

T1	Table 1	Q1 - How concerned, if at all, are you about your current personal financial situation?	Base: All GB adults aged 16-75
T2	Table 2	Q2 - Please think about what your personal financial situation might look like in the next three to five years. How concerned, if at all, are you?	Base: All GB adults aged 16-75
T3	Table 3	Q3 - Which, if any, of the following factors do you think contribute most to someone having a sense of financial security?	Base: All GB adults aged 16-75
T4	Table 4	Q4 - Thinking about an individual's earned income per year from all sources, before tax and other deductions... How much do you think someone needs to earn per year to be considered 'wealthy'?	Base: All GB adults aged 16-75
T5	Table 5	Q5 - At what point would you personally consider yourself wealthy?	Base: All GB adults aged 16-75
T6	Table 6	Q6 - We are going to share a list of possessions people can have. Please let us know which, if any, you would say are signs that a person is successful?	Base: All GB adults aged 16-75
T7	Table 7	Q7 - Summary - To what extent do you agree or disagree, if at all, with the following statements?	Base: All GB adults aged 16-75
T8	Table 8	Q7 1 - To what extent do you agree or disagree, if at all, with the following statements? - I think I am more successful in life than most of my friends and family	Base: All GB adults aged 16-75
T9	Table 9	Q7 2 - To what extent do you agree or disagree, if at all, with the following statements? - I think that many people are jealous of the successes I have had in my life	Base: All GB adults aged 16-75
T10	Table 10	Q7 3 - To what extent do you agree or disagree, if at all, with the following statements? - I often feel jealous of people who I think are more successful than me	Base: All GB adults aged 16-75
T11	Table 11	Q7 4 - To what extent do you agree or disagree, if at all, with the following statements? - I often spend extra on higher quality products, even though it costs me more	Base: All GB adults aged 16-75
T12	Table 12	Q7 5 - To what extent do you agree or disagree, if at all, with the following statements? - I feel I am given recognition for the successes I have had in my life	Base: All GB adults aged 16-75
T13	Table 13	Q7 6 - To what extent do you agree or disagree, if at all, with the following statements? - I feel in control of what is happening in my life	Base: All GB adults aged 16-75
T14	Table 14	Q7 7 - To what extent do you agree or disagree, if at all, with the following statements? - You must be competitive in order to be successful	Base: All GB adults aged 16-75
T15	Table 15	Q7 8 - To what extent do you agree or disagree, if at all, with the following statements? - Fulfilment in life is achieving a prominent position in your career	Base: All GB adults aged 16-75
T16	Table 16	Q7 9 - To what extent do you agree or disagree, if at all, with the following statements? - I like to own or do things that show I have money	Base: All GB adults aged 16-75
T17	Table 17	Q8 - Which of the following steps, if any, have you felt that you had to take to save money?	Base: All GB adults aged 16-75
T18	Table 18	Q9 - To what extent, if at all, do you believe that it is easier or more difficult for young people to feel financially secure than it was 20 years ago?	Base: All GB adults aged 16-75
T19	Table 19	Q10 - How important, if at all, do you believe wealth is in attracting a romantic partner?	Base: All GB adults aged 16-75
T20	Table 20	Q11 - Have you ever invested in any cryptocurrency?	Base: All GB adults aged 18-75
T21	Table 21	Q12 - How often, if at all, do you discuss crypto investments with your friends?	Base: All GB adults aged 18-75 who know what a cryptocurrency is
T22	Table 22	Q13 - Do you think crypto is more risky, less risky, or about the same level of risk as other investments? Other investments could include stocks and shares ISAs.	Base: All GB adults aged 18-75 who know what a cryptocurrency is
T23	Table 23	Q14 - What sources of information have most influenced your decision to invest in crypto?	Base: All GB adults aged 18-75 who have invested in crypto
T24	Table 24	Q15 - What sources of information have most influenced your decision to not invest in crypto?	Base: All GB adults aged 18-75 who have NOT invested in crypto
T25	Table 25	Q16 - Which types of gambling, if any, have you engaged in in the past six months?	Base: All GB adults aged 18-75
T26	Table 26	Q17 - How often, if at all, do you discuss your gambling with your friends?	Base: All GB adults aged 18-75 who have gambled in P6M (sports, slots or casino)
T27	Table 27	Q18 - What sources of information have most influenced your decisions around gambling?	Base: All GB adults aged 18-75
T28	Table 28	Q19 - Has gambling ever negatively impacted your mental health?	Base: All GB adults aged 18-75 who have gambled in P6M (sports, slots or casino)
T29	Table 29	Q20 - Summary - To what extent do you agree or disagree with the following statements about gambling?	Base: All GB adults aged 18-75
T30	Table 30	Q20 1 - To what extent do you agree or disagree with the following statements about gambling? - Gambling is a harmless form of entertainment if done in moderation	Base: All GB adults aged 18-75
T31	Table 31	Q20 2 - To what extent do you agree or disagree with the following statements about gambling? - I believe that gambling is a legitimate way to try and make money	Base: All GB adults aged 18-75
T32	Table 32	Q20 3 - To what extent do you agree or disagree with the following statements about gambling? - The potential for gambling addiction is a serious societal problem	Base: All GB adults aged 18-75
T33	Table 33	Q20 4 - To what extent do you agree or disagree with the following statements about gambling? - The widespread availability of online gambling makes it too easy for people to develop a problem	Base: All GB adults aged 18-75
T34	Table 34	Q20 5 - To what extent do you agree or disagree with the following statements about gambling? - The government should do more to protect people from the risks of gambling, even if it limits personal choice	Base: All GB adults aged 18-75

Base: All GB adults aged 16-75

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k - l/m - n/o - p/q - r/s/t/u - v/w - x/y/A/B/C - D/E - f/g/h/i/j/k/l/m/n/o  
Overlap formulae used. \* small base

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Base: All GB adults aged 16-75

Prepositions/Mean: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k - l/m - n/o - p/q - r/s/t/u - v/w - x/y/A/B/C - D/E - F/G/H/I/J/K/L/M/N/O  
Overlap formulae used. \* small base

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Base: All GB adults aged 16-75

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k - l/m - n/o - p/q - r/s/t/u - v/w - x/y/A/B/C - D/E - F/G/H/I/J/K/L/M/N/O  
Overlap formulae used. \* small base

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Table 5  
Q5 - At what point would you personally consider yourself wealthy?

Base: All GB adults aged 16-75

	GENDER						REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME		ETHNICITY		GENERAL ELECTION 2024 VOTE										BOTHENHOUGH 2024 VOTE		GENDER BY AGE									
	TOTAL	MAN	WOMAN	16-19	20-24	25-34	NORTH	WELSH	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £1999	£2000-£2499	£2500-£2999	£3000+	ETHNIC MAJORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	WOMAN	LOVE	MEN 16-24	MEN 25-34	MEN 35-54	MEN 55-75	WOMEN 16-24	WOMEN 25-34	WOMEN 35-54	WOMEN 55-75					
When/where'll be able to afford to buy a house	1000	500	500	300	150	150	370	100	200	300	30	100	300	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
My financial worries on day-to-day expenses	1000	500	500	300	150	150	370	100	200	300	30	100	300	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
Being completely debt free (excluding mortgage, student loans, etc.)	1000	500	500	300	150	150	370	100	200	300	30	100	300	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
My budget mortgage, student loans, etc.	1000	500	500	300	150	150	370	100	200	300	30	100	300	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
Ability to retire early	1000	500	500	300	150	150	370	100	200	300	30	100	300	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
Preparing a level of wealth that will provide for future generations (generational wealth)	1000	500	500	300	150	150	370	100	200	300	30	100	300	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
Oversee multiple properties	1000	500	500	300	150	150	370	100	200	300	30	100	300	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
Achieve a wealthy net worth	1000	500	500	300	150	150	370	100	200	300	30	100	300	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
Other relevant wealth	1000	500	500	300	150	150	370	100	200	300	30	100	300	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
I already consider myself wealthy	1000	500	500	300	150	150	370	100	200	300	30	100	300	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
None of the above	1000	500	500	300	150	150	370	100	200	300	30	100	300	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
Don't know	1000	500	500	300	150	150	370	100	200	300	30	100	300	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	

Proportions/Means: Columns Totals (2% risk level) - a/b - c/d - e/f/g/h/i/j/k - l/m - n/o - p/q - r/s - t/u - v/w - x/y/z/aa/bb/cc - dd - ee/f/g/h/i/j/k/l/m/n/o  
Owning/renting/used - \* small base

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Base: All GB adults aged 16-75

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k - l/m - n/o - p/q - r/s/t/u - v/w - x/y/z/A/B/C - D/E - F/G/H/I/J/K/L/M/N/O  
Overlap formulae used. \* small base

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24-089497-44 - MODERN MASCULINITY  
30TH OCTOBER - 4TH NOVEMBER 2025  
PUBLIC  
IPSOS

12 Nov 2025

Table 7

Q7\_Summary - To what extent do you agree or disagree, if at all, with the following statements?

Base: All GB adults aged 16-75

	I think I am more successful in life than most of my friends and family	I think that many people are jealous of the successes I have had in my life	I often feel jealous of people who I think are more successful than me	I often spend extra on higher quality products, even though it costs me more	I feel I am given recognition for the successes I have had in my life	I feel in control of what is happening in my life	You must be competitive in order to be successful	Fulfilment in life is achieving a prominent position in your career	I like to own or do things that show I have money
UNWEIGHTED BASE	2494	2494	2494	2494	2494	2494	2494	2494	2494
WEIGHTED BASE	2494	2494	2494	2494	2494	2494	2494	2494	2494
Strongly agree	98 4%	98 4%	176 7%	185 7%	134 5%	283 11%	306 12%	178 7%	99 4%
Tend to agree	348 14%	271 11%	446 18%	673 27%	536 21%	908 36%	885 35%	589 24%	239 10%
Neither agree nor disagree	899 36%	548 22%	500 20%	582 23%	990 40%	663 27%	594 24%	759 30%	515 21%
Tend to disagree	650 26%	698 28%	674 27%	660 26%	474 19%	446 18%	433 17%	571 23%	777 31%
Strongly disagree	433 17%	780 31%	669 27%	374 15%	257 10%	169 7%	219 9%	352 14%	842 34%
NET: Strongly / tend to agree	446 18%	369 15%	622 25%	857 34%	670 27%	1191 48%	1191 48%	768 31%	338 14%
NET: Strongly / tend to disagree	1083 43%	1478 59%	1344 54%	1034 41%	731 29%	615 25%	652 26%	923 37%	1619 65%
Don't know	66 3%	99 4%	28 1%	20 1%	103 4%	26 1%	58 2%	44 2%	22 1%

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Table 8  
Q7\_1 - To what extent do you agree or disagree, if at all, with the following statements? - I think I am more successful in life than most of my friends and family  
Base: All GB adults aged 16-75

	GENDER						REGION										WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE										BOTHENHOUS 2024 VOTE										GENDER BY AGE																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
	TOTAL		MALE		FEMALE		16-19		20-24		25-34		NORTH		NEDLANDS		SOUTH		LONDON		WALES		SCOTLAND		WORKING		NOT WORKING		ABC1		C2DE		GRADUATES		NON GRADUATES		UP TO £1999		£2000-£2499		£2500-£2999		£3000+		ETHNIC MAJORITY GROUPS		WHITE ETHNIC GROUP		CONSERVATIVE		LABOUR		LIBERAL DEMOCRATS		REFORM UK		OTHER		REMAIN		LEAVE		MEN 16-24		MEN 25-34		MEN 35-44		MEN 45-54		MEN 55-75		WOMEN 16-24		WOMEN 25-34		WOMEN 35-44		WOMEN 45-54		WOMEN 55-75																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%	50%	100%

Proportions/Means: Columns Totals (2% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z - A/B/C - D/E - F/G/H/I/J/K/L/M/N/O  
Overlap formula used: \* small base  
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Base: All GB adults aged 16-75

Proportions/Mean: Columns Tested (% risk level) - a/b - c/d/e - f/g/h/i/j/k - l/m - n/o - p/q - r/s/t/u - v/w - x/y/A/B/C - D/E - F/G/H/I/J/K/L/M/N/O  
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Base: All GB adults aged 16-75

	GENUS										REGION										WORKING STATUS										SOCIAL RACE										EDUCATION										RELIGION										ETHNICITY										GENERAL CLIMATE 2024 VOTE										DEVELOPMENT 2024 VOTE										GENUS IN VOTE																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
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Prepositions/Mean: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k - l/m - n/o - p/q - r/s/t/u - v/w - x/y/A/z/B/C - D/E - F/G/H/I/J/K/L/M/N/O  
Overlap formulae used. \* small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions

Base: All GB adults aged 16-75

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k - l/m - n/o - p/q - r/s/t/u - v/w - x/y/z/A/B/C - D/E - F/G/H/I/J/K/L/M/N/O  
Overlap formulae used. \* small base

Base: All GB adults aged 16-75

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k - l/m - n/o - p/q - r/s/t/u - v/w - x/y/A/B/C - D/E - F/G/H/I/J/K/L/M/N/O  
Overlap formulae used. \* small base

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Base: All GB adults aged 16-75

Preparation/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k - l/m - n/o - p/q - r/s/t/u/v - w/x - y/z/A/B/C - D/E - F/G/H/I/J/K/L/M/N/O  
Overlap formulae used. \* small base

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Base: All GB adults aged 16-75

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k - l/m - n/o - p/q - r/s/t/u - v/w - x/y/A/B/C - D/E - F/G/H/I/J/K/L/M/N/O

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Table 15  
Q7\_8 - To what extent do you agree or disagree, if at all, with the following statements? Fulfilment in life is achieving a prominent position in your career  
Base: All GB adults aged 16-75

	GENDER						REGION												WORKING STATUS				SOCIAL GRADE				EDUCATION				INCOME				ETHNICITY				GENERAL ELECTION 2024 VOTE												INTERMEDIUM 2024 VOTE				GENITOR BY AGE																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
	TOTAL	MALE	FEMALE	16-19	20-24	25-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £1999	£2000-£2999	£3000-£4999	£5000+	ETHNIC MAJORITY GROUP	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	WOMAN	LEAVE	WOMEN 16-24	WOMEN 25-24	WOMEN 35-34	WOMEN 35-54	WOMEN 55-75	WOMEN 16-24	WOMEN 25-24	WOMEN 35-34	WOMEN 35-54	WOMEN 55-75																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
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Proportions/Means: Columns Totals (25 risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z - A/B/C - D/E - F/G/H/I/J/K/L/M/N/O  
Overlap formula used. \* small base

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Base: All GB adults aged 16-75

Prepositions/Mean: Columns Tested [5% risk level] - a/b - c/d/e - f/g/h/i/j/k - l/m - n/o - p/q - r/s/t/u - v/w - x/y/A/B/C - D/E - F/G/H/I/J/K/L/M/N/O  
Overlap formulae used. \* small base

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Base: All GB adults aged 16-75

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k - l/m - n/o - p/q - r/s/t/u - v/w - x/y/z/A/B/C - D/E - F/G/H/I/J/K/L/M/N/O  
Overlap formulae used. \* small base

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Table 18  
Q9 - To what extent, if at all, do you believe that it is easier or more difficult for young people to feel financially secure than it was 20 years ago?

Base: All GB adults aged 16-75

	GENDER			AGE			REGION										WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE					ROTTERDAM 2016 VOTE		GENDER BY AGE																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
	TOTAL	MAN	WOMAN	16-19	20-24	25-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £999	£1000-£1999	£2000-£2999	£3000-£3999	£4000+	ETHNIC MAJORITY GROUP	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	WOMAN	LEAVE	MEN 16-24	MEN 25-34	MEN 35-54	MEN 55-75	WOMEN 16-24	WOMEN 25-34	WOMEN 35-54	WOMEN 55-75																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
WOMEN FEEL IT EASIER	5444	1305	1108	1043	790	661	611	694	524	180	139	221	1164	713	1455	1118	1182	1212	107	106	176	761	107	1110	113	710	100	755	721	861	861	117	616	641	103	117	116	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108	113	103	108



24 GB467-46: MODERN MASCULINITY  
30TH OCTOBER - 4TH NOVEMBER 2025  
PUBLIC  
IPDS

12 Nov 2025

Table 10  
Q10 - How important, if at all, do you believe wealth is in attracting a romantic partner?  
Base: All GB adults aged 16-75

	GENDER			AGE			REGION										WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					POSTERIORIUM 2024 VOTE		GENDER BY AGE									
	TOTAL	MALE	FEMALE	16-19	20-24	25-75	NORTH	NORTHLAND	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	CDE	GRADUATES	NON GRADUATES	UP TO £1999	£2000-£4999	£5000-£9999	£10000+	ETHNIC MAJORITY GROUP	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	WOMAN	LOVE	WOMEN 16-24	WOMEN 25-24	WOMEN 35-34	WOMEN 35-54	WOMEN 55-75	WOMEN 16-24	WOMEN 25-24	WOMEN 35-34	WOMEN 35-54	WOMEN 55-75				
Extremely important	644	130	130	103	79	64	61	64	124	10	13	11	116	71	143	118	112	112	107	106	176	161	107	1010	113	110	101	101	101	101	101	117	116	111	114	111	111	101	101	101	101				
Very important	181	31	31	27	24	18	11	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21		
Moderately important	246	46	46	31	31	24	24	24	24	24	24	24	24	24	24	24	24	24	24	24	24	24	24	24	24	24	24	24	24	24	24	24	24	24	24	24	24	24	24	24	24	24	24		
Not at all important	276	54	54	76	115	183	92	104	97	39	18	27	230	146	166	116	176	176	176	176	176	176	176	176	176	176	176	176	176	176	176	176	176	176	176	176	176	176	176	176	176	176	176	176	
NET: Extremely / very important	327	61	61	130	103	82	75	79	71	31	31	31	240	88	259	134	183	183	183	183	183	183	183	183	183	183	183	183	183	183	183	183	183	183	183	183	183	183	183	183	183	183	183	183	183
NET: Not very / at all important	446	84	84	173	217	361	171	204	247	212	87	96	809	341	722	460	472	710	176	271	208	303	222	939	176	181	83	141	95	469	115	112	109	247	163	163	163	163	163	163	163	163	163		
Don't know	217	37	37	130	103	103	61	61	61	61	61	61	111	108	121	96	96	96	96	96	96	96	96	96	96	96	96	96	96	96	96	96	96	96	96	96	96	96	96	96	96	96	96	96	

Proportions/Means: Columns Totals (2% risk level) - a/b - c/d/e - f/g/h/i/j/k - l/m - n/o/p - q/r/s - t/u/v - w/x/y/z/AA/BB/CC - D/E - F/G/H/I/J/K/L/M/N/O  
Overlay formatting used: \* small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 20  
Q11 - Have you ever invested in any cryptocurrency?  
Base: All GB adults aged 18-75

	GENDER						REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME		ETHNICITY		GENERAL ELECTION 2024 VOTE										EUROPEAN UNION VOTE		GENDED BY AGE																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
	TOTAL		MAN		WOMAN		18-34		35-54		55-75		NORTH		MIDLANDS		SOUTH		LONDON		WALES		SCOTLAND		WORKING		NOT WORKING		ABC1		CDE		GRADUATES		NON GRADUATES		UP TO £3999		£4000-£4999		£5000-£5999		£6000+		ETHNIC MAJORITY GROUP		WHITE ETHNIC GROUP		CONSERVATIVE		LABOUR		LIBERAL DEMOCRATS		REFORM UK		OTHER		REMAIN		LEAVE		MEN 18-34		MEN 35-54		MEN 55-75		WOMEN 18-34		WOMEN 35-54		WOMEN 55-75																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
Have invested in cryptocurrency in the last 12 months	342	138	104	152	79	64	64	64	11	14	18	11	118	73	143	111	133	174	10	176	148	71	100	1010	11	14	14	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	1

Proportions/Means: Columns Totals (100.0% level) - A/B - C/D/E - F/G/H/I/J/K - L/M - N/O - P/Q - R/S/T/U - V/W - X/Y/Z/A/B/C - D/E - F/G/H/I/J/K/L/M/N/O  
Display formulae used: \* = not base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 21  
Q12 - How often, if at all, do you discuss (right) investments with your friends?  
Base: All GB adults aged 18-75 who know what a cryptocurrency is

	GENDER			AGE			REGION												WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME		ETHNICITY		GENERAL ELECTION 2024 VOTE					BOTHENHLOOM 2024 VOTE		GENDER BY AGE											
	TOTAL	MALE	FEMALE	18-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £3999	£4000-£4999	£5000-£5999	£6000+	ETHNIC MAJORITY GROUPS	WHITE ETHNIC GROUPS	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	WOMAN	LEAVE	MEN 18-24	MEN 25-34	MEN 35-44	MEN 45-54	MEN 55-75	WOMEN 18-24	WOMEN 25-34	WOMEN 35-44	WOMEN 45-54	WOMEN 55-75						
UNSURE/DIDN'T ASK	2234	1197	1037	583	733	632	531	584	851	334	81	331	1387	1047	1339	897	1354	1083	334	326	109	722	343	1645	605	740	541	733	264	694	694	161	189	179	377	365	137	174	361	343	133						
Very often	1119	511	608	231	239	239	223	229	404	129	107	143	143	761	1123	124	674	174	33	61	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111		
Mostly often	173	137	36	133	146	15	61	36	36	36	6	13	113	28	113	50	113	36	18	27	44	86	41	887	36	73	133	14	14	737	36	33	52	86	46	4	17	25	8	1	1						
Not very often	272	143	129	123	166	76	74	96	79	81	15	23	282	68	225	167	111	223	54	76	86	110	61	297	46	115	21	61	27	111	94	62	86	101	111	12	26	16	10	43	26						
Don't know	176	226	126	226	186	116	116	176	166	226	106	126	196	126	186	166	196	186	186	126	176	226	106	106	186	186	126	136	186	146	116	146	106	146	106	146	106	146	106	146	106	146	106	146	106		
Not at all	643	368	275	146	176	643	761	629	276	166	78	273	679	286	851	712	488	1677	273	623	364	138	143	1622	330	692	119	189	139	616	162	41	76	122	246	365	85	124	225	128	246						
Not sure/often / not at all	765	406	359	126	126	126	726	766	306	106	706	806	656	826	676	776	626	786	786	816	716	556	143	616	696	696	726	696	766	716	696	306	106	106	106	106	106	106	106	106	106	106	106	106	106		
Not sure/often / not at all	266	189	77	146	69	6	64	51	36	81	7	16	211	25	162	64	169	87	21	35	62	127	93	109	51	102	22	27	20	119	48	45	90	126	19	5	21	18	43	8	1						
Not sure/often / not at all	826	486	340	276	376	176	116	96	76	236	76	86	156	46	156	76	216	126	66	126	226	346	146	86	166	146	146	146	116	106	146	106	146	106	146	106	146	106	146	106	146	106	146	106			
Not sure/often / not at all	188	101	87	66	73	718	437	526	451	248	61	176	1261	674	1076	854	640	1266	326	526	650	473	176	1729	365	696	149	211	177	746	616	86	149	243	346	362	364	364	364	364	364	364	364				
Don't know	7	4	3	4	1	2	-	3	3	-	2	-	5	2	3	5	3	4	2	-	2	2	2	3	1	1	-	2	-	2	1	1	1	2	-	2	1	2	3	1	1						
Don't know	4	4	4	4	4	4	-	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4			

Proportions/Means: Columns Totals (25 risk level) - a/b/c - d/e/f - g/h/i/j/k - l/m - n/o - p/q/r/s - t/u - v/w - x/y/z/A/B/C - D/E - F/G/H/I/J/K/L/M/N/O  
Display formulas used: " and Base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Base: All GB adults aged 18-75 who have invested in crypto

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k - l/m - n/o - p/q - r/s/t/u - v/w - x/y/z/A/B/C - D/E - F/G/H/I/J/K/L/M/N/O  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions





Table 24  
Q11 - What source of information have most influenced your decision to not invest in crypto?  
Base: All GB adults aged 18-75 who have NOT invested in crypto

	GENDER						AGE						REGION										WORKING STATUS				SOCIAL GRADE				EDUCATION				INCOME				ETHNICITY				GENERAL ELECTION 2024 VOTE										RESENDERHOUSE 2024 VOTE				GENDER BY AGE																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
	TOTAL		MALE		FEMALE		18-24		25-34		35-75		NORTH		MIDLANDS		SOUTH		LONDON		WALES		SCOTLAND		WORKING		NOT WORKING		ABC1		C2DE		GRADUATES		NON GRADUATES		UP TO £1999		£2000-£2999		£3000-£4999		£5000+		ETHNIC MAJORITY GROUP		WHITE ETHNIC GROUP		CONSERVATIVE		LABOUR		LIBERAL DEMOCRATS		REFORM UK		OTHER		WOMAN		LEAVE		MEN 18-24		MEN 25-34		MEN 35-39		MEN 40-54		MEN 55-75		WOMEN 18-24		WOMEN 25-34		WOMEN 35-39		WOMEN 40-54		WOMEN 55-75																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
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Properties/Means Columns Total (1% risk level) - a/b - c/d/e - f/g/h/i/j/k - l/m - n/o - p/q - r/s/t/u - v/w - x/y/z/AA/BB - CC - DD/EE/FF/HH/II/JJ/KK/LL/NN/PP  
Gender/Region used - " and Base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Base: All GB adults aged 18-75

Proportions/Mean: Columns Tested [5% risk level] - a/b - c/d/e - f/g/h/i/j/k - l/m - n/o - p/q - r/s/t/u - v/w - x/y/z/AA/C - D/E - F/G/H/I/J/K/L/M/N/O  
Overlap formulae used. \* small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Base: All GB adults aged 18-75 who have gambled in PGM (sports, slots or casino)

Preparation/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k - l/m - n/o - p/q - r/s/t/u - v/w - x/y/z/A/B/C - D/E - F/G/H/I/J/K/L/M/N/O  
Overlap formulae used. \* small base; \*\* very small base (under 20) ineligible for sig testing



Table 27  
Q18 - What source of information have most influenced your decisions around gambling?

Base: All GB adults aged 18-75

	GENDER				AGE				REGION												WORKING STATUS				SOCIAL GRADE				EDUCATION				INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE										BOTHENDOM 2024 VOTE										GENDER BY AGE																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
	TOTAL	MAN	WOMAN	18-24	25-34	35-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £2000	£2000-£2499	£2500-£2999	£3000+	ETHNIC MAJORITY GROUP	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REAGAN	LOVE	MEN 18-24	MEN 25-34	MEN 35-39	MEN 40-54	MEN 55-75	WOMEN 18-24	WOMEN 25-34	WOMEN 35-39	WOMEN 40-54	WOMEN 55-75																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
Unaffected/Not Affected	1412	1100	1000	1012	790	680	681	681	111	114	100	110	110	710	1412	1110	1100	1110	100	110	110	110	100	100	111	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110

Proportions/Means: Columns Totals (2% risk level) - a/b - c/d/e - f/g/h/i/j/k - l/m - n/o/p - q/r/s - t/u/v/w - x/y/z/ABC - DE - F/G/H/I/J/K/L/M/N/O  
Display format used: \* small base

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**24-089497-44 - MODERN MASCULINITY**  
**30TH OCTOBER - 4TH NOVEMBER 2025**  
**PUBLIC**  
**IPSOS**

**12 Nov 2025**

**Table 29**

**Q20\_Summary - To what extent do you agree or disagree with the following statements about gambling?**

**Base: All GB adults aged 18-75**

	Gambling is a harmless form of entertainment if done in moderation	I believe that gambling is a legitimate way to try and make money	The potential for gambling addiction is a serious societal problem	The widespread availability of online gambling makes it too easy for people to develop a problem	The government should do more to protect people from the risks of gambling, even if it limits personal choice
UNWEIGHTED BASE	2452	2452	2452	2452	2452
WEIGHTED BASE	2445	2445	2445	2445	2445
Strongly agree	239 10%	108 4%	1009 41%	1142 47%	701 29%
Tend to agree	797 33%	418 17%	927 38%	808 33%	849 35%
Neither agree nor disagree	572 23%	601 25%	329 13%	323 13%	536 22%
Tend to disagree	423 17%	624 26%	97 4%	91 4%	205 8%
Strongly disagree	374 15%	639 26%	29 1%	32 1%	82 3%
NET: Strongly / tend to agree	1036	526	1936	1950	1550

	42%	22%	79%	80%	63%
NET: Strongly / tend to disagree	798	1263	125	123	288
	33%	52%	5%	5%	12%
Don't know	39	55	54	49	71
	2%	2%	2%	2%	3%

**This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.**

Base: All GB adults aged 18-75

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k - l/m - n/o - p/q - r/s/t/u - v/w - x/y/A/B/C - D/E - F/G/H/I/J/K/L/M/N/O

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Base: All GB adults aged 18-75

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k - l/m - n/o - p/q - r/s/t/u - v/w - x/y/A/B/C - D/E - f/g/h/i/j/k/l/m/n/o  
Overlap formulae used. \* small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 12  
Q18\_3 - To what extent do you agree or disagree with the following statements about gambling? - The potential for gambling addiction is a serious societal problem

Base: All GB adults aged 18-75

	GENDER			AGE			REGION										WORKING STATUS		SOCIAL GRADE		EDUCATION				INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					BOTHENHOUGH 2024 VOTE		GENDER BY AGE											
	TOTAL	MALE	FEMALE	18-24	25-34	35-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £1999	£2000-£2499	£2500-£2999	£3000+	ETHNIC MAJORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	MEN 18-24	MEN 25-34	MEN 35-54	MEN 55-75	FEMALE 18-24	FEMALE 25-34	FEMALE 35-54	FEMALE 55-75										
UNEMPLOYED/BOSS	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%			
Agree	64%	65%	63%	62%	63%	64%	63%	62%	64%	63%	64%	63%	63%	64%	63%	64%	63%	64%	63%	63%	64%	63%	63%	63%	63%	63%	63%	63%	63%	63%	63%	63%	63%	63%	63%	63%	63%	63%	63%	63%	63%	63%	63%	63%	63%	63%	63%		
Disagree	28%	27%	29%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%		
Strongly disagree	8%	8%	9%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%			
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%			

Proportions/Means Columns Totals (2N risk level) - a/b - c/d/e - f/g/h/i/j/k - l/m - n/o - p/q - r/s/t/u - v/w - x/y/z/ABC - DE - F/G/H/I/J/K/L/M/N/O  
Display format: and - " and base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Base: All GB adults aged 18-75

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k - l/m - n/o - p/q - r/s/t/u - v/w - x/y/A/B/C - D/E - f/g/h/i/j/k/l/m/n/o  
Overlap formulae used. \* small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

