# YouGov Survey Results

**Sample Size: 2220 GB Adults**
**Fieldwork: 8th - 9th 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** | **2220** | 400 | 571 | 204 | 240 | 139 | 779 | 793 | 1074 | 1146 | 233 | 917 | 548 | 522 | 1265 | 955 | 1920 | 107 | 193 | 526 | 364 | 269 | 761 |
| **Unweighted Sample** | **2220** | 396 | 616 | 227 | 258 | 138 | 889 | 839 | 990 | 1230 | 140 | 872 | 582 | 626 | 1357 | 863 | 1910 | 113 | 197 | 532 | 370 | 213 | 795 |
| | **%** | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| **How often, if ever, do you do the following? Rewatch a TV drama series that you have previously finished** | | | | | | | | | | | | | | | | | | | | | | | |
| A lot | **8** | 8 | 8 | 8 | 7 | 9 | 7 | 7 | 6 | 10 | 13 | 10 | 7 | 4 | 9 | 7 | 7 | 11 | 12 | 7 | 7 | 7 | 8 |
| A fair amount | **26** | 24 | 28 | 23 | 28 | 30 | 28 | 24 | 24 | 28 | 31 | 28 | 27 | 22 | 27 | 25 | 26 | 25 | 30 | 28 | 25 | 30 | 25 |
| **TOTAL A LOT / A FAIR AMOUNT** | **34** | **32** | **36** | **31** | **35** | **39** | **35** | **31** | **30** | **38** | **44** | **38** | **34** | **26** | **36** | **32** | **33** | **36** | **42** | **35** | **32** | **37** | **33** |
| Rarely | **42** | 41 | 46 | 51 | 39 | 40 | 47 | 42 | 45 | 39 | 25 | 44 | 42 | 44 | 43 | 40 | 42 | 36 | 40 | 40 | 40 | 42 | 44 |
| Never | **16** | 21 | 14 | 14 | 17 | 13 | 14 | 19 | 15 | 16 | 8 | 13 | 18 | 21 | 14 | 18 | 16 | 22 | 12 | 18 | 15 | 14 | 15 |
| **TOTAL RARELY / NEVER** | **58** | **62** | **60** | **65** | **56** | **53** | **61** | **61** | **60** | **55** | **33** | **57** | **60** | **65** | **57** | **58** | **58** | **58** | **52** | **58** | **55** | **56** | **59** |
| Not sure | **2** | 2 | 1 | 1 | 1 | 1 | 1 | 2 | 2 | 1 | 4 | 1 | 1 | 2 | 1 | 2 | 2 | 3 | 0 | 1 | 3 | 2 | 1 |
| N/A: I never watch TV drama series | **7** | 4 | 3 | 4 | 9 | 6 | 3 | 7 | 8 | 5 | 19 | 4 | 5 | 6 | 5 | 8 | 7 | 3 | 5 | 6 | 10 | 5 | 7 |
| **How often, if ever, do you do the following? Rewatch a TV comedy series that you have previously finished** | | | | | | | | | | | | | | | | | | | | | | | |
| A lot | **16** | 13 | 19 | 16 | 14 | 18 | 16 | 15 | 14 | 17 | 17 | 21 | 13 | 8 | 17 | 14 | 15 | 18 | 18 | 17 | 14 | 16 | 14 |
| A fair amount | **34** | 30 | 38 | 36 | 43 | 34 | 37 | 33 | 37 | 31 | 28 | 39 | 39 | 23 | 33 | 36 | 34 | 38 | 36 | 36 | 38 | 28 | 32 |
| **TOTAL A LOT / A FAIR AMOUNT** | **50** | **43** | **57** | **52** | **57** | **52** | **53** | **48** | **51** | **48** | **45** | **60** | **52** | **31** | **50** | **50** | **49** | **56** | **54** | **53** | **52** | **44** | **46** |
| Rarely | **32** | 34 | 31 | 33 | 30 | 36 | 34 | 34 | 32 | 31 | 18 | 28 | 33 | 43 | 34 | 29 | 33 | 24 | 29 | 32 | 29 | 36 | 34 |
| Never | **10** | 13 | 8 | 10 | 5 | 6 | 9 | 10 | 8 | 12 | 11 | 7 | 10 | 14 | 10 | 10 | 10 | 11 | 8 | 9 | 12 | 10 | 10 |
| **TOTAL RARELY / NEVER** | **42** | **47** | **39** | **43** | **35** | **42** | **43** | **44** | **40** | **43** | **29** | **35** | **43** | **57** | **44** | **39** | **43** | **35** | **37** | **41** | **41** | **46** | **44** |
| Not sure | **2** | 2 | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 2 | 3 | 2 | 1 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 2 | 3 | 2 |
| N/A: I never watch TV comedy series | **7** | 6 | 4 | 4 | 8 | 6 | 3 | 7 | 7 | 7 | 23 | 3 | 5 | 9 | 5 | 9 | 7 | 8 | 8 | 5 | 5 | 7 | 9 |
| **How often, if ever, do you do the following? Rewatch a reality TV series that you have previously finished** | | | | | | | | | | | | | | | | | | | | | | | |
| A lot | **5** | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 6 | 10 | 6 | 3 | 2 | 5 | 5 | 4 | 7 | 7 | 5 | 4 | 7 | 3 |
| A fair amount | **12** | 10 | 14 | 12 | 9 | 8 | 11 | 10 | 11 | 12 | 16 | 15 | 12 | 5 | 12 | 11 | 12 | 14 | 10 | 12 | 11 | 12 | 12 |
| **TOTAL A LOT / A FAIR AMOUNT** | **17** | **14** | **18** | **15** | **13** | **11** | **14** | **13** | **14** | **18** | **26** | **21** | **15** | **7** | **17** | **16** | **16** | **21** | **17** | **17** | **15** | **19** | **15** |
| Rarely | **22** | 20 | 20 | 25 | 22 | 20 | 20 | 21 | 20 | 23 | 22 | 23 | 20 | 22 | 22 | 21 | 22 | 14 | 21 | 21 | 23 | 27 | 22 |
| Never | **32** | 37 | 36 | 31 | 31 | 34 | 35 | 33 | 30 | 34 | 20 | 34 | 33 | 34 | 33 | 31 | 33 | 33 | 28 | 34 | 33 | 29 | 32 |
| **TOTAL RARELY / NEVER** | **54** | **57** | **56** | **56** | **53** | **54** | **55** | **54** | **50** | **57** | **42** | **57** | **53** | **56** | **55** | **52** | **55** | **47** | **49** | **55** | **56** | **56** | **54** |
| Not sure | **1** | 1 | 1 | 0 | 1 | 4 | 1 | 1 | 1 | 1 | 1 | 2 | 0 | 1 | 1 | 1 | 1 | 2 | 2 | 1 | 1 | 1 | 1 |
| N/A: I never watch reality TV series | **28** | 28 | 26 | 29 | 34 | 32 | 29 | 31 | 34 | 23 | 32 | 21 | 32 | 35 | 27 | 30 | 28 | 30 | 32 | 27 | 28 | 24 | 30 |


© 2025 YouGov plc. All Rights Reserved

**Sample Size: 2220 GB Adults**
**Fieldwork: 8th - 9th 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 | 2220 | 400 | 571 | 204 | 240 | 139 | 779 | 793 | 1074 | 1146 | 233 | 917 | 548 | 522 | 1265 | 955 | 1920 | 107 | 193 | 526 | 364 | 269 | 761 |
| Unweighted Sample | 2220 | 396 | 616 | 227 | 258 | 138 | 889 | 839 | 990 | 1230 | 140 | 872 | 582 | 626 | 1357 | 863 | 1910 | 113 | 197 | 532 | 370 | 213 | 795 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| **How often, if ever, do you do the following? Rewatch a film that you have previously watched** | | | | | | | | | | | | | | | | | | | | | | | |
| A lot | 17 | 14 | 18 | 14 | 20 | 13 | 16 | 16 | 16 | 19 | 22 | 22 | 17 | 6 | 17 | 17 | 16 | 20 | 24 | 18 | 16 | 18 | 14 |
| A fair amount | 39 | 37 | 40 | 39 | 41 | 46 | 41 | 39 | 44 | 35 | 36 | 42 | 41 | 32 | 39 | 39 | 40 | 33 | 38 | 40 | 41 | 42 | 38 |
| **TOTAL A LOT / A FAIR AMOUNT** | **56** | **51** | **58** | **53** | **61** | **59** | **57** | **55** | **60** | **54** | **58** | **64** | **58** | **38** | **56** | **56** | **56** | **53** | **62** | **58** | **57** | **60** | **52** |
| Rarely | 37 | 41 | 38 | 42 | 32 | 34 | 39 | 37 | 34 | 40 | 30 | 32 | 36 | 51 | 38 | 36 | 38 | 35 | 34 | 37 | 37 | 32 | 40 |
| Never | 3 | 4 | 1 | 5 | 2 | 5 | 2 | 4 | 3 | 4 | 5 | 2 | 3 | 5 | 3 | 4 | 3 | 9 | 1 | 3 | 2 | 4 | 3 |
| **TOTAL RARELY / NEVER** | **40** | **45** | **39** | **47** | **34** | **39** | **41** | **41** | **37** | **44** | **35** | **34** | **39** | **56** | **41** | **40** | **41** | **44** | **35** | **40** | **39** | **36** | **43** |
| Not sure | 1 | 1 | 1 | 0 | 2 | 0 | 0 | 2 | 1 | 1 | 2 | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 1 |
| N/A: I never watch films | 2 | 3 | 2 | 1 | 4 | 1 | 2 | 3 | 3 | 2 | 4 | 2 | 1 | 3 | 2 | 3 | 2 | 2 | 2 | 0 | 3 | 1 | 4 |
| **How often, if ever, do you do the following? Reread a fiction book you have previously read** | | | | | | | | | | | | | | | | | | | | | | | |
| A lot | 7 | 6 | 7 | 7 | 9 | 8 | 7 | 5 | 4 | 9 | 12 | 6 | 8 | 5 | 8 | 6 | 7 | 4 | 12 | 5 | 6 | 8 | 7 |
| A fair amount | 16 | 14 | 18 | 18 | 18 | 17 | 18 | 17 | 14 | 18 | 18 | 16 | 17 | 15 | 18 | 14 | 16 | 16 | 16 | 16 | 16 | 16 | 17 |
| **TOTAL A LOT / A FAIR AMOUNT** | **23** | **20** | **25** | **25** | **27** | **25** | **25** | **22** | **18** | **27** | **30** | **22** | **25** | **20** | **26** | **20** | **23** | **20** | **28** | **21** | **22** | **24** | **24** |
| Rarely | 40 | 44 | 46 | 46 | 30 | 46 | 47 | 38 | 39 | 40 | 27 | 41 | 44 | 39 | 43 | 36 | 40 | 35 | 40 | 40 | 37 | 41 | 41 |
| Never | 23 | 24 | 20 | 21 | 23 | 16 | 19 | 25 | 24 | 22 | 22 | 22 | 19 | 29 | 21 | 26 | 23 | 27 | 16 | 25 | 22 | 22 | 23 |
| **TOTAL RARELY / NEVER** | **63** | **68** | **66** | **67** | **53** | **62** | **66** | **63** | **63** | **62** | **49** | **63** | **63** | **68** | **64** | **62** | **63** | **62** | **56** | **65** | **59** | **63** | **64** |
| Not sure | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 2 | 2 | 8 | 1 | 2 | 1 | 1 | 3 | 2 | 3 | 2 | 1 | 5 | 1 | 2 |
| N/A: I never read fiction books | 12 | 11 | 8 | 7 | 19 | 12 | 9 | 14 | 16 | 9 | 12 | 14 | 10 | 11 | 10 | 15 | 12 | 15 | 14 | 12 | 14 | 11 | 11 |
| **How often, if ever, do you do the following? Reread a non-fiction book you have previously read** | | | | | | | | | | | | | | | | | | | | | | | |
| A lot | 4 | 4 | 3 | 6 | 5 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 6 | 7 | 4 | 2 | 3 | 4 |
| A fair amount | 15 | 15 | 16 | 13 | 16 | 15 | 14 | 14 | 15 | 15 | 19 | 12 | 17 | 15 | 15 | 14 | 15 | 14 | 15 | 14 | 12 | 18 | 16 |
| **TOTAL A LOT / A FAIR AMOUNT** | **19** | **19** | **19** | **19** | **21** | **19** | **18** | **17** | **18** | **19** | **23** | **16** | **21** | **18** | **18** | **18** | **18** | **20** | **22** | **18** | **14** | **21** | **20** |
| Rarely | 41 | 46 | 47 | 43 | 37 | 47 | 49 | 40 | 40 | 42 | 27 | 42 | 45 | 41 | 45 | 35 | 41 | 34 | 43 | 43 | 41 | 41 | 41 |
| Never | 25 | 24 | 23 | 29 | 20 | 20 | 22 | 26 | 24 | 26 | 24 | 26 | 23 | 25 | 24 | 26 | 25 | 26 | 21 | 25 | 27 | 24 | 25 |
| **TOTAL RARELY / NEVER** | **66** | **70** | **70** | **72** | **57** | **67** | **71** | **66** | **64** | **68** | **51** | **68** | **68** | **66** | **69** | **61** | **66** | **60** | **64** | **68** | **68** | **65** | **66** |
| Not sure | 3 | 2 | 3 | 3 | 3 | 1 | 3 | 2 | 3 | 3 | 6 | 3 | 3 | 4 | 2 | 4 | 3 | 5 | 1 | 3 | 5 | 2 | 3 |
| N/A: I never read fiction books | 12 | 9 | 8 | 7 | 20 | 13 | 8 | 14 | 15 | 10 | 21 | 13 | 8 | 12 | 10 | 16 | 12 | 15 | 13 | 12 | 14 | 12 | 12 |


© 2025 YouGov plc. All Rights Reserved

**Sample Size: 2220 GB Adults**
**Fieldwork: 8th - 9th 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 | 2220 | 400 | 571 | 204 | 240 | 139 | 779 | 793 | 1074 | 1146 | 233 | 917 | 548 | 522 | 1265 | 955 | 1920 | 107 | 193 | 526 | 364 | 269 | 761 |
| Unweighted Sample | 2220 | 396 | 616 | 227 | 258 | 138 | 889 | 839 | 990 | 1230 | 140 | 872 | 582 | 626 | 1357 | 863 | 1910 | 113 | 197 | 532 | 370 | 213 | 795 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| **How often, if ever, do you do the following? Replay a video game you have previously completed** | | | | | | | | | | | | | | | | | | | | | | | |
| A lot | 9 | 5 | 10 | 10 | 9 | 7 | 8 | 6 | 12 | 6 | 16 | 12 | 6 | 2 | 8 | 9 | 8 | 14 | 6 | 8 | 7 | 9 | 9 |
| A fair amount | 14 | 6 | 15 | 13 | 14 | 24 | 12 | 11 | 20 | 8 | 32 | 18 | 11 | 3 | 15 | 13 | 14 | 13 | 16 | 15 | 13 | 18 | 12 |
| **TOTAL A LOT / A FAIR AMOUNT** | **23** | **11** | **25** | **23** | **23** | **31** | **20** | **17** | **32** | **14** | **48** | **30** | **17** | **5** | **23** | **22** | **22** | **27** | **22** | **23** | **20** | **27** | **21** |
| Rarely | 18 | 13 | 21 | 15 | 17 | 21 | 19 | 15 | 21 | 15 | 20 | 25 | 14 | 10 | 18 | 19 | 18 | 15 | 20 | 15 | 19 | 19 | 19 |
| Never | 19 | 24 | 16 | 18 | 20 | 12 | 17 | 20 | 16 | 21 | 15 | 16 | 19 | 25 | 18 | 19 | 19 | 22 | 10 | 21 | 18 | 19 | 19 |
| **TOTAL RARELY / NEVER** | **37** | **37** | **37** | **33** | **37** | **33** | **36** | **35** | **37** | **36** | **35** | **41** | **33** | **35** | **36** | **38** | **37** | **37** | **30** | **36** | **37** | **38** | **38** |
| Not sure | 2 | 1 | 0 | 0 | 0 | 2 | 1 | 1 | 1 | 2 | 4 | 2 | 2 | 1 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 1 |
| N/A: I never play video games | 39 | 50 | 37 | 43 | 39 | 33 | 43 | 47 | 30 | 48 | 13 | 27 | 49 | 60 | 40 | 38 | 39 | 34 | 44 | 39 | 42 | 33 | 39 |
| **How often, if ever, do you do the following? Relisten to a music album you have previously listened to** | | | | | | | | | | | | | | | | | | | | | | | |
| A lot | 45 | 34 | 54 | 46 | 42 | 59 | 51 | 37 | 46 | 43 | 55 | 51 | 46 | 27 | 47 | 42 | 44 | 51 | 50 | 44 | 43 | 48 | 43 |
| A fair amount | 34 | 38 | 32 | 35 | 34 | 27 | 32 | 35 | 32 | 36 | 32 | 33 | 35 | 37 | 35 | 33 | 35 | 24 | 34 | 36 | 38 | 34 | 33 |
| **TOTAL A LOT / A FAIR AMOUNT** | **79** | **72** | **86** | **81** | **76** | **86** | **83** | **72** | **78** | **79** | **87** | **84** | **81** | **64** | **82** | **75** | **79** | **75** | **84** | **80** | **81** | **82** | **76** |
| Rarely | 10 | 16 | 9 | 11 | 12 | 5 | 9 | 14 | 12 | 9 | 5 | 9 | 11 | 14 | 9 | 12 | 11 | 8 | 8 | 9 | 11 | 9 | 12 |
| Never | 3 | 3 | 2 | 1 | 1 | 6 | 2 | 4 | 3 | 3 | 1 | 2 | 3 | 5 | 3 | 3 | 3 | 7 | 0 | 3 | 1 | 5 | 2 |
| **TOTAL RARELY / NEVER** | **13** | **19** | **11** | **12** | **13** | **11** | **11** | **18** | **15** | **12** | **6** | **11** | **14** | **19** | **12** | **15** | **14** | **15** | **8** | **12** | **12** | **14** | **14** |
| Not sure | 1 | 1 | 0 | 1 | 1 | 1 | 0 | 2 | 1 | 1 | 2 | 1 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 1 | 1 | 1 | 1 |
| N/A: I never listen to music albums | 7 | 8 | 4 | 6 | 10 | 3 | 6 | 8 | 6 | 7 | 6 | 4 | 4 | 15 | 6 | 8 | 7 | 8 | 7 | 6 | 6 | 4 | 8 |
| **How often, if ever, do you do the following? Relisten to a podcast episode you have previously listened to** | | | | | | | | | | | | | | | | | | | | | | | |
| A lot | 2 | 0 | 2 | 2 | 1 | 3 | 1 | 1 | 1 | 2 | 6 | 3 | 0 | 0 | 3 | 1 | 2 | 3 | 1 | 2 | 2 | 3 | 1 |
| A fair amount | 6 | 5 | 9 | 6 | 4 | 6 | 6 | 5 | 7 | 6 | 12 | 7 | 4 | 4 | 7 | 6 | 6 | 6 | 7 | 6 | 6 | 9 | 5 |
| **TOTAL A LOT / A FAIR AMOUNT** | **8** | **5** | **11** | **8** | **5** | **9** | **7** | **6** | **8** | **8** | **18** | **10** | **4** | **4** | **10** | **7** | **8** | **9** | **8** | **8** | **8** | **12** | **6** |
| Rarely | 23 | 19 | 28 | 29 | 21 | 32 | 29 | 18 | 23 | 22 | 25 | 28 | 22 | 13 | 26 | 19 | 23 | 21 | 22 | 20 | 21 | 27 | 24 |
| Never | 32 | 31 | 33 | 35 | 29 | 28 | 34 | 30 | 33 | 31 | 31 | 36 | 29 | 30 | 33 | 31 | 33 | 29 | 32 | 35 | 32 | 31 | 32 |
| **TOTAL RARELY / NEVER** | **55** | **50** | **61** | **64** | **50** | **60** | **63** | **48** | **56** | **53** | **56** | **64** | **51** | **43** | **59** | **50** | **56** | **50** | **54** | **55** | **53** | **58** | **56** |
| Not sure | 2 | 1 | 1 | 0 | 2 | 5 | 1 | 2 | 2 | 2 | 4 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 1 | 5 | 2 |
| N/A: I never listen to podcasts | 35 | 44 | 27 | 28 | 43 | 25 | 29 | 45 | 34 | 36 | 23 | 25 | 43 | 51 | 30 | 42 | 35 | 39 | 36 | 35 | 39 | 25 | 36 |


© 2025 YouGov plc. All Rights Reserved

**Sample Size: 2220 GB Adults**
**Fieldwork: 8th - 9th 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** | **2220** | 400 | 571 | 204 | 240 | 139 | 779 | 793 | 1074 | 1146 | 233 | 917 | 548 | 522 | 1265 | 955 | 1920 | 107 | 193 | 526 | 364 | 269 | 761 |
| **Unweighted Sample** | **2220** | 396 | 616 | 227 | 258 | 138 | 889 | 839 | 990 | 1230 | 140 | 872 | 582 | 626 | 1357 | 863 | 1910 | 113 | 197 | 532 | 370 | 213 | 795 |
| | **%** | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| **How often, if ever, do you do the following? Rewatch a stand-up comedy routine you have previously watched** | | | | | | | | | | | | | | | | | | | | | | | |
| A lot | **5** | 4 | 6 | 5 | 6 | 7 | 6 | 5 | 5 | 5 | 4 | 7 | 4 | 3 | 6 | 5 | 5 | 5 | 8 | 4 | 4 | 8 | 5 |
| A fair amount | **18** | 20 | 20 | 17 | 24 | 15 | 17 | 20 | 21 | 16 | 13 | 20 | 21 | 15 | 18 | 19 | 18 | 18 | 20 | 19 | 22 | 18 | 16 |
| **TOTAL A LOT / A FAIR AMOUNT** | **23** | **24** | **26** | **22** | **30** | **22** | **23** | **25** | **26** | **21** | **17** | **27** | **25** | **18** | **24** | **24** | **23** | **23** | **28** | **23** | **26** | **26** | **21** |
| Rarely | **39** | 33 | 42 | 44 | 41 | 46 | 45 | 38 | 41 | 38 | 30 | 42 | 41 | 35 | 39 | 39 | 40 | 33 | 36 | 42 | 38 | 36 | 40 |
| Never | **19** | 23 | 17 | 17 | 15 | 22 | 18 | 20 | 17 | 21 | 19 | 18 | 17 | 23 | 19 | 19 | 20 | 21 | 13 | 19 | 21 | 22 | 18 |
| **TOTAL RARELY / NEVER** | **58** | **56** | **59** | **61** | **56** | **68** | **63** | **58** | **58** | **59** | **49** | **60** | **58** | **58** | **58** | **58** | **60** | **54** | **49** | **61** | **59** | **58** | **58** |
| Not sure | **2** | 2 | 2 | 1 | 2 | 1 | 1 | 2 | 2 | 2 | 5 | 2 | 1 | 2 | 2 | 2 | 2 | 4 | 2 | 2 | 2 | 4 | 2 |
| N/A: I never watch stand-up comedy routines | **16** | 17 | 13 | 17 | 12 | 9 | 13 | 15 | 14 | 18 | 28 | 11 | 15 | 21 | 16 | 16 | 15 | 19 | 22 | 13 | 13 | 14 | 18 |
| **When you are watching TV, do you tend to focus exclusively on the TV or tend to have it on in the background while doing other things** | | | | | | | | | | | | | | | | | | | | | | | |
| Always focus exclusively on the TV | **9** | 8 | 8 | 9 | 13 | 17 | 10 | 11 | 11 | 7 | 6 | 7 | 9 | 15 | 9 | 9 | 10 | 8 | 7 | 10 | 10 | 12 | 8 |
| Tend to focus exclusively on the TV | **38** | 41 | 43 | 42 | 34 | 41 | 41 | 37 | 42 | 34 | 35 | 35 | 42 | 40 | 41 | 33 | 38 | 31 | 37 | 36 | 35 | 42 | 41 |
| **TOTAL FOCUS EXCLUSIVELY ON TV** | **47** | **49** | **51** | **51** | **47** | **58** | **51** | **48** | **53** | **41** | **41** | **42** | **51** | **55** | **50** | **42** | **48** | **39** | **44** | **46** | **45** | **54** | **49** |
| Tend to have the TV on in the background while doing other things | **40** | 42 | 39 | 41 | 36 | 31 | 40 | 40 | 32 | 47 | 39 | 44 | 37 | 35 | 39 | 41 | 39 | 43 | 44 | 42 | 39 | 36 | 38 |
| Always have the TV on in the background while doing other things | **6** | 4 | 5 | 3 | 7 | 4 | 4 | 6 | 5 | 6 | 4 | 7 | 5 | 4 | 4 | 7 | 6 | 9 | 4 | 6 | 8 | 3 | 5 |
| **TOTAL HAVE TV ON IN THE BACKGROUND** | **46** | **46** | **44** | **44** | **43** | **35** | **44** | **46** | **37** | **53** | **43** | **51** | **42** | **39** | **43** | **48** | **45** | **52** | **48** | **48** | **47** | **39** | **43** |
| Not sure | **3** | 2 | 2 | 1 | 4 | 2 | 2 | 3 | 4 | 2 | 8 | 3 | 3 | 1 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 2 |
| N/A: I never watch TV | **4** | 3 | 4 | 3 | 6 | 5 | 3 | 4 | 6 | 3 | 9 | 4 | 3 | 4 | 3 | 6 | 5 | 4 | 4 | 3 | 4 | 3 | 6 |


© 2025 YouGov plc. All Rights Reserved

**Sample Size: 2220 GB Adults**
**Fieldwork: 8th - 9th 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** | **2220** | 400 | 571 | 204 | 240 | 139 | 779 | 793 | 1074 | 1146 | 233 | 917 | 548 | 522 | 1265 | 955 | 1920 | 107 | 193 | 526 | 364 | 269 | 761 |
| **Unweighted Sample** | **2220** | 396 | 616 | 227 | 258 | 138 | 889 | 839 | 990 | 1230 | 140 | 872 | 582 | 626 | 1357 | 863 | 1910 | 113 | 197 | 532 | 370 | 213 | 795 |
| | **%** | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| **If you are struggling to choose what to watch while using a TV streaming service, which of the following would you say you tend to end up doing? If you do not use TV streaming services, please select N/A** | | | | | | | | | | | | | | | | | | | | | | | |
| Pick something random you've not previously seen | **30** | 31 | 32 | 29 | 33 | 28 | 31 | 30 | 27 | 32 | 27 | 31 | 31 | 28 | 30 | 29 | 30 | 26 | 30 | 30 | 27 | 28 | 32 |
| Rewatch something you've previously seen | **29** | 25 | 31 | 25 | 29 | 33 | 30 | 27 | 27 | 31 | 34 | 40 | 22 | 14 | 32 | 25 | 28 | 29 | 35 | 30 | 32 | 29 | 25 |
| Turn the TV off | **17** | 18 | 16 | 23 | 13 | 14 | 17 | 16 | 18 | 15 | 15 | 13 | 18 | 22 | 16 | 17 | 17 | 18 | 10 | 17 | 16 | 17 | 18 |
| Something else | **7** | 5 | 8 | 9 | 4 | 11 | 8 | 7 | 8 | 7 | 3 | 7 | 11 | 5 | 7 | 7 | 7 | 9 | 7 | 7 | 5 | 10 | 7 |
| Not sure | **5** | 5 | 5 | 2 | 6 | 6 | 5 | 4 | 6 | 5 | 8 | 5 | 5 | 5 | 5 | 6 | 5 | 6 | 7 | 6 | 6 | 5 | 4 |
| N/A: I never use TV streaming services | **12** | 16 | 8 | 11 | 14 | 8 | 9 | 15 | 14 | 11 | 13 | 4 | 12 | 26 | 10 | 15 | 12 | 13 | 11 | 11 | 14 | 10 | 14 |

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


© 2025 YouGov plc. All Rights Reserved