

Social Media Research Methodological Note – 1/5/2025

A sample of 5,561 individuals aged 16+ and living in the United Kingdom was surveyed between 18th November 2024 and 15th January 2025.

The survey was conducted using an Address Based Online Surveying approach. Verian pioneered this method in the UK, initially for the DCMS Community Life Survey in 2012, and the method is now widely used to produce other official statistics.

A stratified random sample of addresses was drawn from the Royal Mail's Postcode Address File (PAF). Invitation and reminders were posted to each sampled address inviting all residents to participate in the online survey. Paper questionnaires were offered to those who needed it or preferred it, ensuring coverage of those who rarely or never use the internet.

Weights have been applied to the sample to ensure that it is representative of the general public in the United Kingdom aged 16+. The data was weighted in multiple stages. First, design weighting was applied to account for variations in sampling probability. Second, an address-level non-response weight was estimated based on available address-level data and neighbourhood statistics. Third, the data was calibrated at the individual level to match within age group population totals for a range of variables including gender, disability status, education, region, ethnicity, employment status and voting record (2024 general election and 2016 EU referendum). As a final step, excessively large and small weights were trimmed.

Further information about the calibration stage of the weighting can be found on page 2.

Calibration weighting benchmarks

The sample was calibrated to population benchmarks sourced from ONS Mid 2023 Population Estimates, the ONS Annual Population Survey (October 2023 – September 2024), and election results.

Where a valid response was not provided, a value was imputed for use in the weighting.

Gender and age

	Unweighted count	Weighted count
Male 16-24	485	370
Male 25-34	587	459
Male 35-44	328	448
Male 45-54	308	420
Male 55-64	303	430
Male 65-74	326	312
Male 75+	231	284
Female 16-24	595	356
Female 25-34	751	451
Female 35-44	428	457
Female 45-54	385	434
Female 55-64	379	448
Female 65-74	297	346
Female 75+	158	345

Place of birth and age

	Unweighted count	Weighted count
UK born 16-24	892	629
UK born 25-34	1019	701
UK born 35-44	559	641
UK born 45-54	536	668
UK born 55+	1546	1947
Non-UK born 16-24	188	97
Non-UK born 25-34	319	209
Non-UK born 35-44	197	264
Non-UK born 45-54	157	186
Non-UK born 55+	148	219

Disability status and age

	Unweighted count	Weighted count
Aged 16-64: Long-term ill health/disability that limits day-to-day activities a lot	296	459
Other, aged 16-64	4253	3815
Aged 65+	1012	1287

Education level and age

	Unweighted count	Weighted count
Educated to degree level 16-24	248	127
Educated to degree level 25-34	922	471
Educated to degree level 35-44	483	458
Educated to degree level 45-54	394	354
Educated to degree level 55-64	331	262
Not educated to degree level 16-24	832	599
Not educated to degree level 25-34	416	439
Not educated to degree level 35-44	273	448
Not educated to degree level 45-54	299	501
Not educated to degree level 55-64	351	616
Aged 65+	1012	1287

Ethnicity and age

	Unweighted count	Weighted count
White 16-24	685	568
White 25-34	964	725
White 35-44	578	714
White 45-54	567	718
White 55-64	617	794
White 65-74	593	618
White 75+	380	616
Not white 16-24	395	158
Not white 25-34	374	185
Not white 35-44	178	191
Not white 45-54	126	136
Not white 55+	104	138

Ethnicity

	Unweighted count	Weighted count
White	4384	4753
Mixed/multiple ethnic groups	166	82
Indian	222	177
Pakistani/Bangladeshi	274	129
Black	221	211
Other ethnic groups	294	208

Region

	Unweighted count	Weighted count
NE England	191	222
NW England	581	605
Yorkshire & Humberside	433	455
E Midlands	364	401
W Midlands	466	488
E England	548	520
London	1038	747
SE England	861	763
SW England	469	475
Northern Ireland	104	153
Scotland	308	465
Wales	198	266

Housing tenure and age

	Unweighted count	Weighted count
Full ownership, 16-55	510	481
Full ownership, 55+	1229	1403
Mortgage-based ownership, 16-55	1520	1555
Mortgage-based ownership, 55+	229	293
Non ownership excluding social renting, 16-55	1305	825
Non ownership excluding social renting, 55+	109	164
Social renting, 16-55	532	534
Social renting, 55+	127	306

Cohabitation status and age

	Unweighted count	Weighted count
Not cohabiting 16-24	902	664
Not cohabiting 25-34	539	365
Not cohabiting 35-44	221	224
Not cohabiting 45-54	197	230
Not cohabiting 55-64	223	249
Not cohabiting 65-74	241	192
Not cohabiting 75+	205	299
Cohabiting 16-24	178	62
Cohabiting 25-34	799	545
Cohabiting 35-44	535	681
Cohabiting 45-54	496	625
Cohabiting 55-64	459	629
Cohabiting 65-74	382	466
Cohabiting 75+	184	331

Religion and age

	Unweighted count	Weighted count
Religious 16-24	436	331
Religious 25-34	386	359
Religious 35-44	282	443
Religious 45-54	274	460
Religious 55-64	296	531
Religious 65-74	278	456
Religious 75+	190	485
Not religious 16-24	644	395
Not religious 25-34	952	551
Not religious 35-44	474	462
Not religious 45-54	419	395
Not religious 55-64	386	348
Not religious 65-74	345	202
Not religious 75+	199	145

Employment status and age

	Unweighted count	Weighted count
Employer	90	57
Self-employed; 16-44	161	157
Self-employed; 45+	188	223
Manager in large organisation; 16-44	468	266
Manager in large organisation; 45+	270	243
Manager in small organisation or supervisor / foreman; 16-44	461	274
Manager in small organisation or supervisor / foreman; 45+	217	223
Employee but non-manager/supervisor, 16-24	318	239
Employee but non-manager/supervisor, 25-34	542	470
Employee but non-manager/supervisor, 35-44	238	387
Employee but non-manager/supervisor, 45-54	204	338
Employee but non-manager/supervisor, 55+	170	359
Not working 16-24	647	429
Not working 25-34	206	162
Not working 35-44	97	136
Not working 45-54	100	141
Not working 55-64	288	299
Not working 65-74	524	543
Not working 75+	372	616

Religion

	Unweighted count	Weighted count
Christianity	1472	2526
Islam	406	247
Hinduism	108	103
Sikhism	48	32
Judaism	37	28
Buddhism	15	25
Other religion	56	104
No religion	3419	2497

Years at address

	Unweighted count	Weighted count
Less than 12 months	676	375
12 months to <2 years	509	419
2 years to <5 years	456	411
5 years to <10 years	697	616
10 years to <20 years	1027	996
20 years +	2196	2743

2016 EU referendum, age and country

	Unweighted count	Weighted count
Northern Ireland	104	153
Remain, 16-34	532	232
Remain, 35-44	364	307
Remain, 45-54	365	285
Remain, 55-64	366	262
Remain, 65+	518	373
Leave, 16-34	177	180
Leave, 35-44	120	243
Leave, 45-54	181	236
Leave, 55-64	220	336
Leave, 65+	408	572
No vote, 16-24	1058	698
No vote, 25-34	612	479
No vote, 35-44	252	328
No vote, 45-54	136	313
No vote, 55-64	79	254
No vote, 65+	69	310

2024 General Election, age and country

	Unweighted count	Weighted count
Northern Ireland	104	153
Conservative, 16-34	91	46
Conservative, 35-44	51	57
Conservative, 45-54	99	109
Conservative, 55-64	143	134
Conservative, 65+	280	336
Labour, 16-34	635	252
Labour, 35-44	233	164
Labour, 45-54	239	201
Labour, 55-64	215	162
Labour, 65+	311	189
SNP/PC	89	92
Other vote, 16-34	456	246
Other vote, 35-44	161	147
Other vote, 45-54	168	211
Other vote, 55-64	162	189
Other vote, 65+	276	261
No vote, 16-24	652	469
No vote, 25-34	518	555
No vote, 35-44	282	501
No vote, 45-54	159	295
No vote, 55-64	127	347
No vote, 65+	110	445

Further details

Please contact Richard Crawshaw Richard.Crawshaw@VerianGroup.com for further details on the methodology used in for this study.

Table 1 : Which of these social media or online messaging accounts do you have? Twitter / X

Base: All adults UK 16+		General population	Has Twitter / X social media account Yes	Has BlueSky social media account Yes
Which of these social media or online messaging accounts do you have? Twitter / X	Unweighted Base	5561	1562	246
	Weighted Base	5561	1340	165
	No	4221	0	54
		76%	0%	33%
	Yes	1340	1340	111
		24%	100%	67%

Table 2 : Which of these social media or online messaging accounts do you have? BlueSky

Base: All adults UK 16+		General population	Has Twitter / X social media account Yes	Has BlueSky social media account Yes
Which of these social media or online messaging accounts do you have? BlueSky	Unweighted Base	5561	1562	246
	Weighted Base	5561	1340	165
	No	5396	1229	0
		97%	92%	0%
	Yes	165	111	165
		3%	8%	100%

Table 3 : Which of these websites or social media apps do you use for news? Twitter / X

Base: All adults UK 16+		General population	Has Twitter / X social media account Yes	Has BlueSky social media account Yes
Which of these websites or social media apps do you use for news? Twitter / X	Unweighted Base	5561	1562	246
	Weighted Base	5561	1340	165
	No	4719	588	92
		85%	44%	56%
	Yes	842	752	72
		15%	56%	44%

Table 4 : Which of these websites or social media apps do you use for news? BlueSky

Base: All adults UK 16+		General population	Has Twitter / X social media account Yes	Has BlueSky social media account Yes
Which of these websites or social media apps do you use for news? BlueSky	Unweighted Base	5561	1562	246
	Weighted Base	5561	1340	165
	No	5461	1280	85
		98%	96%	52%
	Yes	100	60	80
		2%	4%	48%

Table 5 : Age (ten year bands)

Base: All adults UK 16+		General population	Has Twitter / X social media account Yes	Has BlueSky social media account Yes
Age (ten year bands)	Unweighted Base	5561	1562	246
	Weighted Base	5561	1340	165
	16-24	724	322	34
		13%	24%	20%
	25-34	909	292	35
		16%	22%	21%
	35-44	905	254	31
		16%	19%	19%
	45-54	853	220	34
		15%	16%	21%
	55-64	877	173	21
		16%	13%	13%
	65-74	658	59	7
		12%	4%	4%
	75+	628	17	3
		11%	1%	2%
Don't know / NA / Missing	6	2	0	
	0%	0%	0%	

Table 6 : Sex

Base: All adults UK 16+		General population	Has Twitter / X social media account Yes	Has BlueSky social media account Yes
Sex	Unweighted Base	5561	1562	246
	Weighted Base	5561	1340	165
	Male	2688	806	105
		48%	60%	64%
	Female	2814	514	50
		51%	38%	30%
	Identify in another way	33	11	7
		1%	1%	4%
	Don't know / NA / Missing	0	0	0
		0%	0%	0%
	Prefer not to say	26	9	3
		0%	1%	2%

Table 7 : How well would you say you are managing financially these days? Would you say you are...

Base: All adults UK 16+		General population	Has Twitter / X social media account Yes	Has BlueSky social media account Yes
How well would you say you are managing financially these days? Would you say you are...	Unweighted Base	5561	1562	246
	Weighted Base	5561	1340	165
	Living comfortably	1022	219	40
		18%	16%	25%
	Doing alright	2093	542	53
		38%	40%	32%
	Just about getting by	1351	315	42
		24%	24%	25%
	Finding it quite difficult	611	143	18
		11%	11%	11%
	Finding it very difficult	346	91	7
		6%	7%	4%
	Don't know / NA / Missing	139	29	4
		2%	2%	2%

Table 8 : Ethnicity

Base: All adults UK 16+		General population	Has Twitter / X social media account Yes	Has BlueSky social media account Yes
Ethnicity	Unweighted Base	5561	1562	246
	Weighted Base	5561	1340	165
	White British	4147	968	121
		75%	72%	74%
	White Other	548	120	22
		10%	9%	13%
	South Asian	290	72	5
		5%	5%	3%
	Other	424	140	15
		8%	10%	9%
	Don't know / NA / Missing	151	40	2
		3%	3%	1%

Table 9 : Region

Base: All adults UK 16+		General population	Has Twitter / X social media account Yes	Has BlueSky social media account Yes
Region	Unweighted Base	5561	1562	246
	Weighted Base	5561	1340	165
North East		222	62	9
		4%	5%	5%
North West		605	162	10
		11%	12%	6%
Yorkshire and The Humber		455	83	12
		8%	6%	7%
East Midlands		401	83	8
		7%	6%	5%
West Midlands		488	111	9
		9%	8%	6%
East of England		520	122	10
		9%	9%	6%
London		747	213	43
		13%	16%	26%
South East		763	177	27
		14%	13%	16%
South West		475	76	9
		9%	6%	6%
Northern Ireland		153	49	6
		3%	4%	4%
Scotland		465	147	17
		8%	11%	10%
Wales		266	56	5
		5%	4%	3%

Table 10 : [Derived] How often do you use the internet for your personal use? & On a normal day, how much of your personal time do you think you spend on the internet?

Base: All adults UK 16+		General population	Has Twitter / X social media account Yes	Has BlueSky social media account Yes
[Derived] How often do you use the internet for your personal use? & On a normal day, how much of your personal time do you think you spend on the internet?	Unweighted Base	5561	1562	246
	Weighted Base	5561	1340	165
	Five hours or more every day	730	288	33
		13%	22%	20%
	Three hours or more but less than five hours every day	926	288	39
		17%	22%	24%
	Two hours or more but less than three hours every day	1230	308	49
		22%	23%	30%
	One hour or more but less than two hours every day	1138	253	23
		20%	19%	14%
	Less than one hour every day	388	53	7
		7%	4%	5%
	Most days	683	111	9
		12%	8%	5%
	A few times a week	199	24	3
		4%	2%	2%
	Less often	96	14	2
		2%	1%	1%
	Never	161	0	0
		3%	0%	0%
	Don't know / NA / Missing	10	0	0
		0%	0%	0%

Table 11 : How much do you agree or disagree - Rich people can get away with breaking the law

Base: All adults UK 16+		General population	Has Twitter / X social media account Yes	Has BlueSky social media account Yes
How much do you agree or disagree - Rich people can get away with breaking the law	Unweighted Base	5561	1562	246
	Weighted Base	5561	1340	165
	Strongly agree	1490	409	78
		27%	31%	47%
	Tend to agree	1850	425	55
		33%	32%	33%
	Neither agree nor disagree	900	162	13
		16%	12%	8%
	Tend to disagree	613	155	9
		11%	12%	6%
	Strongly disagree	545	169	9
		10%	13%	6%
	Don't know / NA / Missing	162	20	1
		3%	2%	1%

Table 12 : How much do you agree or disagree - People today don't have enough respect for traditional British values

Base: All adults UK 16+		General population	Has Twitter / X social media account Yes	Has BlueSky social media account Yes
How much do you agree or disagree - People today don't have enough respect for traditional British values	Unweighted Base	5561	1562	246
	Weighted Base	5561	1340	165
	Strongly agree	1777	372	21
		32%	28%	13%
	Tend to agree	1463	316	25
		26%	24%	15%
	Neither agree nor disagree	1244	307	32
		22%	23%	20%
	Tend to disagree	512	158	32
		9%	12%	19%
	Strongly disagree	312	121	46
		6%	9%	28%
	Don't know / NA / Missing	254	67	9
		5%	5%	5%

Table 13 : How much do you agree or disagree - Lots of internet sites should be banned

Base: All adults UK 16+		General population	Has Twitter / X social media account Yes	Has BlueSky social media account Yes
How much do you agree or disagree - Lots of internet sites should be banned	Unweighted Base	5561	1562	246
	Weighted Base	5561	1340	165
	Strongly agree	1339	192	14
		24%	14%	8%
	Tend to agree	1413	273	25
		25%	20%	15%
	Neither agree nor disagree	1318	361	32
		24%	27%	20%
	Tend to disagree	796	259	65
		14%	19%	39%
	Strongly disagree	500	224	24
		9%	17%	14%
	Don't know / NA / Missing	194	30	5
		3%	2%	3%

Table 14 : How much do you agree or disagree - People's working conditions and wages need strong legal protection

Base: All adults UK 16+		General population	Has Twitter / X social media account Yes	Has BlueSky social media account Yes
How much do you agree or disagree - Peoples working conditions and wages need strong legal protection	Unweighted Base	5561	1562	246
	Weighted Base	5561	1340	165
	Strongly agree	2410	639	107
		43%	48%	65%
	Tend to agree	2117	471	41
		38%	35%	25%
	Neither agree nor disagree	702	154	10
		13%	11%	6%
	Tend to disagree	164	44	4
		3%	3%	3%
	Strongly disagree	51	11	1
		1%	1%	1%
	Don't know / NA / Missing	118	22	1
		2%	2%	1%

Table 15 : How much do you agree or disagree - Business in this country is over-regulated by the government

Base: All adults UK 16+		General population	Has Twitter / X social media account Yes	Has BlueSky social media account Yes
How much do you agree or disagree - Business in this country is over-regulated by the government	Unweighted Base	5561	1562	246
	Weighted Base	5561	1340	165
	Strongly agree	824	206	5
		15%	15%	3%
	Tend to agree	1266	300	26
		23%	22%	16%
	Neither agree nor disagree	2010	441	36
		36%	33%	22%
	Tend to disagree	692	205	48
		12%	15%	29%
	Strongly disagree	264	96	41
		5%	7%	25%
	Don't know / NA / Missing	506	91	10
		9%	7%	6%

Table 16 : How much do you agree or disagree - Major public services and industries should be in state hands

Base: All adults UK 16+		General population	Has Twitter / X social media account Yes	Has BlueSky social media account Yes
How much do you agree or disagree - Major public services and industries should be in state hands	Unweighted Base	5561	1562	246
	Weighted Base	5561	1340	165
	Strongly agree	1278	360	77
		23%	27%	46%
	Tend to agree	1515	372	50
		27%	28%	30%
	Neither agree nor disagree	1419	307	25
		26%	23%	15%
	Tend to disagree	644	138	9
		12%	10%	5%
	Strongly disagree	346	94	3
		6%	7%	2%
	Don't know / NA / Missing	361	71	2
		6%	5%	1%

Table 17 : How much do you agree or disagree - It's a human right to be allowed to protest against the government

Base: All adults UK 16+		General population	Has Twitter / X social media account Yes	Has BlueSky social media account Yes
How much do you agree or disagree - It is a human right to be allowed to protest against the government	Unweighted Base	5561	1562	246
	Weighted Base	5561	1340	165
	Strongly agree	2405	678	106
		43%	51%	64%
	Tend to agree	1914	414	47
		34%	31%	29%
	Neither agree nor disagree	874	167	6
		16%	12%	3%
	Tend to disagree	184	55	2
		3%	4%	1%
	Strongly disagree	71	11	3
		1%	1%	2%
	Don't know / NA / Missing	112	15	1
		2%	1%	1%

Table 18 : How much do you agree or disagree - People in Britain should be more tolerant of those who lead unconventional lives

Base: All adults UK 16+		General population	Has Twitter / X social media account Yes	Has BlueSky social media account Yes
How much do you agree or disagree - People in Britain should be more tolerant of those who lead unconventional lives	Unweighted Base	5561	1562	246
	Weighted Base	5561	1340	165
	Strongly agree	929	245	61
		17%	18%	37%
	Tend to agree	1836	442	70
		33%	33%	43%
	Neither agree nor disagree	1785	406	19
		32%	30%	11%
	Tend to disagree	522	116	8
		9%	9%	5%
	Strongly disagree	222	78	5
		4%	6%	3%
	Don't know / NA / Missing	267	54	2
		5%	4%	1%

Table 19 : People who break the law should be given tougher sentences

Base: All adults UK 16+		General population	Has Twitter / X social media account Yes	Has BlueSky social media account Yes
How much do you agree or disagree - People who break the law should be given tougher sentences	Unweighted Base	5561	1562	246
	Weighted Base	5561	1340	165
	Strongly agree	2009	442	25
		36%	33%	15%
	Tend to agree	1667	406	35
		30%	30%	21%
	Neither agree nor disagree	1187	275	43
		21%	21%	26%
	Tend to disagree	410	121	38
		7%	9%	23%
	Strongly disagree	138	63	21
		2%	5%	13%
	Don't know / NA / Missing	149	33	3
		3%	2%	2%

Table 20 : How much do you agree or disagree - The government should redistribute income from the better-off to those who are less well off

Base: All adults UK 16+		General population	Has Twitter / X social media account Yes	Has BlueSky social media account Yes
How much do you agree or disagree - The government should redistribute income from the better-off to those who are less well off	Unweighted Base	5561	1562	246
	Weighted Base	5561	1340	165
	Strongly agree	1293	343	71
		23%	26%	43%
	Tend to agree	1332	317	49
		24%	24%	30%
	Neither agree nor disagree	1293	297	25
		23%	22%	15%
	Tend to disagree	886	193	8
		16%	14%	5%
	Strongly disagree	565	141	10
		10%	11%	6%
	Don't know / NA / Missing	193	49	2
		3%	4%	1%

Table 21 : How much do you agree or disagree - Big business benefits owners at the expense of the people who work for them

Base: All adults UK 16+		General population	Has Twitter / X social media account Yes	Has BlueSky social media account Yes
How much do you agree or disagree - Big business benefits owners at the expense of the people who work for them	Unweighted Base	5561	1562	246
	Weighted Base	5561	1340	165
	Strongly agree	1637	480	81
		29%	36%	49%
	Tend to agree	1967	453	65
		35%	34%	40%
	Neither agree nor disagree	1143	216	8
		21%	16%	5%
	Tend to disagree	403	97	6
		7%	7%	3%
	Strongly disagree	170	55	3
		3%	4%	2%
	Don't know / NA / Missing	242	40	2
		4%	3%	1%

Table 22 : How much do you agree or disagree - There should be fewer immigrants in this country

Base: All adults UK 16+		General population	Has Twitter / X social media account Yes	Has BlueSky social media account Yes
How much do you agree or disagree - There should be fewer immigrants in this country	Unweighted Base	5561	1562	246
	Weighted Base	5561	1340	165
	Strongly agree	1583	367	9
		28%	27%	5%
	Tend to agree	1030	213	21
		19%	16%	13%
	Neither agree nor disagree	1272	274	21
		23%	20%	12%
	Tend to disagree	704	202	42
		13%	15%	25%
	Strongly disagree	804	243	71
		14%	18%	43%
	Don't know / NA / Missing	168	40	2
		3%	3%	1%

Table 23 : How much do you agree or disagree - The monarchy should be abolished

Base: All adults UK 16+		General population	Has Twitter / X social media account Yes	Has BlueSky social media account Yes
How much do you agree or disagree - The monarchy should be abolished	Unweighted Base	5561	1562	246
	Weighted Base	5561	1340	165
	Strongly agree	745	255	62
		13%	19%	37%
	Tend to agree	569	171	26
		10%	13%	16%
	Neither agree nor disagree	1342	327	33
		24%	24%	20%
	Tend to disagree	944	197	23
		17%	15%	14%
	Strongly disagree	1743	349	21
		31%	26%	12%
	Don't know / NA / Missing	217	42	1
		4%	3%	1%

Table 24 : Thinking about the causes of climate change, which of the following statements comes closest to your view?

Base: All adults UK 16+		General population	Has Twitter / X social media account Yes	Has BlueSky social media account Yes
Thinking about the causes of climate change, which of the following statements comes closest to your view?	Unweighted Base	5561	1562	246
	Weighted Base	5561	1340	165
	It is entirely caused by natural processes	185	54	4
		3%	4%	2%
	It is mainly caused by natural processes	284	60	1
		5%	4%	1%
	It is partly caused by natural processes and partly caused by human activity	1828	386	18
		33%	29%	11%
	It is mainly caused by human activity	2113	555	93
		38%	41%	56%
	It is entirely caused by human activity	652	166	45
		12%	12%	27%
	I dont think there is such a thing as climate change	116	35	1
		2%	3%	1%
	Don't know / NA / Missing	383	85	3
		7%	6%	2%

Table 25 : During the last 12 months, have you done any voluntary work?

Base: All adults UK 16+		General population	Has Twitter / X social media account Yes	Has BlueSky social media account Yes
During the last 12 months, have you done any voluntary work?	Unweighted Base	5561	1562	246
	Weighted Base	5561	1340	165
	In the last 4 weeks	949	235	31
		17%	18%	19%
	Not in the last 4 weeks but in the last 12 months	732	233	39
		13%	17%	23%
	Not in the last 12 months	3712	834	91
		67%	62%	55%
	Don't know / NA / Missing	169	38	4
		3%	3%	2%

Table 26 : What do you think should be the government's top priorities? Please select up to three

Base: All adults UK 16+		Total	Has Twitter / X social media account Yes	Has BlueSky social media account Yes
What do you think should be the government's top priorities? Please select up to three	Unweighted Base	5434	1543	243
	Weighted Base	5416	1316	162
	Improving public healthcare	3653	890	112
		67%	68%	70%
	Improving school	1639	390	52
		30%	30%	32%
	Investing in armed forces	442	87	9
		8%	7%	6%
	Investing in jobs	665	168	21
		12%	13%	13%
	Keeping prices steady	953	228	13
		18%	17%	8%
	Lowering taxes	794	195	3
		15%	15%	2%
	Making homes affordable	1246	318	51
		23%	24%	32%
	Other	168	53	9
		3%	4%	5%
	Reducing crime	1784	425	26
		33%	32%	16%
	Reducing immigration	2035	449	20
		38%	34%	13%
	Reducing poverty	2149	507	103
		40%	39%	64%
	Tackling climate change	898	202	65
		17%	15%	40%

Table 27 : Vote choice in 2024 UK general election

Base: All adults UK 16+		General population	Has Twitter / X social media account Yes	Has BlueSky social media account Yes
Vote choice in 2024 UK general election	Unweighted Base	5561	1562	246
	Weighted Base	5561	1340	165
	Labour	838	218	57
		15%	16%	35%
	Conservatives	610	82	4
		11%	6%	2%
	Liberal Democrats	357	75	13
		6%	6%	8%
	SNP (S)	71	11	0
		1%	1%	0%
	Plaid Cymru (W)	20	9	3
		0%	1%	2%
	Green Party	197	64	16
		4%	5%	9%
	Reform UK	373	146	2
		7%	11%	1%
	DUP (NI)	18	1	0
		0%	0%	0%
	Sinn Fein (NI)	28	11	4
		0%	1%	2%
	SDLP (NI)	11	2	0
		0%	0%	0%
	Alliance party (NI)	9	8	0
		0%	1%	0%
	UUP (NI)	12	6	0
		0%	0%	0%
	Other party or individual	40	16	1
		1%	1%	1%
	Did not vote	2302	529	51
		41%	39%	31%
	Don't know / NA / Missing	675	162	14
		12%	12%	8%

Table 28 : Vote choice in 2016 EU referendum

Base: All adults UK 16+ that provided information on how they voted		General population	Has Twitter / X social media account Yes	Has BlueSky social media account Yes
Vote choice in 2016 EU referendum	Unweighted Base	5561	1562	246
	Weighted Base	5561	1340	165
	Leave	1546	315	20
		28%	23%	12%
	Remain	1436	339	72
		26%	25%	44%
	Did not vote	2268	641	65
		41%	48%	39%
	Don't know / NA / Missing	311	45	8
		6%	3%	5%

Table 29 : How closely do you follow politics on TV, radio, newspapers, or the internet?

Base: All adults UK 16+		General population	Has Twitter / X social media account Yes	Has BlueSky social media account Yes
How closely do you follow politics on TV, radio, newspapers, or the internet?	Unweighted Base	5561	1562	246
	Weighted Base	5561	1340	165
	Very closely	864	295	63
		16%	22%	38%
	Fairly closely	1983	486	76
		36%	36%	46%
	Not very closely	1787	379	23
		32%	28%	14%
	Not at all	902	174	3
		16%	13%	2%
	Don't know / NA / Missing	25	6	0
		0%	0%	0%