## IPSOS POLITICAL NEWS AND CURRENT AFFAIRS March 2024

577

# Almost two thirds say that they have been following news stories about politics and current affairs

How closely, if at all, have you been following news stories about politics and current affairs?

Closely Don't know Not closely

### Among all

	659	%	34%	
Among 18-34s				
	62%		38%	
Among 35-54s				
	62%		37%	
Among 55+				
		72%	28%	

Base: 1,095 Online British adults aged 16-75, 23-26 February 2024, including (349) 16-34s, (402) 35-54s, and (344) 55-75s



Among those who follow politics and current affairs, news programmes on TV are the most common source of information

Which, if any, of the following sources of information have you used to follow news stories about politics and current affairs?

Please select as many as apply.

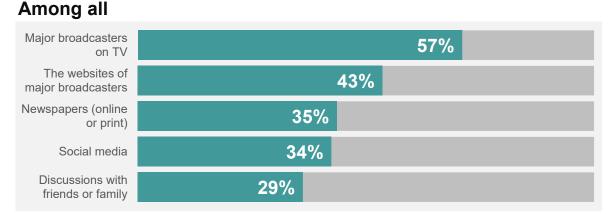
News programmes or stories on major broadcasters on TV				
News programmes or stories on the websites of major broadcasters	43%			
Newspapers (online or print)	35%			
Social media such as Facebook, X (formerly Twitter), Instagram	34%			
Discussions with friends or family	29%			
Radio	26%			
Online video platforms such as YouTube	18%			
Other TV programmes or adverts	11%			
Podcasts	10%			
WhatsApp groups with friends and family	9%			
Political party broadcasts	8%			
Other websites (adverts or stories)	7%			
Contacted by a political party (e.g. leaflets, email, canvassing)	7%			
Magazines	6%			
Outdoor posters	5%			



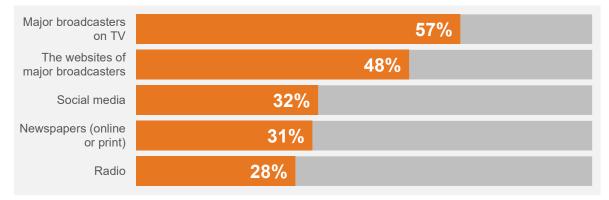
57%

# Social media is the main way that over half of 18-34s follow politics and current affairs

Which, if any, of the following sources of information have you used to follow news stories about politics and current affairs? Please select as many as apply.

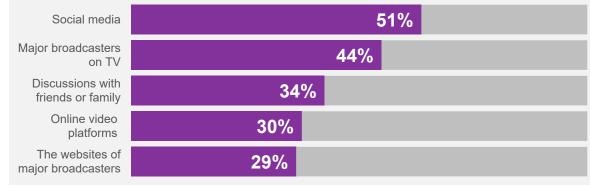


### Among 35-54s

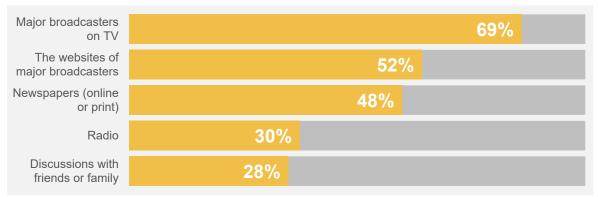


Base: 954 British adults 18-75, 21-28 February 2024, including 18-34s (294), 35-54s (350), 55+ (310).

#### Among 18-34s



### Among 55-75





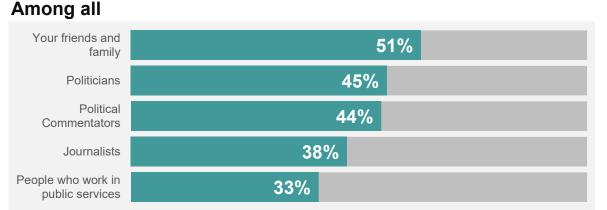
Half of Brits say		A great deal/ fair amount	Don't know	Not very much/ not at all	
they will listen to friends and family when deciding who to vote for at the next General Election	Your friends and family	Your friends and family 51%		40%	
	Politicians	45%		46%	
	Political commentators (economists, academics, think tanks etc.)	44%		48%	
	Journalists (newspaper, TV or online)	38%		52%	
	People who work in public services	33%		56%	
	Opinion polls	30%		60%	
How much, if at all, will you listen to the views of each of the following when deciding who to vote for at the next General Election?	People you work with	29%		61%	
	People you follow on social media	22%	<b>69%</b>		
	Podcast hosts	20% 71%		′1%	
	Movie / TV stars	17%	75%		
	Musicians / pop stars	15%	76%		
	Sportsmen / Sportswomen	15%	75%		
	Reality TV stars	13%	78	%	

Base: 1,095 Online British adults aged 16-75, 23-26 February 2024

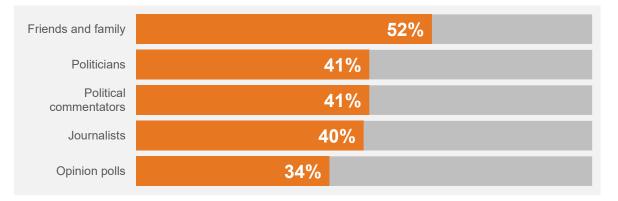


# Whilst 18-34s and 35-54s are most likely to listen to friends and family in deciding who to vote for, 55-75s are most likely to listen to politicians

How much, if at all, will you listen to the views of each of the following when deciding who to vote for at the next General Election? % A great deal/ a fair amount

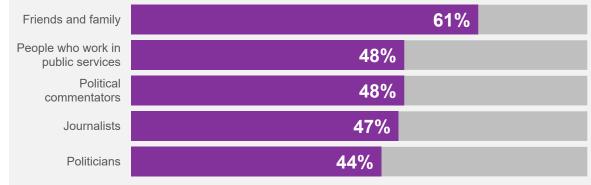


### Among 35-54s

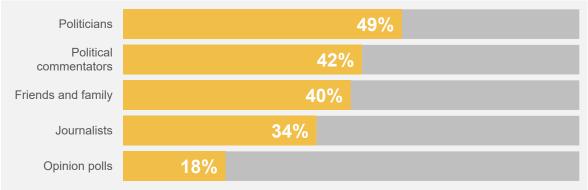


Base: 1,095 Online British adults aged 16-75, 23-26 February 2024, including (349) 16-34s, (402) 35-54s, and (344) 55-75s

#### Among 18-34s



### Among 55-75s







## Political polling March 2024

#### For more information

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