

# IPSOS POLITICAL NEWS AND CURRENT AFFAIRS

March 2024

# 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**



**Among 18-34s**



**Among 35-54s**



**Among 55+**

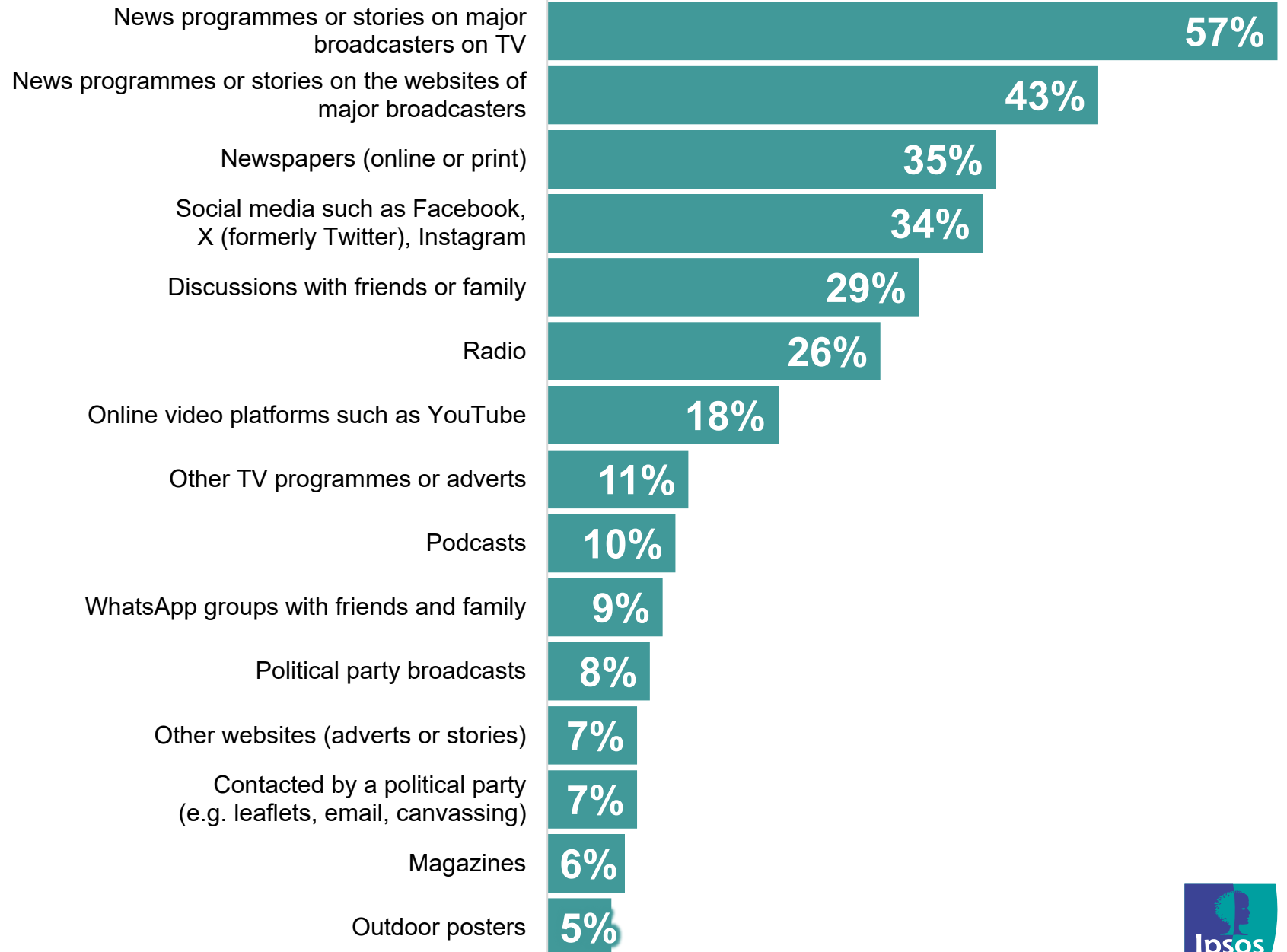


Base: 1,095 Online British adults aged 16-75, 23-26 February 2024, including (349) 16-34s, (402) 35-54s, and (344) 55-75s

# 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.

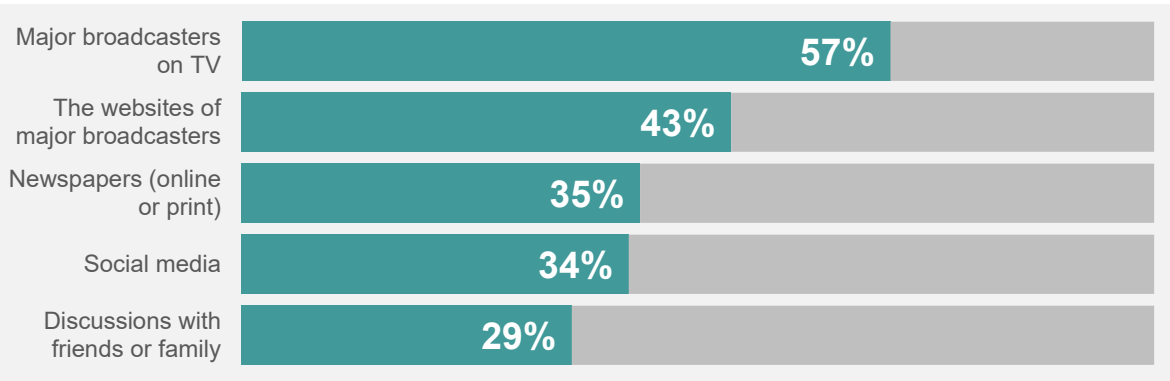


**Base: 954** Online British adults aged 16-75 who have followed news stories about politics and current affairs to some degree, 23-26 February 2024

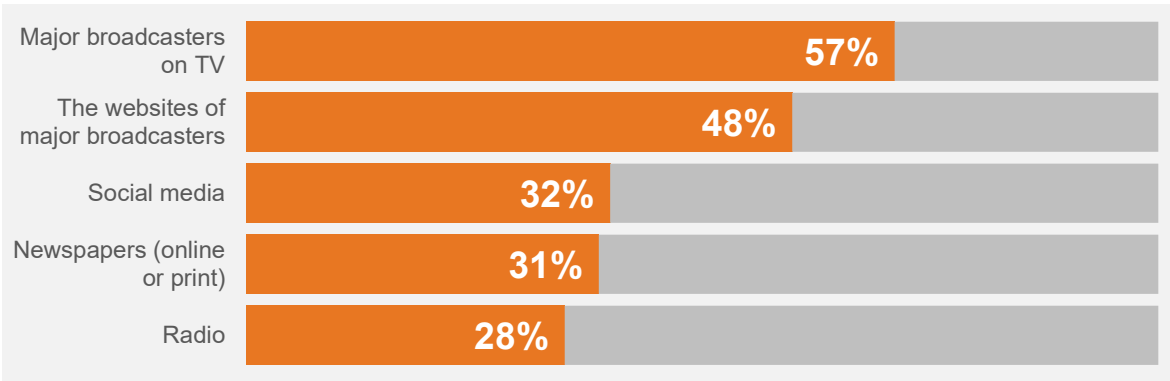
# Social media is the main way that over half of 18-34s follow politics and current affairs

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.

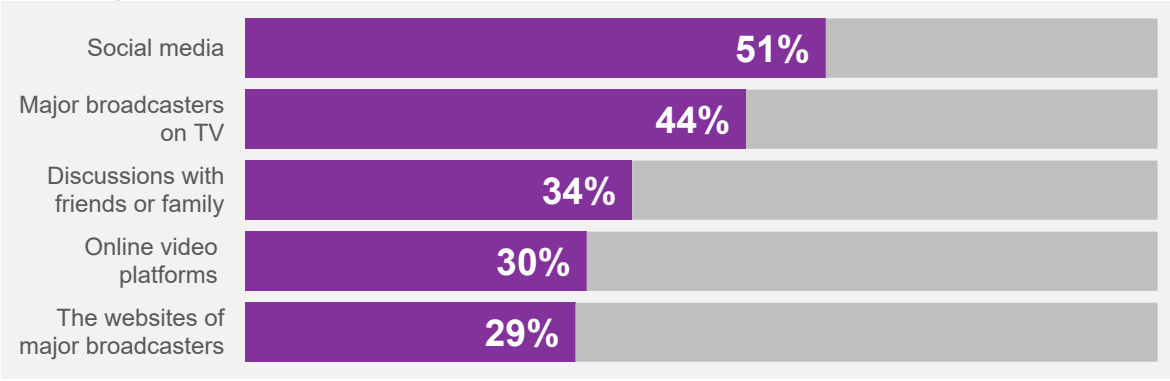
## Among all



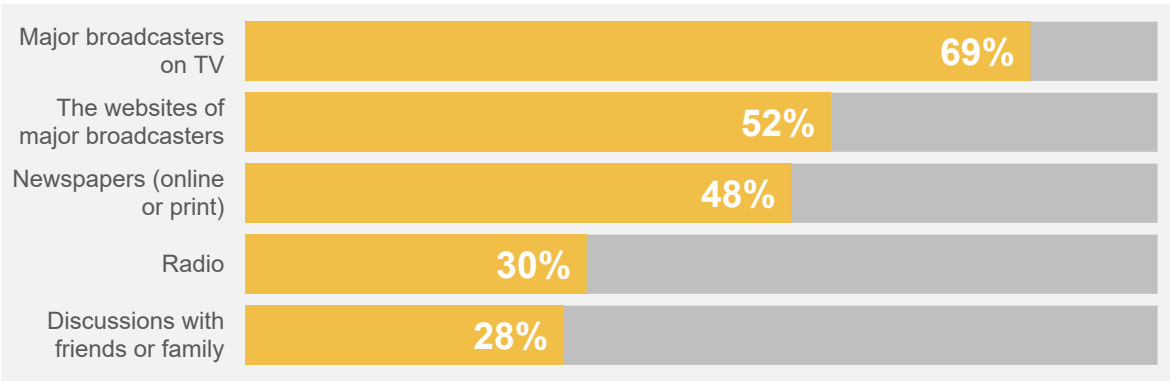
## Among 35-54s



## Among 18-34s



## Among 55-75

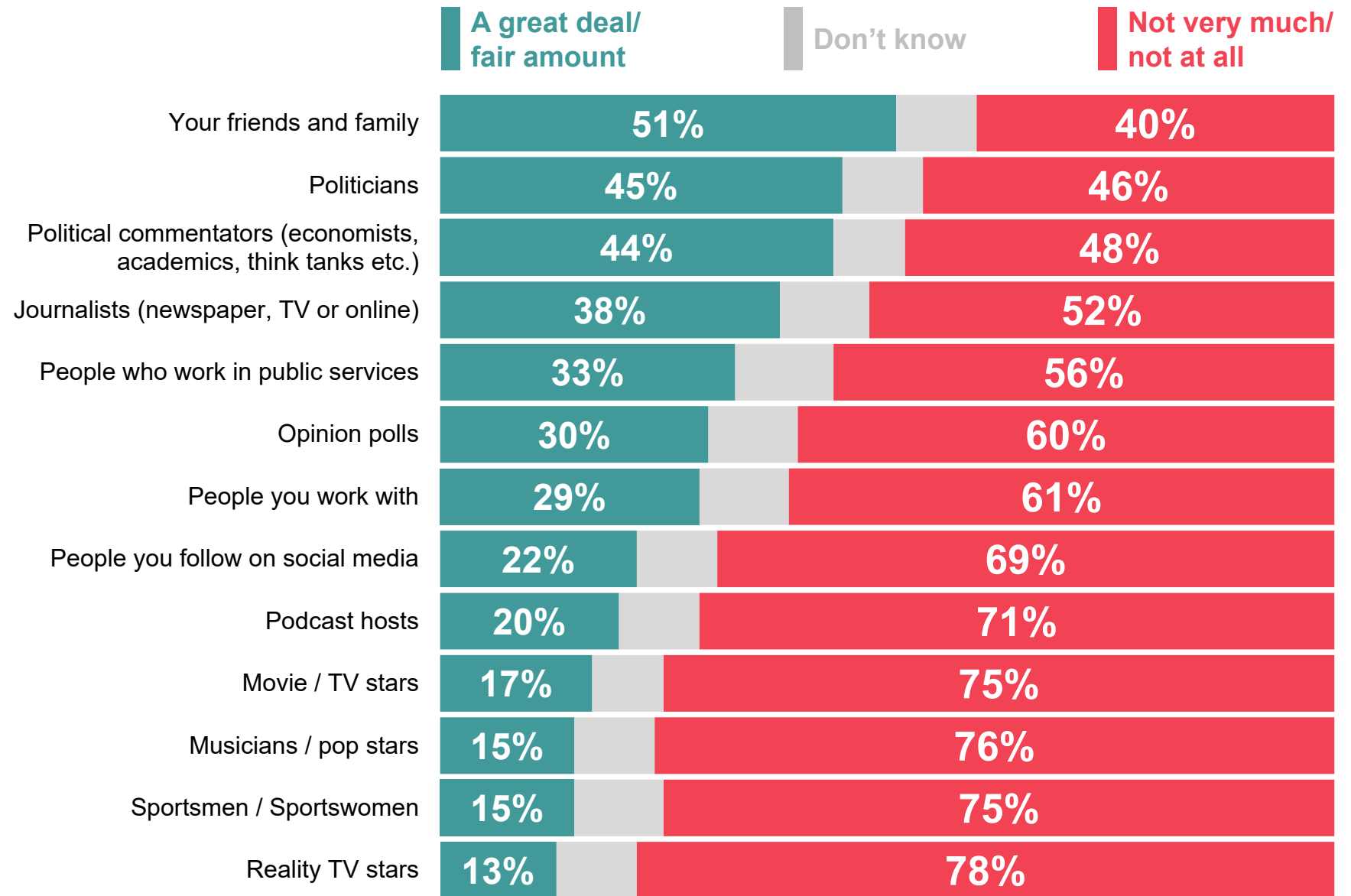


Base: 954 British adults 18-75, 21-28 February 2024, including 18-34s (294), 35-54s (350), 55+ (310).



# Half of Brits say they will listen to friends and family when deciding who to vote for at the next General Election

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?

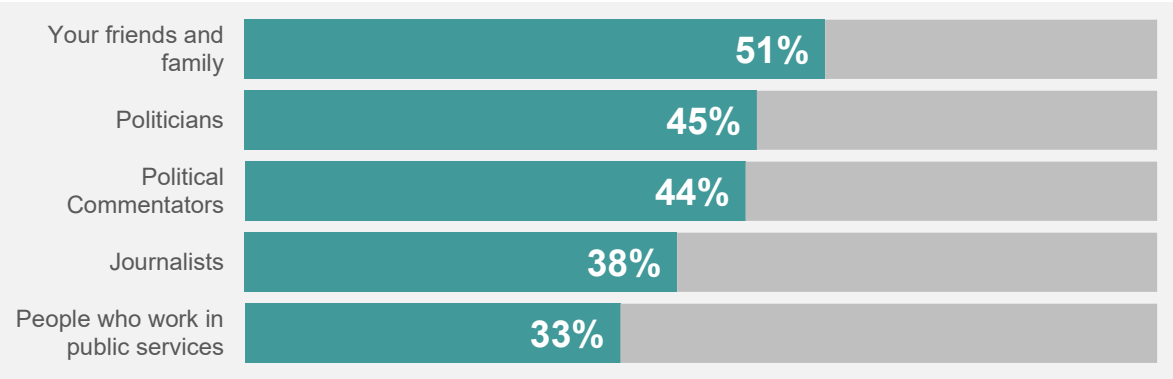


Base: 1,095 Online British adults aged 16-75, 23-26 February 2024

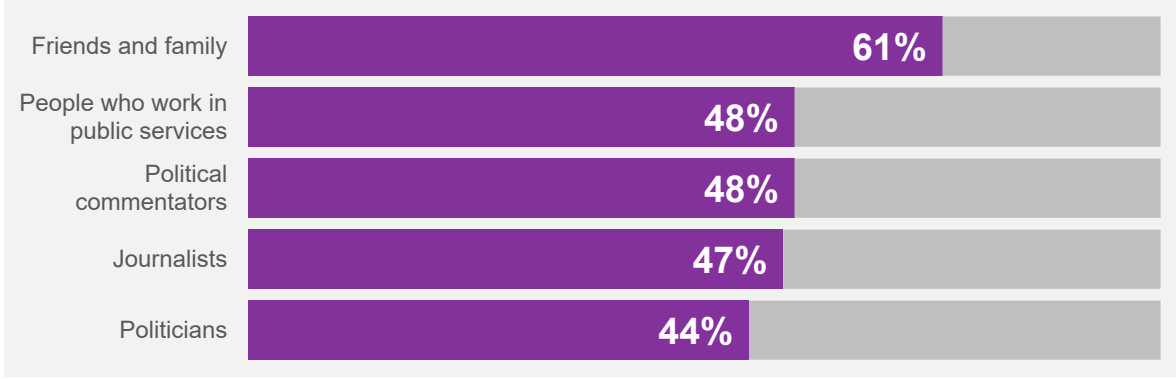
# Whilst 18-34s and 35-54s are most likely to listen to friends and family in deciding who to vote for, 55-75s are most likely to listen to politicians

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

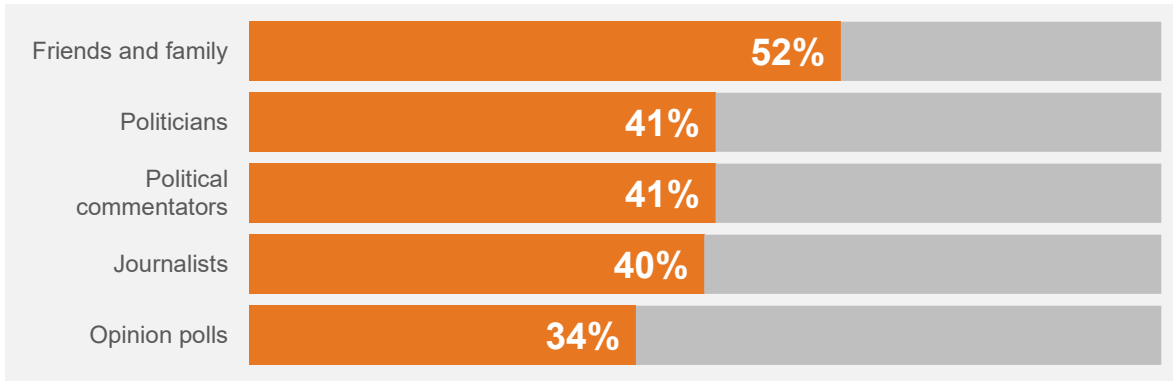
## Among all



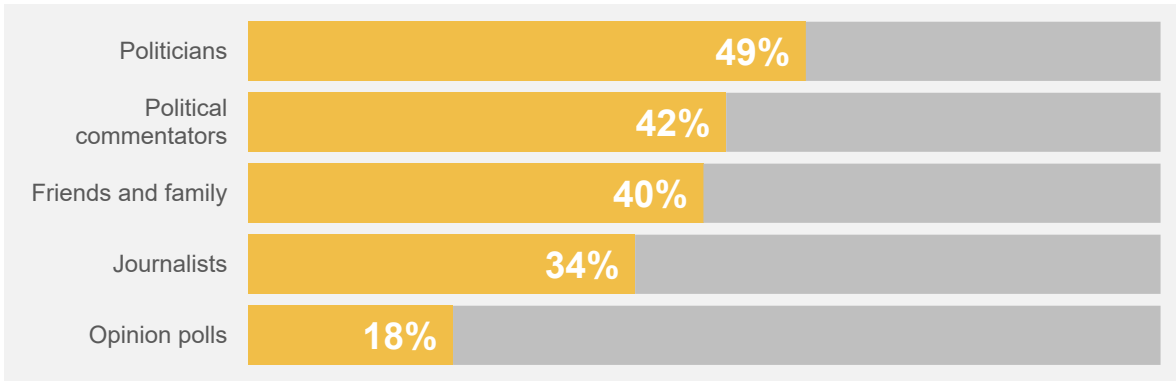
## Among 18-34s



## Among 35-54s



## Among 55-75s



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





## Political polling March 2024

### For more information

Gideon Skinner  
Research Director  
[gideon.skinner@ipsos.com](mailto:gideon.skinner@ipsos.com)

Cameron Garrett  
Research Manager  
[cameron.garrett@ipsos.com](mailto:cameron.garrett@ipsos.com)

Keiran Pedley  
Research Director  
[keiran.pedley@ipsos.com](mailto:keiran.pedley@ipsos.com)

Ben Roff  
Research Executive  
[ben.roff@ipsos.com](mailto:ben.roff@ipsos.com)

