



25-061766-25 - SOCIAL MEDIA BAN

T1	Table 1	Q2 How much responsibility, if any, do you think each of the following have to ensure children under the ag	Base: All adults aged 18-75 in the Great Britain
T2	Table 2	Q2 How much responsibility, if any, do you think each of the following have to ensure children under the ag	Base: All adults aged 18-75 in the Great Britain
T3	Table 3	Q2 How much responsibility, if any, do you think each of the following have to ensure children under the ag	Base: All adults aged 18-75 in the Great Britain
T4	Table 4	Q2 How much responsibility, if any, do you think each of the following have to ensure children under the ag	Base: All adults aged 18-75 in the Great Britain
T5	Table 5	Q2 How much responsibility, if any, do you think each of the following have to ensure children under the ag	Base: All adults aged 18-75 in the Great Britain
T6	Table 6	Q2 How much responsibility, if any, do you think each of the following have to ensure children under the ag	Base: All adults aged 18-75 in the Great Britain
T7	Table 7	Q3 To what extent, if at all, would you support or oppose a law that requires social media companies to use	Base: All adults aged 18-75 in the Great Britain
T8	Table 8	Q4 To what extent, if at all, would you support or oppose a law that restricts the hours that 16 and 17- year	Base: All adults aged 18-75 in the Great Britain
T9	Table 9	Q5NEW To what extent, if at all, would you support or oppose a law that requires social media companies to	Base: All adults aged 18-75 in the Great Britain
T10	Table 10	Q5NEW To what extent, if at all, would you support or oppose a law that requires social media companies to	Base: All adults aged 18-75 in the Great Britain
T11	Table 11	Q5NEW To what extent, if at all, would you support or oppose a law that requires social media companies to	Base: All adults aged 18-75 in the Great Britain
T12	Table 12	Q5NEW To what extent, if at all, would you support or oppose a law that requires social media companies to	Base: All adults aged 18-75 in the Great Britain
T13	Table 13	Q5NEW To what extent, if at all, would you support or oppose a law that requires social media companies to	Base: All adults aged 18-75 in the Great Britain
T14	Table 14	Q5NEW To what extent, if at all, would you support or oppose a law that requires social media companies to	Base: All adults aged 18-75 in the Great Britain
T15	Table 15	Q6 Based on everything you have seen or heard, do you think that a law that requires social media compani	Base: All adults aged 18-75 in the Great Britain
T16	Table 16	Q6 Based on everything you have seen or heard, do you think that a law that requires social media compani	Base: All adults aged 18-75 in the Great Britain
T17	Table 17	Q6 Based on everything you have seen or heard, do you think that a law that requires social media compani	Base: All adults aged 18-75 in the Great Britain
T18	Table 18	Q6 Based on everything you have seen or heard, do you think that a law that requires social media compani	Base: All adults aged 18-75 in the Great Britain
T19	Table 19	Q6 Based on everything you have seen or heard, do you think that a law that requires social media compani	Base: All adults aged 18-75 in the Great Britain
T20	Table 20	Q6 Based on everything you have seen or heard, do you think that a law that requires social media compani	Base: All adults aged 18-75 in the Great Britain
T21	Table 21	QIT2NEW How often, if at all, do you personally use the following? SUMMARY TABLE	Base: All adults aged 18-75 in the Great Britain
T22	Table 22	QIT2NEW How often, if at all, do you personally use the following? Snapchat	Base: All adults aged 18-75 in the Great Britain
T23	Table 23	QIT2NEW How often, if at all, do you personally use the following? Facebook (including Messenger)	Base: All adults aged 18-75 in the Great Britain
T24	Table 24	QIT2NEW How often, if at all, do you personally use the following? YouTube	Base: All adults aged 18-75 in the Great Britain
T25	Table 25	QIT2NEW How often, if at all, do you personally use the following? Instagram	Base: All adults aged 18-75 in the Great Britain
T26	Table 26	QIT2NEW How often, if at all, do you personally use the following? X (formerly Twitter)	Base: All adults aged 18-75 in the Great Britain
T27	Table 27	QIT2NEW How often, if at all, do you personally use the following? Pinterest	Base: All adults aged 18-75 in the Great Britain
T28	Table 28	QIT2NEW How often, if at all, do you personally use the following? TikTok	Base: All adults aged 18-75 in the Great Britain
T29	Table 29	QIT2NEW How often, if at all, do you personally use the following? Reddit	Base: All adults aged 18-75 in the Great Britain
T30	Table 30	QIT2NEW How often, if at all, do you personally use the following? LinkedIn	Base: All adults aged 18-75 in the Great Britain



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19TH - 22ND JUNE 2026
IPSOS**

24 Jun 2026

Table 1

Q2 How much responsibility, if any, do you think each of the following have to ensure children under the age of 16 are not accessing harmful or offensive content on social media platforms? SUMMARY TABLE

Base: All adults aged 18-75 in the Great Britain

	The UK Government	The children's parents	Social media companies	Adults using social media	Ofcom (the media regulator)
UNWEIGHTED BASE	1082	1082	1082	1082	1082
WEIGHTED BASE	1082	1082	1082	1082	1082
(4) A great deal of responsibility	465	848	760	554	526
	43%	78%	70%	51%	49%
(3) A fair amount of responsibility	442	186	237	371	382
	41%	17%	22%	34%	35%
(2) Not very much responsibility	95	24	48	94	83
	9%	2%	4%	9%	8%
(1) No responsibility at all	51	8	17	28	27
	5%	1%	2%	3%	2%
A great deal/a fair amount of responsibility (NET)	907	1034	996	925	908
	84%	96%	92%	85%	84%
No/not very much responsibility (NET)	146	32	65	121	110
	14%	3%	6%	11%	10%
Mean	3.25	3.76	3.64	3.39	3.38
Don't know	28	16	21	36	65
	3%	1%	2%	3%	6%

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 3
Q2 How much responsibility, if any, do you think each of the following have to ensure children under the age of 16 are not accessing harmful or offensive content on social media platforms? The children's parents
Base: All adults aged 18-75 in the Great Britain

	GENDER		AGE				REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION				INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE	
	TOTAL (N)	MAN (N)	WOMAN (N)	18-34 (N)	35-44 (N)	55-75 (N)	NORTH (N)	MIDLANDS (N)	SOUTH (N)	LONDON (N)	WALES (N)	SCOTLAND (N)	WORKING (N)	NOT WORKING (N)	ABC1 (N)	C2DE (N)	GRADUATES (N)	NON GRADUATES (N)	UP TO £19999 (N)	£20000-£49999 (N)	£50000-£99999 (N)	£100000+ (N)	ETHNIC MINORITY (N)	WHITE ETHNIC GROUP (N)	CONSERVATIVE (N)	LABOUR (N)	LIBERAL DEMOCRATS (N)	REFORM UK (N)	OTHER (N)	REMAIN (N)	LEAVE (N)		
UNWEIGHTED BASE	1082	510	544	334	387	361	254	282	246	154	57	94	725	357	668	414	575	507	138	211	273	366	143	140	158	315	87	112	122	409	310		
WEIGHTED BASE	1082	510	544	329	389	362	213	229	218	174	62	773	305	612	470	395	556	490	129	212	272	366	129	179	200	208	229	123	123	412	311		
(4) A great deal of responsibility	848	412	429	245	299	304	200	212	207	122	39	67	564	284	498	350	318	530	100	172	221	284	95	739	137	224	68	95	92	346	277		
78%	78%	78%	79%	75%	77%	84%	79%	76%	83%	78%	73%	73%	77%	81%	81%	74%	82%	76%	75%	71%	80%	82%	74%	79%	86%	75%	83%	74%	81%	79%	83%		
(3) A fair amount of responsibility	186	86	88	69	68	49	39	60	34	27	7	18	121	55	96	90	56	130	22	55	45	58	29	156	23	55	13	24	15	72	45		
17%	18%	16%	21%	18%	14%	15%	22%	14%	17%	14%	20%	18%	16%	16%	19%	15%	19%	16%	16%	23%	16%	17%	23%	17%	14%	18%	16%	19%	15%	17%	15%		
(2) Not very much responsibility	24	13	11	8	13	3	8	5	6	4	-	3	20	5	9	16	5	20	3	10	5	2	2	21	1	13	*	-	1	11	2		
2%	3%	2%	2%	3%	1%	3%	3%	2%	2%	-	3%	3%	1%	1%	3%	1%	3%	2%	4%	2%	1%	1%	2%	2%	1%	4%	1%	-	1%	3%	1%		
(1) No responsibility at all	8	5	3	5	2	1	1	*	1	3	-	2	5	3	3	5	1	7	4	4	-	3	1	2	6	-	3	-	3	-	1	4	
0%	1%	1%	1%	2%	1%	*	*	*	*	2%	-	2%	1%	1%	*	1%	*	1%	3%	-	1%	*	1%	1%	-	1%	-	3%	-	*	1%	1%	
A great deal/a fair amount of responsibility (NET)	1034	509	517	314	367	353	239	272	242	149	47	85	695	339	594	440	374	660	122	228	267	343	124	894	158	278	80	120	108	419	322		
96%	96%	95%	95%	94%	97%	95%	95%	97%	95%	91%	93%	95%	97%	97%	94%	97%	95%	95%	91%	94%	96%	99%	97%	95%	99%	93%	96%	93%	96%	96%	96%		
No/not very much responsibility (NET)	32	18	14	13	15	4	9	5	7	7	-	5	25	8	21	6	27	7	7	10	9	7	4	27	1	16	*	3	1	13	5		
3%	3%	3%	4%	4%	1%	4%	2%	3%	4%	-	5%	3%	2%	2%	4%	1%	4%	3%	4%	4%	3%	1%	3%	3%	1%	5%	1%	3%	1%	3%	2%		
Mean	3.76	3.74	3.78	3.69	3.74	3.84	3.77	3.75	3.8	3.72	3.84	3.66	3.74	3.79	3.8	3.7	3.82	3.72	3.69	3.69	3.76	3.81	3.7	3.77	3.85	3.7	3.83	3.72	3.83	3.77	3.82		
SD	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	
Don't know	38	4	12	2	7	7	5	3	1	1	5	2	12	4	7	9	6	10	4	4	2	3	-	16	-	5	1	5	3	6	6		
3%	1%	2%	1%	2%	2%	2%	2%	1%	*	1%	9%	2%	2%	1%	1%	2%	1%	2%	3%	2%	1%	1%	-	2%	-	2%	1%	4%	3%	1%	2%		

Proportions/Means: Columns Tested (5% risk level) - $\chi^2/a-b$ - $\chi^2/c/d$ - $\chi^2/e/f$ - $\chi^2/g/h$ - $\chi^2/i/j$ - $\chi^2/k/l$ - χ^2/m - χ^2/n - χ^2/o - $\chi^2/p/q$ - $\chi^2/r/s$ - $\chi^2/t/u$ - χ^2/v - $\chi^2/w/x/y/z$ - χ^2/aa - χ^2/ab
Overlap formulae used. * small base

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Table 6

Q2 How much responsibility, if any, do you think each of the following have to ensure children under the age of 16 are not accessing harmful or offensive content on social media platforms? Ofcom (the media regulator)

Base: All adults aged 18-75 in the Great Britain

	TOTAL n=1002	GENDER		AGE			REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION				INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE	
		MAN	WOMAN	18-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000-£49999	£50000-£99999	£100000+	ETHNIC MINORITY	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE		
UNWEIGHTED BASE	1002	510	494	334	367	301	254	282	246	154	57	725	277	668	414	575	507	138	211	273	366	143	140	158	315	459	459	510	510	494			
WEIGHTED BASE	1000	510	490	329	369	302	213	229	216	127	59	713	287	612	420	595	526	129	212	272	366	129	139	150	298	497	497	510	510	490			
(4) A great deal of responsibility	526	236	285	133	191	202	113	154	129	62	22	342	184	301	225	193	333	64	111	139	174	43	473	80	150	40	48	55	224	162			
49% adv	49%	45%	52%	40%	49%	56%	45%	55%	52%	40%	43%	47%	53%	49%	48%	50%	48%	48%	46%	50%	50%	34%	50%	50%	50%	49%	37%	49%	51%	49%			
(5) A fair amount of responsibility	382	207	172	129	139	114	96	84	85	74	14	271	130	225	156	144	238	41	93	91	126	56	321	60	110	33	43	45	157	120			
33% adv	33%	39%	32%	39%	36%	31%	38%	30%	34%	47%	27%	37%	31%	37%	33%	37%	34%	31%	38%	33%	36%	44%	34%	37%	37%	40%	33%	40%	36%	35%			
(2) Not very much responsibility	83	45	38	39	27	17	22	21	16	13	5	60	23	42	41	24	59	14	21	23	22	17	66	13	19	4	19	4	29	23			
8% adv	8%	8%	7%	12%	7%	5%	9%	7%	6%	8%	9%	8%	7%	7%	9%	6%	8%	10%	9%	8%	6%	13%	7%	8%	6%	4%	15%	4%	7%	7%			
(1) No responsibility at all	27	14	12	8	7	11	9	5	6	2	2	15	11	10	17	8	19	5	6	4	6	3	22	2	9	2	6	2	9	10			
2% adv	2%	3%	2%	3%	2%	3%	3%	2%	3%	1%	4%	2%	3%	2%	4%	2%	3%	4%	3%	2%	2%	3%	2%	2%	1%	3%	2%	4%	2%	2%	3%		
A great deal/a fair amount of responsibility (NET)	908	443	457	262	330	316	209	237	214	136	36	613	294	526	382	337	571	105	203	230	300	99	794	139	260	73	91	100	381	282			
84% adv	84%	83%	84%	80%	85%	87%	83%	85%	86%	87%	70%	84%	84%	86%	81%	87%	82%	78%	84%	83%	86%	78%	85%	87%	87%	89%	71%	89%	87%	85%			
No/not very much responsibility (NET)	110	59	51	48	34	28	31	26	23	14	6	75	35	52	58	32	78	19	27	28	28	20	87	15	28	5	25	6	37	33			
10% adv	10%	11%	9%	14%	9%	8%	12%	9%	9%	13%	10%	10%	10%	8%	12%	8%	11%	14%	11%	10%	8%	16%	9%	9%	9%	7%	10%	5%	9%	10%			
Mean	3.38 adv	3.32	3.44	3.25	3.41	3.47	3.3	3.46	3.42	3.31	3.32	3.41	3.37	3.42	3.41	3.34	3.42	3.32	3.34	3.42	3.42	3.17	3.41	3.4	3.39	3.42	3.15	3.45	3.42	3.38			
Don't know	66	38	36	20	36	19	12	17	12	7	9	43	21	35	30	17	47	20	11	20	20	9	56	5	11	4	13	7	19	18			
6% adv	6%	5%	7%	6%	7%	5%	5%	6%	5%	4%	6%	6%	6%	6%	6%	5%	7%	6%	5%	7%	6%	7%	6%	3%	6%	4%	4%	10%	6%	4%	5%		

Proportions/Means: Columns Totalled (5% risk level) - r/a/b - r/c/d/e - r/f/g/h/i/j/k - r/l/m - r/n/o - r/p/q - r/s/t/u/v - r/w - r/x/y/z/ABC - r/DE/F
Overlap formulae used. * small base

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Table 8
Q8 To what extent, if at all, would you support or oppose a law that restricts the hours that 16 and 17-year-olds are allowed to use social media platforms in the UK?
Base: All adults aged 18-75 in the Great Britain

	GENDER			AGE			REGION							WORKING STATUS		SOCIAL GRADE		EDUCATION				INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE	
	TOTAL n	MAN n	WOMAN n	18-34 n	35-54 n	55-75 n	NORTH n	MIDLANDS n	SOUTH n	LONDON n	WALES n	SCOTLAND n	WORKING n	NOT WORKING n	ABC1 n	C2DE n	GRADUATES n	NON GRADUATES n	UP TO £19999 n	£20000-£49999 n	£50000-£99999 n	£100000+ n	ETHNIC MINORITY GROUPS n	WHITE ETHNIC GROUP n	CONSERVATIVE n	LABOUR n	LIBERAL DEMOCRATS n	REFORM UK n	OTHER n	REMAIN n	LEAVE n			
UNWEIGHTED BASE	1042	510	534	183	161	148	105	102	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	
WEIGHTED BASE	1042	510	534	183	161	148	105	102	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	
(1) Strongly support	383	172	209	98	144	140	94	96	89	59	18	28	273	110	235	148	151	232	43	91	90	135	39%	33%	59	115	32	29	40	160	112	34%		
(2) Tend to support	282	148	132	92	91	100	68	82	64	31	6	31	192	90	167	115	102	180	36	69	78	78	31	247	49	80	23	30	27	139	83	31%		
(3) Neither support nor oppose	190	84	107	53	71	66	34	49	41	36	16	14	120	70	83	107	61	129	20	44	54	55	23	165	25	45	13	26	14	66	58	18%		
(4) Tend to oppose	118	61	57	43	40	25	34	28	20	14	5	8	78	40	72	46	35	83	17	14	26	12	13	104	17	30	4	15	15	40	40	11%		
(5) Strongly oppose	65	33	32	19	19	21	21	19	23	14	4	4	40	36	46	39	28	56	12	18	21	22	17	66	10	13	6	21	11	23	30	8%		
Strongly/tend to support (NET)	665	320	341	190	235	240	162	178	154	90	23	59	465	200	402	263	252	413	79	160	168	213	76	579	108	204	55	59	67	299	195	63%		
Strongly/tend to oppose (NET)	203	113	86	82	74	46	55	47	52	28	9	13	127	76	118	85	64	139	29	32	49	75	29	170	27	43	10	38	26	63	70	19%		
Mean	0.72	0.63	0.82	0.52	0.74	0.89	0.72	0.76	0.68	0.69	0.59	0.81	0.79	0.58	0.78	0.63	0.82	0.66	0.63	0.85	0.68	0.73	0.58	0.74	0.81	0.9	0.9	0.23	0.87	0.87	0.64			
Don't know	24	13	10	4	9	11	2	8	3	3	3	6	19	5	8	15	9	15	6	5	7	5	-	24	-	5	3	5	6	10	10	2%		

Proportions/Means: Columns Tested (5% risk level) - χ^2 /b - χ^2 /M/n - χ^2 /g/h/i/j/k - χ^2 /m - χ^2 /o - χ^2 /p/q - χ^2 /r/s/t/u - χ^2 /w - χ^2 /v/y/A/B/C - χ^2 /D/E
Owing formulae used: * small base

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Table 9

Q5NEW To what extent, if at all, would you support or oppose a law that requires social media companies to use age-verification tools to ban children under the age of 16 from accessing their platforms in the UK if it meant that: SUMMARY TABLE

Base: All adults aged 18-75 in the Great Britain

	Everyone in the UK would be required to verify their age by uploading an ID or credit card to individual social media platforms	Everyone in the UK would be required to verify their age by uploading an ID or credit card to device owners (i.e., Apple, Android / Google)	Under 17s could no longer livestream or chat with strangers on platforms such as Roblox	Under 18s could no longer engage with AI 'romantic' chatbots, or chatbots that are designed to roleplay or mirror romantic / sexual relationships	Virtual private networks (VPNs) would also be banned for web users within the UK to prevent children from circumventing the ban
UNWEIGHTED BASE	1082	1082	1082	1082	1082
WEIGHTED BASE	1082	1082	1082	1082	1082
(2) Strongly support	294 27%	304 28%	500 46%	637 59%	298 28%
(1) Tend to support	244 23%	244 23%	285 26%	225 21%	220 20%
(0) Neither support nor oppose	158 15%	160 15%	155 14%	122 11%	166 15%
(-1) Tend to oppose	142 13%	144 13%	72 7%	36 3%	137 13%
(-2) Strongly oppose	217 20%	204 19%	41 4%	29 3%	192 18%
Strongly/tend to support (NET)	538 50%	548 51%	784 72%	863 80%	518 48%
Strongly/tend to oppose (NET)	359 33%	348 32%	113 10%	65 6%	329 30%
Mean	0.24	0.28	1.07	1.34	0.29
Don't know	27 2%	26 2%	30 3%	32 3%	69 6%

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Table 11
GDNEW To what extent, if at all, would you support or oppose a law that requires social media companies to use age-verification tools to ban children under the age of 16 from accessing their platforms in the UK if it meant that: Everyone in the UK would be required to verify their age by uploading an ID or credit card to device owners (i.e., Apple, Android / Google)
Base: All adults aged 18-75 in the Great Britain

	TOTAL n	GENDER		AGE			REGION							WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE	
		MAN	WOMAN	18-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000-£4999	£50000-£9999	£50000+	ETHNIC MINORITY	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	
UNWEIGHTED BASE	1062	510	552	334	368	361	105	169	246	154	157	94	775	287	668	414	575	507	604	118	211	273	366	143	604	63	82	29	27	29	133	98
WEIGHTED BASE	2073	1023	1050	729	799	545	213	299	438	257	258	153	1313	760	1888	1185	705	1123	1123	229	429	546	129	624	63	82	29	27	29	133	98	
(1) Strongly support	304	123	180	66	114	124	71	82	73	45	10	23	203	101	188	116	188	33	72	77	95	36	262	63	82	29	27	29	133	98		
(2) Somewhat support	286	123	163	20%	29%	34%	28%	29%	29%	20%	25%	28%	28%	29%	31%	25%	30%	27%	25%	30%	28%	27%	28%	39%	27%	8	8	36%	21%	26%	30%	29%
(3) Tend to support	244	119	124	70	88	86	47	63	61	42	11	22	160	84	140	104	94	150	26	53	70	82	27	217	34	85	23	25	24	117	72	
(4) Don't support	236	123	113	21%	23%	24%	19%	22%	14%	27%	23%	24%	12%	24%	23%	23%	24%	19%	23%	23%	24%	21%	13%	29%	29%	21%	20%	28%	23%	27%	23%	
(5) Neither support nor oppose	180	69	88	63	54	42	45	38	35	17	11	14	115	47	83	76	54	106	25	38	36	51	24	133	23	41	7	24	13	58	41	
(6) Strongly oppose	8	13%	16%	19%	14%	11%	18%	14%	14%	11%	21%	15%	15%	13%	14%	16%	14%	15%	19%	16%	13%	15%	19%	14%	14%	14%	8%	18%	11%	13%	12%	
(7) Tend to oppose	144	88	55	55	51	38	38	41	29	15	2	19	111	34	79	65	42	102	16	33	39	44	16	123	11	40	11	15	19	58	36	
(8) Don't know	23%	17%	10%	17%	13%	10%	15%	15%	12%	9%	4%	22%	15%	10%	13%	14%	13%	15%	12%	14%	14%	13%	13%	7%	13%	13%	11%	17%	13%	13%	11%	
(9) Strongly oppose	204	125	77	71	65	48	48	51	45	33	15	11	128	77	106	88	66	138	27	58	49	69	23	178	26	46	8	34	23	62	73	
(10) Strongly support (NET)	548	242	305	135	202	211	118	143	133	87	32	45	362	186	328	230	210	338	59	126	147	178	63	478	97	167	53	52	53	250	170	
(11) Tend to support (NET)	51%	46%	56%	41%	52%	58%	47%	51%	54%	56%	42%	49%	50%	53%	54%	47%	54%	49%	44%	52%	53%	51%	50%	51%	61%	56%	64%	40%	47%	57%	51%	
(12) Strongly oppose (NET)	8%	13%	16%	19%	14%	11%	18%	14%	14%	11%	21%	15%	15%	13%	14%	16%	14%	15%	19%	16%	13%	15%	19%	14%	14%	8%	18%	11%	13%	12%		
Mean	0.28	0.05	0.52	0.03	0.35	0.47	0.22	0.3	0.36	0.33	*	0.29	0.28	0.23	0.38	0.16	0.41	0.22	0.17	0.38	0.31	0.26	0.3	0.29	0.61	0.4	0.72	0.03	0.16	0.47	0.27	
sd	0.45	0.24	0.46	0.1	0.3	0.3	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	
Don't know	26	6	19	3	14	8	4	7	6	4	2	3	18	8	16	10	14	12	6	7	6	6	1	25	3	4	5	4	5	9	11	
95%	2%	1%	3%	1%	4%	2%	2%	3%	2%	1%	0%	1%	2%	1%	3%	2%	4%	2%	1%	3%	2%	2%	1%	3%	1%	1%	1%	1%	1%	2%	4%	
99%	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: Column Total (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
Overline format used. * small base



Table 12
GDNEW To what extent, if at all, would you support or oppose a law that requires social media companies to use age-verification tools to ban children under the age of 16 from accessing their platforms in the UK if it meant that Under 17s could no longer livestream or chat with strangers on platforms such as Roblox
Base: All adults aged 18-75 in the Great Britain

	TOTAL (n)	GENDER		AGE			REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION				INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE	
		MAN	WOMAN	18-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000-£49999	£50000-£99999	£100000+	ETHNIC MINORITY	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE		
UNWEIGHTED BASE	1042	510	534	183	160	149	105	282	246	154	82	752	317	668	414	375	507	118	211	273	166	143	140	158	141	68	81	112	459	310			
WEIGHTED BASE	1000	510	510	170	160	170	110	290	210	120	70	710	290	610	410	390	510	110	210	270	160	140	140	150	140	70	80	110	450	310			
(2) Strongly support	500	219	278	117	180	202	105	132	123	77	21	334	166	290	210	200	300	55	114	138	153	52	441	79	139	48	46	51	218	150			
46%	41%	51%	30%	46%	56%	42%	42%	47%	49%	49%	41%	46%	47%	47%	45%	42%	43%	41%	47%	50%	44%	40%	47%	49%	47%	58%	36%	45%	50%	45%			
±0.8	±1.4	±1.4	±1.4	±1.4	±1.4	±1.4	±1.4	±1.4	±1.4	±1.4	±1.4	±1.4	±1.4	±1.4	±1.4	±1.4	±1.4	±1.4	±1.4	±1.4	±1.4	±1.4	±1.4	±1.4	±1.4	±1.4	±1.4	±1.4	±1.4	±1.4			
(3) Tend to support	285	145	138	101	90	85	67	76	69	36	7	187	97	169	116	96	188	36	67	64	89	32	244	50	98	18	21	25	118	88			
28%	27%	25%	21%	23%	23%	27%	27%	23%	23%	13%	32%	30%	28%	28%	23%	23%	27%	27%	28%	23%	26%	25%	24%	21%	23%	22%	26%	22%	27%	26%			
±0.8	±0.8	±0.8	±0.8	±0.8	±0.8	±0.8	±0.8	±0.8	±0.8	±0.8	±0.8	±0.8	±0.8	±0.8	±0.8	±0.8	±0.8	±0.8	±0.8	±0.8	±0.8	±0.8	±0.8	±0.8	±0.8	±0.8	±0.8	±0.8	±0.8	±0.8			
(4) Neither support nor oppose	155	82	72	49	64	41	52	36	29	16	12	114	41	77	78	47	108	21	32	40	59	21	134	19	38	10	30	13	58	52			
15%	15%	13%	15%	17%	11%	12%	13%	12%	10%	24%	10%	16%	12%	13%	17%	12%	15%	15%	13%	15%	17%	16%	14%	12%	13%	13%	13%	13%	11%	13%			
±0.9	±0.9	±0.9	±0.9	±0.9	±0.9	±0.9	±0.9	±0.9	±0.9	±0.9	±0.9	±0.9	±0.9	±0.9	±0.9	±0.9	±0.9	±0.9	±0.9	±0.9	±0.9	±0.9	±0.9	±0.9	±0.9	±0.9	±0.9	±0.9	±0.9	±0.9			
(5) Tend to oppose	72	43	27	23	27	11	14	14	16	15	6	53	19	37	35	20	51	8	20	14	28	12	59	3	16	2	16	10	25	19			
7%	8%	5%	10%	7%	3%	5%	5%	5%	6%	11%	4%	7%	5%	6%	7%	5%	7%	6%	8%	5%	8%	10%	6%	2%	5%	3%	13%	9%	6%	6%			
±0.6	±0.6	±0.6	±0.6	±0.6	±0.6	±0.6	±0.6	±0.6	±0.6	±0.6	±0.6	±0.6	±0.6	±0.6	±0.6	±0.6	±0.6	±0.6	±0.6	±0.6	±0.6	±0.6	±0.6	±0.6	±0.6	±0.6	±0.6	±0.6	±0.6	±0.6			
(6) Strongly oppose	41	27	13	20	12	9	13	8	8	7	2	28	13	22	20	12	29	9	4	12	8	8	32	7	6	2	8	5	11	12			
4%	5%	2%	6%	3%	3%	5%	5%	3%	3%	4%	4%	4%	4%	4%	4%	3%	4%	7%	2%	4%	2%	6%	3%	5%	2%	3%	7%	5%	2%	3%			
±0.7	±0.7	±0.7	±0.7	±0.7	±0.7	±0.7	±0.7	±0.7	±0.7	±0.7	±0.7	±0.7	±0.7	±0.7	±0.7	±0.7	±0.7	±0.7	±0.7	±0.7	±0.7	±0.7	±0.7	±0.7	±0.7	±0.7	±0.7	±0.7	±0.7	±0.7			
Strongly/tend to support (NET)	784	364	415	218	279	288	172	208	192	114	28	521	263	458	326	296	488	91	181	202	242	84	685	128	237	66	66	76	336	238			
72%	69%	76%	66%	72%	64%	68%	68%	74%	77%	72%	54%	71%	75%	75%	69%	77%	70%	68%	75%	73%	70%	66%	73%	80%	79%	82%	52%	67%	77%	71%			
±0.8	±0.8	±0.8	±0.8	±0.8	±0.8	±0.8	±0.8	±0.8	±0.8	±0.8	±0.8	±0.8	±0.8	±0.8	±0.8	±0.8	±0.8	±0.8	±0.8	±0.8	±0.8	±0.8	±0.8	±0.8	±0.8	±0.8	±0.8	±0.8	±0.8	±0.8			
Strongly/tend to oppose (NET)	113	71	40	53	39	21	27	22	24	25	7	81	32	59	54	33	80	18	24	27	37	20	91	10	21	5	25	16	36	31			
11%	13%	7%	10%	10%	6%	11%	8%	10%	14%	15%	8%	11%	6%	10%	12%	8%	12%	13%	10%	10%	11%	15%	10%	6%	10%	6%	10%	14%	8%	6%			
±0.9	±0.9	±0.9	±0.9	±0.9	±0.9	±0.9	±0.9	±0.9	±0.9	±0.9	±0.9	±0.9	±0.9	±0.9	±0.9	±0.9	±0.9	±0.9	±0.9	±0.9	±0.9	±0.9	±0.9	±0.9	±0.9	±0.9	±0.9	±0.9	±0.9	±0.9			
Mean	1.07	0.94	1.21	0.82	1.07	1.11	0.95	1.16	1.15	1.02	0.84	1.16	1.04	1.14	1.12	1.01	1.12	1.04	1.12	1.12	1.04	1.04	0.87	1.11	1.21	1.18	1.13	0.85	1.18	1.08			
±0.07	±0.07	±0.07	±0.07	±0.07	±0.07	±0.07	±0.07	±0.07	±0.07	±0.07	±0.07	±0.07	±0.07	±0.07	±0.07	±0.07	±0.07	±0.07	±0.07	±0.07	±0.07	±0.07	±0.07	±0.07	±0.07	±0.07	±0.07	±0.07	±0.07	±0.07			
Don't know	80	14	16	9	7	14	1	14	4	2	4	5	15	15	19	11	10	20	5	4	9	10	3	26	3	3	1	7	8	13			
3%	3%	3%	3%	3%	2%	4%	1%	5%	2%	1%	8%	5%	2%	4%	3%	2%	3%	3%	3%	1%	3%	3%	3%	2%	1%	1%	1%	0%	7%	2%			
±0.5	±0.5	±0.5	±0.5	±0.5	±0.5	±0.5	±0.5	±0.5	±0.5	±0.5	±0.5	±0.5	±0.5	±0.5	±0.5	±0.5	±0.5	±0.5	±0.5	±0.5	±0.5	±0.5	±0.5	±0.5	±0.5	±0.5	±0.5	±0.5	±0.5	±0.5			

Proportions/Means: Columns Tested (5% risk level) - $\chi^2/a-b$ - $\chi^2/c/d$ - $\chi^2/e/f$ - $\chi^2/g/h$ - $\chi^2/i/j$ - $\chi^2/k/l$ - χ^2/m - χ^2/n - χ^2/o - $\chi^2/p/q$ - $\chi^2/r/s$ - $\chi^2/t/u$ - χ^2/v - $\chi^2/w/x/y/z$ - χ^2/aa - χ^2/ab
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.



25-061766-25 - SOCIAL MEDIA BAN
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Table 15

Q6 Based on everything you have seen or heard, do you think that a law that requires social media companies to use age-verification tools to ban children under the age of 16 from accessing their platforms in the UK would have a positive or negative impact on each of the following, or will it make no difference? SUMMARY TABLE

Base: All adults aged 18-75 in the Great Britain

	Reducing children's screen usage	Children's digital literacy	Children's awareness of world news / current events	The extent to which children are exposed to online harms	Your ability to keep your personal information private
UNWEIGHTED BASE	1082	1082	1082	1082	1082
WEIGHTED BASE	1082	1082	1082	1082	1082
(2) Very positive impact	421 39%	137 13%	154 14%	405 37%	233 22%
(1) Fairly positive impact	380 35%	220 20%	207 19%	400 37%	265 24%
(0) It will make no difference	210 19%	461 43%	434 40%	185 17%	307 28%
(-1) Fairly negative impact	22 2%	132 12%	160 15%	35 3%	100 9%
(-2) Very negative impact	7 1%	37 3%	68 6%	21 2%	92 8%
Positive impact (NET)	801 74%	357 33%	361 33%	805 74%	498 46%
Negative impact (NET)	30 3%	169 16%	228 21%	56 5%	192 18%
Mean	1.14	0.29	0.21	1.08	0.45
Don't know	42 4%	95 9%	59 5%	35 3%	85 8%

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25-061766-25 - SOCIAL MEDIA BAN
19TH - 22ND JUNE 2026
IPSOS

24 Jun 2026

Table 21
Q1T2NEW How often, if at all, do you personally use the following? SUMMARY TABLE

Base: All adults aged 18-75 in the Great Britain

	Snapchat	Facebook (including Messenger)	YouTube	Instagram	X (formerly Twitter)	Pinterest	TikTok	Reddit	LinkedIn
UNWEIGHTED BASE	1082	1082	1082	1082	1082	1082	1082	1082	1082
WEIGHTED BASE	1082	1082	1082	1082	1082	1082	1082	1082	1082
More than once a day	106 10%	415 38%	269 25%	321 30%	117 11%	20 2%	180 17%	36 3%	22 2%
Once a day	43 4%	169 16%	132 12%	127 12%	63 6%	18 2%	59 5%	34 3%	54 5%
Several times each week	48 4%	122 11%	216 20%	97 9%	71 7%	63 6%	68 6%	71 7%	81 7%
Once a week	26 2%	46 4%	97 9%	59 5%	53 5%	56 5%	24 2%	53 5%	65 6%
Several times per month	26 2%	46 4%	106 10%	38 3%	37 3%	57 5%	24 2%	54 5%	53 5%
Once a month	9 1%	21 2%	37 3%	26 2%	24 2%	44 4%	27 3%	36 3%	56 5%
Less than monthly	58 5%	49 4%	134 12%	56 5%	76 7%	160 15%	66 6%	105 10%	141 13%
Never	763 70%	212 20%	91 8%	358 33%	637 59%	660 61%	631 58%	687 63%	603 56%
At least weekly (NET)	222 21%	752 69%	714 66%	603 56%	305 28%	158 15%	330 31%	194 18%	222 21%
Don't know	3 *	3 *	1 *	1 *	4 *	3 *	3 *	5 *	7 1%

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 22
Q272NE How often, if at all, do you personally use the following? Snapshot
Base: All adults aged 18-75 in the Great Britain

	GENDER		AGE				REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION				INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE	
	TOTAL (N)	MAN (N)	WOMAN (N)	18-34 (N)	35-54 (N)	55-75 (N)	NORTH (N)	MIDLANDS (N)	SOUTH (N)	LONDON (N)	WALES (N)	SCOTLAND (N)	WORKING (N)	NOT WORKING (N)	ABC1 (N)	C2DE (N)	GRADUATES (N)	NON GRADUATES (N)	UP TO £19999 (N)	£20000-£49999 (N)	£50000-£99999 (N)	£100000+ (N)	ETHNIC MINORITY (N)	WHITE ETHNIC GROUP (N)	CONSERVATIVE (N)	LABOUR (N)	LIBERAL DEMOCRATS (N)	REFORM UK (N)	OTHER POL (N)	REMAIN (N)	LEAVE (N)		
UNWEIGHTED BASE	1582	510	544	334	387	361	254	282	246	154	57	94	725	317	668	414	169	60	118	211	273	166	143	143	158	315	143	112	122	459	310		
WEIGHTED BASE	1273	512	514	322	389	361	213	229	218	114	62	713	312	612	470	305	256	112	112	212	222	146	129	117	229	218	229	123	123	412	211		
More than once a day	106	52	53	85	18	2	31	25	17	19	4	10	71	35	52	53	24	81	13	28	23	33	35	69	9	18	3	12	12	24	14		
10%	10%	10%	10%	26%	5%	1%	12%	9%	7%	12%	8%	10%	10%	10%	9%	11%	6%	12%	10%	11%	8%	9%	7%	27%	7%	6%	6%	4%	9%	6%	4%		
do not vot																																	
Once a day	43	28	34	30	13	-	7	13	11	7	-	6	35	8	34	19	18	35	7	12	8	12	12	28	9	8	3	7	3	14	5		
4%	4%	3%	3%	3%	-	-	3%	4%	4%	4%	-	7%	5%	2%	4%	4%	5%	4%	5%	5%	3%	3%	10%	3%	6%	3%	3%	3%	5%	3%	2%		
Several times each week	86	41	34	33	9	7	10	11	10	9	2	7	35	13	25	23	15	33	9	6	14	15	10	38	5	17	-	4	5	18	9		
4%	4%	4%	4%	10%	2%	2%	4%	4%	4%	6%	4%	7%	5%	4%	4%	5%	4%	5%	7%	2%	5%	4%	8%	4%	3%	6%	-	3%	5%	4%	3%		
do not vot																																	
Once a week	26	14	11	15	9	1	9	7	3	4	-	2	18	8	12	14	8	17	7	7	4	7	2	23	1	6	*	4	3	10	3		
2%	2%	3%	2%	5%	2%	*	4%	2%	1%	2%	-	3%	2%	2%	2%	2%	2%	5%	3%	3%	2%	2%	2%	1%	2%	1%	2%	1%	3%	2%	1%		
Several times per month	26	11	15	10	13	3	2	5	6	7	3	4	21	5	12	14	11	14	2	5	6	10	6	18	2	6	3	3	2	7	5		
2%	2%	2%	3%	3%	1%	-	1%	2%	2%	4%	1%	1%	3%	1%	2%	3%	3%	2%	2%	2%	2%	3%	4%	2%	1%	2%	2%	2%	2%	2%	2%		
do not vot																																	
Once a month	9	6	4	6	4	-	-	4	2	-	2	2	8	2	5	4	6	3	-	1	4	4	2	7	2	3	-	-	-	1	5		
1%	1%	1%	1%	1%	-	-	-	2%	1%	-	1%	1%	1%	*	1%	1%	2%	*	-	*	1%	1%	2%	1%	1%	1%	-	-	1%	1%	-		
do not vot																																	
Less than monthly	58	17	41	18	26	14	16	9	16	12	1	4	47	11	41	17	28	40	6	13	14	23	5	53	7	11	7	11	5	25	16		
5%	3%	8%	6%	7%	4%	-	6%	3%	6%	8%	2%	5%	6%	3%	7%	4%	5%	6%	4%	5%	5%	7%	4%	6%	5%	4%	3%	4%	9%	3%	6%		
do not vot																																	
Never	783	380	379	131	298	334	176	206	184	100	41	57	496	267	439	324	284	479	89	169	204	242	54	608	124	229	65	87	80	333	279		
70%	72%	70%	40%	77%	82%	-	70%	74%	74%	64%	79%	65%	68%	70%	69%	73%	69%	67%	67%	70%	74%	70%	43%	74%	78%	77%	79%	68%	71%	76%	64%		
do not vot																																	
At least weekly (NET)	222	116	102	103	49	10	57	54	42	39	6	25	159	63	113	109	65	157	36	53	49	67	60	158	24	49	6	27	24	66	32		
21%	22%	19%	50%	13%	3%	-	23%	19%	17%	13%	11%	22%	22%	18%	20%	17%	23%	27%	27%	23%	18%	19%	47%	17%	15%	16%	8%	21%	22%	15%	10%		
do not vot																																	
Don't know	3	-	3	1	-	2	1	1	-	-	-	1	1	2	2	1	1	2	-	1	-	1	-	3	-	-	-	1	-	1	1		
0%	-	1%	-	-	1%	-	-	1%	-	-	-	1%	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	1%	-	-		

Proportions/Means: Columns Totals (5% risk level) - *1/2/3/4 - *1/2/3/4/5 - *1/2/3/4/5/6 - *1/2/3/4/5/6/7 - *1/2/3/4/5/6/7/8 - *1/2/3/4/5/6/7/8/9 - *1/2/3/4/5/6/7/8/9/0
Overlap formulae used. * small base



Table 24
Q17NEW How often, if at all, do you personally use the following? YouTube
Base: All adults aged 18-75 in the Great Britain

	GENDER			AGE			REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION				INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE	
	TOTAL n	MAN n	WOMAN n	18-34 n	35-54 n	55-75 n	NORTH n	MIDLANDS n	SOUTH n	LONDON n	WALES n	SCOTLAND n	WORKING n	NOT WORKING n	ABC1 n	C2DE n	GRADUATES n	NON GRADUATES n	UP TO £19999 n	£20000-£49999 n	£50000-£99999 n	£100000+ n	ETHNIC MINORITY n	WHITE ETHNIC GROUP n	CONSERVATIVE n	LABOUR n	LIBERAL DEMOCRATS n	REFORM UK n	OTHER n	REMAIN n	LEAVE n		
UNWEIGHTED BASE	1042	510	544	334	367	341	254	282	246	154	57	94	725	317	668	414	575	507	118	211	274	366	143	624	158	315	459	87	112	459	510		
WEIGHTED BASE	2293	1120	1173	720	859	714	513	569	497	274	101	173	1713	580	1133	670	463	256	118	212	272	368	129	1174	250	508	728	129	123	459	510		
More than once a day	289	179	86	140	80	49	68	62	54	48	15	23	184	85	130	129	96	173	45	64	53	91	59	206	33	66	13	37	27	96	60		
10-20%	34%	34%	16%	42%	20%	14%	27%	22%	22%	31%	30%	25%	25%	24%	23%	28%	25%	25%	34%	26%	19%	26%	47%	22%	21%	22%	16%	29%	24%	22%	18%		
10-20%	34%	34%	16%	42%	20%	14%	27%	22%	22%	31%	30%	25%	25%	24%	23%	28%	25%	25%	34%	26%	19%	26%	47%	22%	21%	22%	16%	29%	24%	22%	18%		
Once a day	132	75	56	49	46	36	33	41	32	21	3	13	100	33	74	58	52	79	13	32	30	52	23	108	17	30	7	12	17	50	37		
10-20%	14%	14%	10%	15%	12%	10%	13%	15%	13%	7%	1%	1%	14%	9%	12%	12%	14%	11%	9%	13%	11%	15%	18%	11%	10%	13%	8%	9%	15%	12%	11%		
Several times each week	216	113	102	59	93	64	48	60	49	33	7	18	163	53	126	90	81	135	15	49	67	69	25	187	24	61	22	28	21	86	67		
10-20%	21%	21%	19%	18%	24%	18%	19%	22%	20%	21%	14%	19%	22%	15%	21%	19%	21%	19%	11%	20%	24%	20%	19%	20%	15%	21%	20%	22%	19%	20%	20%		
Once a week	97	35	59	26	43	28	19	19	21	22	8	8	71	26	60	37	33	64	12	19	27	34	6	91	11	26	9	9	9	44	27		
10-20%	9%	7%	11%	8%	11%	8%	8%	7%	8%	4%	1%	1%	10%	8%	10%	8%	9%	9%	5%	8%	10%	10%	5%	10%	7%	9%	11%	7%	8%	10%	8%		
Several times per month	106	38	68	16	44	46	18	30	32	11	7	6	89	37	62	44	31	75	13	23	24	37	6	97	15	40	10	6	17	59	33		
10-20%	7%	13%	5%	13%	13%	13%	7%	13%	13%	7%	1%	1%	9%	13%	10%	9%	8%	13%	9%	9%	9%	11%	9%	10%	9%	13%	12%	5%	15%	13%	10%		
Once a month	37	10	27	10	13	14	13	11	8	2	1	2	25	13	26	11	14	22	5	2	9	16	2	35	6	10	3	5	2	13	13		
10-20%	3%	2%	5%	3%	3%	4%	3%	4%	3%	1%	1%	1%	3%	3%	4%	2%	4%	3%	4%	1%	3%	4%	2%	4%	4%	3%	3%	4%	2%	3%	4%		
Less than monthly	134	38	95	20	50	63	32	30	40	15	6	10	81	35	78	55	51	83	18	32	34	33	6	124	27	17	13	14	9	53	51		
10-20%	12%	7%	18%	6%	13%	17%	13%	11%	16%	9%	12%	11%	11%	15%	13%	12%	13%	12%	14%	11%	12%	9%	5%	13%	17%	13%	16%	11%	8%	12%	15%		
Never	91	42	50	8	22	62	21	25	22	6	4	13	38	53	46	45	26	65	14	21	34	15	1	90	26	18	5	16	10	35	45		
10-20%	8%	8%	9%	2%	6%	17%	8%	9%	9%	4%	2%	14%	5%	15%	7%	10%	7%	9%	10%	9%	12%	4%	*	10%	18%	6%	6%	13%	9%	8%	13%		
At least weekly (NET)	714	403	303	274	301	179	168	182	146	124	34	60	518	195	399	314	263	451	84	164	177	247	113	591	85	192	50	87	74	277	191		
10-20%	64%	70%	56%	83%	67%	49%	66%	65%	59%	79%	67%	65%	71%	56%	65%	67%	68%	60%	63%	68%	64%	71%	88%	63%	53%	64%	61%	68%	66%	63%	57%		
10-20%	64%	70%	56%	83%	67%	49%	66%	65%	59%	79%	67%	65%	71%	56%	65%	67%	68%	60%	63%	68%	64%	71%	88%	63%	53%	64%	61%	68%	66%	63%	57%		
Don't know	1	-	1	1	-	-	-	-	-	-	-	1	1	-	1	-	1	-	-	-	-	-	-	1	-	-	1	-	-	1	-		
10-20%	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 (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
Overlap formulae used. * small base



Table 25
Q272NEW How often, if at all, do you personally use the following? Instagram
Base: All adults aged 18-75 in the Great Britain

	GENDER			AGE					REGION					WORKING STATUS		SOCIAL GRADE		EDUCATION				INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE	
	TOTAL (n)	MAN (n)	WOMAN (n)	18-34 (n)	35-44 (n)	45-54 (n)	55-75 (n)	NORTH (n)	MIDLANDS (n)	SOUTH (n)	LONDON (n)	WALES (n)	SCOTLAND (n)	WORKING (n)	NOT WORKING (n)	ABC1 (n)	C2DE (n)	GRADUATES (n)	NON GRADUATES (n)	UP TO £19999 (n)	£20000-£49999 (n)	£50000-£99999 (n)	£100000+ (n)	ETHNIC MINORITY (n)	WHITE ETHNIC GROUP (n)	CONSERVATIVE (n)	LABOUR (n)	LIBERAL DEMOCRATS (n)	REFORM UK (n)	OTHER (n)	REMAIN (n)	LEAVE (n)		
UNWEIGHTED BASE	1042	510	532	334	361	341	206	254	282	246	154	57	94	725	317	668	414	567	507	114	211	273	166	143	143	518	515	68	141	68	181	122	459	510
WEIGHTED BASE	1293	620	673	370	362	359	213	220	218	218	114	42	713	251	512	320	256	305	256	112	212	222	118	129	137	220	218	221	221	112	412	412	512	
More than once a day	321	140	177	155	118	47	13%	63	84	64	67	17	26	250	71	205	115	134	187	35	64	68	135	57	261	38	89	25	27	44	142	69		
as a %	30%	26%	32%	47%	30%	13%	25%	30%	26%	49%	34%	28%	34%	20%	34%	25%	35%	27%	26%	26%	25%	39%	45%	28%	24%	30%	31%	21%	39%	32%	21%	21%		
Once a day	127	56	71	43	16	28	8%	31	26	31	13	6	14	94	33	81	46	46	82	10	22	41	48	18	109	14	40	10	15	5	40	33		
as a %	12%	11%	13%	13%	14%	8%	12%	12%	9%	13%	12%	11%	15%	13%	10%	13%	12%	12%	12%	8%	9%	15%	14%	14%	14%	9%	14%	13%	12%	5%	11%	10%	10%	
Several times each week	97	37	57	41	15	21	6%	27	21	23	13	5	7	74	22	47	49	33	64	11	28	17	36	15	79	14	26	6	10	14	41	21		
as a %	9%	7%	11%	12%	9%	6%	11%	8%	9%	9%	10%	7%	7%	10%	6%	8%	10%	9%	9%	8%	11%	6%	10%	12%	12%	9%	9%	7%	8%	13%	9%	6%	6%	
Once a week	59	27	31	16	26	17	5%	9	16	19	10	1	5	39	20	30	29	19	39	9	13	14	16	6	50	9	11	7	5	4	17	16		
as a %	5%	5%	6%	5%	7%	5%	4%	6%	6%	6%	1%	0%	5%	5%	4%	5%	6%	6%	6%	6%	6%	6%	6%	4%	5%	4%	6%	6%	4%	3%	4%	3%	5%	
Several times per month	38	20	18	7	14	16	4%	9	9	9	6	-	5	20	18	20	17	12	26	5	8	12	10	4	34	8	8	4	7	7	11	16		
as a %	3%	4%	3%	2%	4%	4%	3%	3%	3%	4%	4%	-	6%	3%	5%	4%	3%	4%	4%	4%	3%	4%	3%	3%	4%	5%	3%	5%	3%	-	3%	5%		
Once a month	26	8	16	7	13	6	3%	7	6	5	4	1	2	18	8	14	12	11	15	6	9	4	7	3	23	3	6	1	3	3	12	5		
as a %	2%	2%	3%	2%	3%	2%	2%	3%	2%	3%	3%	0%	2%	2%	2%	2%	2%	2%	2%	4%	4%	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%	2%	2%	
Less than monthly	56	24	31	13	20	23	7%	12	15	14	8	4	2	36	20	28	28	19	37	10	10	17	13	5	51	7	11	5	12	7	22	19		
as a %	5%	4%	6%	4%	5%	6%	5%	5%	5%	6%	5%	4%	3%	5%	6%	5%	6%	5%	5%	8%	4%	6%	4%	4%	5%	5%	4%	6%	10%	6%	5%	6%		
Never	358	217	141	46	107	205	27%	94	103	85	29	17	30	200	158	185	173	111	247	47	89	104	83	20	129	65	106	22	48	36	142	154		
as a %	33%	41%	26%	14%	27%	56%	17%	17%	14%	19%	14%	13%	11%	27%	43%	30%	17%	29%	15%	33%	17%	30%	16%	16%	13%	41%	36%	22%	38%	12%	33%	46%		
At least weekly (NET)	603	261	336	255	236	112	11%	131	147	137	109	29	51	457	147	363	240	232	371	65	126	141	236	96	499	76	167	48	58	67	249	139		
as a %	56%	49%	62%	78%	62%	31%	52%	52%	55%	49%	56%	56%	56%	62%	42%	59%	51%	60%	53%	49%	52%	51%	68%	75%	53%	48%	56%	59%	45%	60%	57%	42%		
Don't know	1	-	1	-	-	-	-	-	-	-	-	-	1	1	-	1	-	1	-	-	-	-	-	-	1	-	-	1	-	-	1	-		
as a %	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 Totalled (5% risk level) - r/a/b - r/c/d/e - r/f/g/h/i/j/k - r/l/m - r/n/o - r/p/q - r/s/t/u/v/w - r/x/y/z/AA/BB/CC - r/DD/EE
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 25
Q27NEW How often, if at all, do you personally use the following? X (formerly Twitter)
Base: All adults aged 18-75 in the Great Britain

	TOTAL (n)	GENDER		AGE				REGION					WORKING STATUS		SOCIAL GRADE		EDUCATION				INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE			
		MAN	WOMAN	18-34	35-44	45-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000-£49999	£50000-£49999	£50000+	ETHNIC MINORITY	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE			
UNWEIGHTED BASE	1042	510	544	1834	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	
WEIGHTED BASE	1117	517	544	1720	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	
More than once a day	11%	8%	20%	46%	49%	22%	26%	26%	23%	27%	6%	9%	82%	35%	73%	44%	40%	77%	15%	17%	22%	56%	22%	93%	16%	38%	9%	21%	11%	52%	33%	10%	10%		
Once a day	6%	7%	4%	8%	7%	3%	6%	4%	7%	6%	12%	5%	7%	4%	6%	6%	7%	3%	4%	7%	4%	4%	12%	3%	8%	13%	9%	8%	9%	4%	24%	22%	6%	7%	
Several times each week	7%	5%	14%	28%	18%	15%	20%	21%	11%	14%	4%	7%	58%	13%	34%	38%	24%	47%	6%	11%	24%	27%	13%	57%	14%	20%	8%	7%	11%	26%	24%	6%	24%		
Once a week	13%	15%	27%	32%	17%	14%	15%	11%	14%	6%	7%	30%	14%	30%	24%	17%	36%	6%	16%	14%	16%	11%	43%	10%	11%	1%	8%	6%	17%	16%	6%	17%	16%		
Several times per month	3%	2%	5%	7%	4%	4%	6%	4%	6%	4%	8%	5%	4%	6%	5%	5%	4%	5%	4%	7%	5%	4%	8%	6%	6%	4%	2%	6%	6%	4%	5%	4%	5%	5%	
Once a month	17%	12%	24%	9%	25%	4%	9%	8%	4%	12%	1%	3%	32%	5%	33%	4%	13%	24%	4%	9%	8%	15%	8%	29%	5%	7%	2%	7%	1%	14%	9%	14%	9%		
Less than monthly	3%	2%	4%	3%	6%	1%	4%	3%	2%	6%	2%	3%	4%	1%	3%	1%	3%	3%	4%	4%	3%	4%	3%	3%	3%	2%	2%	6%	1%	3%	3%	3%	3%	3%	
Never	63%	26%	36%	15%	22%	26%	14%	18%	15%	7%	31%	48%	39%	24%	34%	29%	27%	43%	83%	83%	83%	83%	83%	83%	83%	83%	83%	83%	83%	83%	83%	83%	83%	83%	83%
At least weekly (NET)	30%	28%	35%	13%	13%	6%	7%	6%	6%	5%	13%	28%	22%	17%	13%	13%	18%	19%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%
Don't know	4%	4%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	

Proportions/Means: Column Totals (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
 Overlap formula used. * small base



Table 27
Q27NEW How often, if at all, do you personally use the following? Pinterest
Base: All adults aged 18-75 in the Great Britain

	GENDER			AGE			REGION							WORKING STATUS		SOCIAL GRADE		EDUCATION				INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE	
	TOTAL (N)	MAN	WOMAN	18-34	35-54	55-75	NORTH (N)	MIDLANDS (N)	SOUTH (N)	LONDON (N)	WALES (N)	SCOTLAND (N)	WORKING (N)	NOT WORKING (N)	ABC1 (N)	C2DE (N)	GRADUATES (N)	NON GRADUATES (N)	UP TO £19999 (N)	£20000-£49999 (N)	£50000-£99999 (N)	£100000+ (N)	ETHNIC MINORITY (N)	WHITE ETHNIC GROUP (N)	CONSERVATIVE (N)	LABOUR (N)	LIBERAL DEMOCRATS (N)	REFORM UK (N)	OTHER (N)	REMAIN (N)	LEAVE (N)			
UNWEIGHTED BASE	1582	510	544	334	361	347	254	282	246	154	57	74	775	317	668	414	575	507	118	211	273	366	143	624	158	315	87	112	122	409	310			
WEIGHTED BASE	1572	510	544	329	351	331	220	249	227	114	62	77	773	310	672	410	566	496	118	212	272	366	143	623	158	315	87	112	122	409	310			
More than once a day	20	8	12	14	3	3	4	2	7	2	*	4	14	6	11	9	7	14	1	8	5	5	5	15	4	6	2	2	2	10	3			
	2%	1%	2%	4%	1%	1%	2%	1%	3%	1%	1%	4%	2%	2%	2%	2%	2%	2%	1%	3%	2%	1%	4%	2%	2%	2%	3%	2%	2%	2%	1%			
Once a day	18	7	11	11	5	3	7	3	6	3	-	-	12	6	13	6	10	9	4	5	5	4	6	12	4	5	2	-	1	3	6			
	2%	1%	2%	3%	1%	1%	3%	1%	2%	1%	-	-	2%	2%	2%	1%	2%	2%	2%	2%	2%	1%	5%	1%	3%	2%	2%	-	1%	2%	2%			
Several times each week	63	25	38	44	7	12	16	13	12	11	1	8	46	17	34	20	25	38	9	12	14	20	13	48	6	20	3	2	6	18	11			
	6%	5%	7%	13%	2%	3%	6%	5%	5%	8%	2%	9%	6%	5%	6%	6%	7%	5%	7%	5%	5%	6%	10%	5%	4%	7%	4%	2%	6%	4%	6%			
Once a week	96	20	33	33	18	7	15	13	11	6	6	5	40	16	27	20	20	36	9	10	13	21	8	46	8	16	2	10	7	26	14			
	5%	4%	6%	6%	5%	2%	6%	5%	4%	4%	12%	6%	6%	5%	4%	6%	5%	5%	7%	4%	5%	6%	6%	5%	5%	5%	2%	8%	6%	6%	4%			
Several times per month	97	22	35	23	29	5	16	16	2	15	3	5	45	12	39	18	25	32	3	12	16	24	13	44	4	19	3	5	10	26	14			
	5%	4%	6%	4%	7%	1%	6%	6%	1%	9%	6%	1%	6%	3%	6%	4%	7%	5%	2%	5%	6%	7%	10%	5%	3%	6%	4%	4%	9%	6%	4%			
Once a month	44	18	26	19	22	3	7	12	11	12	1	1	37	7	22	22	17	27	6	8	11	19	7	34	6	17	4	3	5	14	13			
	4%	3%	5%	3%	6%	1%	1%	2%	2%	2%	1%	1%	6%	2%	6%	6%	4%	4%	4%	3%	4%	4%	6%	6%	4%	3%	2%	1%	3%	4%	4%			
Less than monthly	189	57	102	46	65	48	17	47	31	23	6	16	116	44	105	54	75	65	16	34	41	57	23	113	26	46	12	16	17	66	40			
	15%	11%	19%	14%	17%	13%	15%	17%	12%	14%	12%	13%	16%	13%	17%	11%	13%	12%	12%	14%	15%	16%	18%	14%	13%	15%	14%	14%	12%	15%	12%			
Never	660	372	284	199	230	282	150	173	168	83	34	52	418	242	318	182	206	302	85	151	173	190	52	600	106	171	52	90	63	273	211			
	61%	70%	52%	42%	61%	78%	59%	62%	68%	53%	66%	57%	57%	69%	59%	64%	53%	60%	64%	63%	62%	57%	41%	64%	67%	57%	64%	70%	56%	62%	69%			
At least weekly (NET)	158	60	95	99	33	25	42	30	36	24	8	17	113	45	85	73	62	96	24	36	36	49	32	123	22	46	10	14	17	37	35			
	10%	11%	17%	30%	9%	7%	17%	11%	14%	15%	13%	19%	15%	13%	14%	10%	16%	14%	18%	15%	13%	14%	25%	13%	14%	15%	12%	13%	15%	18%	11%			
Don't know	3	1	2	2	1	-	1	*	1	-	-	1	3	-	2	1	2	1	*	1	-	1	*	3	1	-	1	-	2	-				
	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 (5% risk level) - *1/2/3 - *1/2/3/4 - *1/2/3/4/5 - *1/2/3/4/5/6 - *1/2/3/4/5/6/7 - *1/2/3/4/5/6/7/8 - *1/2/3/4/5/6/7/8/9 - *1/2/3/4/5/6/7/8/9/0
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 29
Q27NEW How often, if at all, do you personally use the following? Reddit
Base: All adults aged 18-75 in the Great Britain

	GENDER		AGE				REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION				INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE	
	TOTAL (n)	MAN	WOMAN	18-34	35-44	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000-£49999	£50000-£49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE		
UNWEIGHTED BASE	1042	510	544	334	367	341	254	282	246	154	57	94	725	317	668	414	575	507	118	211	273	366	143	143	158	315	112	122	459	510			
WEIGHTED BASE	1042	510	544	329	361	352	220	249	227	154	62	92	713	320	612	420	595	520	124	232	272	366	129	141	150	299	128	128	459	510			
More than once a day	36	26	9	20	16	-	10	10	4	6	4	2	27	8	27	9	16	20	7	8	6	14	5	30	5	14	5	3	6	17	8		
Once a day	34	19	13	18	12	4	9	10	8	6	-	1	26	8	21	13	12	22	7	5	6	15	6	28	2	18	-	4	8	12	8		
Several times each week	71	46	25	26	20	5	15	19	8	20	3	6	58	15	58	34	30	41	7	19	12	31	17	54	9	24	6	6	7	26	15		
Once a week	133	79	54	78	57	6	7	12	15	29	5	4	42	12	33	20	27	36	6	11	19	16	13	39	8	17	6	2	6	28	5		
Several times per month	54	23	20	22	18	14	14	7	10	17	2	4	44	10	40	14	27	27	6	6	13	26	10	44	3	15	5	4	9	27	10		
Once a month	36	13	23	18	15	3	3	9	11	9	2	3	22	14	17	19	15	21	6	11	8	9	8	29	5	8	2	2	5	15	5		
Less than monthly	108	46	59	49	59	17	21	27	25	22	5	6	82	24	64	41	44	61	8	21	28	19	17	68	9	26	8	20	12	43	28		
Never	687	327	358	213	230	114	160	186	169	67	31	65	427	259	369	117	213	473	89	159	182	198	51	622	119	175	49	88	60	267	253		
At least weekly (NET)	184	100	71	102	77	15	41	51	34	42	12	14	155	43	118	76	85	110	26	42	44	75	40	150	34	73	17	15	27	84	37		
Don't know	5	2	4	5	1	-	4	-	-	-	-	1	5	-	4	2	2	4	-	2	2	-	2	3	-	1	1	-	2	-	-		

Proportions/Mean: Columns Tested (5% risk level) - /A/B - /A/C/M/A - /A/B/N/A/A - /A/M - /A/O - /A/P - /A/Q/A - /A/W - /A/Y/A/B/C - /D/E
Overlap formulae used. * small base

