

YouGov Survey Results

Sample Size: 2257 Adults in GB
Fieldwork: 28th - 29th July 2025

	Gender		Generation				Age				Social Grade		Country			Region in England					
	Total	Male	Female	18-28 (Gen Z)	29-44 (Millennials)	45-60 (Gen X)	61-79 (Boomers)	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	2257	1092	1165	331	632	579	648	237	932	557	530	1286	971	1952	108	196	535	370	273	774	
Unweighted Sample	2257	966	1291	215	565	609	790	136	834	615	672	1381	876	1936	115	206	527	376	212	821	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

What would be your preferred way of contacting each of the following types of people?

A close friend or family member

Email / text or instant message	42	42	42	65	51	40	26	65	51	34	26	45	39	43	32	42	43	41	39	45
Telephone call	43	44	42	17	31	49	62	17	32	54	63	40	47	43	54	43	46	41	47	39
Video call	12	11	13	14	14	10	11	13	14	10	11	12	12	12	8	11	9	16	13	12
Voice note	1	0	1	2	1	0	0	2	1	0	0	1	1	1	0	1	1	0	0	1
Written letter	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0	0
Don't know	1	2	1	2	3	1	1	2	2	1	0	1	2	1	5	2	1	1	1	2

Someone you know who is not a close friend or family member

Email / text or instant message	81	78	84	90	85	84	72	91	85	80	71	84	78	82	78	75	85	80	78	83
Telephone call	14	16	12	8	9	11	22	5	10	14	24	12	16	13	10	17	12	14	18	12
Video call	1	1	0	0	1	0	0	0	1	1	0	1	0	1	0	0	0	1	1	0
Voice note	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	1	0	1	0	0
Written letter	1	1	2	0	0	2	2	0	1	2	3	1	2	1	2	4	1	2	0	1
Don't know	3	4	2	2	4	2	3	3	3	3	3	2	4	3	10	4	2	2	3	3

Someone you don't know

Email / text or instant message	68	67	69	77	76	69	57	78	74	68	54	72	64	69	62	66	73	69	65	68
Telephone call	11	13	10	8	8	13	14	7	10	12	14	10	13	11	9	13	12	10	15	10
Video call	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Voice note	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	1	0	0
Written letter	8	5	11	3	4	7	15	3	4	9	18	7	10	8	11	9	6	7	8	10
Don't know	12	14	10	11	13	11	13	12	12	11	13	11	13	12	19	11	9	13	12	13

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

For someone wanting to have a casual chat with their friend or family member, do you think each of the following are acceptable or unacceptable?

Going to a friend or family member's house, if they are not expecting you

Completely acceptable	15	17	13	4	12	20	17	3	14	21	16	14	16	14	16	24	16	14	15	12
Somewhat acceptable	40	40	40	38	40	38	42	42	39	37	44	41	39	40	45	38	44	40	31	41
TOTAL ACCEPTABLE	55	57	53	42	52	58	59	45	53	58	60	55	55	54	61	62	60	54	46	53
Somewhat unacceptable	32	31	33	44	32	30	29	42	33	29	29	33	31	33	25	25	29	38	35	32
Completely unacceptable	10	8	12	10	11	9	9	10	10	11	9	10	10	10	8	10	8	5	18	11
TOTAL UNACCEPTABLE	42	39	45	54	43	39	38	52	43	40	38	43	41	43	33	35	37	43	53	43
Don't know	3	4	2	3	5	2	2	3	4	2	2	3	3	3	7	3	2	2	2	4

Calling a friend or family member if they are not expecting a call from you, or without having messaged them first

Completely acceptable	54	52	56	48	54	60	52	50	55	57	52	57	51	54	54	56	55	48	62	53
Somewhat acceptable	34	35	33	38	31	30	38	35	32	32	39	33	36	34	34	32	35	38	25	35
TOTAL ACCEPTABLE	88	87	89	86	85	90	90	85	87	89	91	90	87	88	88	88	90	86	87	88
Somewhat unacceptable	8	7	9	13	8	7	7	13	8	7	8	8	8	8	6	8	6	10	10	8
Completely unacceptable	1	1	1	0	2	1	2	0	1	2	1	1	1	1	0	1	1	2	1	1
TOTAL UNACCEPTABLE	9	8	10	13	10	8	9	13	9	9	9	9	9	9	6	9	7	12	11	9
Don't know	2	4	1	2	5	2	1	2	4	2	1	1	4	2	7	3	2	2	1	3

*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.