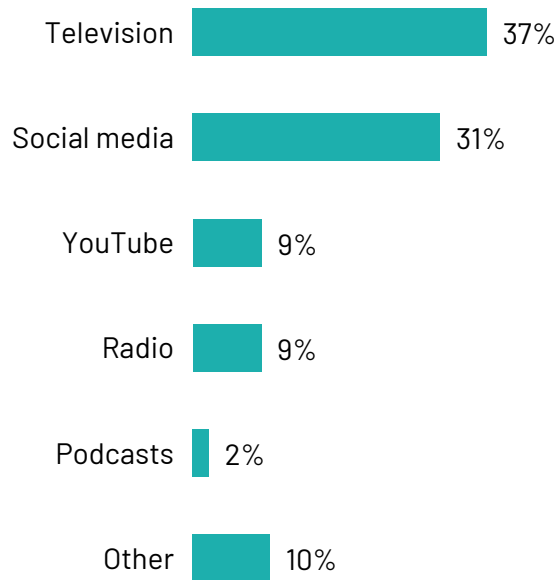


Social media is the predominant source of information about current events for over half of men and women aged 16-34

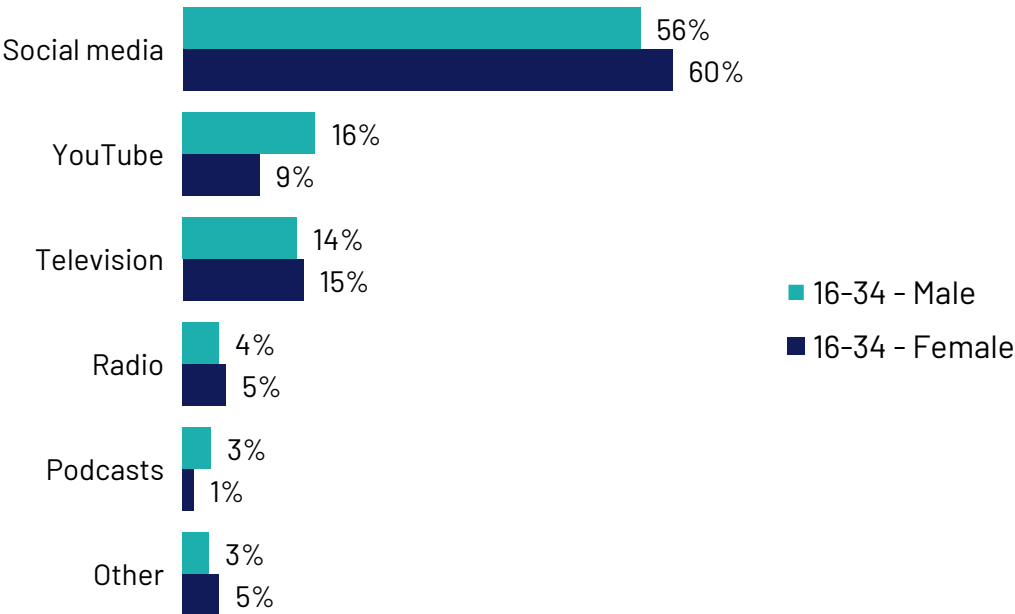
• Q1 - Where would you say that you get the majority of your information about current events?

Total Sample - 16-75



Base: (n=2474)
Q1 - Where would you say that you get the majority of your information about current events ?

Age x Gender, Age, Gender

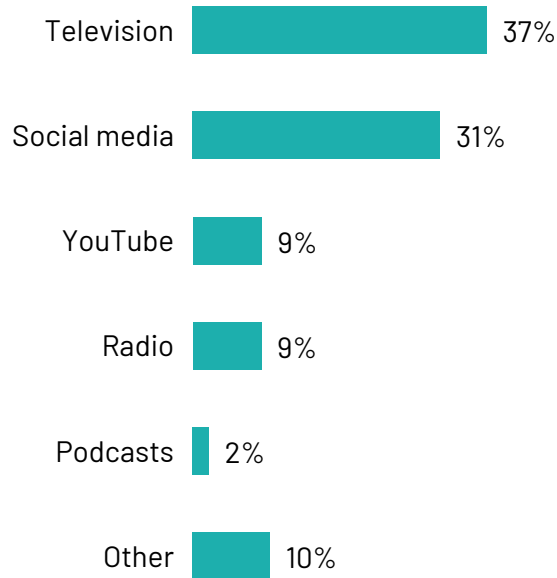


Base: (n=2474)
Q1 - Where would you say that you get the majority of your information about current events ?

Younger Britons get the majority of their information about current events from social media, while those aged 55-75 get it from television

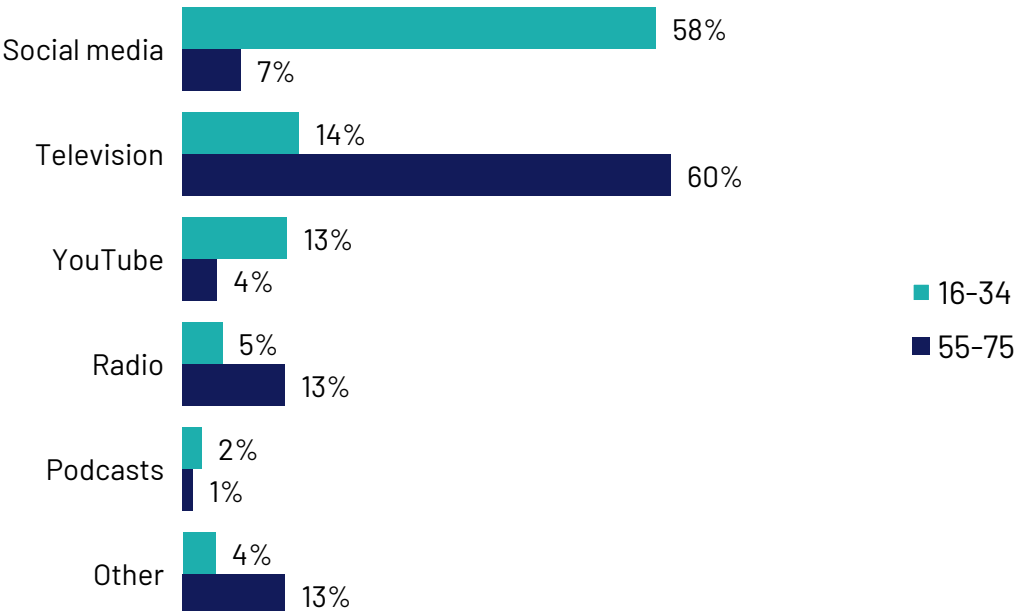
• Q1 - Where would you say that you get the majority of your information about current events?

Total Sample - 16-75



Base: (n=2474)
Q1 - Where would you say that you get the majority of your information about current events ?

Age x Gender, Age, Gender



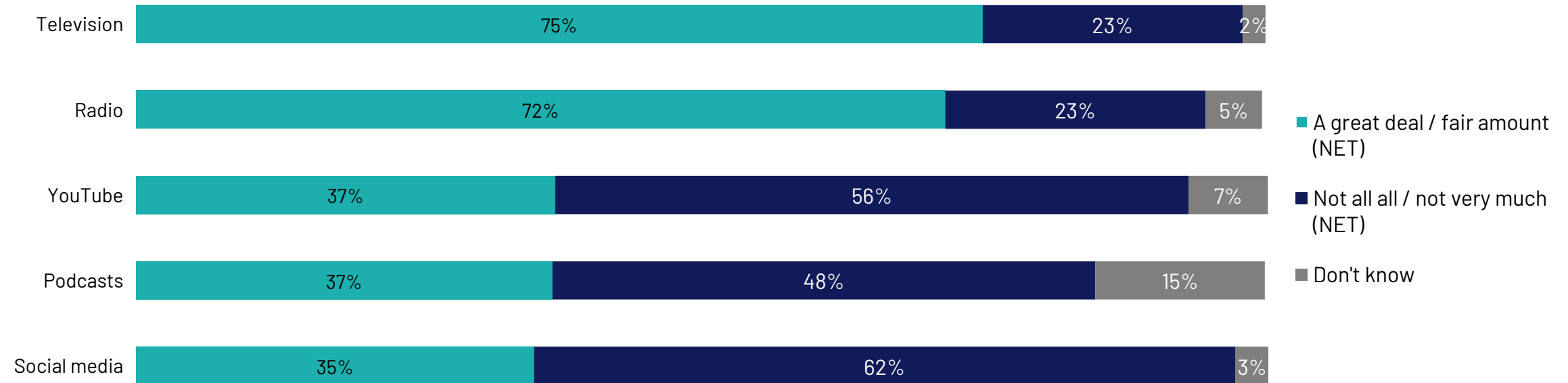
Base: (n=2474)
Q1 - Where would you say that you get the majority of your information about current events ?



Television and Radio are seen as the most trustworthy / reliable sources of news, with over 6 in 10 having low trust in social media

- Q2 - To what extent, if at all, do you trust each of the following to be a reliable source of news information?

Total Sample - 16-75



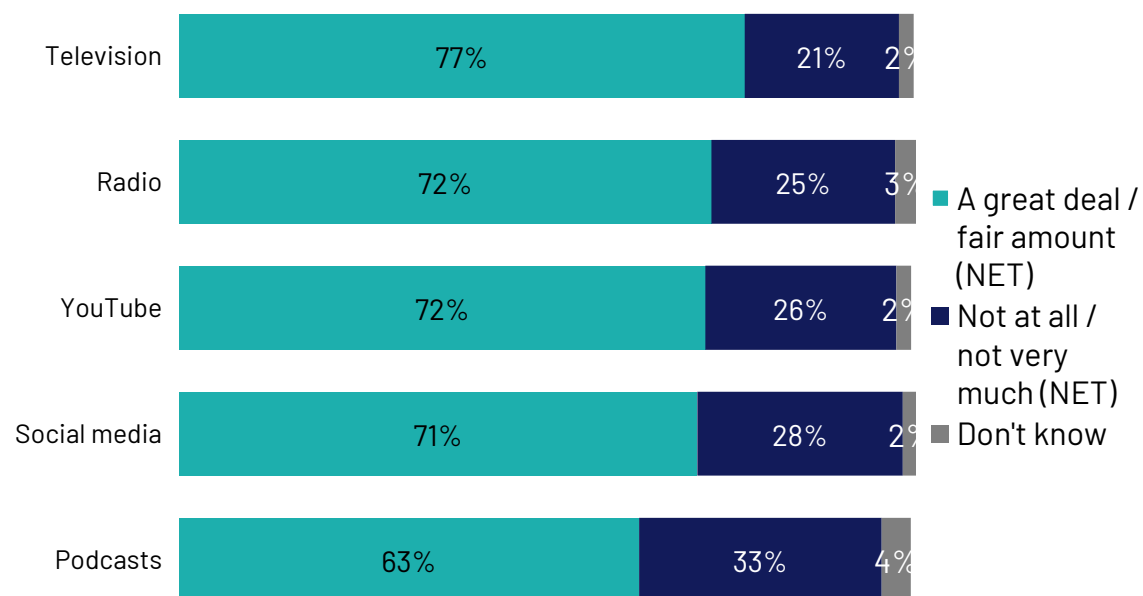
Base: (n=2474)

Q2.To what extent, if at all, do you trust each of the following to be a reliable source of news information?

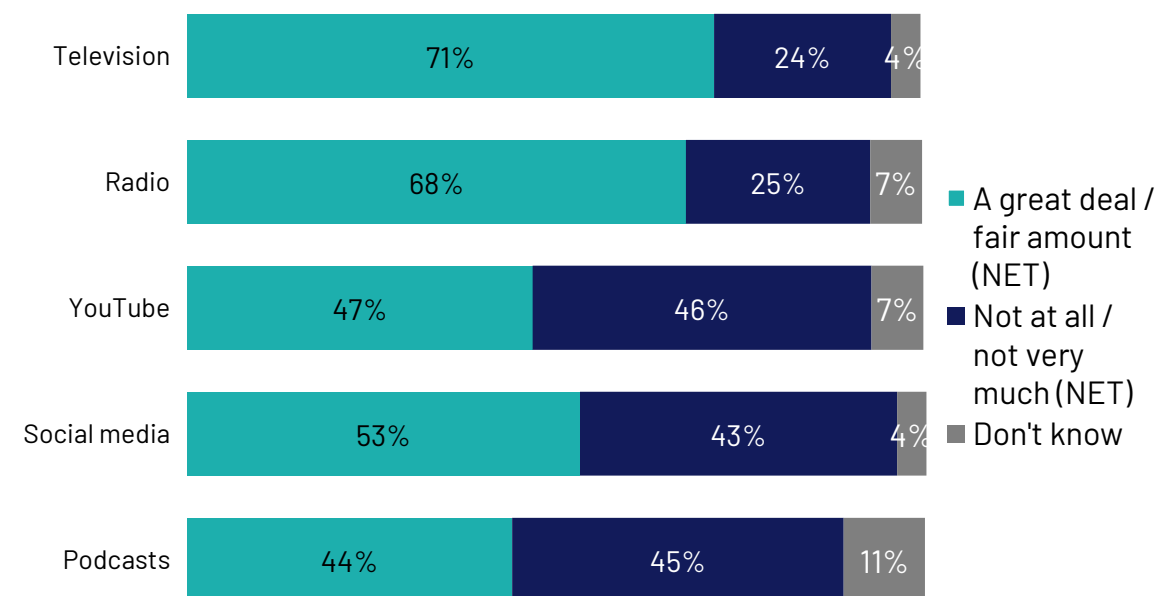
Young men are more likely to trust sources to be reliable than young women – particularly YouTube, social media and podcasts

- Q2 - To what extent, if at all, do you trust each of the following to be a reliable source of news information?

Men aged 16-34



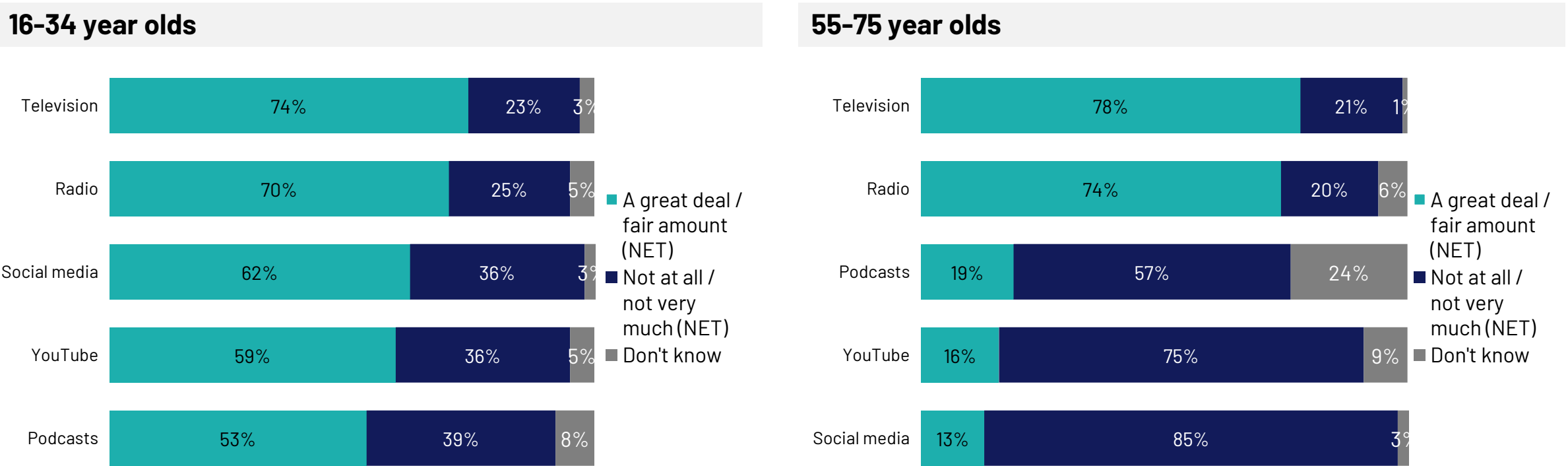
Women aged 16-34



Base: (n=2474)
 Q2.To what extent, if at all, do you trust each of the following to be a reliable source of news information?

Trust in social media, YouTube, and podcasts are significantly higher among those aged 16-34 compared to those aged 55-75

• Q2 - To what extent, if at all, do you trust each of the following to be a reliable source of news information?

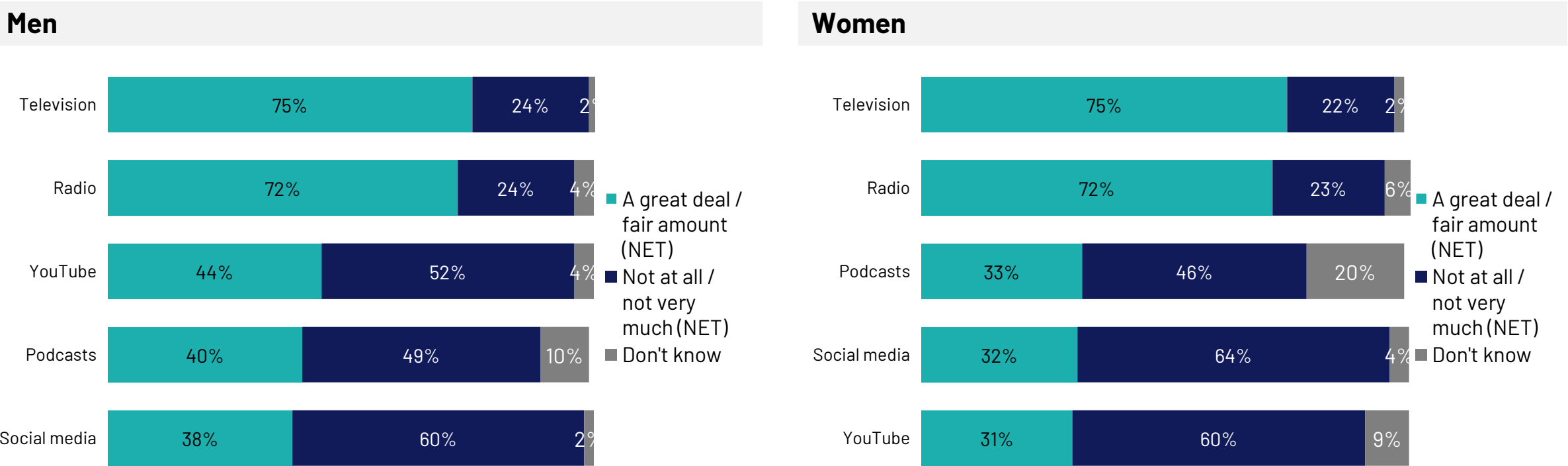


Base: (n=2474)
Q2.To what extent, if at all, do you trust each of the following to be a reliable source of news information?



Men are slightly more likely to trust YouTube, podcasts, and social media as a reliable source of news information than women

• Q2 - To what extent, if at all, do you trust each of the following to be a reliable source of news information?



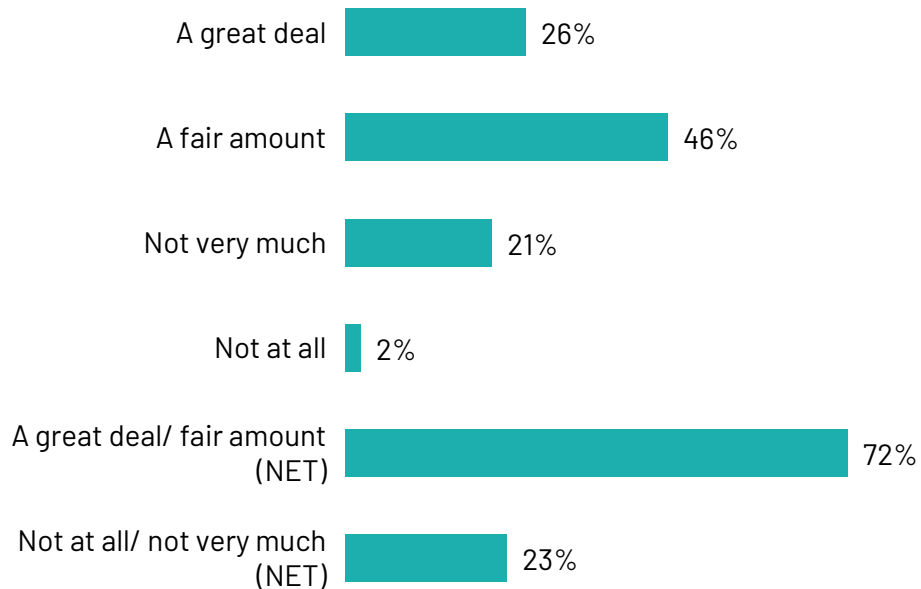
Base: (n=2474)
Q2.To what extent, if at all, do you trust each of the following to be a reliable source of news information?



Over 7 in 10 Britons are concerned about misinformation in the news that they personally consume

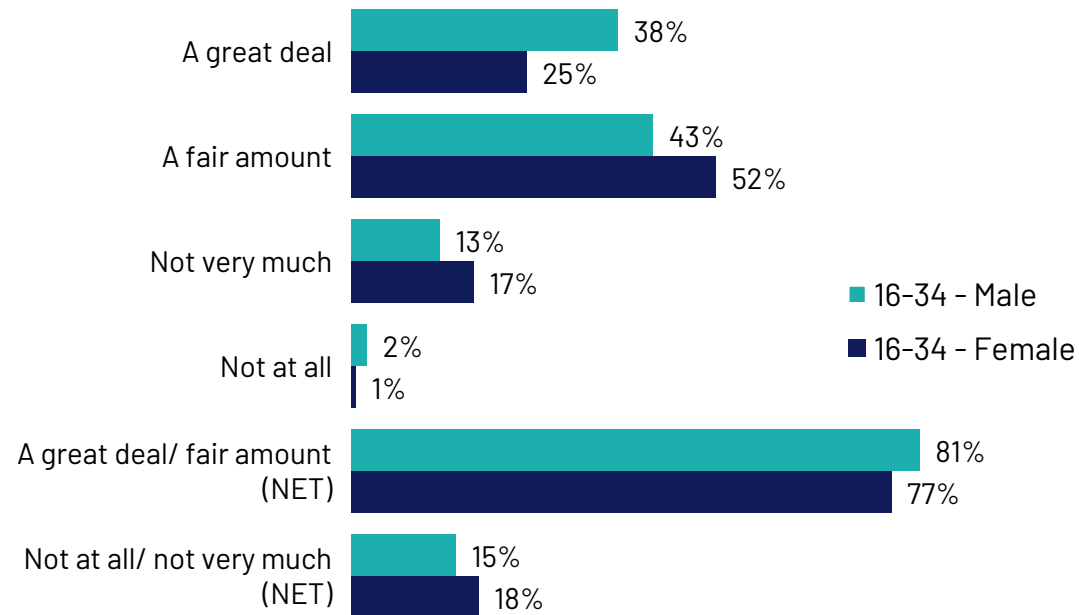
• Q3 - To what extent, if at all, are you concerned about misinformation in the news that you personally consume?

Total Sample - 16-75



Base: (n=2474)
Q3 - To what extent, if at all, are you concerned about misinformation in the news that you personally consume?

Age x Gender, Age, Gender



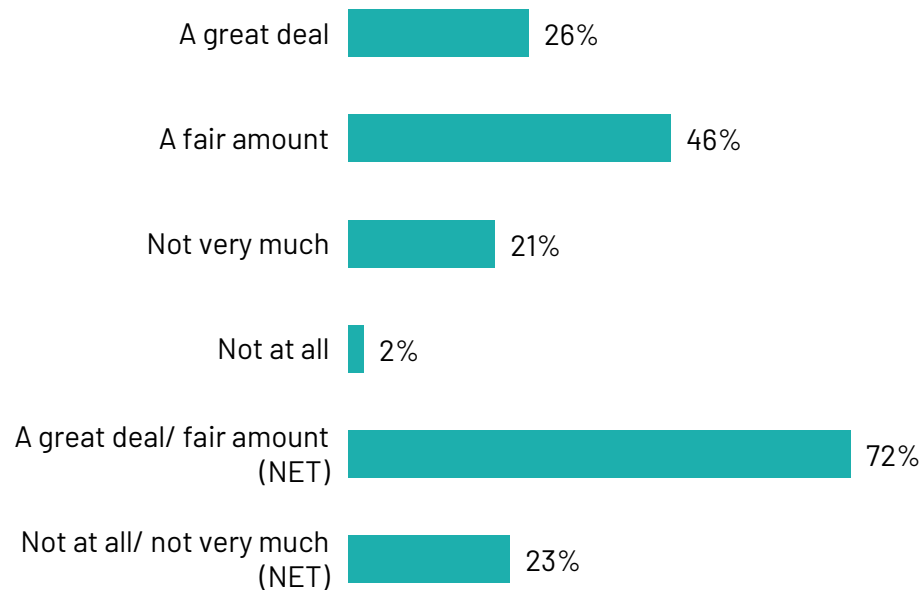
Base: (n=2474)
Q3 - To what extent, if at all, are you concerned about misinformation in the news that you personally consume?



16-34 year olds are more concerned about misinformation in the news they consume than those aged 55-75

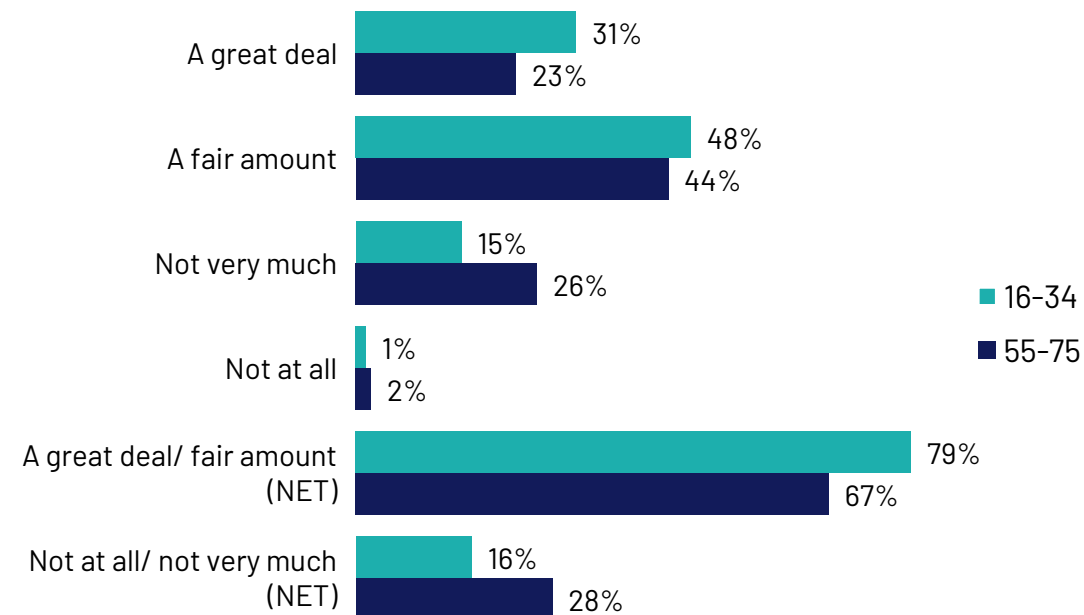
• Q3 - To what extent, if at all, are you concerned about misinformation in the news that you personally consume?

Total Sample - 16-75



Base: (n=2474)
Q3 - To what extent, if at all, are you concerned about misinformation in the news that you personally consume?

Age x Gender, Age, Gender



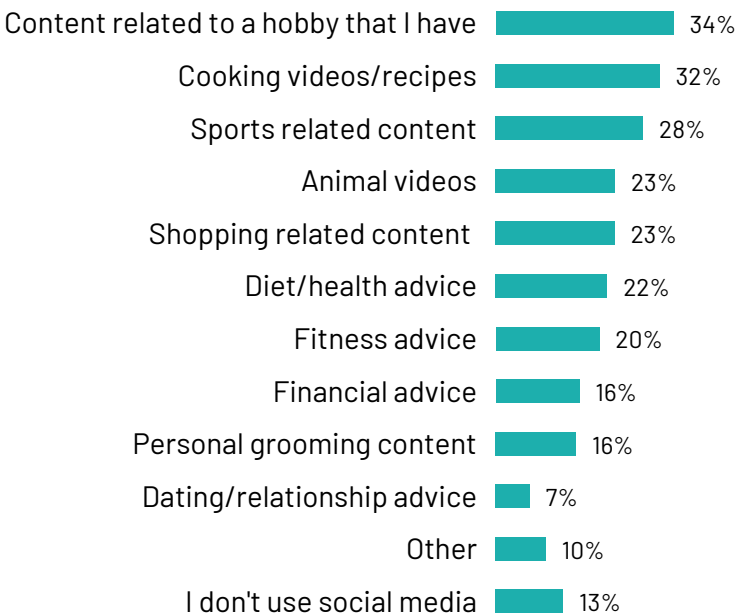
Base: (n=2474)
Q3 - To what extent, if at all, are you concerned about misinformation in the news that you personally consume?



On social media, young men are most likely to consume sports related content and content related to their hobbies. Young women are most likely to consume cooking videos and shopping related content

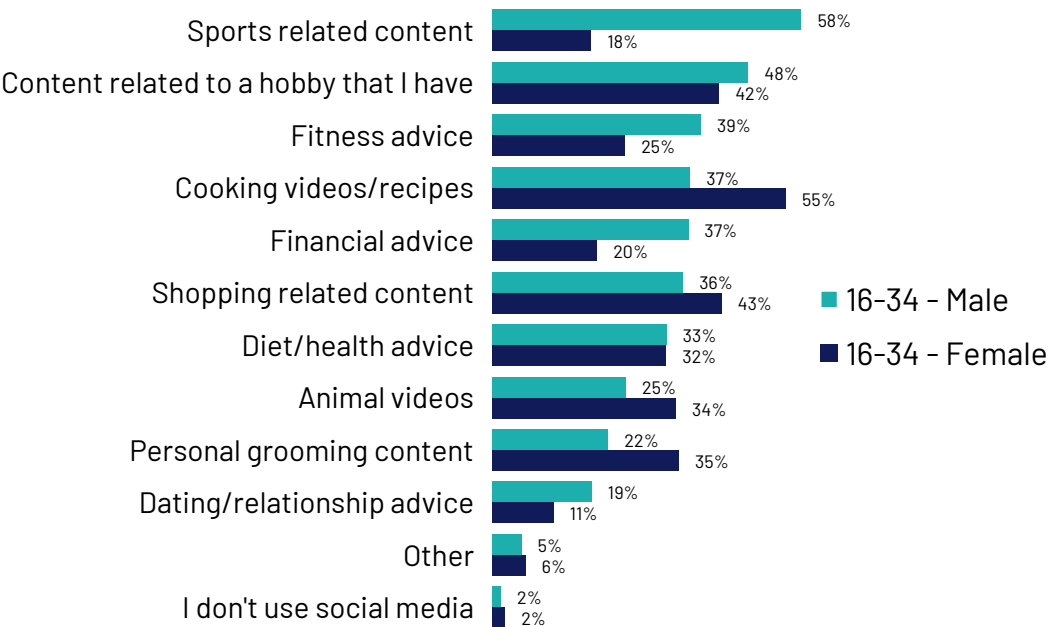
• Q6 - What type of content would you say that you consume on social media the most?

Total Sample - 16-75



Base: (n=2474)
Q6 - What type of content would you say that you consume on social media the most?

Age x Gender, Age, Gender



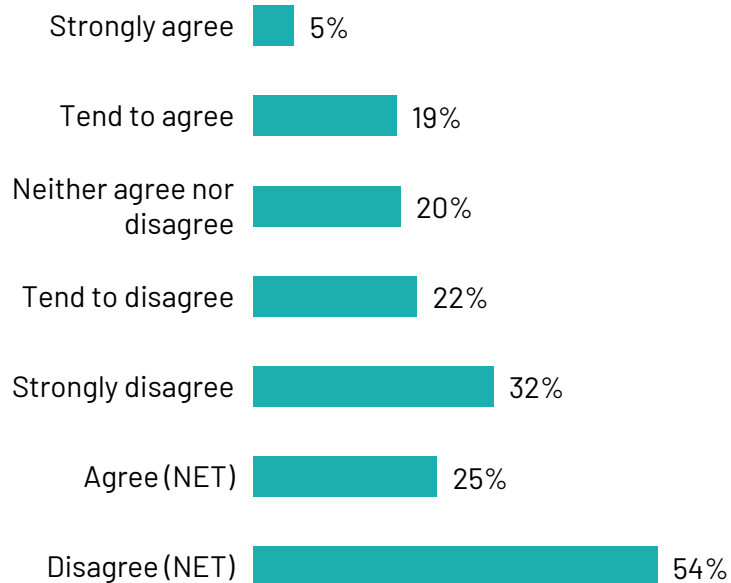
Base: (n=2474)
Q6 - What type of content would you say that you consume on social media the most?



Almost half of young men agree that they are addicted to social media, though only 9% strongly agree, similar for young women

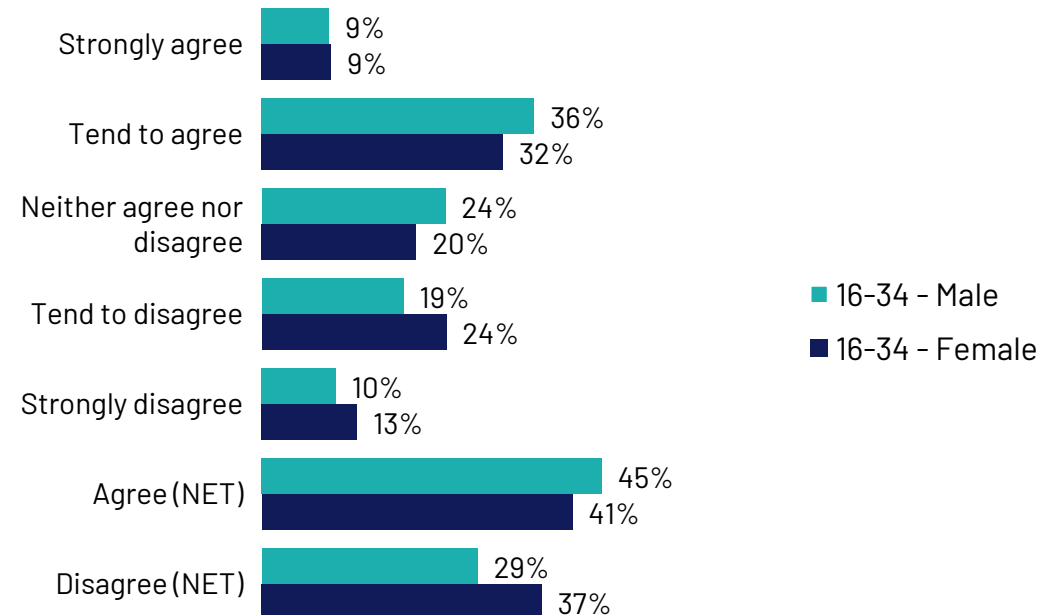
- Q7 - To what extent, if at all, do you agree or disagree with the following statement. 'I am addicted to social media.'

Total Sample - 16-75



Base: (n=2474)
Q7 - To what extent, if at all, do you agree or disagree with the following statement. 'I am addicted to social media.'

Age x Gender, Age, Gender

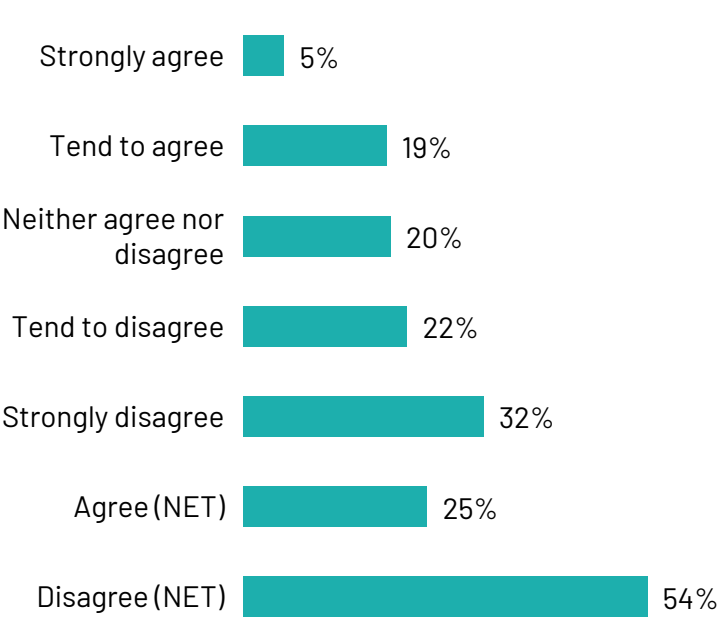


Base: (n=2474)
Q7 - To what extent, if at all, do you agree or disagree with the following statement. 'I am addicted to social media.'

Over 4 in 10 16-34 year olds agree that they are addicted to social media, compared to only 8% of 55-75 year olds

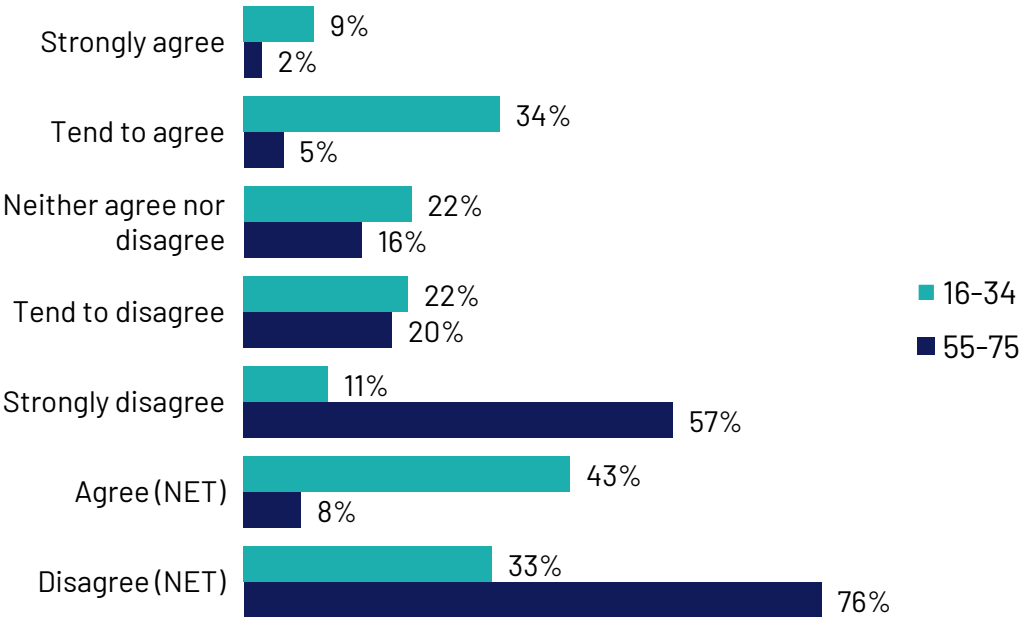
• Q7 - To what extent, if at all, do you agree or disagree with the following statement. 'I am addicted to social media.'

Total Sample - 16-75



Base: (n=2474)
Q7 - To what extent, if at all, do you agree or disagree with the following statement. 'I am addicted to social media.'

Age x Gender, Age, Gender



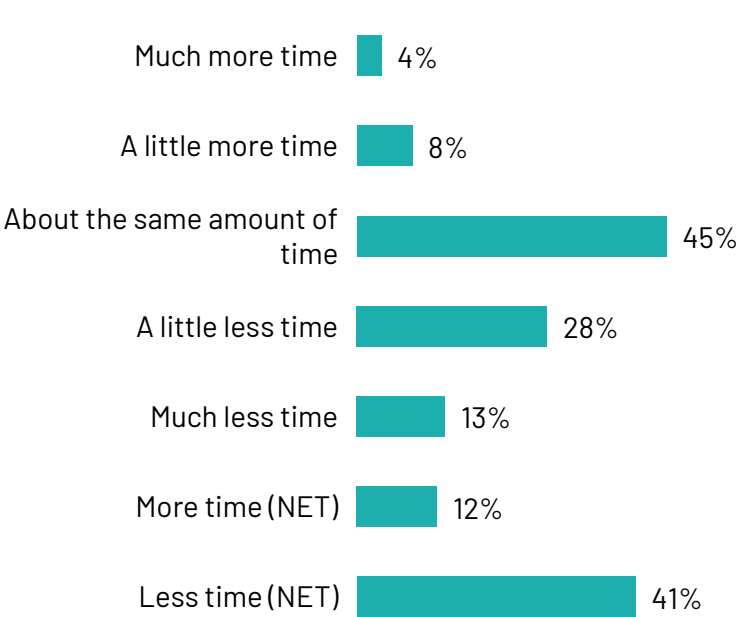
Base: (n=2474)
Q7 - To what extent, if at all, do you agree or disagree with the following statement. 'I am addicted to social media.'



Young women are almost twice as likely to say they want to spend less time on social media than their male peers

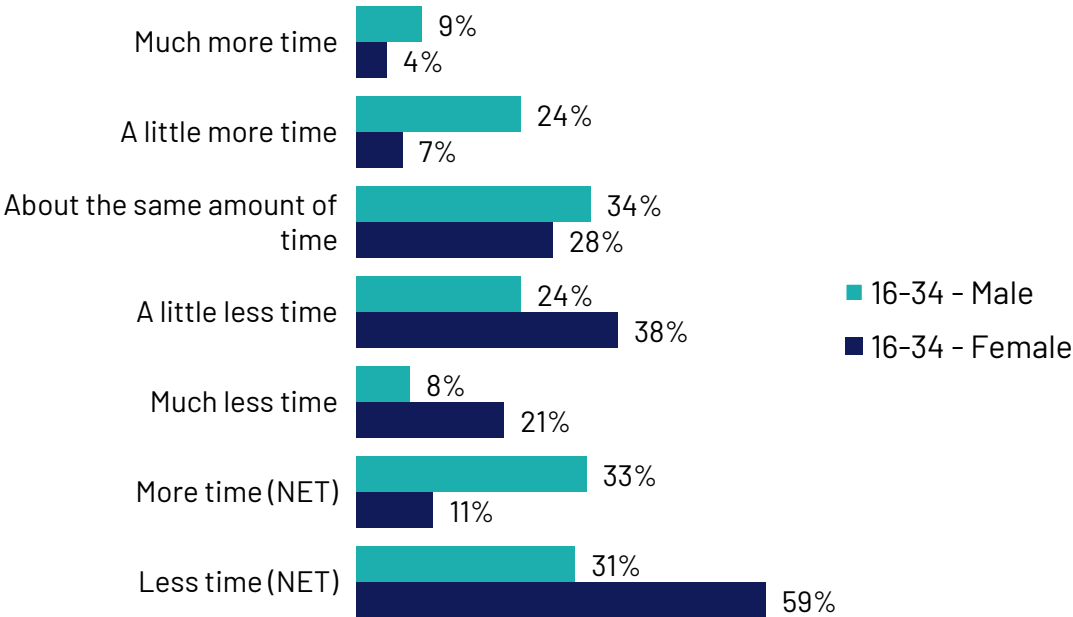
• Q8 - Thinking about the amount of time you currently spend on social media. Do you, if at all, want to spend more or less time on social media?

Total Sample - 16-75



Base: (n=2194)
Q8 - Thinking about the amount of time you currently spend on social media. Do you, if at all, want to spend more or less time on social media?

Age x Gender, Age, Gender



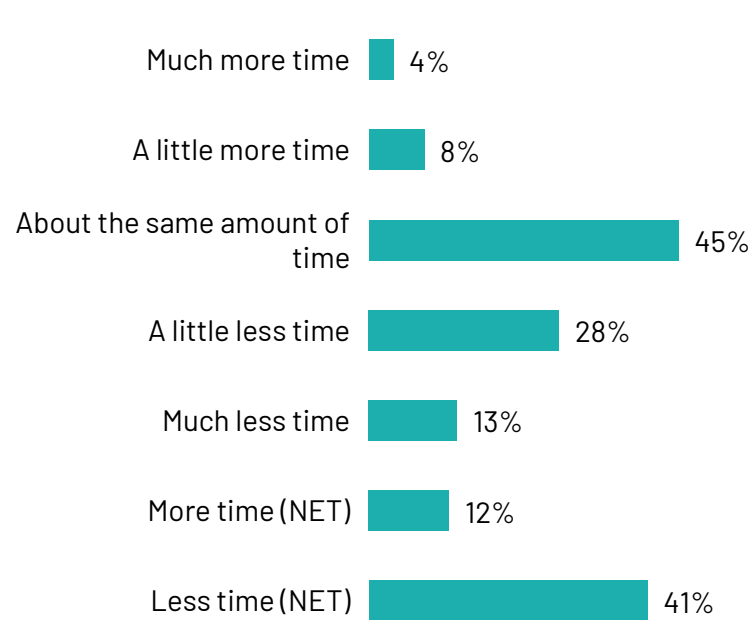
Base: (n=2194)
Q8 - Thinking about the amount of time you currently spend on social media. Do you, if at all, want to spend more or less time on social media?



45% of those aged 16-34 say they want to spend less time on social media, while 62% of those aged 55-75 are comfortable with their current time spent

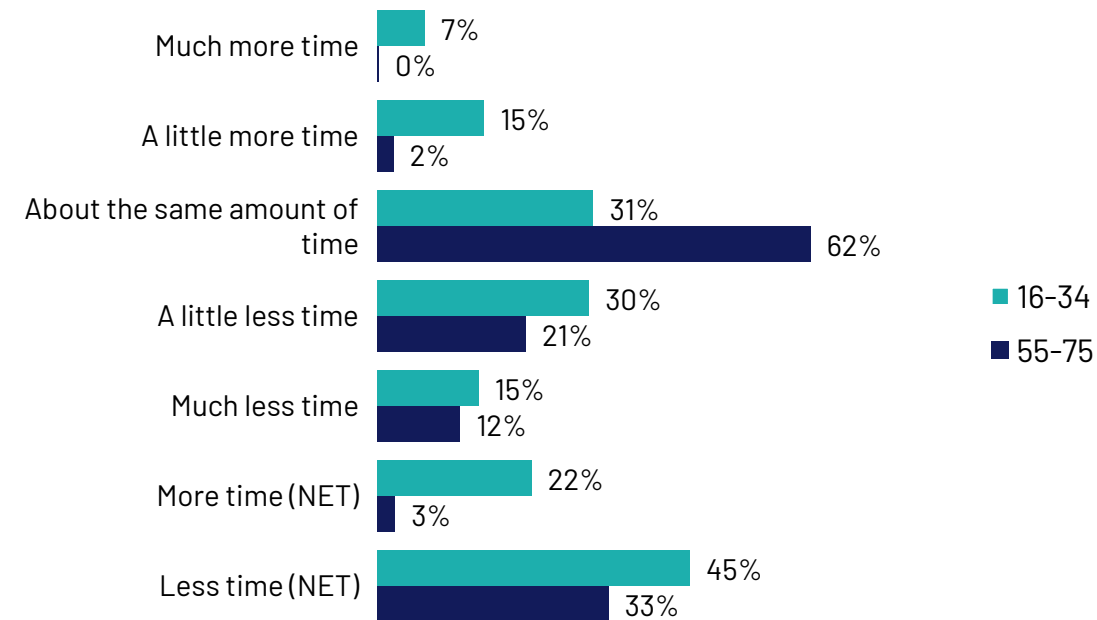
• Q8 - Thinking about the amount of time you currently spend on social media. Do you, if at all, want to spend more or less time on social media?

Total Sample - 16-75



Base: (n=2194)
Q8 - Thinking about the amount of time you currently spend on social media. Do you, if at all, want to spend more or less time on social media?

Age x Gender, Age, Gender

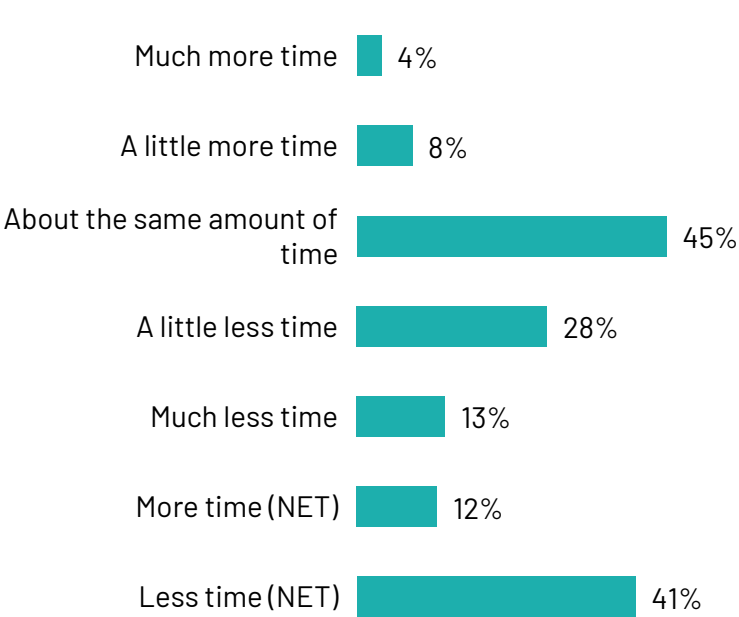


Base: (n=2194)
Q8 - Thinking about the amount of time you currently spend on social media. Do you, if at all, want to spend more or less time on social media?

Women are more likely to say that they want to spend less time on social media than men

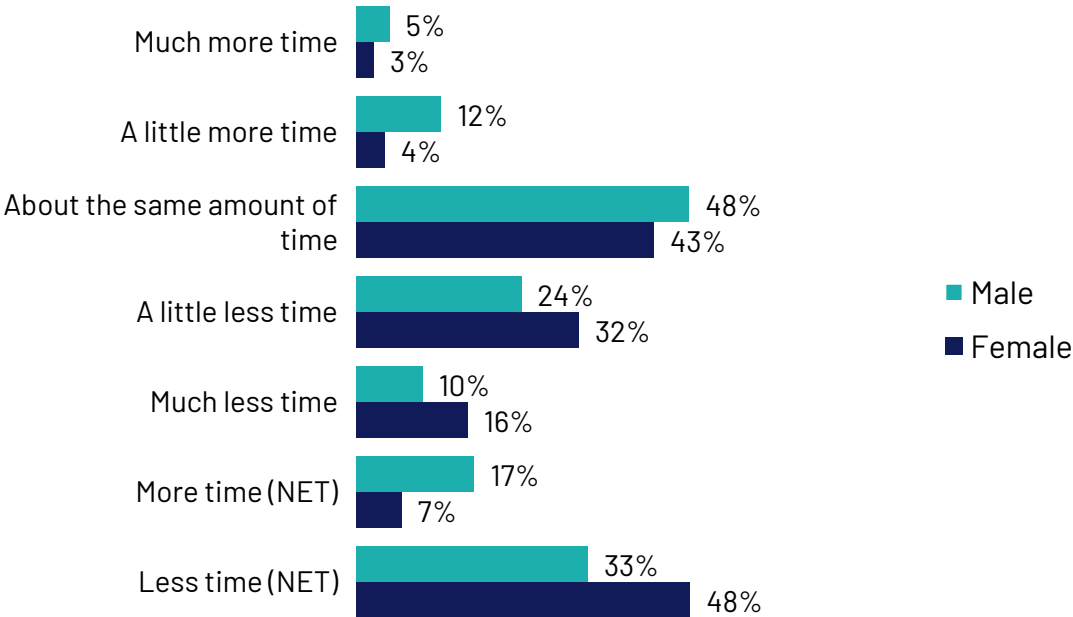
• Q8 - Thinking about the amount of time you currently spend on social media. Do you, if at all, want to spend more or less time on social media?

Total Sample - 16-75



Base: (n=2194)
Q8 - Thinking about the amount of time you currently spend on social media. Do you, if at all, want to spend more or less time on social media?

Age x Gender, Age, Gender



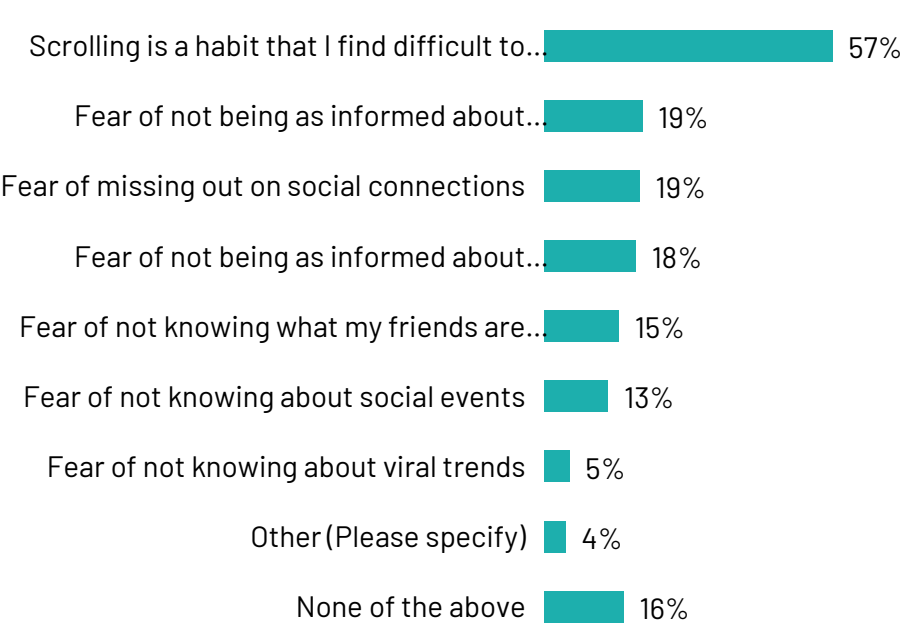
Base: (n=2194)
Q8 - Thinking about the amount of time you currently spend on social media. Do you, if at all, want to spend more or less time on social media?



Breaking the scrolling habit is the most common barrier stopping people from spending less time on social media

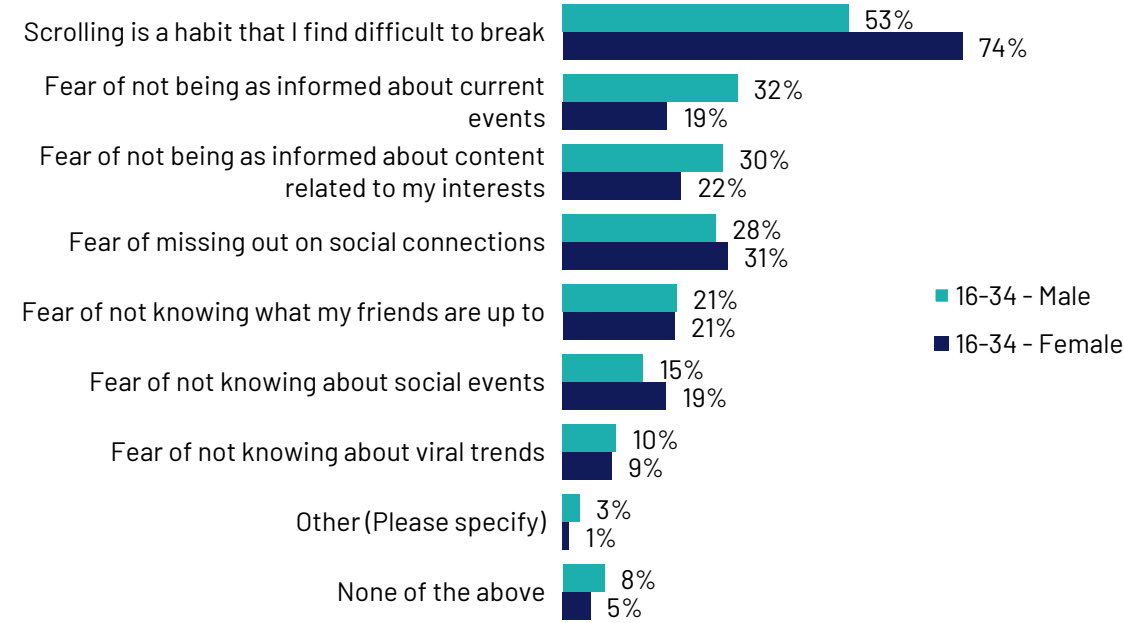
• Q9 - What are the barriers stopping you from spending less time on social media?

Total Sample - 16-75



Base: (n=861)
Q9 - What are the barriers stopping you from spending less time on social media?

Age x Gender, Age, Gender



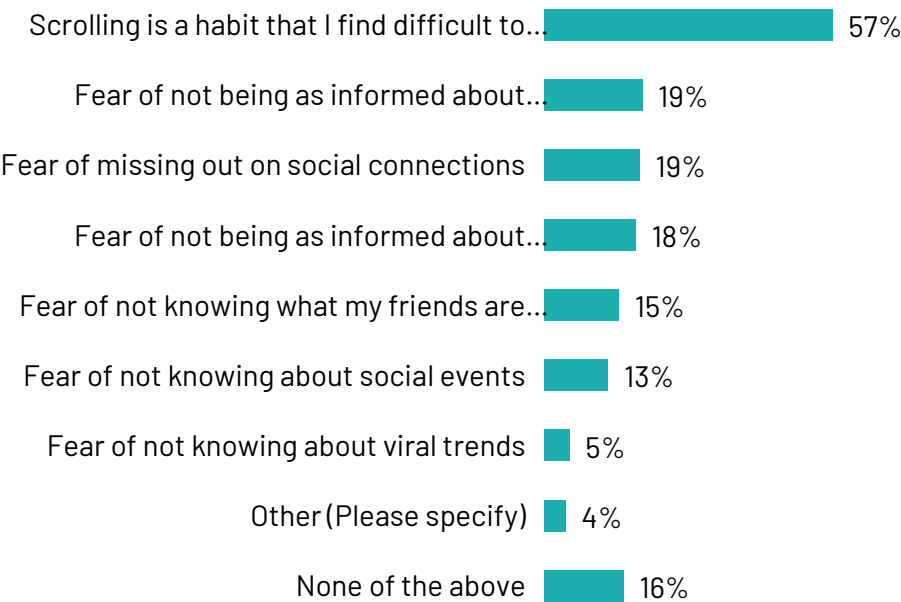
Base: (n=861)
Q9 - What are the barriers stopping you from spending less time on social media?



Women are more likely to say that scrolling is a habit they find difficult to break

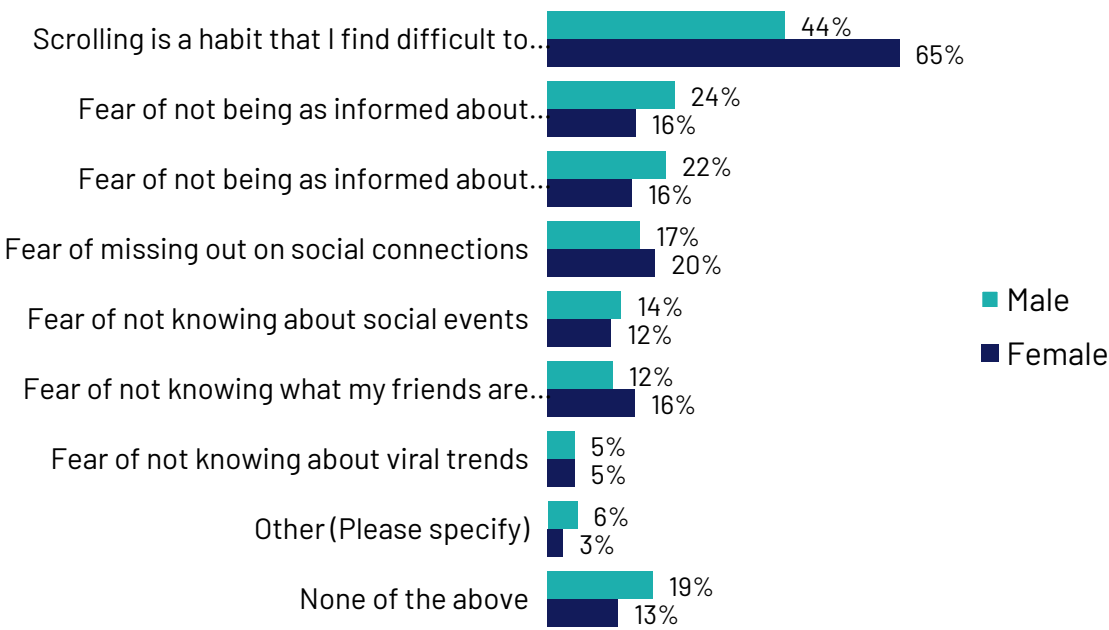
• Q9 - What are the barriers stopping you from spending less time on social media?

Total Sample - 16-75



Base: (n=861)
Q9 - What are the barriers stopping you from spending less time on social media?

Age x Gender, Age, Gender



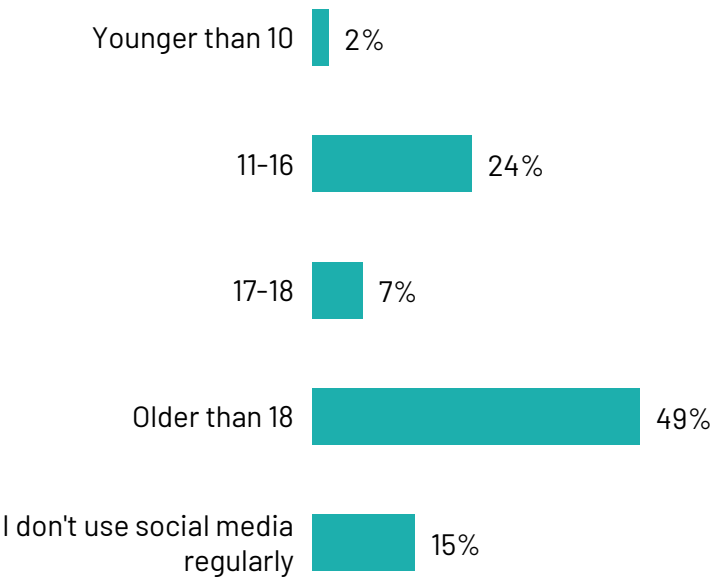
Base: (n=861)
Q9 - What are the barriers stopping you from spending less time on social media?



The majority of those aged 16-34 began using social media regularly between the ages of 11-16

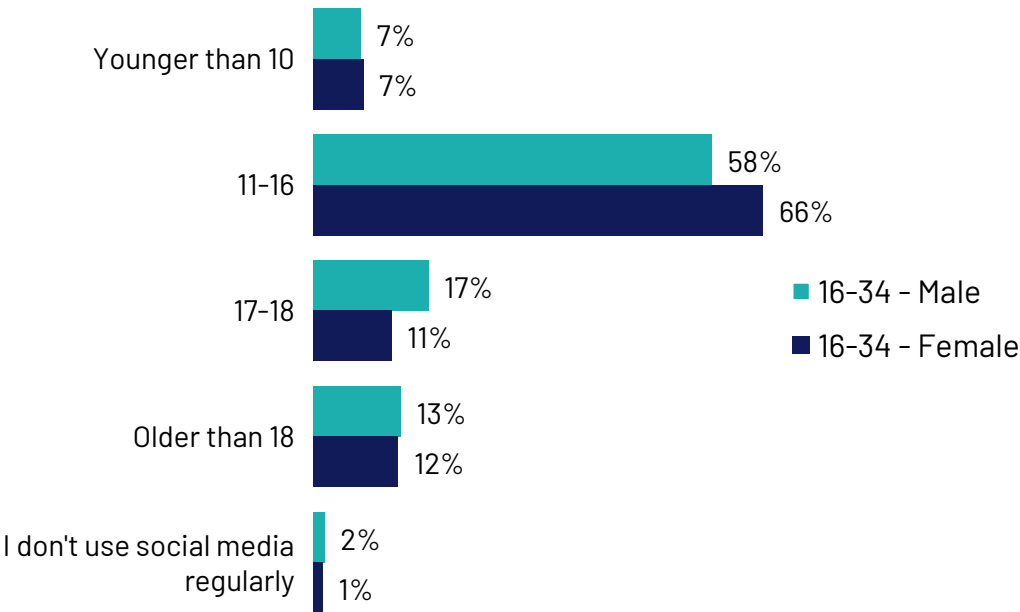
• Q10 - At what age did you begin using social media regularly?

Total Sample - 16-75



Base: (n=2474)
Q10 - At what age did you begin using social media regularly?

Age x Gender, Age, Gender



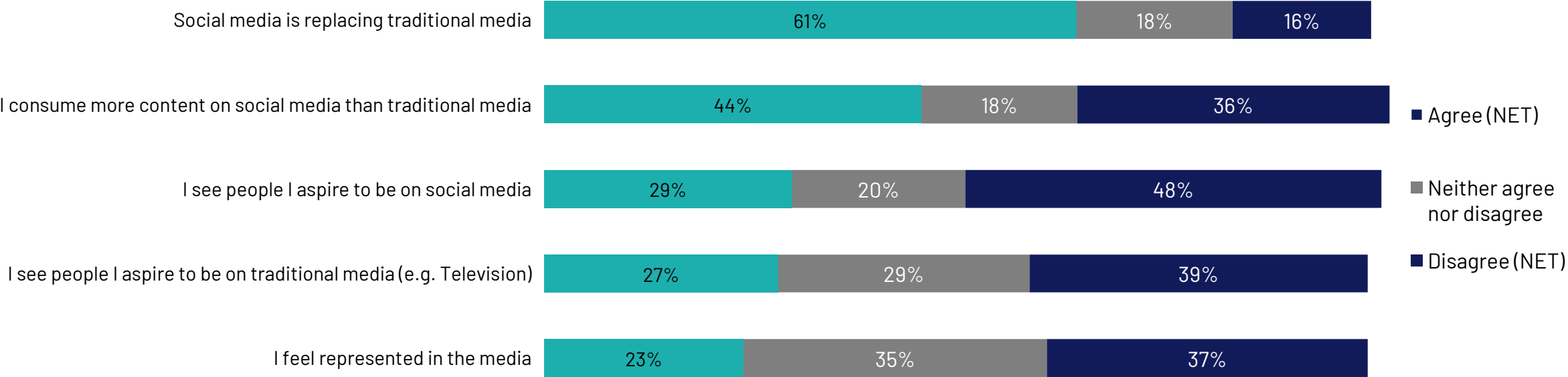
Base: (n=2474)
Q10 - At what age did you begin using social media regularly?



Six in ten believe that social media is replacing traditional media

- Q11 – To what extent, if at all, do you agree or disagree with the following statements?

Total Sample - 16-75



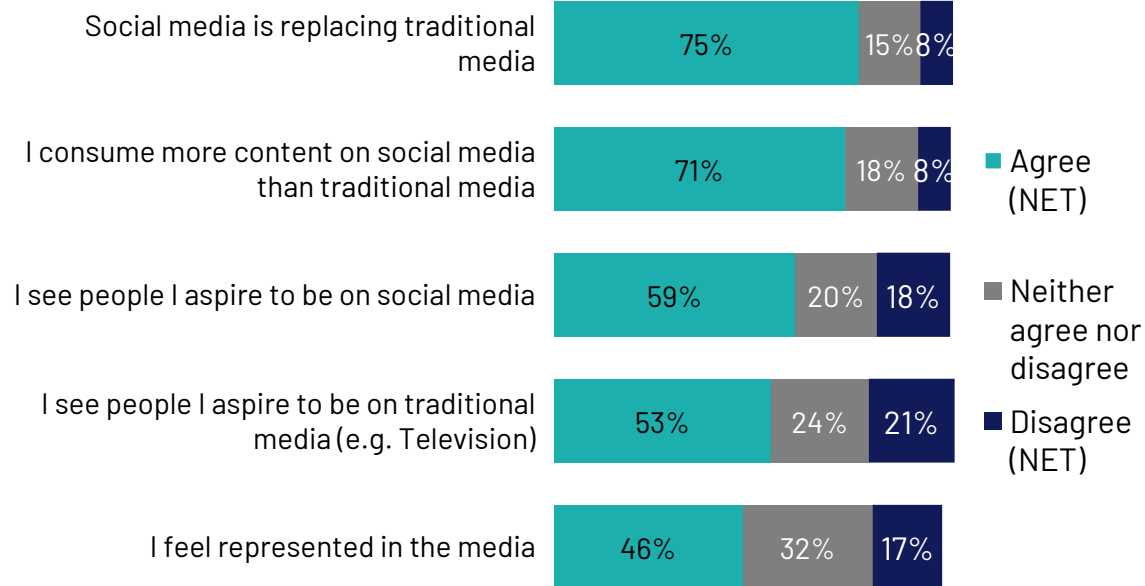
Base: (n=2474)
Q11.To what extent, if at all, do you agree or disagree with the following statements?



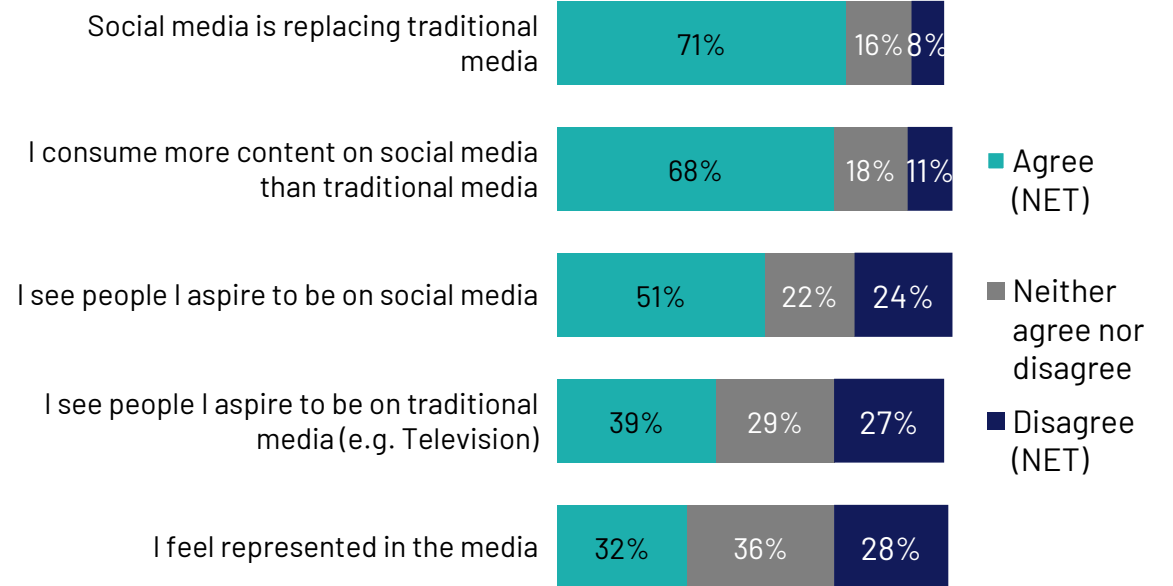
Seven in ten of those aged 16-34 believe that social media is replacing traditional media

- Q11 - To what extent, if at all, do you agree or disagree with the following statements?

Men aged 16-34



Women aged 16-34

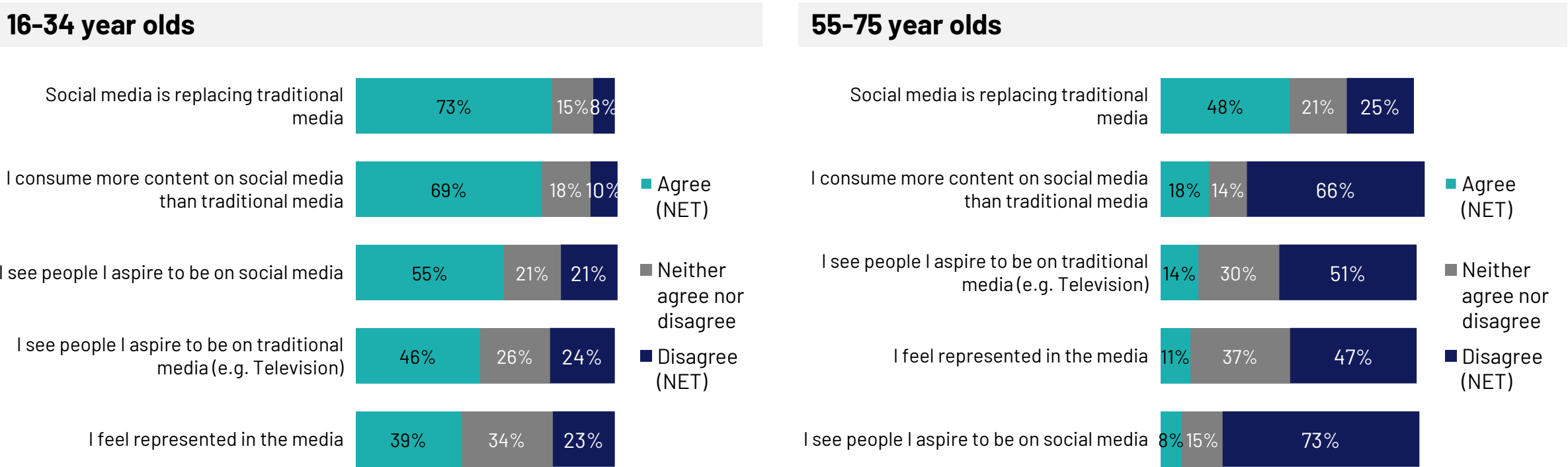


Base: (n=2474)

Q11.To what extent, if at all, do you agree or disagree with the following statements?

Seven in ten of those aged 16-34 say they consume more content on social media than traditional media

• Q11 – To what extent, if at all, do you agree or disagree with the following statements?



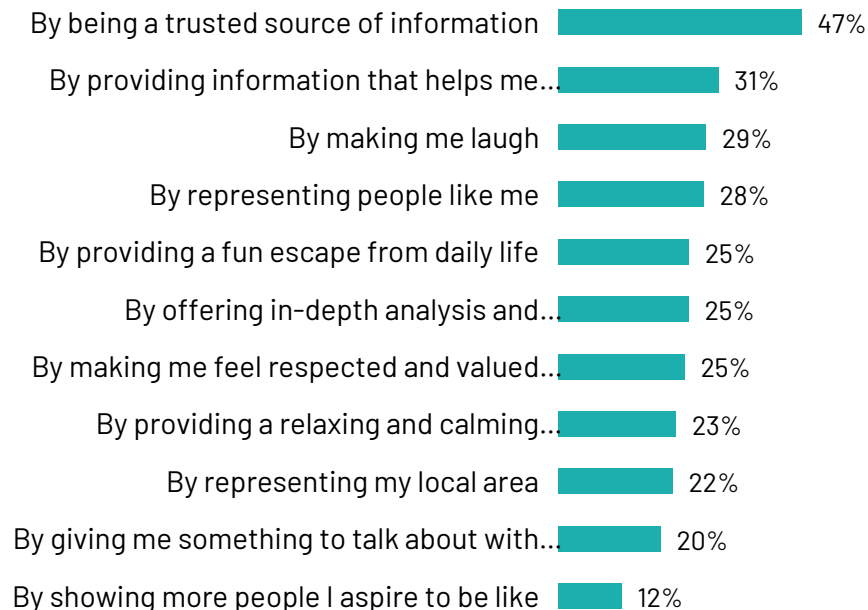
Base: (n=2474)
Q11.To what extent, if at all, do you agree or disagree with the following statements?



Almost half say companies could better connect with them by being a trusted source of information

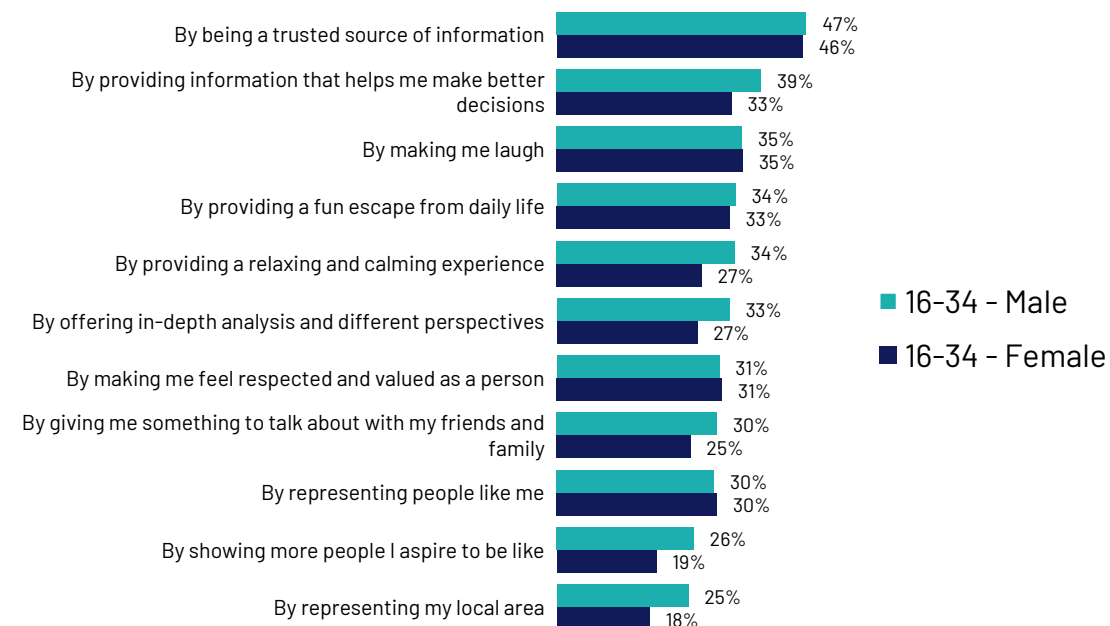
- Q12 - How can, if at all, media companies better connect with you?

Total Sample - 16-75



Base: (n=2474)
Q12 - How can, if at all, media companies better connect with you?

Age x Gender, Age, Gender

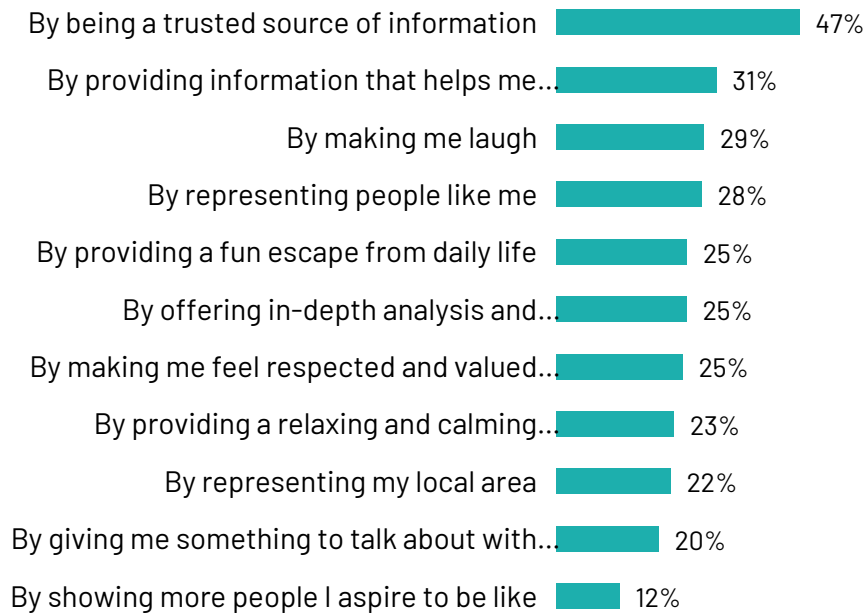


Base: (n=2474)
Q12 - How can, if at all, media companies better connect with you?

16-34s say companies can connect with them through many reasons, whilst 55-75s prioritize being a trusted source of information

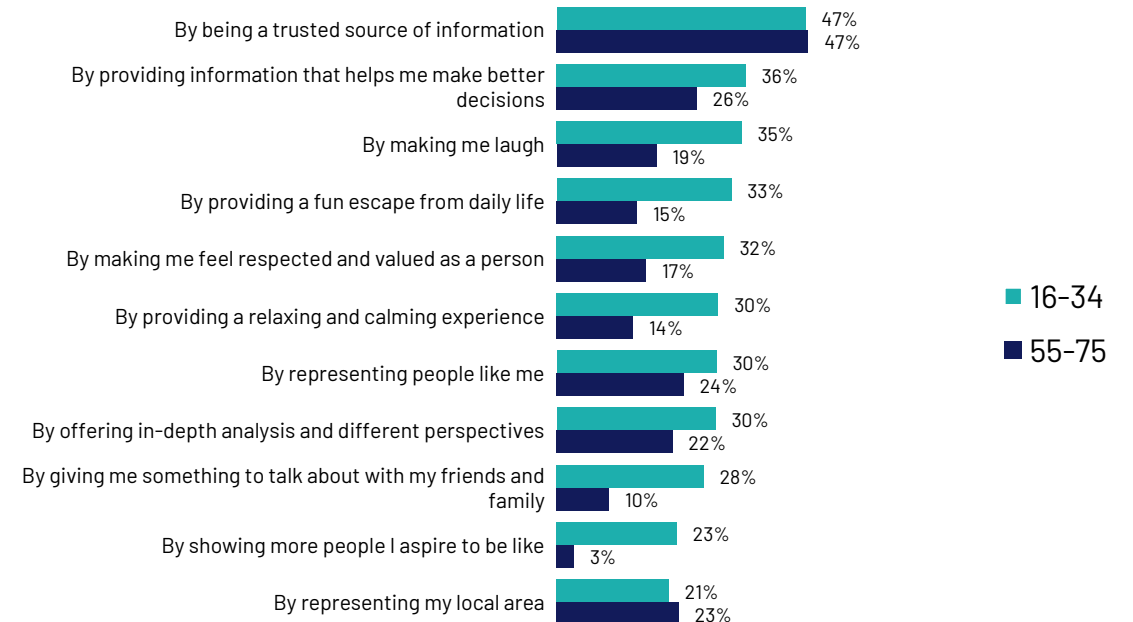
- Q12 - How can, if at all, media companies better connect with you?

Total Sample - 16-75



Base: (n=2474)
Q12 - How can, if at all, media companies better connect with you?

Age x Gender, Age, Gender



Base: (n=2474)
Q12 - How can, if at all, media companies better connect with you?