	1693	1013	964	2337	1763
Unweighted Sample	4100	545	1183	420	592	205	564	1379	996	363	1616	1630	1865	2235	293	1665	1054	1088	2416	1684
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How closely, if at all, would you say you have been following news around the 2024 general election campaign?

	Total	Con	Lab	Lib Dem	Reform UK	Green	Don't know	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
Very closely	13	10	19	16	18	17	5	13	20	17	18	10	17	10	19	14	12	10	16	10
Fairly closely	37	38	45	47	44	37	29	40	43	39	41	38	39	35	34	36	41	35	41	32
TOTAL CLOSELY	**50**	**48**	**64**	**63**	**62**	**54**	**34**	**53**	**63**	**56**	**59**	**48**	**56**	**45**	**53**	**50**	**53**	**45**	**57**	**42**
Not very closely	32	35	29	26	27	31	40	33	29	31	30	33	29	34	34	32	29	33	29	35
Not closely at all	18	17	7	12	11	14	26	15	8	14	11	19	15	21	13	18	17	22	14	23
TOTAL NOT CLOSELY	**50**	**52**	**36**	**38**	**38**	**45**	**66**	**48**	**37**	**45**	**41**	**52**	**44**	**55**	**47**	**50**	**46**	**55**	**43**	**58**

In the last 30 days, in what ways, if any, have you seen content about the general election on the following social media platforms?

Respondents could pick multiple options

Facebook
[Asked only to those who have used Facebook in the last month; n=2880]

	Total	Con	Lab	Lib Dem	Reform UK	Green	Don't know	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
I have specifically sought out content about the general election to read/watch on this social network	3	1	5	3	7	5	1	3	5	2	3	4	4	3	4	5	3	2	3	3
I have ended up watching or reading general election content on this social network that I had not sought out	16	12	22	18	17	20	13	14	24	15	18	15	18	14	17	18	15	12	18	13
I saw political advertising on this social network (e.g. campaign or candidate videos)	18	18	19	25	24	16	11	18	20	20	19	19	20	17	17	20	19	15	18	18
TOTAL SEEN GENERAL ELECTION CONTENT	**34**	**30**	**41**	**41**	**42**	**34**	**24**	**31**	**43**	**36**	**37**	**34**	**38**	**31**	**31**	**38**	**35**	**27**	**35**	**33**
I have been on this social network in the last 30 days but have not seen any general election content	49	54	44	48	45	50	52	53	42	51	48	50	47	51	50	45	49	56	50	48
Don't know/can't recall	17	16	15	11	13	16	24	16	15	13	15	16	15	18	19	17	16	17	15	19

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	Total	Country			Region in England				Social networks used (in last month)									
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Weighted Sample	4100	3538	205	357	988	681	496	1373	2835	1208	800	469	1877	503	664	822	2314	195
Unweighted Sample	4100	3524	222	354	971	698	432	1423	2880	1193	804	469	1836	421	620	756	2279	201
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How closely, if at all, would you say you have been following news around the 2024 general election campaign?

	Total	England	Wales	Scotland	North	Midlands	London	Rest of South	Facebook	X	LinkedIn	Pinterest	Instagram	Snapchat	Reddit	TikTok	Youtube	Threads
Very closely	13	13	12	14	13	11	14	14	12	24	18	11	15	15	22	15	16	28
Fairly closely	37	37	34	35	39	33	40	38	36	42	42	35	37	31	40	38	37	36
TOTAL CLOSELY	**50**	**50**	**46**	**49**	**52**	**44**	**54**	**52**	**48**	**66**	**60**	**46**	**52**	**46**	**62**	**53**	**53**	**64**
Not very closely	32	32	33	29	29	38	32	31	34	26	29	36	33	34	30	30	32	28
Not closely at all	18	18	21	22	19	18	14	17	18	8	11	17	14	19	8	17	14	9
TOTAL NOT CLOSELY	**50**	**50**	**54**	**51**	**48**	**56**	**46**	**48**	**52**	**34**	**40**	**53**	**47**	**53**	**38**	**47**	**46**	**37**

In the last 30 days, in what ways, if any, have you seen content about the general election on the following social media platforms?

Respondents could pick multiple options

Facebook
[Asked only to those who have used Facebook in the last month; n=2880]

	Total	England	Wales	Scotland	North	Midlands	London	Rest of South	Facebook	X	LinkedIn	Pinterest	Instagram	Snapchat	Reddit	TikTok	Youtube	Threads
I have specifically sought out content about the general election to read/watch on this social network	3	4	1	3	6	3	2	3	3	5	4	4	4	4	4	4	4	6
I have ended up watching or reading general election content on this social network that I had not sought out	16	16	11	10	21	14	15	15	16	19	18	14	18	16	17	17	17	24
I saw political advertising on this social network (e.g. campaign or candidate videos)	18	19	19	15	20	20	11	19	18	22	19	15	19	20	19	20	19	17
TOTAL SEEN GENERAL ELECTION CONTENT	**34**	**35**	**30**	**26**	**41**	**33**	**26**	**34**	**34**	**40**	**37**	**30**	**36**	**35**	**34**	**37**	**35**	**43**
I have been on this social network in the last 30 days but have not seen any general election content	49	48	52	54	43	51	57	49	49	43	49	52	48	45	51	46	49	45
Don't know/can't recall	17	17	18	20	16	16	17	17	17	17	14	18	16	20	15	17	16	12

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YouGov Survey Results

Sample Size: 4100 GB Adults
Fieldwork: 20th - 23rd June 2024

	Total	Sources of news (in general)								
		A printed copy of a newspaper	A newspaper's website or app	A news website or app not associated with a newspaper	Email newsletters	Social media	Blogs not associated with major media organisations	Television	Radio	Podcasts
Weighted Sample	4100	576	1702	1345	288	1761	163	2360	1710	552
Unweighted Sample	4100	608	1740	1384	303	1722	164	2457	1806	558
	%	%	%	%	%	%	%	%	%	%

How closely, if at all, would you say you have been following news around the 2024 general election campaign?

	Total									
Very closely	13	16	20	19	30	16	33	16	17	37
Fairly closely	37	45	43	42	45	38	39	44	45	46
TOTAL CLOSELY	**50**	**61**	**63**	**61**	**75**	**54**	**72**	**60**	**62**	**83**
Not very closely	32	30	28	29	17	32	21	29	27	13
Not closely at all	18	10	9	10	7	13	7	10	11	4
TOTAL NOT CLOSELY	**50**	**40**	**37**	**39**	**24**	**45**	**28**	**39**	**38**	**17**

In the last 30 days, in what ways, if any, have you seen content about the general election on the following social media platforms?

Respondents could pick multiple options

Facebook
[Asked only to those who have used Facebook in the last month; n=2880]

	Total									
I have specifically sought out content about the general election to read/watch on this social network	3	6	5	4	7	5	10	4	4	5
I have ended up watching or reading general election content on this social network that I had not sought out	16	16	18	18	23	24	28	18	17	20
I saw political advertising on this social network (e.g. campaign or candidate videos)	18	21	21	22	23	22	28	20	21	28
TOTAL SEEN GENERAL ELECTION CONTENT	**34**	**39**	**39**	**39**	**47**	**45**	**51**	**37**	**37**	**45**
I have been on this social network in the last 30 days but have not seen any general election content	49	47	47	47	39	40	40	48	47	43
Don't know/can't recall	17	14	14	14	14	15	9	15	16	12

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YouGov Survey Results

Sample Size: 4100 GB Adults
Fieldwork: 20th - 23rd June 2024

	Total	Con	Lab	Lib Dem	Reform UK	Green	Don't know	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
				Westminster VI					Vote in 2019 GE		EU Ref 2016		Gender		Age				Social Grade	
Weighted Sample	4100	514	1178	405	585	201	566	1340	992	348	1445	1527	1984	2116	430	1693	1013	964	2337	1763
Unweighted Sample	4100	545	1183	420	592	205	564	1379	996	363	1616	1630	1865	2235	293	1665	1054	1088	2416	1684
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

X
[Asked only to those who have used X in the last month; n=1193]

	Total	Con	Lab	Lib Dem	Reform UK	Green	Don't know	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
I have specifically sought out content about the general election to read/watch on this social network	23	13	27	21	34	33	10	17	30	22	24	18	24	22	33	24	18	10	25	19
I have ended up watching or reading general election content on this social network that I had not sought out	29	28	33	35	27	38	18	22	37	37	36	22	28	31	26	32	28	26	31	26
I saw political advertising on this social network (e.g. campaign or candidate videos)	18	18	20	27	15	11	18	17	22	18	18	18	18	18	17	20	17	14	20	15
TOTAL SEEN GENERAL ELECTION CONTENT	**60**	**50**	**67**	**62**	**71**	**66**	**38**	**52**	**70**	**65**	**66**	**52**	**60**	**59**	**60**	**62**	**58**	**48**	**64**	**52**
I have been on this social network in the last 30 days but have not seen any general election content	25	34	20	27	17	25	35	32	18	24	19	33	26	24	25	23	28	32	24	28
Don't know/can't recall	15	16	13	11	12	9	27	16	12	11	15	15	14	17	15	15	14	20	12	20

LinkedIn
[Asked only to those who have used LinkedIn in the last month; n=804]

	Total	Con	Lab	Lib Dem	Reform UK	Green	Don't know	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
I have specifically sought out content about the general election to read/watch on this social network	2	2	2	4	1	1	3	1	1	0	2	1	3	0	4	2	1	0	2	2
I have ended up watching or reading general election content on this social network that I had not sought out	7	7	8	6	8	4	4	5	8	5	6	6	8	6	12	7	3	7	7	5
I saw political advertising on this social network (e.g. campaign or candidate videos)	6	6	7	3	9	7	5	6	6	4	5	5	6	6	5	7	5	5	6	6
TOTAL SEEN GENERAL ELECTION CONTENT	**13**	**15**	**15**	**10**	**19**	**12**	**12**	**12**	**14**	**9**	**12**	**13**	**16**	**12**	**17**	**15**	**10**	**12**	**14**	**13**
I have been on this social network in the last 30 days but have not seen any general election content	65	63	62	74	62	74	68	69	65	68	67	66	63	66	63	62	70	65	66	59
Don't know/can't recall	22	22	23	16	19	14	20	19	21	23	21	21	21	22	20	23	20	23	20	28

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YouGov Survey Results

Sample Size: 4100 GB Adults
Fieldwork: 20th - 23rd June 2024

	Total	Country			Region in England				Social networks used (in last month)									
		England	Wales	Scotland	North	Midlands	London	Rest of South	Facebook	X	LinkedIn	Pinterest	Instagram	Snapchat	Reddit	TikTok	Youtube	Threads
Weighted Sample	4100	3538	205	357	988	681	496	1373	2835	1208	800	469	1877	503	664	822	2314	195
Unweighted Sample	4100	3524	222	354	971	698	432	1423	2880	1193	804	469	1836	421	620	756	2279	201
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

X
[Asked only to those who have used X in the last month; n=1193]

	Total	England	Wales	Scotland	North	Midlands	London	Rest of South	Facebook	X	LinkedIn	Pinterest	Instagram	Snapchat	Reddit	TikTok	Youtube	Threads
I have specifically sought out content about the general election to read/watch on this social network	23	23	20	23	24	17	28	22	20	23	27	25	25	25	33	28	24	27
I have ended up watching or reading general election content on this social network that I had not sought out	29	30	26	23	36	24	32	28	28	29	29	25	30	29	29	28	31	28
I saw political advertising on this social network (e.g. campaign or candidate videos)	18	19	14	18	19	21	13	20	19	18	20	19	20	18	19	17	19	21
TOTAL SEEN GENERAL ELECTION CONTENT	**60**	**60**	**58**	**56**	**65**	**54**	**59**	**58**	**58**	**60**	**63**	**60**	**60**	**57**	**64**	**60**	**61**	**65**
I have been on this social network in the last 30 days but have not seen any general election content	25	25	22	28	21	31	26	26	27	25	25	22	25	28	25	24	25	23
Don't know/can't recall	15	15	20	16	14	15	15	16	15	15	12	18	15	15	11	16	14	12

LinkedIn
[Asked only to those who have used LinkedIn in the last month; n=804]

	Total	England	Wales	Scotland	North	Midlands	London	Rest of South	Facebook	X	LinkedIn	Pinterest	Instagram	Snapchat	Reddit	TikTok	Youtube	Threads
I have specifically sought out content about the general election to read/watch on this social network	2	2	*0*	3	3	1	0	2	2	3	2	2	2	4	3	4	2	4
I have ended up watching or reading general election content on this social network that I had not sought out	7	7	*3*	5	6	6	11	7	6	9	7	6	8	8	10	8	7	5
I saw political advertising on this social network (e.g. campaign or candidate videos)	6	6	*20*	4	5	9	5	5	7	7	6	5	7	4	6	8	6	9
TOTAL SEEN GENERAL ELECTION CONTENT	**13**	**14**	**23**	**13**	**13**	**16**	**15**	**13**	**13**	**18**	**13**	**11**	**15**	**15**	**16**	**19**	**14**	**16**
I have been on this social network in the last 30 days but have not seen any general election content	65	65	*57*	60	64	65	62	68	66	62	65	65	63	57	64	60	65	61
Don't know/can't recall	22	21	*20*	27	23	19	23	19	21	20	22	24	22	28	20	21	21	23

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YouGov Survey Results

Sample Size: 4100 GB Adults
Fieldwork: 20th - 23rd June 2024

	Total	Sources of news (in general)								
		A printed copy of a newspaper	A newspaper's website or app	A news website or app not associated with a newspaper	Email newsletters	Social media	Blogs not associated with major media organisations	Television	Radio	Podcasts
Weighted Sample	4100	576	1702	1345	288	1761	163	2360	1710	552
Unweighted Sample	4100	608	1740	1384	303	1722	164	2457	1806	558
	%	%	%	%	%	%	%	%	%	%

X
[Asked only to those who have used X in the last month; n=1193]

	Total									
I have specifically sought out content about the general election to read/watch on this social network	23	30	28	29	36	28	40	26	22	40
I have ended up watching or reading general election content on this social network that I had not sought out	29	27	34	36	37	34	34	31	30	35
I saw political advertising on this social network (e.g. campaign or candidate videos)	18	15	19	20	21	21	23	20	18	22
TOTAL SEEN GENERAL ELECTION CONTENT	**60**	**60**	**66**	**66**	**74**	**68**	**79**	**62**	**61**	**76**
I have been on this social network in the last 30 days but have not seen any general election content	25	21	21	24	17	19	10	24	27	14
Don't know/can't recall	15	19	13	10	9	13	11	14	12	10

LinkedIn
[Asked only to those who have used LinkedIn in the last month; n=804]

	Total									
I have specifically sought out content about the general election to read/watch on this social network	2	3	2	2	7	1	5	2	2	4
I have ended up watching or reading general election content on this social network that I had not sought out	7	7	9	8	14	8	8	7	7	11
I saw political advertising on this social network (e.g. campaign or candidate videos)	6	9	5	6	5	7	7	7	8	8
TOTAL SEEN GENERAL ELECTION CONTENT	**13**	**17**	**15**	**14**	**22**	**17**	**18**	**16**	**15**	**21**
I have been on this social network in the last 30 days but have not seen any general election content	65	66	66	70	57	60	62	65	65	62
Don't know/can't recall	22	17	19	16	21	23	20	19	20	17

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YouGov Survey Results

Sample Size: 4100 GB Adults
Fieldwork: 20th - 23rd June 2024

	Total	Westminster VI Con	Lab	Lib Dem	Reform UK	Green	Don't know	Vote in 2019 GE Con	Lab	Lib Dem	EU Ref 2016 Remain	Leave	Gender Male	Female	Age 18-24	25-49	50-64	65+	Social Grade ABC1	C2DE
Weighted Sample	4100	514	1178	405	585	201	566	1340	992	348	1445	1527	1984	2116	430	1693	1013	964	2337	1763
Unweighted Sample	4100	545	1183	420	592	205	564	1379	996	363	1616	1630	1865	2235	293	1665	1054	1088	2416	1684
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Instagram
[Asked only to those who have used Instagram in the last month; n=1836]

	Total	Con	Lab	Lib Dem	Reform UK	Green	Don't know	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
I have specifically sought out content about the general election to read/watch on this social network	5	1	6	4	8	11	2	2	7	2	5	2	5	4	8	5	2	1	5	4
I have ended up watching or reading general election content on this social network that I had not sought out	17	13	22	18	14	24	12	11	23	15	18	10	17	17	28	18	7	8	21	11
I saw political advertising on this social network (e.g. campaign or candidate videos)	14	11	15	20	13	21	10	9	15	11	12	10	17	12	27	13	7	8	14	14
TOTAL SEEN GENERAL ELECTION CONTENT	**32**	**24**	**38**	**36**	**32**	**46**	**22**	**21**	**38**	**25**	**30**	**21**	**35**	**30**	**57**	**32**	**16**	**17**	**35**	**27**
I have been on this social network in the last 30 days but have not seen any general election content	51	58	47	52	45	42	56	60	47	60	54	58	49	52	32	50	64	64	51	51
Don't know/can't recall	17	18	15	12	23	12	22	19	15	15	16	21	16	18	11	18	20	19	14	22

Snapchat
[Asked only to those who have used Snapchat in the last month; n=421]

	Total	Con	Lab	Lib Dem	Reform UK	Green	Don't know	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
I have specifically sought out content about the general election to read/watch on this social network	2	5	1	0	2	9	2	2	3	0	3	1	3	1	2	2	0	0	2	2
I have ended up watching or reading general election content on this social network that I had not sought out	3	5	5	0	5	3	1	3	2	0	2	2	2	3	3	2	2	0	4	2
I saw political advertising on this social network (e.g. campaign or candidate videos)	3	6	1	10	7	3	0	0	0	5	1	0	3	2	4	2	0	0	3	3
TOTAL SEEN GENERAL ELECTION CONTENT	**8**	**17**	**7**	**10**	**14**	**15**	**4**	**4**	**5**	**5**	**6**	**3**	**9**	**7**	**9**	**7**	**2**	**0**	**8**	**6**
I have been on this social network in the last 30 days but have not seen any general election content	70	68	72	72	64	66	71	77	69	68	66	68	69	71	76	63	64	86	71	70
Don't know/can't recall	22	15	21	18	22	19	25	19	26	27	28	29	22	22	15	30	34	14	21	24

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YouGov Survey Results

Sample Size: 4100 GB Adults
Fieldwork: 20th - 23rd June 2024

	Total	Country			Region in England				Social networks used (in last month)									
		England	Wales	Scotland	North	Midlands	London	Rest of South	Facebook	X	LinkedIn	Pinterest	Instagram	Snapchat	Reddit	TikTok	Youtube	Threads
Weighted Sample	4100	3538	205	357	988	681	496	1373	2835	1208	800	469	1877	503	664	822	2314	195
Unweighted Sample	4100	3524	222	354	971	698	432	1423	2880	1193	804	469	1836	421	620	756	2279	201
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Instagram
[Asked only to those who have used Instagram in the last month; n=1836]

	Total	England	Wales	Scotland	North	Midlands	London	Rest of South	Facebook	X	LinkedIn	Pinterest	Instagram	Snapchat	Reddit	TikTok	Youtube	Threads
I have specifically sought out content about the general election to read/watch on this social network	5	5	0	8	5	3	5	4	4	6	5	7	5	8	7	6	6	10
I have ended up watching or reading general election content on this social network that I had not sought out	17	17	13	22	17	14	22	15	15	19	23	18	17	21	24	21	19	21
I saw political advertising on this social network (e.g. campaign or candidate videos)	14	14	12	14	14	12	14	16	13	16	17	17	14	22	21	17	15	19
TOTAL SEEN GENERAL ELECTION CONTENT	**32**	**32**	**24**	**38**	**32**	**27**	**39**	**29**	**28**	**35**	**40**	**36**	**32**	**44**	**45**	**37**	**35**	**44**
I have been on this social network in the last 30 days but have not seen any general election content	51	51	54	46	53	52	48	52	54	49	47	49	51	38	44	46	50	48
Don't know/can't recall	17	17	22	16	15	21	13	19	18	16	13	15	17	18	11	17	15	8

Snapchat
[Asked only to those who have used Snapchat in the last month; n=421]

	Total	England	Wales	Scotland	North	Midlands	London	Rest of South	Facebook	X	LinkedIn	Pinterest	Instagram	Snapchat	Reddit	TikTok	Youtube	Threads
I have specifically sought out content about the general election to read/watch on this social network	2	2	4	2	2	2	0	1	1	2	4	2	2	2	2	2	2	7
I have ended up watching or reading general election content on this social network that I had not sought out	3	2	0	7	2	2	0	2	2	3	1	3	3	3	2	3	2	2
I saw political advertising on this social network (e.g. campaign or candidate videos)	3	2	4	8	5	0	0	0	2	2	2	4	3	3	4	3	3	7
TOTAL SEEN GENERAL ELECTION CONTENT	**8**	**5**	**8**	**17**	**10**	**4**	**0**	**3**	**6**	**8**	**8**	**9**	**8**	**8**	**8**	**8**	**7**	**15**
I have been on this social network in the last 30 days but have not seen any general election content	70	70	80	70	68	67	72	74	70	76	69	71	71	70	77	71	72	70
Don't know/can't recall	22	25	12	13	22	29	28	23	24	16	23	20	21	22	15	21	21	15

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YouGov Survey Results

Sample Size: 4100 GB Adults
Fieldwork: 20th - 23rd June 2024

	Total	Sources of news (in general)								
		A printed copy of a newspaper	A newspaper's website or app	A news website or app not associated with a newspaper	Email newsletters	Social media	Blogs not associated with major media organisations	Television	Radio	Podcasts
Weighted Sample	4100	576	1702	1345	288	1761	163	2360	1710	552
Unweighted Sample	4100	608	1740	1384	303	1722	164	2457	1806	558
	%	%	%	%	%	%	%	%	%	%

Instagram
[Asked only to those who have used Instagram in the last month; n=1836]

	Total	A printed copy of a newspaper	A newspaper's website or app	A news website or app not associated with a newspaper	Email newsletters	Social media	Blogs not associated with major media organisations	Television	Radio	Podcasts
I have specifically sought out content about the general election to read/watch on this social network	5	4	6	6	8	6	13	5	5	10
I have ended up watching or reading general election content on this social network that I had not sought out	17	17	22	20	27	22	32	18	17	28
I saw political advertising on this social network (e.g. campaign or candidate videos)	14	16	17	16	17	17	12	15	13	18
TOTAL SEEN GENERAL ELECTION CONTENT	**32**	**34**	**37**	**35**	**43**	**40**	**45**	**33**	**30**	**46**
I have been on this social network in the last 30 days but have not seen any general election content	51	50	49	52	43	45	40	52	53	42
Don't know/can't recall	17	16	14	13	14	15	15	15	17	12

Snapchat
[Asked only to those who have used Snapchat in the last month; n=421]

	Total	A printed copy of a newspaper	A newspaper's website or app	A news website or app not associated with a newspaper	Email newsletters	Social media	Blogs not associated with major media organisations	Television	Radio	Podcasts
I have specifically sought out content about the general election to read/watch on this social network	2	0	2	2	10	1	10	2	1	3
I have ended up watching or reading general election content on this social network that I had not sought out	3	2	2	1	0	3	4	2	3	5
I saw political advertising on this social network (e.g. campaign or candidate videos)	3	10	4	3	8	4	0	4	2	5
TOTAL SEEN GENERAL ELECTION CONTENT	**8**	**12**	**8**	**5**	**18**	**8**	**13**	**9**	**6**	**13**
I have been on this social network in the last 30 days but have not seen any general election content	70	74	70	77	64	72	72	71	70	64
Don't know/can't recall	22	14	22	18	18	20	15	20	24	23

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YouGov Survey Results

Sample Size: 4100 GB Adults
Fieldwork: 20th - 23rd June 2024

	Total	Westminster VI						Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade	
		Con	Lab	Lib Dem	Reform UK	Green	Don't know	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
Weighted Sample	4100	514	1178	405	585	201	566	1340	992	348	1445	1527	1984	2116	430	1693	1013	964	2337	1763
Unweighted Sample	4100	545	1183	420	592	205	564	1379	996	363	1616	1630	1865	2235	293	1665	1054	1088	2416	1684
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Reddit
[Asked only to those who have used Reddit in the last month; n=620]

	Total	Con	Lab	Lib Dem	Reform UK	Green	Don't know	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
I have specifically sought out content about the general election to read/watch on this social network	9	5	12	13	2	8	10	3	12	12	13	5	12	5	8	11	1	0	11	6
I have ended up watching or reading general election content on this social network that I had not sought out	18	4	22	22	15	21	14	10	22	20	19	9	21	12	20	18	15	4	20	14
I saw political advertising on this social network (e.g. campaign or candidate videos)	6	8	7	4	9	12	3	8	4	4	4	9	9	3	10	5	3	4	5	8
TOTAL SEEN GENERAL ELECTION CONTENT	**29**	**12**	**36**	**34**	**26**	**35**	**25**	**21**	**34**	**32**	**33**	**22**	**35**	**19**	**30**	**32**	**20**	**8**	**32**	**26**
I have been on this social network in the last 30 days but have not seen any general election content	57	75	52	57	56	58	57	60	55	56	56	60	52	66	59	54	67	63	55	60
Don't know/can't recall	14	13	12	9	18	7	18	19	11	12	11	18	13	15	11	14	13	29	13	14

TikTok
[Asked only to those who have used Facebook in the last month; n=756]

	Total	Con	Lab	Lib Dem	Reform UK	Green	Don't know	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
I have specifically sought out content about the general election to read/watch on this social network	8	9	13	9	9	7	4	4	9	14	8	5	10	7	13	8	3	4	9	8
I have ended up watching or reading general election content on this social network that I had not sought out	33	29	42	34	34	41	27	30	39	38	31	26	39	28	42	34	17	15	40	24
I saw political advertising on this social network (e.g. campaign or candidate videos)	19	22	19	17	27	17	9	21	12	18	12	21	24	16	27	16	12	22	18	20
TOTAL SEEN GENERAL ELECTION CONTENT	**52**	**47**	**63**	**44**	**63**	**56**	**37**	**50**	**53**	**51**	**46**	**46**	**60**	**46**	**66**	**51**	**30**	**36**	**56**	**46**
I have been on this social network in the last 30 days but have not seen any general election content	34	39	26	51	24	37	47	37	34	44	41	38	26	40	25	34	52	36	35	34
Don't know/can't recall	14	14	11	5	13	7	16	13	13	5	13	16	14	14	9	15	18	28	9	20

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Sample Size: 4100 GB Adults
Fieldwork: 20th - 23rd June 2024

	Total	Country			Region in England				Social networks used (in last month)									
		England	Wales	Scotland	North	Midlands	London	Rest of South	Facebook	X	LinkedIn	Pinterest	Instagram	Snapchat	Reddit	TikTok	Youtube	Threads
Weighted Sample	4100	3538	205	357	988	681	496	1373	2835	1208	800	469	1877	503	664	822	2314	195
Unweighted Sample	4100	3524	222	354	971	698	432	1423	2880	1193	804	469	1836	421	620	756	2279	201
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Reddit
[Asked only to those who have used Reddit in the last month; n=620]

	Total	England	Wales	Scotland	North	Midlands	London	Rest of South	Facebook	X	LinkedIn	Pinterest	Instagram	Snapchat	Reddit	TikTok	Youtube	Threads
I have specifically sought out content about the general election to read/watch on this social network	9	9	*13*	8	11	4	8	11	7	9	9	5	8	8	9	7	10	5
I have ended up watching or reading general election content on this social network that I had not sought out	18	17	*15*	24	14	18	18	20	15	16	17	15	16	16	18	19	19	13
I saw political advertising on this social network (e.g. campaign or candidate videos)	6	6	*11*	5	10	4	4	6	7	6	3	3	7	12	6	6	7	4
TOTAL SEEN GENERAL ELECTION CONTENT	**29**	**29**	**35**	**32**	**29**	**23**	**28**	**33**	**26**	**28**	**25**	**20**	**27**	**29**	**29**	**28**	**30**	**19**
I have been on this social network in the last 30 days but have not seen any general election content	57	57	*45*	57	58	61	57	55	61	58	60	62	58	58	57	62	57	65
Don't know/can't recall	14	14	*20*	11	13	16	15	12	13	14	15	18	15	13	14	10	13	16

TikTok
[Asked only to those who have used Facebook in the last month; n=756]

	Total	England	Wales	Scotland	North	Midlands	London	Rest of South	Facebook	X	LinkedIn	Pinterest	Instagram	Snapchat	Reddit	TikTok	Youtube	Threads
I have specifically sought out content about the general election to read/watch on this social network	8	8	*6*	11	10	4	7	10	7	12	9	13	7	9	12	8	9	9
I have ended up watching or reading general election content on this social network that I had not sought out	33	33	*35*	30	32	32	39	32	30	40	41	27	33	32	46	33	33	25
I saw political advertising on this social network (e.g. campaign or candidate videos)	19	20	*18*	13	20	11	23	23	17	17	19	19	18	22	18	19	20	12
TOTAL SEEN GENERAL ELECTION CONTENT	**52**	**53**	**55**	**41**	**54**	**44**	**56**	**55**	**48**	**58**	**59**	**53**	**51**	**53**	**64**	**52**	**53**	**41**
I have been on this social network in the last 30 days but have not seen any general election content	34	34	*32*	38	33	40	32	32	37	30	31	32	35	32	30	34	35	49
Don't know/can't recall	14	13	*13*	21	13	16	12	13	15	12	10	15	14	15	6	14	12	10

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Sample Size: 4100 GB Adults
Fieldwork: 20th - 23rd June 2024

	Total	A printed copy of a newspaper	A newspaper's website or app	A news website or app not associated with a newspaper	Email newsletters	Social media	Blogs not associated with major media organisations	Television	Radio	Podcasts
				Sources of news (in general)						
Weighted Sample	4100	576	1702	1345	288	1761	163	2360	1710	552
Unweighted Sample	4100	608	1740	1384	303	1722	164	2457	1806	558
	%	%	%	%	%	%	%	%	%	%
Reddit *[Asked only to those who have used Reddit in the last month; n=620]*										
I have specifically sought out content about the general election to read/watch on this social network	9	5	9	11	17	10	19	9	8	18
I have ended up watching or reading general election content on this social network that I had not sought out	18	20	20	19	22	22	27	17	19	23
I saw political advertising on this social network (e.g. campaign or candidate videos)	6	6	7	11	6	7	7	6	6	8
TOTAL SEEN GENERAL ELECTION CONTENT	**29**	**30**	**32**	**34**	**38**	**33**	**43**	**28**	**32**	**43**
I have been on this social network in the last 30 days but have not seen any general election content	57	63	58	56	50	54	50	61	57	46
Don't know/can't recall	14	7	10	10	12	13	7	11	11	11
TikTok *[Asked only to those who have used Facebook in the last month; n=756]*										
I have specifically sought out content about the general election to read/watch on this social network	8	12	10	10	8	10	21	10	9	15
I have ended up watching or reading general election content on this social network that I had not sought out	33	27	35	42	29	37	39	34	32	38
I saw political advertising on this social network (e.g. campaign or candidate videos)	19	18	19	23	17	20	25	17	17	26
TOTAL SEEN GENERAL ELECTION CONTENT	**52**	**51**	**53**	**59**	**48**	**56**	**60**	**51**	**49**	**62**
I have been on this social network in the last 30 days but have not seen any general election content	34	34	35	31	36	33	27	34	36	30
Don't know/can't recall	14	15	12	10	16	11	13	15	15	8

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YouGov Survey Results

Sample Size: 4100 GB Adults
Fieldwork: 20th - 23rd June 2024

	Total	Westminster VI						Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade	
		Con	Lab	Lib Dem	Reform UK	Green	Don't know	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
Weighted Sample	**4100**	514	1178	405	585	201	566	1340	992	348	1445	1527	1984	2116	430	1693	1013	964	2337	1763
Unweighted Sample	4100	545	1183	420	592	205	564	1379	996	363	1616	1630	1865	2235	293	1665	1054	1088	2416	1684
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Youtube
[Asked only to those who have used YouTube in the last month; n=2279]

	Total	Con	Lab	Lib Dem	Reform UK	Green	Don't know	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
I have specifically sought out content about the general election to read/watch on this social network	11	5	12	13	20	17	5	10	10	13	12	10	15	6	16	11	10	8	11	11
I have ended up watching or reading general election content on this social network that I had not sought out	12	7	14	13	16	16	6	10	12	9	10	11	16	7	19	12	9	8	13	10
I saw political advertising on this social network (e.g. campaign or candidate videos)	10	14	11	8	10	13	6	8	6	8	8	7	12	7	16	10	7	6	9	11
TOTAL SEEN GENERAL ELECTION CONTENT	**28**	**23**	**32**	**28**	**41**	**37**	**17**	**26**	**25**	**26**	**27**	**25**	**37**	**18**	**41**	**29**	**24**	**22**	**29**	**28**
I have been on this social network in the last 30 days but have not seen any general election content	54	57	53	60	41	50	64	56	58	54	56	55	47	62	44	54	58	57	56	51
Don't know/can't recall	18	20	15	12	18	13	19	18	17	20	17	20	16	20	15	17	18	21	15	21

Threads
[Asked only to those who have used Threads in the last month; n=201]

	Total	Con	Lab	Lib Dem	Reform UK	Green	Don't know	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
I have specifically sought out content about the general election to read/watch on this social network	4	0	7	0	0	0	0	0	4	7	5	2	7	1	6	5	0	3	3	5
I have ended up watching or reading general election content on this social network that I had not sought out	19	13	20	35	8	36	8	9	31	36	25	14	18	21	12	21	22	16	18	22
I saw political advertising on this social network (e.g. campaign or candidate videos)	7	23	9	0	13	0	3	10	10	0	5	15	8	5	3	3	9	22	6	7
TOTAL SEEN GENERAL ELECTION CONTENT	**28**	**36**	**31**	**36**	**22**	**35**	**11**	**19**	**40**	**40**	**31**	**32**	**30**	**26**	**20**	**27**	**28**	**38**	**25**	**34**
I have been on this social network in the last 30 days but have not seen any general election content	54	58	55	45	46	42	66	60	47	46	53	54	56	52	52	59	53	39	54	53
Don't know/can't recall	18	6	14	19	32	23	23	21	13	14	16	14	14	22	28	14	19	23	21	13

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Sample Size: 4100 GB Adults
Fieldwork: 20th - 23rd June 2024

	Total	Country			Region in England				Social networks used (in last month)									
		England	Wales	Scotland	North	Midlands	London	Rest of South	Facebook	X	LinkedIn	Pinterest	Instagram	Snapchat	Reddit	TikTok	Youtube	Threads
Weighted Sample	4100	3538	205	357	988	681	496	1373	2835	1208	800	469	1877	503	664	822	2314	195
Unweighted Sample	4100	3524	222	354	971	698	432	1423	2880	1193	804	469	1836	421	620	756	2279	201
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Youtube
[Asked only to those who have used YouTube in the last month; n=2279]

	Total	England	Wales	Scotland	North	Midlands	London	Rest of South	Facebook	X	LinkedIn	Pinterest	Instagram	Snapchat	Reddit	TikTok	Youtube	Threads
I have specifically sought out content about the general election to read/watch on this social network	11	11	10	17	12	8	10	11	8	14	13	8	10	10	17	10	11	11
I have ended up watching or reading general election content on this social network that I had not sought out	12	12	6	14	13	13	9	11	10	15	14	10	12	13	19	13	12	14
I saw political advertising on this social network (e.g. campaign or candidate videos)	10	10	9	11	9	8	9	11	9	11	10	7	9	11	13	10	10	6
TOTAL SEEN GENERAL ELECTION CONTENT	**28**	**28**	**25**	**35**	**29**	**26**	**25**	**29**	**23**	**34**	**30**	**21**	**26**	**28**	**40**	**28**	**28**	**27**
I have been on this social network in the last 30 days but have not seen any general election content	54	54	61	46	53	55	58	54	58	50	53	59	57	51	49	56	54	63
Don't know/can't recall	18	18	14	19	18	19	17	17	19	16	17	20	17	21	11	16	18	10

Threads
[Asked only to those who have used Threads in the last month; n=201]

	Total	England	Wales	Scotland	North	Midlands	London	Rest of South	Facebook	X	LinkedIn	Pinterest	Instagram	Snapchat	Reddit	TikTok	Youtube	Threads
I have specifically sought out content about the general election to read/watch on this social network	4	3	0	9	7	0	0	3	3	4	7	7	4	4	9	6	5	4
I have ended up watching or reading general election content on this social network that I had not sought out	19	22	9	0	24	16	29	20	18	18	13	12	20	10	16	14	16	19
I saw political advertising on this social network (e.g. campaign or candidate videos)	7	6	17	8	12	3	0	3	8	7	8	3	5	8	3	4	3	7
TOTAL SEEN GENERAL ELECTION CONTENT	**28**	**29**	**26**	**18**	**37**	**19**	**28**	**25**	**27**	**27**	**25**	**22**	**27**	**22**	**25**	**20**	**22**	**28**
I have been on this social network in the last 30 days but have not seen any general election content	54	53	51	61	47	69	44	58	55	54	55	51	55	50	61	57	62	54
Don't know/can't recall	18	18	23	21	16	12	28	17	18	19	20	27	18	28	14	23	16	18

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Sample Size: 4100 GB Adults
Fieldwork: 20th - 23rd June 2024

	Total	Sources of news (in general)								
		A printed copy of a newspaper	A newspaper's website or app	A news website or app not associated with a newspaper	Email newsletters	Social media	Blogs not associated with major media organisations	Television	Radio	Podcasts
Weighted Sample	4100	576	1702	1345	288	1761	163	2360	1710	552
Unweighted Sample	4100	608	1740	1384	303	1722	164	2457	1806	558
	%	%	%	%	%	%	%	%	%	%

Youtube
[Asked only to those who have used YouTube in the last month; n=2279]

	Total	A printed copy of a newspaper	A newspaper's website or app	A news website or app not associated with a newspaper	Email newsletters	Social media	Blogs not associated with major media organisations	Television	Radio	Podcasts
I have specifically sought out content about the general election to read/watch on this social network	11	12	13	14	23	15	30	11	10	28
I have ended up watching or reading general election content on this social network that I had not sought out	12	11	13	16	23	15	23	13	12	23
I saw political advertising on this social network (e.g. campaign or candidate videos)	10	9	11	11	11	11	15	10	10	11
TOTAL SEEN GENERAL ELECTION CONTENT	**28**	**29**	**31**	**35**	**46**	**34**	**54**	**28**	**27**	**50**
I have been on this social network in the last 30 days but have not seen any general election content	54	49	53	52	42	49	36	55	55	39
Don't know/can't recall	18	22	16	13	12	17	10	17	18	11

Threads
[Asked only to those who have used Threads in the last month; n=201]

	Total	A printed copy of a newspaper	A newspaper's website or app	A news website or app not associated with a newspaper	Email newsletters	Social media	Blogs not associated with major media organisations	Television	Radio	Podcasts
I have specifically sought out content about the general election to read/watch on this social network	4	5	7	7	7	5	5	5	5	10
I have ended up watching or reading general election content on this social network that I had not sought out	19	18	18	22	24	24	41	21	18	25
I saw political advertising on this social network (e.g. campaign or candidate videos)	7	12	7	8	12	4	3	10	12	8
TOTAL SEEN GENERAL ELECTION CONTENT	**28**	**35**	**29**	**34**	**39**	**30**	**49**	**33**	**32**	**36**
I have been on this social network in the last 30 days but have not seen any general election content	54	37	55	53	46	49	28	52	55	43
Don't know/can't recall	18	28	16	13	15	21	23	15	13	21

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YouGov Survey Results

Sample Size: 4100 GB Adults
Fieldwork: 20th - 23rd June 2024

	Total	Westminster VI						Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade	
		Con	Lab	Lib Dem	Reform UK	Green	Don't know	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
Weighted Sample	4100	514	1178	405	585	201	566	1340	992	348	1445	1527	1984	2116	430	1693	1013	964	2337	1763
Unweighted Sample	4100	545	1183	420	592	205	564	1379	996	363	1616	1630	1865	2235	293	1665	1054	1088	2416	1684
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And in the last 30 days, in what ways, if any, have you created or engaged with content about the general election on the following social media platforms?
Respondents could pick multiple options

Facebook
[Asked only to those who have used Facebook in the last month; n=2880]

	Total	Con	Lab	Lib Dem	Reform UK	Green	Don't know	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
Created posts or shared articles about the general election	3	2	4	3	5	6	1	2	6	2	5	2	4	2	1	3	4	3	3	3
Commented on election-related posts	4	4	5	4	10	4	1	5	6	4	5	5	5	4	2	3	5	6	4	4
Liked or reacted to election-related content (including e.g. 're-posting' a post on X)	9	4	12	12	17	14	2	7	14	9	10	8	10	8	10	10	10	6	8	10
TOTAL CREATED OR ENGAGED WITH CONTENT	**13**	**7**	**17**	**16**	**25**	**18**	**3**	**11**	**20**	**10**	**15**	**13**	**15**	**11**	**11**	**13**	**14**	**12**	**12**	**14**
None of the above	87	93	83	84	75	82	97	89	80	90	85	87	85	89	89	87	86	88	88	86

X
[Asked only to those who have used X in the last month; n=1193]

	Total	Con	Lab	Lib Dem	Reform UK	Green	Don't know	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
Created posts or shared articles about the general election	7	4	6	8	13	14	1	5	9	4	8	7	6	7	6	7	7	8	6	7
Commented on election-related posts	9	6	9	6	16	15	4	8	11	6	11	9	10	6	5	8	11	13	9	8
Liked or reacted to election-related content (including e.g. 're-posting' a post on X)	24	17	28	19	35	34	9	16	31	16	23	19	24	24	36	22	22	16	23	24
TOTAL CREATED OR ENGAGED WITH CONTENT	**30**	**20**	**33**	**27**	**47**	**47**	**10**	**22**	**38**	**25**	**32**	**26**	**32**	**27**	**39**	**27**	**31**	**26**	**30**	**31**
None of the above	70	80	67	73	53	53	90	78	62	75	68	74	68	73	61	73	69	74	70	69

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Sample Size: 4100 GB Adults
Fieldwork: 20th - 23rd June 2024

	Total	Country			Region in England				Social networks used (in last month)									
		England	Wales	Scotland	North	Midlands	London	Rest of South	Facebook	X	LinkedIn	Pinterest	Instagram	Snapchat	Reddit	TikTok	Youtube	Threads
Weighted Sample	4100	3538	205	357	988	681	496	1373	2835	1208	800	469	1877	503	664	822	2314	195
Unweighted Sample	4100	3524	222	354	971	698	432	1423	2880	1193	804	469	1836	421	620	756	2279	201
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And in the last 30 days, in what ways, if any, have you created or engaged with content about the general election on the following social media platforms?
Respondents could pick multiple options

Facebook
[Asked only to those who have used Facebook in the last month; n=2880]

	Total	England	Wales	Scotland	North	Midlands	London	Rest of South	Facebook	X	LinkedIn	Pinterest	Instagram	Snapchat	Reddit	TikTok	Youtube	Threads
Created posts or shared articles about the general election	3	3	3	2	3	5	1	3	3	5	4	4	3	4	4	4	4	9
Commented on election-related posts	4	4	2	4	5	4	3	4	4	5	4	4	4	4	3	4	5	10
Liked or reacted to election-related content (including e.g. 're-posting' a post on X)	9	10	6	4	12	11	10	8	9	13	10	11	11	11	9	11	10	17
TOTAL CREATED OR ENGAGED WITH CONTENT	**13**	**14**	**10**	**8**	**17**	**14**	**12**	**12**	**13**	**18**	**14**	**13**	**15**	**15**	**13**	**15**	**15**	**26**
None of the above	87	86	90	92	83	86	88	88	87	82	86	87	85	85	87	85	85	74

X
[Asked only to those who have used X in the last month; n=1193]

	Total	England	Wales	Scotland	North	Midlands	London	Rest of South	Facebook	X	LinkedIn	Pinterest	Instagram	Snapchat	Reddit	TikTok	Youtube	Threads
Created posts or shared articles about the general election	7	6	6	8	8	6	3	7	6	7	7	9	6	5	6	8	7	9
Commented on election-related posts	9	9	11	4	11	8	7	9	8	9	8	8	8	5	7	9	9	11
Liked or reacted to election-related content (including e.g. 're-posting' a post on X)	24	24	21	22	27	17	28	24	21	24	26	25	26	27	31	29	25	26
TOTAL CREATED OR ENGAGED WITH CONTENT	**30**	**30**	**24**	**31**	**36**	**23**	**31**	**30**	**27**	**30**	**32**	**32**	**31**	**33**	**35**	**35**	**31**	**35**
None of the above	70	70	76	69	64	77	69	70	73	70	68	68	69	67	65	65	69	65

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YouGov Survey Results

Sample Size: 4100 GB Adults
Fieldwork: 20th - 23rd June 2024

	Total	Sources of news (in general)								
		A printed copy of a newspaper	A newspaper's website or app	A news website or app not associated with a newspaper	Email newsletters	Social media	Blogs not associated with major media organisations	Television	Radio	Podcasts
Weighted Sample	4100	576	1702	1345	288	1761	163	2360	1710	552
Unweighted Sample	4100	608	1740	1384	303	1722	164	2457	1806	558
	%	%	%	%	%	%	%	%	%	%

And in the last 30 days, in what ways, if any, have you created or engaged with content about the general election on the following social media platforms?
Respondents could pick multiple options

Facebook
[Asked only to those who have used Facebook in the last month; n=2880]

	Total	A printed copy of a newspaper	A newspaper's website or app	A news website or app not associated with a newspaper	Email newsletters	Social media	Blogs not associated with major media organisations	Television	Radio	Podcasts
Created posts or shared articles about the general election	3	4	4	4	9	4	13	3	4	5
Commented on election-related posts	4	6	5	5	11	5	11	5	4	4
Liked or reacted to election-related content (including e.g. 're-posting' a post on X)	9	12	12	10	21	14	19	10	11	16
TOTAL CREATED OR ENGAGED WITH CONTENT	**13**	**16**	**15**	**15**	**27**	**18**	**31**	**15**	**15**	**19**
None of the above	87	84	85	85	73	82	69	85	85	81

X
[Asked only to those who have used X in the last month; n=1193]

	Total	A printed copy of a newspaper	A newspaper's website or app	A news website or app not associated with a newspaper	Email newsletters	Social media	Blogs not associated with major media organisations	Television	Radio	Podcasts
Created posts or shared articles about the general election	7	4	7	6	13	8	16	7	5	13
Commented on election-related posts	9	10	10	9	19	11	21	10	9	13
Liked or reacted to election-related content (including e.g. 're-posting' a post on X)	24	31	29	28	32	29	38	26	21	32
TOTAL CREATED OR ENGAGED WITH CONTENT	**30**	**37**	**35**	**33**	**45**	**36**	**47**	**33**	**29**	**42**
None of the above	70	63	65	67	55	64	53	67	71	58

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YouGov Survey Results

Sample Size: 4100 GB Adults
Fieldwork: 20th - 23rd June 2024

	Total	Westminster VI						Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade	
		Con	Lab	Lib Dem	Reform UK	Green	Don't know	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
Weighted Sample	**4100**	514	1178	405	585	201	566	1340	992	348	1445	1527	1984	2116	430	1693	1013	964	2337	1763
Unweighted Sample	4100	545	1183	420	592	205	564	1379	996	363	1616	1630	1865	2235	293	1665	1054	1088	2416	1684
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

LinkedIn
[Asked only to those who have used LinkedIn in the last month; n=804]

	Total	Con	Lab	Lib Dem	Reform UK	Green	Don't know	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
Created posts or shared articles about the general election	1	3	0	0	1	1	2	1	0	0	1	1	2	0	1	2	0	0	1	1
Commented on election-related posts	1	2	2	2	3	0	0	1	0	1	0	2	2	1	2	1	2	0	1	2
Liked or reacted to election-related content (including e.g. 're-posting' a post on X)	4	5	5	0	6	5	2	2	6	1	4	3	5	2	3	3	3	7	4	3
TOTAL CREATED OR ENGAGED WITH CONTENT	**5**	**6**	**6**	**2**	**7**	**6**	**3**	**3**	**6**	**2**	**5**	**5**	**7**	**3**	**5**	**5**	**4**	**7**	**5**	**5**
None of the above	95	94	94	98	93	94	97	97	94	98	95	95	93	97	95	95	96	93	95	95

Instagram
[Asked only to those who have used Instagram in the last month; n=1836]

	Total	Con	Lab	Lib Dem	Reform UK	Green	Don't know	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
Created posts or shared articles about the general election	2	0	2	1	3	8	1	1	3	1	2	1	2	2	4	2	0	0	2	2
Commented on election-related posts	2	2	2	1	4	6	1	2	3	0	2	3	2	2	2	2	1	2	2	2
Liked or reacted to election-related content (including e.g. 're-posting' a post on X)	11	5	16	11	14	26	3	5	16	9	11	5	13	10	24	11	4	3	12	10
TOTAL CREATED OR ENGAGED WITH CONTENT	**13**	**6**	**17**	**12**	**18**	**32**	**4**	**7**	**18**	**10**	**13**	**7**	**16**	**11**	**27**	**13**	**5**	**5**	**14**	**12**
None of the above	87	94	83	88	82	68	96	93	82	90	87	93	84	89	73	87	95	95	86	88

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Sample Size: 4100 GB Adults
Fieldwork: 20th - 23rd June 2024

	Total	Country			Region in England				Social networks used (in last month)									
		England	Wales	Scotland	North	Midlands	London	Rest of South	Facebook	X	LinkedIn	Pinterest	Instagram	Snapchat	Reddit	TikTok	Youtube	Threads
Weighted Sample	4100	3538	205	357	988	681	496	1373	2835	1208	800	469	1877	503	664	822	2314	195
Unweighted Sample	4100	3524	222	354	971	698	432	1423	2880	1193	804	469	1836	421	620	756	2279	201
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
LinkedIn *[Asked only to those who have used LinkedIn in the last month; n=804]*																		
Created posts or shared articles about the general election	1	1	3	3	2	0	0	1	1	1	1	2	1	3	1	3	1	2
Commented on election-related posts	1	1	0	2	1	3	1	2	1	1	1	1	1	2	1	2	1	1
Liked or reacted to election-related content (including e.g. 're-posting' a post on X)	4	3	0	6	2	5	7	2	3	5	4	2	3	4	3	3	3	1
TOTAL CREATED OR ENGAGED WITH CONTENT	**5**	**5**	**3**	**7**	**3**	**6**	**7**	**4**	**4**	**6**	**5**	**3**	**4**	**6**	**4**	**6**	**4**	**3**
None of the above	95	95	97	93	97	94	93	96	96	94	95	97	96	94	96	94	96	97
Instagram *[Asked only to those who have used Instagram in the last month; n=1836]*																		
Created posts or shared articles about the general election	2	2	1	3	3	3	2	1	2	2	3	5	2	3	2	3	2	4
Commented on election-related posts	2	2	1	3	2	2	2	2	2	2	1	4	2	3	2	3	2	3
Liked or reacted to election-related content (including e.g. 're-posting' a post on X)	11	11	8	16	11	10	15	10	10	15	14	15	11	19	18	14	14	17
TOTAL CREATED OR ENGAGED WITH CONTENT	**13**	**13**	**8**	**19**	**13**	**13**	**16**	**11**	**11**	**17**	**16**	**18**	**13**	**21**	**19**	**17**	**16**	**21**
None of the above	87	87	92	81	87	87	84	89	89	83	84	82	87	79	81	83	84	79

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YouGov Survey Results

Sample Size: 4100 GB Adults
Fieldwork: 20th - 23rd June 2024

	Total	Sources of news (in general)								
		A printed copy of a newspaper	A newspaper's website or app	A news website or app not associated with a newspaper	Email newsletters	Social media	Blogs not associated with major media organisations	Television	Radio	Podcasts
Weighted Sample	4100	576	1702	1345	288	1761	163	2360	1710	552
Unweighted Sample	4100	608	1740	1384	303	1722	164	2457	1806	558
	%	%	%	%	%	%	%	%	%	%

LinkedIn
[Asked only to those who have used LinkedIn in the last month; n=804]

	Total									
Created posts or shared articles about the general election	1	1	1	1	2	1	4	1	1	2
Commented on election-related posts	1	1	2	2	3	1	3	2	1	2
Liked or reacted to election-related content (including e.g. 're-posting' a post on X)	4	2	5	3	5	4	4	4	4	5
TOTAL CREATED OR ENGAGED WITH CONTENT	**5**	**3**	**6**	**4**	**10**	**5**	**6**	**6**	**5**	**7**
None of the above	95	97	94	96	90	95	94	94	95	93

Instagram
[Asked only to those who have used Instagram in the last month; n=1836]

	Total									
Created posts or shared articles about the general election	2	2	2	2	2	2	5	2	2	4
Commented on election-related posts	2	4	2	2	5	2	5	3	3	3
Liked or reacted to election-related content (including e.g. 're-posting' a post on X)	11	11	14	14	20	15	22	12	13	20
TOTAL CREATED OR ENGAGED WITH CONTENT	**13**	**13**	**16**	**16**	**26**	**17**	**27**	**14**	**15**	**23**
None of the above	87	87	84	84	74	83	73	86	85	77

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YouGov Survey Results

Sample Size: 4100 GB Adults
Fieldwork: 20th - 23rd June 2024

	Total	Con	Lab	Lib Dem	Reform UK	Green	Don't know	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
				Westminster VI					Vote in 2019 GE		EU Ref 2016		Gender			Age			Social Grade	
Weighted Sample	4100	514	1178	405	585	201	566	1340	992	348	1445	1527	1984	2116	430	1693	1013	964	2337	1763
Unweighted Sample	4100	545	1183	420	592	205	564	1379	996	363	1616	1630	1865	2235	293	1665	1054	1088	2416	1684
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Snapchat
[Asked only to those who have used Snapchat in the last month; n=421]

	Total	Con	Lab	Lib Dem	Reform UK	Green	Don't know	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
Created posts or shared articles about the general election	2	5	2	0	2	5	0	2	2	0	2	1	3	0	1	2	0	0	1	2
Commented on election-related posts	1	5	0	0	3	0	1	0	0	0	0	1	2	0	1	0	2	0	1	1
Liked or reacted to election-related content (including e.g. 're-posting' a post on X)	3	12	2	6	6	3	1	2	2	0	0	3	3	3	4	1	0	11	3	2
TOTAL CREATED OR ENGAGED WITH CONTENT	**4**	**8**	**4**	**6**	**11**	**8**	**2**	**2**	**4**	**0**	**2**	**4**	**6**	**3**	**5**	**4**	**2**	**0**	**4**	**5**
None of the above	96	92	96	94	89	92	98	98	96	100	98	96	94	97	95	96	98	100	96	95

Reddit
[Asked only to those who have used Reddit in the last month; n=620]

	Total	Con	Lab	Lib Dem	Reform UK	Green	Don't know	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
Created posts or shared articles about the general election	1	0	0	1	3	3	0	1	1	1	1	0	1	0	1	1	0	0	1	1
Commented on election-related posts	3	0	3	6	5	6	0	3	3	7	4	3	5	1	3	4	3	0	3	3
Liked or reacted to election-related content (including e.g. 're-posting' a post on X)	9	4	7	13	12	23	4	6	9	5	9	5	12	3	11	9	4	0	9	9
TOTAL CREATED OR ENGAGED WITH CONTENT	**10**	**4**	**9**	**16**	**16**	**24**	**4**	**9**	**9**	**12**	**11**	**6**	**14**	**3**	**12**	**10**	**7**	**0**	**10**	**10**
None of the above	90	96	91	84	84	76	96	91	91	88	89	94	86	97	88	90	93	100	90	90

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YouGov Survey Results

Sample Size: 4100 GB Adults
Fieldwork: 20th - 23rd June 2024

	Total	Country			Region in England				Social networks used (in last month)									
		England	Wales	Scotland	North	Midlands	London	Rest of South	Facebook	X	LinkedIn	Pinterest	Instagram	Snapchat	Reddit	TikTok	Youtube	Threads
Weighted Sample	4100	3538	205	357	988	681	496	1373	2835	1208	800	469	1877	503	664	822	2314	195
Unweighted Sample	4100	3524	222	354	971	698	432	1423	2880	1193	804	469	1836	421	620	756	2279	201
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Snapchat
[Asked only to those who have used Snapchat in the last month; n=421]

	Total	England	Wales	Scotland	North	Midlands	London	Rest of South	Facebook	X	LinkedIn	Pinterest	Instagram	Snapchat	Reddit	TikTok	Youtube	Threads
Created posts or shared articles about the general election	2	2	0	2	3	2	0	0	1	3	3	3	1	2	2	2	2	7
Commented on election-related posts	1	0	4	2	0	2	0	0	1	2	2	1	0	1	1	1	1	2
Liked or reacted to election-related content (including e.g. 're-posting' a post on X)	3	2	0	5	2	6	0	1	3	2	3	2	2	3	0	3	2	0
TOTAL CREATED OR ENGAGED WITH CONTENT	**4**	**4**	**4**	**5**	**5**	**9**	**0**	**1**	**5**	**6**	**5**	**5**	**4**	**4**	**3**	**5**	**4**	**9**
None of the above	96	96	96	95	95	91	100	99	95	94	95	95	96	96	97	95	96	91

Reddit
[Asked only to those who have used Reddit in the last month; n=620]

	Total	England	Wales	Scotland	North	Midlands	London	Rest of South	Facebook	X	LinkedIn	Pinterest	Instagram	Snapchat	Reddit	TikTok	Youtube	Threads
Created posts or shared articles about the general election	1	1	6	0	1	1	0	1	1	1	1	1	1	1	1	1	1	1
Commented on election-related posts	3	3	3	2	5	4	4	2	3	3	4	4	3	5	3	5	4	4
Liked or reacted to election-related content (including e.g. 're-posting' a post on X)	9	8	5	15	5	9	11	9	7	10	8	6	10	9	9	10	9	4
TOTAL CREATED OR ENGAGED WITH CONTENT	**10**	**10**	**15**	**12**	**7**	**10**	**12**	**10**	**8**	**11**	**9**	**10**	**10**	**13**	**10**	**11**	**11**	**5**
None of the above	90	90	85	88	93	90	88	90	92	89	91	90	90	87	90	89	89	95

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YouGov Survey Results

Sample Size: 4100 GB Adults
Fieldwork: 20th - 23rd June 2024

	Total			Sources of news (in general)						
		A printed copy of a newspaper	A newspaper's website or app	A news website or app not associated with a newspaper	Email newsletters	Social media	Blogs not associated with major media organisations	Television	Radio	Podcasts
Weighted Sample	4100	576	1702	1345	288	1761	163	2360	1710	552
Unweighted Sample	4100	608	1740	1384	303	1722	164	2457	1806	558
	%	%	%	%	%	%	%	%	%	%
Snapchat										
[Asked only to those who have used Snapchat in the last month; n=421]										
Created posts or shared articles about the general election	2	3	2	3	10	2	5	3	2	4
Commented on election-related posts	1	0	1	2	2	0	5	1	2	2
Liked or reacted to election-related content (including e.g. 're-posting' a post on X)	3	3	3	3	2	3	5	3	1	2
TOTAL CREATED OR ENGAGED WITH CONTENT	**4**	**3**	**4**	**6**	**12**	**4**	**5**	**5**	**4**	**8**
None of the above	96	97	96	94	88	96	95	95	96	92
Reddit										
[Asked only to those who have used Reddit in the last month; n=620]										
Created posts or shared articles about the general election	1	0	1	1	1	1	3	0	0	2
Commented on election-related posts	3	2	3	5	6	4	11	3	4	8
Liked or reacted to election-related content (including e.g. 're-posting' a post on X)	9	8	9	10	15	11	22	9	8	17
TOTAL CREATED OR ENGAGED WITH CONTENT	**10**	**8**	**10**	**11**	**18**	**12**	**27**	**10**	**11**	**21**
None of the above	90	92	90	89	82	88	73	90	89	79

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YouGov Survey Results

Sample Size: 4100 GB Adults
Fieldwork: 20th - 23rd June 2024

	Total	*Westminster VI* Con	Lab	Lib Dem	Reform UK	Green	Don't know	*Vote in 2019 GE* Con	Lab	Lib Dem	*EU Ref 2016* Remain	Leave	*Gender* Male	Female	*Age* 18-24	25-49	50-64	65+	*Social Grade* ABC1	C2DE
Weighted Sample	4100	514	1178	405	585	201	566	1340	992	348	1445	1527	1984	2116	430	1693	1013	964	2337	1763
Unweighted Sample	4100	545	1183	420	592	205	564	1379	996	363	1616	1630	1865	2235	293	1665	1054	1088	2416	1684
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

TikTok
[Asked only to those who have used Facebook in the last month; n=756]

	Total	Con	Lab	Lib Dem	Reform UK	Green	Don't know	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
Created posts or shared articles about the general election	2	4	2	0	5	6	0	2	2	0	3	2	3	1	2	2	1	2	2	2
Commented on election-related posts	7	8	8	5	11	16	1	5	6	6	5	6	11	4	10	5	5	7	7	7
Liked or reacted to election-related content (including e.g. 're-posting' a post on X)	21	19	27	20	30	37	9	11	23	22	16	15	27	17	34	18	11	8	21	21
TOTAL CREATED OR ENGAGED WITH CONTENT	**24**	**23**	**32**	**23**	**33**	**41**	**9**	**14**	**25**	**26**	**20**	**19**	**32**	**19**	**37**	**21**	**14**	**15**	**23**	**25**
None of the above	76	77	68	77	67	59	91	86	75	74	80	81	68	81	63	79	86	85	77	75

Youtube
[Asked only to those who have used YouTube in the last month; n=2279]

	Total	Con	Lab	Lib Dem	Reform UK	Green	Don't know	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
Created posts or shared articles about the general election	1	1	1	1	3	1	0	1	1	1	1	2	2	1	2	1	1	1	1	2
Commented on election-related posts	2	1	2	1	6	2	0	3	3	2	2	2	3	1	1	2	2	2	2	2
Liked or reacted to election-related content (including e.g. 're-posting' a post on X)	6	5	6	6	12	12	1	5	6	3	5	6	9	3	11	6	5	4	6	6
TOTAL CREATED OR ENGAGED WITH CONTENT	**8**	**6**	**9**	**8**	**17**	**14**	**1**	**8**	**8**	**4**	**8**	**8**	**11**	**5**	**13**	**8**	**7**	**6**	**8**	**9**
None of the above	92	94	91	92	83	86	99	92	92	96	92	92	89	95	87	92	93	94	92	91

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YouGov Survey Results

Sample Size: 4100 GB Adults
Fieldwork: 20th - 23rd June 2024

	Total	Country			Region in England				Social networks used (in last month)									
		England	Wales	Scotland	North	Midlands	London	Rest of South	Facebook	X	LinkedIn	Pinterest	Instagram	Snapchat	Reddit	TikTok	Youtube	Threads
Weighted Sample	4100	3538	205	357	988	681	496	1373	2835	1208	800	469	1877	503	664	822	2314	195
Unweighted Sample	4100	3524	222	354	971	698	432	1423	2880	1193	804	469	1836	421	620	756	2279	201
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
TikTok																		
[Asked only to those who have used Facebook in the last month; n=756]																		
Created posts or shared articles about the general election	2	2	*0*	4	3	2	2	1	2	3	3	4	2	3	2	2	2	2
Commented on election-related posts	7	6	*12*	9	4	10	5	6	6	8	6	8	6	7	10	7	7	7
Liked or reacted to election-related content (including e.g. 're-posting' a post on X)	21	22	*12*	18	25	20	19	21	19	27	18	27	21	26	29	21	23	13
TOTAL CREATED OR ENGAGED WITH CONTENT	**24**	**24**	**22**	**23**	**28**	**25**	**19**	**23**	**22**	**31**	**22**	**30**	**24**	**29**	**32**	**24**	**25**	**21**
None of the above	76	76	78	77	72	75	81	77	78	69	78	70	76	71	68	76	75	79
Youtube																		
[Asked only to those who have used YouTube in the last month; n=2279]																		
Created posts or shared articles about the general election	1	1	1	2	1	2	1	1	1	2	2	1	1	2	1	2	1	2
Commented on election-related posts	2	2	3	3	2	2	2	2	2	3	2	3	2	2	3	2	2	1
Liked or reacted to election-related content (including e.g. 're-posting' a post on X)	6	6	3	12	6	5	6	6	5	10	6	6	7	9	10	9	6	10
TOTAL CREATED OR ENGAGED WITH CONTENT	**8**	**8**	**6**	**14**	**8**	**8**	**8**	**8**	**7**	**12**	**9**	**9**	**8**	**11**	**13**	**10**	**8**	**12**
None of the above	92	92	94	86	92	92	92	92	93	88	91	91	92	89	87	90	92	88

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YouGov Survey Results

Sample Size: 4100 GB Adults
Fieldwork: 20th - 23rd June 2024

	Total	Sources of news (in general)								
		A printed copy of a newspaper	A newspaper's website or app	A news website or app not associated with a newspaper	Email newsletters	Social media	Blogs not associated with major media organisations	Television	Radio	Podcasts
Weighted Sample	4100	576	1702	1345	288	1761	163	2360	1710	552
Unweighted Sample	4100	608	1740	1384	303	1722	164	2457	1806	558
	%	%	%	%	%	%	%	%	%	%
TikTok										
[Asked only to those who have used Facebook in the last month; n=756]										
Created posts or shared articles about the general election	2	5	3	3	6	2	7	3	3	5
Commented on election-related posts	7	13	8	8	10	8	18	8	8	10
Liked or reacted to election-related content (including e.g. 're-posting' a post on X)	21	22	23	25	18	24	26	21	21	26
TOTAL CREATED OR ENGAGED WITH CONTENT	**24**	**26**	**26**	**28**	**28**	**27**	**28**	**25**	**26**	**33**
None of the above	76	74	74	72	72	73	72	75	74	67
Youtube										
[Asked only to those who have used YouTube in the last month; n=2279]										
Created posts or shared articles about the general election	1	0	1	1	3	2	7	1	1	2
Commented on election-related posts	2	3	3	3	5	3	10	2	2	7
Liked or reacted to election-related content (including e.g. 're-posting' a post on X)	6	8	7	8	16	9	18	5	6	15
TOTAL CREATED OR ENGAGED WITH CONTENT	**8**	**9**	**8**	**10**	**20**	**12**	**25**	**8**	**7**	**20**
None of the above	92	91	92	90	80	88	75	92	93	80

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YouGov Survey Results

Sample Size: 4100 GB Adults
Fieldwork: 20th - 23rd June 2024

	Total	Con	Lab	Lib Dem	Reform UK	Green	Don't know	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
				Westminster VI				Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade	
Weighted Sample	4100	514	1178	405	585	201	566	1340	992	348	1445	1527	1984	2116	430	1693	1013	964	2337	1763
Unweighted Sample	4100	545	1183	420	592	205	564	1379	996	363	1616	1630	1865	2235	293	1665	1054	1088	2416	1684
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Threads
[Asked only to those who have used Threads in the last month; n=201]

	Total	Con	Lab	Lib Dem	Reform UK	Green	Don't know	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
Created posts or shared articles about the general election	2	0	3	3	0	0	0	0	3	7	3	4	2	3	0	2	5	3	1	4
Commented on election-related posts	5	0	4	12	0	0	3	0	2	20	4	4	7	2	9	2	9	3	3	9
Liked or reacted to election-related content (including e.g. 're-posting' a post on X)	9	5	11	6	0	42	0	2	15	11	9	7	15	4	13	8	7	13	6	18
TOTAL CREATED OR ENGAGED WITH CONTENT	**14**	**5**	**16**	**16**	**0**	**42**	**3**	**2**	**19**	**23**	**13**	**10**	**22**	**6**	**22**	**10**	**13**	**19**	**8**	**27**
None of the above	86	95	84	84	100	58	97	98	81	77	87	90	78	94	78	90	87	81	92	73

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.

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YouGov Survey Results

Sample Size: 4100 GB Adults
Fieldwork: 20th - 23rd June 2024

	Total	Country			Region in England				Social networks used (in last month)									
		England	Wales	Scotland	North	Midlands	London	Rest of South	Facebook	X	LinkedIn	Pinterest	Instagram	Snapchat	Reddit	TikTok	Youtube	Threads
Weighted Sample	4100	3538	205	357	988	681	496	1373	2835	1208	800	469	1877	503	664	822	2314	195
Unweighted Sample	4100	3524	222	354	971	698	432	1423	2880	1193	804	469	1836	421	620	756	2279	201
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Threads
[Asked only to those who have used Threads in the last month; n=201]

	Total	England	Wales	Scotland	North	Midlands	London	Rest of South	Facebook	X	LinkedIn	Pinterest	Instagram	Snapchat	Reddit	TikTok	Youtube	Threads
Created posts or shared articles about the general election	2	3	0	0	2	6	0	4	3	2	4	7	2	2	2	2	2	2
Commented on election-related posts	5	5	8	4	3	0	11	6	6	5	5	7	4	10	3	3	5	5
Liked or reacted to election-related content (including e.g. 're-posting' a post on X)	9	9	9	13	5	6	18	9	6	9	7	16	9	5	9	6	9	9
TOTAL CREATED OR ENGAGED WITH CONTENT	**14**	**13**	**17**	**17**	**10**	**11**	**29**	**9**	**11**	**15**	**11**	**20**	**14**	**17**	**12**	**9**	**14**	**14**
None of the above	86	87	83	83	90	89	71	91	89	85	89	80	86	83	88	91	86	86

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YouGov Survey Results

Sample Size: 4100 GB Adults
Fieldwork: 20th - 23rd June 2024

	Total	Sources of news (in general)								
		A printed copy of a newspaper	A newspaper's website or app	A news website or app not associated with a newspaper	Email newsletters	Social media	Blogs not associated with major media organisations	Television	Radio	Podcasts
Weighted Sample	4100	576	1702	1345	288	1761	163	2360	1710	552
Unweighted Sample	4100	608	1740	1384	303	1722	164	2457	1806	558
	%	%	%	%	%	%	%	%	%	%

Threads
[Asked only to those who have used Threads in the last month; n=201]

	Total	A printed copy of a newspaper	A newspaper's website or app	A news website or app not associated with a newspaper	Email newsletters	Social media	Blogs not associated with major media organisations	Television	Radio	Podcasts
Created posts or shared articles about the general election	2	0	4	5	7	2	9	2	2	3
Commented on election-related posts	5	5	5	9	17	4	5	7	9	11
Liked or reacted to election-related content (including e.g. 're-posting' a post on X)	9	12	11	12	30	10	23	9	9	13
TOTAL CREATED OR ENGAGED WITH CONTENT	**14**	**17**	**16**	**22**	**43**	**15**	**27**	**16**	**17**	**22**
None of the above	86	83	84	78	57	85	73	84	83	78

*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.

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