

Social Media Survey

ONLINE Fieldwork: 9th to 10th December 2019

Absolutes/col percents

Table 1

Q.1 Thinking about the young people in your life (children, grandchildren, or young people you know), to what extent does their social media use make you feel included or excluded from their world?

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri- vate	Opin- ion Influ- ences	
Unweighted base	2116	1073	1043	219	363	342	383	314	495	615	583	434	484	184	84	225	166	198	150	96	204	279	292	173	65	340	839	215	
Weighted base	2116	1033	1083	235	366	338	374	313	489	578	594	429	514	179	86	236	172	183	150	103	197	277	287	183	63	361	860	223	
NET: Included	537	252	285	86	107	83	68	71	122	162	138	122	115	52	20	68	39	53	33	29	49	70	65	49	10	107	212	116	
	25%	24%	26%	37%	29%	24%	18%	23%	25%	28%	23%	28%	22%	29%	23%	29%	23%	29%	22%	29%	25%	25%	23%	27%	16%	30%	25%	52%	
Very included	(+2)	133	59	74	25	31	18	20	18	20	40	32	35	26	15	5	20	5	13	4	8	16	16	19	10	1	36	50	39
		6%	6%	7%	11%	8%	5%	5%	6%	4%	7%	5%	8%	5%	8%	6%	9%	3%	7%	3%	8%	8%	6%	7%	5%	2%	10%	6%	17%
Fairly included	(+1)	404	193	211	61	76	65	48	52	102	122	106	87	89	37	15	48	34	40	29	21	33	53	45	39	9	71	162	77
		19%	19%	19%	26%	21%	19%	13%	17%	21%	18%	20%	17%	17%	17%	20%	20%	22%	19%	20%	17%	19%	16%	21%	14%	20%	19%	34%	
Neither	(0)	717	376	341	60	109	122	147	116	163	188	210	144	175	70	28	77	52	58	57	37	65	102	97	50	25	116	305	60
		34%	36%	32%	26%	30%	36%	39%	37%	33%	33%	35%	34%	34%	39%	32%	33%	30%	32%	38%	36%	33%	37%	34%	28%	39%	32%	35%	27%
Fairly excluded	(-1)	256	129	127	20	34	33	57	39	73	80	55	50	72	20	12	26	28	18	18	6	23	27	48	19	11	38	95	15
		12%	13%	12%	8%	9%	10%	15%	13%	15%	14%	9%	12%	14%	11%	14%	11%	17%	10%	12%	6%	12%	10%	17%	11%	17%	10%	11%	7%
Very excluded	(-2)	97	44	54	2	10	16	18	22	30	26	27	22	22	9	5	7	5	8	6	7	8	18	13	4	8	16	33	8
		5%	4%	5%	1%	3%	5%	5%	7%	6%	5%	5%	5%	4%	5%	6%	3%	3%	4%	4%	7%	4%	6%	5%	2%	12%	5%	4%	4%
NET: Excluded		354	173	181	21	44	49	75	61	103	106	82	72	94	29	17	33	34	26	24	13	31	44	61	23	18	54	128	23
		17%	17%	17%	9%	12%	14%	20%	19%	21%	18%	14%	17%	18%	16%	20%	14%	19%	14%	16%	13%	16%	16%	21%	13%	29%	15%	15%	10%
Not applicable		508	231	276	67	105	85	84	66	101	122	165	91	130	28	21	58	48	45	35	23	52	61	65	60	11	84	215	24
		24%	22%	26%	28%	29%	25%	22%	21%	21%	28%	21%	25%	16%	25%	25%	28%	25%	24%	22%	26%	22%	22%	33%	17%	23%	25%	11%	
Mean		0.14	0.12	0.15	0.53	0.32	0.14	-0.02	0.03	0.03	0.15	0.14	0.19	0.07	0.19	0.05	0.27	0.04	0.24	0.07	0.22	0.18	0.11	0.04	0.25	-0.28	0.26	0.16	0.62
Standard deviation		0.98	0.95	1.01	0.92	0.97	0.95	0.95	1.01	0.98	1.00	0.95	1.02	0.96	0.99	1.05	0.97	0.91	0.99	0.87	1.03	1.02	1.00	1.01	0.93	0.98	1.04	0.94	1.01
Standard error		0.02	0.03	0.04	0.07	0.06	0.05	0.06	0.05	0.05	0.05	0.05	0.06	0.05	0.08	0.13	0.08	0.08	0.08	0.08	0.12	0.08	0.07	0.09	0.13	0.06	0.04	0.07	

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Table 2

Q.2 Thinking back over the past few years, when was the last time (if at all) that you wrote a personal card / letter to a grandparent (or member of the older generation in your family)
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland		Public	Private
Unweighted base	2116	1073	1043	219	363	342	383	314	495	615	583	434	484	184	84	225	166	198	150	96	204	279	292	173	65	340	839	215
Weighted base	2116	1033	1083	235	366	338	374	313	489	578	594	429	514	179	86	236	172	183	150	103	197	277	287	183	63	361	860	223
In the last 7 days	258 12%	94 9%	164 15%	23 10%	40 11%	35 10%	38 10%	56 18%	67 14%	76 13%	64 11%	57 13%	60 12%	20 11%	11 13%	24 10%	22 12%	27 15%	16 11%	13 13%	26 13%	27 10%	44 15%	24 13%	5 8%	52 14%	101 12%	35 16%
In the last 14 days	85 4%	43 4%	42 4%	13 6%	17 5%	15 5%	13 4%	6 2%	20 4%	19 3%	24 4%	18 4%	23 4%	7 4%	3 4%	10 4%	4 2%	7 4%	6 4%	3 3%	8 4%	9 3%	16 6%	9 5%	1 1%	18 5%	29 3%	21 9%
In the last month	153 7%	68 7%	86 8%	34 15%	32 9%	20 6%	33 9%	15 5%	18 4%	58 10%	34 6%	32 8%	29 6%	17 9%	7 8%	20 8%	10 6%	9 5%	8 5%	3 3%	25 13%	22 8%	16 6%	12 6%	5 8%	44 12%	54 6%	35 16%
In the last 12 months	529 25%	233 23%	297 27%	72 31%	117 32%	98 29%	104 28%	74 24%	64 13%	139 24%	153 26%	108 25%	130 25%	40 22%	15 17%	56 24%	50 29%	48 26%	37 25%	35 34%	46 23%	63 23%	86 30%	40 22%	14 23%	97 27%	245 29%	64 29%
In the last 5 years	254 12%	123 12%	131 12%	34 14%	46 13%	39 12%	48 13%	45 14%	43 9%	54 9%	88 15%	60 14%	52 10%	20 11%	12 14%	27 11%	15 9%	18 10%	21 14%	11 11%	23 12%	47 17%	35 12%	22 12%	3 5%	45 13%	98 11%	25 11%
In the last 10 years	361 17%	175 17%	185 17%	22 9%	36 10%	60 18%	64 17%	52 17%	126 26%	108 19%	96 16%	63 15%	93 18%	32 18%	17 19%	45 19%	30 17%	33 18%	18 12%	14 14%	38 19%	44 16%	44 15%	29 16%	16 25%	43 12%	147 17%	23 11%
Not applicable - I have never written a personal card / letter	476 23%	297 29%	180 17%	37 16%	78 21%	72 21%	74 20%	65 21%	151 31%	124 21%	135 23%	91 21%	127 25%	43 24%	21 25%	54 23%	42 25%	40 22%	43 29%	23 22%	32 16%	66 24%	46 16%	47 26%	19 30%	63 17%	186 22%	19 9%
NET: In the last month	496 23%	205 20%	291 27%	70 30%	89 24%	70 21%	84 23%	77 25%	105 21%	154 27%	123 21%	108 25%	112 22%	44 25%	21 24%	54 23%	35 20%	43 24%	30 20%	19 19%	59 30%	58 21%	76 26%	45 24%	11 17%	113 31%	184 21%	91 41%
NET: In the last year	1025 48%	437 42%	588 54%	142 60%	206 56%	168 50%	188 50%	152 48%	169 35%	293 51%	275 46%	215 50%	242 47%	84 47%	36 42%	110 47%	85 49%	92 50%	68 45%	54 52%	104 53%	121 44%	162 56%	84 46%	25 40%	210 58%	429 50%	155 70%

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Table 3

Q.3 To what extent do you agree or disagree that social media excludes older people generally?**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri- vate	Opin- ion Influ- encer
Unweighted base	2116	1073	1043	219	363	342	383	314	495	615	583	434	484	184	84	225	166	198	150	96	204	279	292	173	65	340	839	215
Weighted base	2116	1033	1083	235	366	338	374	313	489	578	594	429	514	179	86	236	172	183	150	103	197	277	287	183	63	361	860	223
NET: Agree	1236 58%	584 57%	651 60%	147 62%	217 59%	199 59%	230 61%	183 59%	260 53%	351 61%	350 59%	246 57%	288 56%	105 59%	44 52%	134 57%	97 56%	104 57%	89 60%	55 54%	120 61%	170 61%	173 60%	107 58%	38 60%	230 64%	510 59%	143 64%
Strongly agree (+2)	337 16%	161 16%	176 16%	35 15%	57 16%	50 15%	71 19%	52 17%	70 14%	86 15%	79 13%	86 20%	86 17%	34 19%	19 22%	23 10%	26 15%	26 14%	24 16%	17 16%	34 17%	46 17%	46 16%	28 15%	13 20%	64 18%	139 16%	41 18%
Slightly agree (+1)	899 42%	424 41%	475 44%	112 48%	159 44%	148 44%	159 43%	131 42%	189 39%	265 46%	271 46%	160 37%	202 39%	71 40%	25 29%	111 47%	70 41%	78 42%	65 43%	39 38%	86 44%	124 45%	127 44%	79 43%	26 40%	166 46%	371 43%	103 46%
Neither agree or disagree (0)	529 25%	273 26%	257 24%	53 23%	80 22%	88 26%	97 26%	67 21%	144 29%	135 23%	150 25%	109 25%	135 26%	50 28%	23 26%	58 24%	45 26%	46 25%	39 26%	29 28%	44 22%	64 23%	69 24%	43 24%	19 30%	79 22%	208 24%	46 21%
Slightly disagree (-1)	258 12%	135 13%	123 11%	26 11%	57 16%	43 13%	36 10%	44 14%	53 11%	72 12%	67 11%	56 13%	63 12%	21 12%	14 16%	35 15%	28 16%	20 11%	11 8%	15 15%	28 14%	34 12%	32 11%	16 9%	4 6%	35 10%	113 13%	29 13%
Strongly disagree (-2)	93 4%	40 4%	53 5%	9 4%	12 3%	9 3%	11 3%	19 6%	32 7%	19 3%	27 5%	19 4%	28 5%	3 2%	5 6%	10 4%	2 1%	13 7%	10 7%	3 3%	5 3%	9 3%	13 5%	17 9%	2 4%	17 5%	29 3%	5 2%
NET: Disagree	351 17%	176 17%	176 16%	35 15%	69 19%	52 15%	47 13%	63 20%	85 17%	91 16%	95 16%	74 17%	91 18%	24 13%	19 22%	45 19%	30 18%	32 18%	21 14%	18 18%	33 17%	43 16%	45 16%	33 18%	6 10%	52 14%	141 16%	34 15%
Mean	0.53	0.51	0.55	0.59	0.53	0.56	0.65	0.49	0.43	0.56	0.52	0.56	0.50	0.62	0.46	0.43	0.52	0.47	0.55	0.50	0.58	0.59	0.56	0.47	0.66	0.62	0.56	0.65
Standard deviation	1.04	1.03	1.04	1.00	1.04	0.98	0.99	1.11	1.07	1.00	1.01	1.08	1.07	0.98	1.18	1.00	0.98	1.08	1.06	1.03	1.02	1.01	1.04	1.13	0.99	1.03	1.02	0.99
Standard error	0.02	0.03	0.03	0.07	0.05	0.05	0.05	0.06	0.05	0.04	0.04	0.05	0.05	0.07	0.13	0.07	0.08	0.08	0.09	0.10	0.07	0.06	0.06	0.09	0.12	0.06	0.04	0.07

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Table 4
Q.4 To what extent do you agree or disagree that social media and phone use is interfering with day-to-day interaction between people? (i.e. people being on their phones while you're talking to).
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland	Public	Pri- vate	Opin- ion Influ- encer
Unweighted base	2116	1073	1043	219	363	342	383	314	495	615	583	434	484	184	84	225	166	198	150	96	204	279	292	173	65	340	839	215
Weighted base	2116	1033	1083	235	366	338	374	313	489	578	594	429	514	179	86	236	172	183	150	103	197	277	287	183	63	361	860	223
NET: Agree	1813	859	954	184	302	276	328	278	443	498	505	378	432	152	67	208	149	161	129	84	170	230	247	157	60	305	732	184
	86%	83%	88%	78%	83%	82%	88%	89%	91%	86%	85%	88%	84%	85%	78%	88%	87%	88%	86%	82%	86%	83%	86%	86%	94%	85%	85%	83%
Strongly agree (+2)	1021	457	564	95	150	149	174	159	294	262	268	221	270	86	45	112	72	93	66	53	103	116	149	86	41	168	382	96
	48%	44%	52%	40%	41%	44%	46%	51%	60%	45%	45%	51%	52%	48%	52%	47%	42%	51%	44%	51%	52%	42%	52%	47%	64%	46%	44%	43%
Slightly agree (+1)	792	402	390	89	153	127	155	120	149	235	238	157	162	66	22	96	77	68	63	32	66	114	98	70	19	138	351	88
	37%	39%	36%	38%	42%	37%	41%	38%	31%	41%	40%	37%	31%	37%	26%	41%	45%	37%	42%	31%	34%	41%	34%	39%	30%	38%	41%	40%
Neither agree or disagree (0)	214	123	91	34	41	47	33	25	35	49	55	40	70	16	15	19	21	14	15	9	24	36	26	18	3	35	95	24
	10%	12%	8%	14%	11%	14%	9%	8%	7%	8%	9%	9%	14%	9%	17%	8%	12%	7%	10%	9%	12%	13%	9%	10%	4%	10%	11%	11%
Slightly disagree (-1)	64	34	30	15	12	12	10	7	8	26	20	8	9	8	4	5	3	6	6	5	4	6	10	6	1	14	21	6
	3%	3%	3%	6%	3%	4%	3%	2%	2%	4%	3%	2%	2%	5%	4%	2%	2%	3%	4%	5%	2%	2%	4%	3%	2%	4%	2%	3%
Strongly disagree (-2)	26	17	9	3	11	3	3	3	3	6	14	3	3	3	1	4	-	2	-	4	-	5	4	2	-	7	11	8
	1%	2%	1%	1%	3%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	-	1%	-	4%	-	2%	1%	1%	-	2%	1%	3%
NET: Disagree	89	51	39	17	23	16	13	10	11	31	34	11	13	11	5	9	3	8	6	9	4	12	15	8	1	21	33	14
	4%	5%	4%	7%	6%	5%	3%	3%	2%	5%	6%	3%	2%	6%	5%	4%	2%	4%	4%	9%	2%	4%	5%	4%	2%	6%	4%	6%
Mean	1.28	1.21	1.36	1.10	1.14	1.20	1.30	1.35	1.48	1.25	1.22	1.36	1.33	1.25	1.24	1.29	1.27	1.34	1.26	1.21	1.37	1.18	1.31	1.28	1.56	1.23	1.24	1.16
Standard deviation	0.86	0.89	0.81	0.95	0.95	0.88	0.80	0.80	0.75	0.86	0.92	0.79	0.83	0.91	0.95	0.85	0.73	0.84	0.80	1.05	0.77	0.88	0.89	0.85	0.67	0.91	0.85	0.97
Standard error	0.02	0.03	0.03	0.06	0.05	0.05	0.04	0.05	0.03	0.03	0.04	0.04	0.04	0.07	0.10	0.06	0.06	0.06	0.07	0.11	0.05	0.05	0.05	0.06	0.08	0.05	0.03	0.07

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Table 5
Q.5 How many of your connections on social media can you count on in times of crisis?
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland	Public	Pri-vate	Opin-ion Influ-encer
Unweighted base	2116	1073	1043	219	363	342	383	314	495	615	583	434	484	184	84	225	166	198	150	96	204	279	292	173	65	340	839	215
Weighted base	2116	1033	1083	235	366	338	374	313	489	578	594	429	514	179	86	236	172	183	150	103	197	277	287	183	63	361	860	223
None	228	112	116	14	28	41	46	33	66	56	61	49	61	31	6	34	12	19	13	10	20	28	27	22	5	27	85	11
	11%	11%	11%	6%	8%	12%	12%	10%	13%	10%	10%	11%	12%	17%	7%	14%	7%	10%	9%	10%	10%	10%	9%	12%	8%	8%	10%	5%
1-5	899	408	491	113	175	156	161	126	168	222	253	203	221	75	35	92	83	70	67	49	78	121	129	73	26	153	397	99
	43%	40%	45%	48%	48%	46%	43%	40%	34%	38%	43%	47%	43%	42%	40%	39%	48%	39%	44%	48%	40%	44%	45%	40%	41%	42%	46%	44%
6-10	308	140	168	49	69	56	54	29	50	93	88	62	65	28	20	31	16	31	23	15	33	35	40	27	10	85	112	53
	15%	14%	16%	21%	19%	17%	15%	9%	10%	16%	15%	14%	13%	15%	23%	13%	9%	17%	16%	15%	17%	13%	14%	15%	15%	23%	13%	24%
11-20	100	50	49	21	22	14	18	9	15	35	33	13	18	7	1	15	5	6	8	4	10	19	10	8	6	18	50	25
	5%	5%	5%	9%	6%	4%	5%	3%	3%	6%	6%	3%	4%	4%	1%	6%	3%	3%	5%	4%	5%	7%	4%	5%	9%	5%	6%	11%
More than 20	76	40	36	8	17	13	12	16	11	25	24	12	16	7	3	8	3	12	2	3	3	9	13	11	1	13	42	20
	4%	4%	3%	3%	5%	4%	3%	5%	2%	4%	4%	3%	3%	4%	3%	2%	7%	1%	3%	2%	3%	5%	6%	2%	3%	5%	9%	
Not applicable - I do not have social media accounts	353	201	152	7	26	36	61	76	147	114	82	65	91	22	15	37	37	29	25	13	40	48	46	32	10	53	99	10
	17%	19%	14%	3%	7%	11%	16%	24%	30%	20%	14%	15%	18%	12%	17%	16%	21%	16%	17%	13%	20%	17%	16%	17%	16%	15%	12%	5%
Don't know	152	82	70	22	29	21	23	25	32	32	52	25	42	9	8	19	16	14	12	8	13	16	22	9	5	13	75	4
	7%	8%	6%	10%	8%	6%	6%	8%	6%	6%	9%	6%	8%	5%	9%	8%	9%	8%	8%	8%	7%	6%	8%	5%	8%	4%	9%	2%
NET: Any	1383	638	745	191	283	240	245	179	245	375	399	290	320	117	58	147	107	120	100	71	124	185	193	120	42	268	601	197
	65%	62%	69%	81%	77%	71%	65%	57%	50%	65%	67%	67%	62%	65%	67%	62%	62%	66%	67%	69%	63%	67%	67%	66%	67%	74%	70%	89%

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Table 6

Q.6 Thinking about your relationships with family and close friends, has social media made you feel more connected, less connected or has it made no difference?

Base: All with social media account

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland	Public	Pri- vate	Opin- ion Influ- encer
Unweighted base	1757	868	889	213	337	308	322	234	343	491	501	367	398	159	71	187	134	165	124	83	158	232	244	147	53	286	747	206
Weighted base	1763	832	931	228	340	302	313	237	342	463	512	364	423	157	72	199	136	153	125	89	157	230	242	151	53	308	760	212
NET: More connected	891	400	491	135	167	154	143	123	170	264	253	171	203	76	38	103	63	74	51	53	77	127	125	74	30	160	379	139
	51%	48%	53%	59%	49%	51%	46%	52%	50%	57%	49%	47%	48%	49%	53%	52%	47%	48%	41%	59%	49%	56%	52%	49%	56%	52%	50%	66%
More connected, it helps cement our relationship	234	99	135	47	43	34	37	29	45	81	52	45	56	21	12	23	15	20	17	11	19	39	35	19	3	50	84	49
	13%	12%	15%	21%	13%	11%	12%	12%	13%	18%	10%	12%	13%	13%	17%	12%	11%	13%	13%	12%	17%	14%	13%	6%	16%	11%	23%	
Slightly more connected	657	302	356	88	124	120	106	94	125	183	201	126	147	55	26	80	48	54	34	41	58	88	90	54	27	110	295	90
	37%	36%	38%	39%	36%	40%	34%	40%	37%	39%	39%	35%	35%	35%	36%	40%	36%	35%	28%	47%	37%	38%	37%	36%	51%	36%	39%	42%
No difference	686	348	338	66	121	122	128	101	149	152	205	165	165	61	25	80	63	59	65	27	59	77	87	69	15	109	287	40
	39%	42%	36%	29%	36%	40%	41%	43%	43%	33%	40%	45%	39%	39%	34%	40%	46%	39%	52%	30%	37%	33%	36%	46%	29%	35%	38%	19%
Slightly less connected	135	59	76	27	38	15	31	10	14	40	41	22	32	14	7	13	8	17	5	8	18	15	20	6	6	33	70	20
	8%	7%	8%	12%	11%	5%	10%	4%	4%	9%	8%	6%	8%	9%	10%	6%	6%	11%	4%	9%	11%	7%	8%	4%	6	11%	9%	9%
Not at all, it makes us feel disconnected	50	24	26	1	14	10	12	4	10	8	14	5	23	5	2	4	2	3	3	2	4	10	10	2	2	7	24	13
	3%	3%	3%	*	4%	3%	4%	1%	3%	2%	3%	1%	5%	3%	3%	2%	2%	2%	3%	2%	2%	4%	4%	2%	4%	2%	3%	6%
NET: Less connected	185	83	102	28	52	25	43	14	24	48	55	27	55	19	9	16	10	20	9	10	21	26	30	8	8	39	95	33
	11%	10%	11%	12%	15%	8%	14%	6%	7%	10%	11%	8%	13%	12%	13%	8%	7%	13%	7%	11%	14%	11%	12%	5%	15%	13%	12%	15%

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Absolutes/col percents

Table 7

Q.7 While using social media, have you ever felt any of the following feelings?**Base: All with social media account**

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland		Public	Private
Unweighted base	1757	868	889	213	337	308	322	234	343	491	501	367	398	159	71	187	134	165	124	83	158	232	244	147	53	286	747	206
Weighted base	1763	832	931	228	340	302	313	237	342	463	512	364	423	157	72	199	136	153	125	89	157	230	242	151	53	308	760	212
Like you were missing out (FOMO)	601	258	343	142	155	118	87	46	53	165	175	119	142	55	25	56	48	61	40	29	44	87	84	52	21	115	285	80
	34%	31%	37%	62%	46%	39%	28%	19%	16%	36%	34%	33%	34%	35%	35%	28%	35%	40%	32%	33%	28%	38%	35%	34%	39%	37%	38%	38%
Down or depressed	490	182	308	113	129	99	85	31	34	123	145	84	137	46	22	41	34	43	34	37	42	60	69	47	14	112	217	82
	28%	22%	33%	50%	38%	33%	27%	13%	10%	27%	28%	23%	32%	29%	31%	21%	25%	28%	27%	42%	27%	26%	29%	31%	26%	36%	29%	39%
Lonely	455	166	289	113	123	89	65	40	26	99	140	73	143	38	18	39	43	31	37	29	36	63	66	40	16	104	192	72
	26%	20%	31%	49%	36%	30%	21%	17%	7%	21%	27%	20%	34%	24%	25%	19%	31%	20%	30%	33%	23%	27%	27%	26%	31%	34%	25%	34%
Rejected or excluded	440	149	291	95	120	89	80	28	29	113	117	93	117	35	18	38	38	43	27	27	42	53	67	37	14	101	203	73
	25%	18%	31%	41%	35%	29%	25%	12%	8%	24%	23%	26%	28%	22%	25%	19%	28%	28%	22%	31%	27%	23%	28%	25%	27%	33%	27%	34%
Anxious	434	161	273	105	131	85	58	28	28	111	122	75	126	44	18	38	34	34	26	28	36	70	56	36	13	94	194	66
	25%	19%	29%	46%	39%	28%	18%	12%	8%	24%	24%	21%	30%	28%	25%	19%	25%	22%	21%	32%	23%	30%	23%	24%	25%	31%	25%	31%
Other (please specify)	430	225	204	9	37	51	71	92	170	126	120	87	97	38	19	63	33	31	32	22	43	42	52	44	10	47	152	32
	24%	27%	22%	4%	11%	17%	23%	39%	50%	27%	23%	24%	23%	24%	26%	31%	24%	20%	26%	25%	28%	18%	22%	29%	19%	15%	20%	15%
Prefer not to say	322	176	147	31	63	50	62	52	65	89	100	67	66	32	16	46	28	23	23	13	27	36	45	22	12	57	141	27
	18%	21%	16%	14%	18%	16%	20%	22%	19%	19%	20%	18%	16%	20%	22%	23%	20%	15%	18%	14%	17%	16%	19%	14%	23%	19%	18%	13%

Social Media Survey

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Absolutes/col percents

Table 8

Q.8 To what extent do you agree or disagree that social media use has led to you being less in touch with family and friends?

Base: All with social media account

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-ate	Opin-ion Influ-encer
Unweighted base	1757	868	889	213	337	308	322	234	343	491	501	367	398	159	71	187	134	165	124	83	158	232	244	147	53	286	747	206
Weighted base	1763	832	931	228	340	302	313	237	342	463	512	364	423	157	72	199	136	153	125	89	157	230	242	151	53	308	760	212
NET: Agree	397	187	210	65	118	71	68	35	41	87	116	79	115	36	15	45	27	37	21	18	43	57	60	26	12	95	188	94
	23%	22%	23%	29%	35%	23%	22%	15%	12%	19%	23%	22%	27%	23%	21%	23%	20%	24%	17%	20%	28%	25%	25%	17%	22%	31%	25%	44%
Strongly agree (+2)	93	46	47	16	31	15	14	6	10	21	19	20	32	14	3	10	4	8	4	6	11	11	13	6	3	21	41	35
	5%	6%	5%	7%	9%	5%	5%	3%	3%	5%	4%	6%	8%	9%	5%	5%	3%	5%	3%	6%	7%	5%	6%	4%	6%	7%	5%	16%
Slightly agree (+1)	304	141	163	49	86	55	53	29	31	65	97	59	83	23	12	36	24	29	16	13	32	46	46	19	8	74	147	59
	17%	17%	18%	22%	25%	18%	17%	12%	9%	14%	19%	16%	20%	14%	16%	18%	18%	19%	13%	14%	21%	20%	19%	13%	16%	24%	19%	28%
Neither agree or disagree (0)	500	233	267	58	83	105	106	52	97	106	152	109	133	39	14	55	43	51	48	22	41	57	75	46	9	71	210	37
	28%	28%	29%	25%	24%	35%	34%	22%	28%	23%	30%	30%	31%	25%	20%	27%	32%	33%	38%	24%	26%	25%	31%	31%	17%	23%	28%	17%
Slightly disagree (-1)	497	239	258	74	95	82	72	68	105	147	152	101	97	40	25	60	37	38	35	28	45	68	59	43	17	81	219	47
	28%	29%	28%	33%	28%	27%	23%	29%	31%	32%	30%	28%	23%	26%	35%	30%	27%	25%	28%	31%	29%	30%	24%	29%	32%	26%	29%	22%
Strongly disagree (-2)	369	174	195	31	45	44	68	82	99	123	93	74	78	41	17	39	28	28	21	21	27	47	48	36	15	61	143	34
	21%	21%	21%	13%	13%	15%	22%	35%	29%	27%	18%	20%	19%	26%	23%	20%	21%	18%	17%	24%	17%	21%	20%	24%	29%	20%	19%	16%
NET: Disagree	866	412	453	105	140	127	140	150	204	271	244	176	175	81	42	99	65	66	56	49	73	116	107	79	32	142	362	82
	49%	50%	49%	46%	41%	42%	45%	63%	60%	58%	48%	48%	41%	52%	59%	50%	48%	43%	45%	55%	46%	50%	44%	53%	61%	46%	48%	39%
Mean	-0.42	-0.42	-0.42	-0.24	-0.11	-0.28	-0.40	-0.81	-0.74	-0.62	-0.39	-0.41	-0.25	-0.46	-0.56	-0.42	-0.46	-0.31	-0.42	-0.53	-0.29	-0.42	-0.34	-0.55	-0.62	-0.28	-0.36	0.06
Standard deviation	1.15	1.15	1.15	1.14	1.19	1.08	1.14	1.12	1.06	1.15	1.10	1.15	1.19	1.26	1.16	1.14	1.09	1.13	1.03	1.18	1.18	1.16	1.16	1.11	1.23	1.22	1.15	1.35
Standard error	0.03	0.04	0.04	0.08	0.07	0.06	0.06	0.07	0.06	0.05	0.05	0.06	0.06	0.10	0.14	0.08	0.09	0.09	0.09	0.13	0.09	0.08	0.07	0.09	0.17	0.07	0.04	0.09

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Absolutes/col percents

Table 9

Q.9 What is the most meaningful/ thoughtful way to communicate your true feelings and emotions to a loved one (when not face to face)?
Please rank from most (1) to least (4)

Summary**Base: All respondents**

	Method			
	Personalised card	Text	Social message	Email
Unweighted base	2116	2116	2116	2116
Weighted base	2116	2116	2116	2116
1 - Most	1392 66%	445 21%	116 5%	164 8%
2	309 15%	903 43%	312 15%	592 28%
3	242 11%	572 27%	546 26%	755 36%
4 - Least	172 8%	196 9%	1142 54%	605 29%
Mean	1.62	2.25	3.28	2.85
Standard deviation	0.98	0.89	0.91	0.92
Standard error	0.02	0.02	0.02	0.02

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Absolutes/col percents

Table 10

Q.9 What is the most meaningful/ thoughtful way to communicate your true feelings and emotions to a loved one (when not face to face)?

Please rank from most (1) to least (4)

Summary: Most

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland		Public	Private
Unweighted base	2116	1073	1043	219	363	342	383	314	495	615	583	434	484	184	84	225	166	198	150	96	204	279	292	173	65	340	839	215
Weighted base	2116	1033	1083	235	366	338	374	313	489	578	594	429	514	179	86	236	172	183	150	103	197	277	287	183	63	361	860	223
Personalised card	1392	661	731	138	210	213	263	218	349	405	393	267	328	106	52	165	114	115	103	72	144	162	191	127	40	233	537	129
	66%	64%	68%	59%	58%	63%	70%	70%	71%	70%	66%	62%	64%	59%	61%	70%	66%	63%	69%	70%	73%	58%	67%	70%	64%	65%	62%	58%
Text	445	205	240	57	112	90	78	42	66	92	124	112	116	43	27	53	33	43	37	17	33	59	56	28	17	74	217	43
	21%	20%	22%	24%	30%	27%	21%	13%	14%	16%	21%	26%	23%	24%	32%	23%	19%	23%	25%	17%	17%	21%	19%	15%	26%	21%	25%	19%
Email	164	99	65	12	18	14	18	40	62	45	40	27	51	15	3	11	15	16	5	5	16	34	27	15	4	28	50	24
	8%	10%	6%	5%	5%	4%	5%	13%	13%	8%	7%	6%	10%	8%	3%	5%	9%	9%	3%	5%	8%	12%	9%	8%	7%	8%	6%	11%
Social message	116	68	48	28	25	22	16	13	12	36	37	23	20	15	4	7	10	10	5	9	4	23	14	13	2	26	56	27
	5%	7%	4%	12%	7%	7%	4%	4%	2%	6%	6%	5%	4%	8%	4%	3%	6%	5%	3%	8%	2%	8%	5%	7%	3%	7%	7%	12%

Social Media Survey
ONLINE Fieldwork: 9th to 10th December 2019

Absolutes/col percents

Table 11

Q.9 What is the most meaningful/ thoughtful way to communicate your true feelings and emotions to a loved one (when not face to face)?

Please rank from most (1) to least (4)

Summary: 2nd most

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri- vate	Opin- ion Influ- encer
Unweighted base	2116	1073	1043	219	363	342	383	314	495	615	583	434	484	184	84	225	166	198	150	96	204	279	292	173	65	340	839	215
Weighted base	2116	1033	1083	235	366	338	374	313	489	578	594	429	514	179	86	236	172	183	150	103	197	277	287	183	63	361	860	223
Text	903	425	477	114	167	144	174	130	174	231	255	198	219	69	37	112	79	85	56	49	75	122	115	76	28	157	392	105
	43%	41%	44%	48%	46%	42%	46%	41%	36%	40%	43%	46%	43%	39%	43%	47%	46%	46%	37%	48%	38%	44%	40%	42%	44%	44%	46%	47%
Email	592	295	297	25	62	79	103	114	210	199	174	102	117	53	22	57	40	42	45	22	61	76	93	60	20	87	210	45
	28%	29%	27%	10%	17%	23%	27%	36%	43%	34%	29%	24%	23%	30%	26%	24%	23%	23%	30%	22%	31%	28%	33%	32%	32%	24%	24%	20%
Social message	312	168	145	65	66	63	39	34	44	78	81	68	86	27	11	35	22	31	26	18	27	42	42	23	8	66	121	42
	15%	16%	13%	28%	18%	19%	10%	11%	9%	13%	14%	16%	17%	15%	12%	15%	13%	17%	17%	18%	14%	15%	15%	12%	13%	18%	14%	19%
Personalised card	309	145	164	31	71	52	59	36	61	71	85	61	92	29	16	32	31	25	23	13	34	37	38	24	7	51	136	30
	15%	14%	15%	13%	19%	15%	16%	11%	12%	12%	14%	14%	18%	16%	18%	13%	18%	14%	16%	13%	17%	13%	13%	13%	11%	14%	16%	13%

Social Media Survey

ONLINE Fieldwork: 9th to 10th December 2019

Absolutes/col percents

Table 12

Q.9 What is the most meaningful/ thoughtful way to communicate your true feelings and emotions to a loved one (when not face to face)?

Please rank from most (1) to least (4)

Summary: 3rd most

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Private
Unweighted base	2116	1073	1043	219	363	342	383	314	495	615	583	434	484	184	84	225	166	198	150	96	204	279	292	173	65	340	839	215
Weighted base	2116	1033	1083	235	366	338	374	313	489	578	594	429	514	179	86	236	172	183	150	103	197	277	287	183	63	361	860	223
Email	755 36%	377 37%	378 35%	70 30%	123 34%	131 39%	165 44%	99 31%	167 34%	189 33%	205 35%	157 37%	204 40%	82 46%	39 45%	101 43%	65 38%	60 33%	47 31%	39 38%	64 32%	77 28%	102 36%	59 32%	21 33%	124 34%	320 37%	83 37%
Text	572 27%	288 28%	284 26%	43 18%	62 17%	78 23%	95 25%	100 32%	195 40%	197 34%	160 27%	92 21%	124 24%	48 27%	18 21%	49 21%	47 27%	43 24%	39 26%	25 24%	66 33%	77 28%	89 31%	55 30%	16 26%	93 26%	191 22%	46 20%
Social message	546 26%	245 24%	301 28%	84 36%	133 36%	85 25%	84 22%	81 26%	80 16%	137 24%	154 26%	119 28%	136 26%	26 15%	23 26%	60 26%	41 24%	53 29%	47 31%	29 29%	56 28%	74 27%	69 24%	51 28%	17 27%	91 25%	257 30%	55 25%
Personalised card	242 11%	122 12%	120 11%	37 16%	48 13%	45 13%	31 8%	34 11%	47 10%	55 10%	76 13%	62 14%	50 10%	22 13%	7 8%	25 11%	20 11%	26 14%	17 11%	10 10%	11 6%	48 17%	27 9%	19 10%	9 14%	52 15%	91 11%	39 18%

Social Media Survey

ONLINE Fieldwork: 9th to 10th December 2019

Absolutes/col percents

Table 13

Q.9 What is the most meaningful/ thoughtful way to communicate your true feelings and emotions to a loved one (when not face to face)?

Please rank from most (1) to least (4)

Summary: Least

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri-vate
Unweighted base	2116	1073	1043	219	363	342	383	314	495	615	583	434	484	184	84	225	166	198	150	96	204	279	292	173	65	340	839	215
Weighted base	2116	1033	1083	235	366	338	374	313	489	578	594	429	514	179	86	236	172	183	150	103	197	277	287	183	63	361	860	223
Social message	1142	552	590	58	141	168	236	185	354	328	323	219	272	111	49	133	99	89	72	46	109	137	163	97	36	178	425	98
	54%	53%	54%	25%	39%	50%	63%	59%	72%	57%	54%	51%	53%	62%	57%	56%	57%	49%	48%	45%	55%	50%	57%	53%	56%	49%	49%	44%
Email	605	262	343	128	163	114	89	61	50	145	175	143	143	29	22	67	53	65	54	37	57	90	65	49	18	123	280	71
	29%	25%	32%	54%	45%	34%	24%	20%	10%	25%	29%	33%	28%	16%	26%	28%	30%	36%	36%	36%	29%	32%	23%	27%	29%	34%	33%	32%
Text	196	114	82	21	25	27	27	42	54	58	55	28	55	18	4	22	14	12	18	12	23	20	28	23	3	36	59	29
	9%	11%	8%	9%	7%	8%	7%	13%	11%	10%	9%	6%	11%	10%	4%	9%	8%	7%	12%	12%	12%	7%	10%	13%	4%	10%	7%	13%
Personalised card	172	105	68	28	37	29	22	25	32	47	41	40	45	21	11	15	7	16	6	7	8	31	31	13	7	24	96	25
	8%	10%	6%	12%	10%	9%	6%	8%	7%	8%	7%	9%	9%	12%	13%	6%	4%	9%	4%	7%	4%	11%	11%	7%	11%	7%	11%	11%

Social Media Survey
ONLINE Fieldwork: 9th to 10th December 2019

Absolutes/col percents

Table 14

Q.9 What is the most meaningful/ thoughtful way to communicate your true feelings and emotions to a loved one (when not face to face)?

Please rank from most (1) to least (4)

Personalised card

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Private
Unweighted base	2116	1073	1043	219	363	342	383	314	495	615	583	434	484	184	84	225	166	198	150	96	204	279	292	173	65	340	839	215
Weighted base	2116	1033	1083	235	366	338	374	313	489	578	594	429	514	179	86	236	172	183	150	103	197	277	287	183	63	361	860	223
1 - Most	1392 66%	661 64%	731 68%	138 59%	210 58%	213 63%	263 70%	218 70%	349 71%	405 70%	393 66%	267 62%	328 64%	106 59%	52 61%	165 70%	114 66%	115 63%	103 69%	72 70%	144 73%	162 58%	191 67%	127 70%	40 64%	233 65%	537 62%	129 58%
2	309 15%	145 14%	164 15%	31 13%	71 19%	52 15%	59 16%	36 11%	61 12%	71 12%	85 14%	61 14%	92 18%	29 16%	16 18%	32 13%	31 18%	25 14%	23 16%	13 13%	34 17%	37 13%	38 13%	24 11%	7 11%	51 14%	136 16%	30 13%
3	242 11%	122 12%	120 11%	37 16%	48 13%	45 13%	31 8%	34 11%	47 10%	55 10%	76 13%	62 14%	50 10%	22 13%	7 8%	25 11%	20 11%	26 14%	17 11%	10 10%	11 6%	48 17%	27 9%	19 10%	9 14%	52 15%	91 11%	39 18%
4 - Least	172 8%	105 10%	68 6%	28 12%	37 10%	29 9%	22 6%	25 8%	32 7%	47 8%	41 7%	40 9%	45 9%	21 12%	11 13%	15 6%	7 4%	16 9%	6 4%	7 7%	8 4%	31 11%	31 11%	13 7%	7 11%	24 7%	96 11%	25 11%
Mean	1.62	1.68	1.56	1.81	1.76	1.67	1.50	1.57	1.51	1.56	1.60	1.71	1.63	1.76	1.73	1.53	1.54	1.69	1.50	1.54	1.41	1.81	1.65	1.55	1.72	1.64	1.70	1.82
Standard deviation	0.98	1.03	0.92	1.09	1.02	1.00	0.88	0.97	0.91	0.96	0.95	1.03	0.97	1.07	1.07	0.91	0.86	1.02	0.85	0.94	0.77	1.08	1.04	0.94	1.07	0.96	1.04	1.09
Standard error	0.02	0.03	0.03	0.07	0.05	0.05	0.04	0.05	0.04	0.04	0.04	0.05	0.04	0.08	0.12	0.06	0.07	0.07	0.07	0.10	0.05	0.06	0.06	0.07	0.13	0.05	0.04	0.07

Social Media Survey
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Absolutes/col percents

Table 15

Q.9 What is the most meaningful/ thoughtful way to communicate your true feelings and emotions to a loved one (when not face to face)?

Please rank from most (1) to least (4)

Text

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Private
Unweighted base	2116	1073	1043	219	363	342	383	314	495	615	583	434	484	184	84	225	166	198	150	96	204	279	292	173	65	340	839	215
Weighted base	2116	1033	1083	235	366	338	374	313	489	578	594	429	514	179	86	236	172	183	150	103	197	277	287	183	63	361	860	223
1 - Most	445 21%	205 20%	240 22%	57 24%	112 30%	90 27%	78 21%	42 13%	66 14%	92 16%	124 21%	112 26%	116 23%	43 24%	27 32%	53 23%	33 19%	43 23%	37 25%	17 17%	33 17%	59 21%	56 19%	28 15%	17 26%	74 21%	217 25%	43 19%
2	903 43%	425 41%	477 44%	114 48%	167 46%	144 42%	174 46%	130 41%	174 36%	231 40%	255 43%	198 46%	219 43%	69 39%	37 43%	112 47%	79 46%	85 46%	56 37%	49 48%	75 38%	122 44%	115 40%	76 42%	28 44%	157 44%	392 46%	105 47%
3	572 27%	288 28%	284 26%	43 18%	62 17%	78 23%	95 25%	100 32%	195 40%	197 34%	160 27%	92 21%	124 24%	48 27%	18 21%	49 21%	47 27%	43 24%	39 26%	25 24%	66 33%	77 28%	89 31%	55 30%	16 26%	93 26%	191 22%	46 20%
4 - Least	196 9%	114 11%	82 8%	21 9%	25 7%	27 8%	27 7%	42 13%	54 11%	58 10%	55 9%	28 6%	55 11%	18 10%	4 4%	22 9%	14 8%	12 7%	18 12%	12 12%	23 12%	20 7%	28 10%	23 13%	3 4%	36 10%	59 7%	29 13%
Mean	2.25	2.30	2.19	2.12	2.00	2.12	2.19	2.45	2.48	2.38	2.25	2.08	2.23	2.23	1.97	2.16	2.24	2.14	2.26	2.30	2.40	2.21	2.31	2.41	2.08	2.25	2.11	2.27
Standard deviation	0.89	0.91	0.87	0.88	0.87	0.90	0.85	0.89	0.86	0.87	0.89	0.85	0.92	0.93	0.84	0.88	0.85	0.85	0.96	0.89	0.90	0.85	0.90	0.90	0.84	0.90	0.86	0.92
Standard error	0.02	0.03	0.03	0.06	0.05	0.05	0.04	0.05	0.04	0.04	0.04	0.04	0.04	0.07	0.09	0.06	0.07	0.06	0.08	0.09	0.06	0.05	0.05	0.07	0.10	0.05	0.03	0.06

Social Media Survey

ONLINE Fieldwork: 9th to 10th December 2019

Absolutes/col percents

Table 16

Q.9 What is the most meaningful/ thoughtful way to communicate your true feelings and emotions to a loved one (when not face to face)?

Please rank from most (1) to least (4)

Social message

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Private
Unweighted base	2116	1073	1043	219	363	342	383	314	495	615	583	434	484	184	84	225	166	198	150	96	204	279	292	173	65	340	839	215
Weighted base	2116	1033	1083	235	366	338	374	313	489	578	594	429	514	179	86	236	172	183	150	103	197	277	287	183	63	361	860	223
1 - Most	116 5%	68 7%	48 4%	28 12%	25 7%	22 7%	16 4%	13 4%	12 2%	36 6%	37 6%	23 5%	20 4%	15 8%	4 4%	7 3%	10 6%	10 5%	5 3%	9 8%	4 2%	23 8%	14 5%	13 7%	2 3%	26 7%	56 7%	27 12%
2	312 15%	168 16%	145 13%	65 28%	66 18%	63 19%	39 10%	34 11%	44 9%	78 13%	81 14%	68 16%	86 17%	27 15%	11 12%	35 15%	22 13%	31 17%	26 17%	18 18%	27 14%	42 15%	42 15%	23 12%	8 13%	66 18%	121 14%	42 19%
3	546 26%	245 24%	301 28%	84 36%	133 36%	85 25%	84 22%	81 26%	80 16%	137 24%	154 26%	119 28%	136 26%	26 15%	23 26%	60 26%	41 24%	53 29%	47 31%	29 29%	56 28%	74 27%	69 24%	51 28%	17 27%	91 25%	257 30%	55 25%
4 - Least	1142 54%	552 53%	590 54%	58 25%	141 39%	168 50%	236 63%	185 59%	354 72%	328 57%	323 54%	219 51%	272 53%	111 62%	49 57%	133 56%	99 57%	89 49%	72 48%	46 45%	109 55%	137 50%	163 57%	97 53%	36 56%	178 49%	425 49%	98 44%
Mean	3.28	3.24	3.32	2.73	3.07	3.18	3.44	3.40	3.58	3.31	3.28	3.24	3.28	3.30	3.36	3.35	3.32	3.22	3.24	3.10	3.37	3.18	3.33	3.27	3.36	3.17	3.22	3.01
Standard deviation	0.91	0.95	0.87	0.96	0.92	0.96	0.84	0.84	0.75	0.92	0.92	0.91	0.88	1.01	0.86	0.84	0.92	0.91	0.86	0.98	0.80	0.98	0.90	0.93	0.84	0.97	0.92	1.06
Standard error	0.02	0.03	0.03	0.07	0.05	0.05	0.04	0.05	0.03	0.04	0.04	0.04	0.04	0.07	0.09	0.06	0.07	0.06	0.07	0.10	0.06	0.06	0.05	0.07	0.10	0.05	0.03	0.07

Social Media Survey
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Absolutes/col percents

Table 17

Q.9 What is the most meaningful/ thoughtful way to communicate your true feelings and emotions to a loved one (when not face to face)?

Please rank from most (1) to least (4)

Email

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Private
Unweighted base	2116	1073	1043	219	363	342	383	314	495	615	583	434	484	184	84	225	166	198	150	96	204	279	292	173	65	340	839	215
Weighted base	2116	1033	1083	235	366	338	374	313	489	578	594	429	514	179	86	236	172	183	150	103	197	277	287	183	63	361	860	223
1 - Most	164 8%	99 10%	65 6%	12 5%	18 5%	14 4%	18 5%	40 13%	62 13%	45 8%	40 7%	27 6%	51 10%	15 8%	3 3%	11 5%	15 9%	16 9%	5 3%	5 5%	16 8%	34 12%	27 9%	15 8%	4 7%	28 8%	50 6%	24 11%
2	592 28%	295 29%	297 27%	25 10%	62 17%	79 23%	103 27%	114 36%	210 43%	199 34%	174 29%	102 24%	117 23%	53 30%	22 26%	57 24%	40 23%	42 23%	45 30%	22 22%	61 31%	76 28%	93 33%	60 33%	20 32%	87 24%	210 24%	45 20%
3	755 36%	377 37%	378 35%	70 30%	123 34%	131 39%	165 44%	99 31%	167 34%	189 33%	205 35%	157 37%	204 40%	82 46%	39 45%	101 43%	65 38%	60 33%	47 31%	39 38%	64 32%	77 28%	102 36%	59 32%	21 33%	124 34%	320 37%	83 37%
4 - Least	605 29%	262 25%	343 32%	128 54%	163 45%	114 34%	89 24%	61 20%	50 10%	145 25%	175 29%	143 33%	143 28%	29 16%	22 26%	67 28%	53 30%	65 36%	54 36%	37 36%	57 29%	90 32%	65 23%	49 27%	18 29%	123 34%	280 33%	71 32%
Mean	2.85	2.78	2.92	3.33	3.18	3.02	2.87	2.58	2.42	2.75	2.87	2.97	2.85	2.70	2.93	2.95	2.90	2.95	3.00	3.05	2.82	2.80	2.72	2.78	2.84	2.95	2.96	2.90
Standard deviation	0.92	0.93	0.91	0.87	0.89	0.86	0.83	0.94	0.84	0.92	0.92	0.91	0.94	0.84	0.80	0.84	0.94	0.97	0.89	0.87	0.94	1.03	0.92	0.94	0.93	0.94	0.90	0.97
Standard error	0.02	0.03	0.03	0.06	0.05	0.05	0.04	0.05	0.04	0.04	0.04	0.04	0.04	0.06	0.09	0.06	0.07	0.07	0.07	0.09	0.07	0.06	0.05	0.07	0.12	0.05	0.03	0.07

Social Media Survey

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Absolutes/col percents

Table 18

Q.10 To what extent do you agree or disagree that social media is re-wiring how you write/express yourself in written form?

Base: All with social media account

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland	Public	Pri- vate	Opin- ion Influ- encer
Unweighted base	1757	868	889	213	337	308	322	234	343	491	501	367	398	159	71	187	134	165	124	83	158	232	244	147	53	286	747	206
Weighted base	1763	832	931	228	340	302	313	237	342	463	512	364	423	157	72	199	136	153	125	89	157	230	242	151	53	308	760	212
NET: Agree	1032	469	562	157	214	181	199	130	152	275	299	225	232	92	37	123	82	84	67	62	85	144	140	84	30	191	478	154
	59%	56%	60%	69%	63%	60%	63%	55%	44%	59%	58%	62%	55%	59%	52%	62%	61%	55%	54%	70%	54%	63%	58%	55%	57%	62%	63%	72%
Strongly agree (+2)	325	129	196	51	68	53	65	44	44	74	96	71	84	31	12	42	24	29	16	22	29	41	42	24	13	62	140	58
	18%	15%	21%	22%	20%	18%	21%	19%	13%	16%	19%	19%	20%	20%	17%	21%	18%	19%	13%	24%	18%	18%	18%	16%	24%	20%	18%	27%
Slightly agree (+1)	707	340	367	106	146	127	134	86	108	201	203	154	149	61	25	82	58	55	51	40	57	103	98	59	17	129	338	95
	40%	41%	39%	46%	43%	42%	43%	36%	32%	43%	40%	42%	35%	39%	35%	41%	43%	36%	41%	45%	36%	45%	41%	39%	33%	42%	44%	45%
Neither agree or disagree (0)	435	227	209	56	90	74	73	48	94	104	123	83	126	40	24	47	38	46	34	16	43	52	56	26	13	75	173	33
	25%	27%	22%	25%	27%	24%	23%	20%	28%	22%	24%	23%	30%	25%	34%	23%	28%	30%	27%	18%	27%	22%	23%	17%	25%	24%	23%	15%
Slightly disagree (-1)	141	62	79	13	20	28	21	20	39	45	39	29	27	12	5	12	9	14	12	8	19	13	20	17	1	20	62	17
	8%	7%	8%	6%	6%	9%	7%	9%	11%	10%	8%	8%	6%	7%	7%	6%	6%	9%	10%	9%	12%	5%	8%	11%	2%	7%	8%	8%
Strongly disagree (-2)	155	74	81	2	16	20	21	39	57	39	51	27	38	13	4	18	6	10	12	3	10	21	25	24	9	22	48	9
	9%	9%	9%	1%	5%	7%	7%	17%	17%	9%	10%	7%	9%	9%	6%	9%	4%	6%	9%	3%	7%	9%	11%	16%	16%	7%	6%	4%
NET: Disagree	296	136	160	15	36	48	41	60	96	85	90	56	65	25	10	29	15	23	24	11	29	34	45	41	10	43	109	26
	17%	16%	17%	7%	11%	16%	13%	25%	28%	18%	18%	15%	15%	16%	14%	15%	11%	15%	19%	12%	18%	15%	19%	27%	18%	14%	14%	12%
Mean	0.51	0.47	0.56	0.84	0.68	0.55	0.64	0.31	0.13	0.49	0.50	0.59	0.50	0.54	0.59	0.63	0.52	0.38	0.79	0.48	0.57	0.46	0.28	0.46	0.61	0.61	0.83	
Standard deviation	1.14	1.11	1.17	0.87	1.01	1.09	1.08	1.33	1.26	1.13	1.17	1.11	1.15	1.15	1.06	1.15	1.00	1.09	1.12	1.01	1.12	1.13	1.18	1.31	1.33	1.10	1.07	1.05
Standard error	0.03	0.04	0.04	0.06	0.05	0.06	0.06	0.09	0.07	0.05	0.05	0.06	0.06	0.09	0.13	0.08	0.09	0.08	0.10	0.11	0.09	0.07	0.08	0.11	0.18	0.06	0.04	0.07

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Absolutes/col percents

Table 19

Q.11 Have you ever exaggerated your life on social media to make it seem more interesting?**Base: All with social media account**

	Gender			Age							Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	Opin-ion Influ-encer
Unweighted base	1757	868	889	213	337	308	322	234	343	491	501	367	398	159	71	187	134	165	124	83	158	232	244	147	53	286	747	206
Weighted base	1763	832	931	228	340	302	313	237	342	463	512	364	423	157	72	199	136	153	125	89	157	230	242	151	53	308	760	212
NET: Yes	503	223	280	133	151	108	62	26	22	137	152	109	104	38	25	59	35	52	33	20	40	92	63	38	7	127	254	108
	29%	27%	30%	59%	44%	36%	20%	11%	7%	30%	30%	30%	25%	24%	36%	30%	26%	34%	27%	23%	25%	40%	26%	25%	14%	41%	33%	51%
Yes, definitely	155	74	80	54	53	29	10	7	1	43	49	38	25	12	8	15	12	15	7	5	12	34	17	17	1	35	97	48
	9%	9%	9%	24%	16%	10%	3%	3%	*	9%	9%	10%	6%	8%	11%	8%	9%	10%	6%	6%	7%	15%	7%	11%	1%	11%	13%	23%
Yes, I have somewhat	348	148	200	80	97	79	52	18	22	95	103	71	79	26	18	44	23	37	26	15	28	59	46	21	6	92	157	60
	20%	18%	21%	35%	29%	26%	17%	8%	6%	20%	20%	20%	19%	17%	25%	22%	17%	24%	21%	17%	18%	26%	19%	14%	12%	30%	21%	28%
No, never	1260	609	651	94	189	194	251	211	320	326	360	255	319	119	46	140	100	101	91	69	117	137	179	113	46	182	507	105
	71%	73%	70%	41%	56%	64%	80%	89%	93%	70%	70%	70%	75%	76%	64%	70%	74%	66%	73%	77%	75%	60%	74%	75%	86%	59%	67%	49%

Social Media Survey
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Absolutes/col percents

Table 20

Q.12 To what extent if at all, are your close relationships affected by sending and receiving personalised cards and letters?**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri-ate
Unweighted base	2116	1073	1043	219	363	342	383	314	495	615	583	434	484	184	84	225	166	198	150	96	204	279	292	173	65	340	839	215
Weighted base	2116	1033	1083	235	366	338	374	313	489	578	594	429	514	179	86	236	172	183	150	103	197	277	287	183	63	361	860	223
NET: Strengthened	881	396	485	109	149	122	149	127	225	278	242	171	190	58	31	105	63	81	54	40	93	120	120	88	28	145	351	142
	42%	38%	45%	46%	41%	36%	40%	41%	46%	48%	41%	40%	37%	33%	36%	44%	37%	44%	36%	39%	47%	43%	42%	48%	44%	40%	41%	64%
Considerably strengthened	243	86	157	28	27	28	43	47	71	72	47	55	69	16	5	31	19	15	17	6	33	31	41	26	4	40	87	41
	12%	8%	15%	12%	7%	8%	11%	15%	14%	12%	8%	13%	13%	9%	6%	13%	11%	8%	11%	6%	17%	11%	14%	14%	7%	11%	10%	19%
Strengthened a bit	638	310	328	81	123	94	106	80	154	206	195	116	121	42	26	74	45	66	37	34	60	90	79	62	23	105	264	101
	30%	30%	30%	34%	34%	28%	28%	26%	32%	36%	33%	27%	23%	24%	30%	31%	26%	36%	25%	33%	31%	32%	28%	34%	37%	29%	31%	45%
Neither strengthened nor weakened	875	456	419	76	132	150	171	141	205	217	241	188	229	87	36	95	78	72	61	39	81	116	127	65	18	148	350	59
	41%	44%	39%	32%	36%	44%	46%	45%	42%	38%	40%	44%	45%	49%	42%	40%	45%	39%	41%	38%	41%	42%	44%	36%	29%	41%	41%	26%
Weakened a bit	38	15	23	5	8	10	5	4	6	9	9	8	13	1	-	5	6	3	5	2	4	4	3	1	5	6	19	6
	2%	1%	2%	2%	2%	3%	1%	1%	1%	2%	1%	2%	2%	1%	-	2%	3%	2%	3%	2%	2%	1%	1%	1%	8%	2%	2%	3%
Considerably weakened	19	8	12	2	6	7	1	3	1	2	2	5	11	2	2	2	1	2	2	-	1	1	3	3	-	4	8	2
	1%	1%	1%	1%	2%	2%	*	1%	*	*	*	1%	2%	1%	3%	1%	1%	1%	1%	-	1%	*	1%	2%	-	1%	1%	1%
NET: Weakened	57	23	34	7	14	17	6	7	7	11	11	12	23	3	2	7	7	5	6	2	5	5	6	4	5	9	27	7
	3%	2%	3%	3%	4%	5%	2%	2%	1%	2%	2%	3%	5%	2%	3%	3%	4%	3%	4%	2%	3%	2%	2%	2%	8%	3%	3%	3%
Not applicable	302	157	145	42	71	49	49	38	52	72	101	58	72	30	16	30	24	25	28	21	18	36	35	26	13	59	132	14
	14%	15%	13%	18%	20%	15%	13%	12%	11%	12%	17%	13%	14%	17%	19%	13%	14%	14%	19%	21%	9%	13%	12%	14%	20%	16%	15%	6%

Social Media Survey
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Absolutes/col percents

Table 21

**Q.13 When you think about a visual/photo legacy of your life, which, if any, of the following would you most like to leave behind?
Please rank from most (1) to least (4)**

Summary**Base: All with social media account**

	Q13. Summary			
	Social media page	Album/box of personalised cards	Printed photos	Digital photos
Unweighted base	2116	2116	2116	2116
Weighted base	2116	2116	2116	2116
1 - Most	154 7%	391 18%	1046 49%	311 15%
2	107 5%	646 31%	544 26%	606 29%
3	228 11%	612 29%	207 10%	856 40%
4 - Least	1413 67%	254 12%	105 5%	130 6%
None of the above	213 10%	213 10%	213 10%	213 10%
Mean	3.52	2.38	1.67	2.42
Standard deviation	0.92	0.96	0.88	0.84
Standard error	0.02	0.02	0.02	0.02

Social Media Survey
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Absolutes/col percents

Table 22

Q.13 When you think about a visual/photo legacy of your life, which, if any, of the following would you most like to leave behind?

Please rank from most (1) to least (4)

Summary: Most

Base: All with social media account

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Private
Unweighted base	2116	1073	1043	219	363	342	383	314	495	615	583	434	484	184	84	225	166	198	150	96	204	279	292	173	65	340	839	215
Weighted base	2116	1033	1083	235	366	338	374	313	489	578	594	429	514	179	86	236	172	183	150	103	197	277	287	183	63	361	860	223
Printed photos	1046	476	570	91	152	139	191	174	301	288	314	209	235	89	49	123	87	79	76	57	86	127	150	88	35	163	391	77
	49%	46%	53%	39%	41%	41%	51%	55%	61%	50%	53%	49%	46%	50%	57%	52%	50%	43%	51%	55%	44%	46%	52%	48%	55%	45%	45%	34%
Album/box of personalised cards	391	170	221	59	70	65	72	51	74	96	101	88	106	38	9	46	31	46	30	15	44	45	48	35	5	71	159	51
	18%	16%	20%	25%	19%	19%	19%	16%	15%	17%	17%	21%	21%	21%	11%	19%	18%	25%	20%	14%	22%	16%	17%	19%	8%	20%	18%	23%
Digital photos	311	191	120	36	66	67	42	45	56	93	91	64	63	25	11	28	25	23	20	15	24	52	42	34	13	60	140	44
	15%	19%	11%	15%	18%	20%	11%	14%	11%	16%	15%	15%	12%	14%	13%	12%	14%	12%	13%	15%	12%	19%	15%	19%	21%	16%	16%	20%
Social media page	154	74	80	24	50	36	24	12	9	39	36	29	50	13	6	18	9	19	7	7	21	23	19	8	4	33	81	33
	7%	7%	7%	10%	14%	11%	6%	4%	2%	7%	6%	7%	10%	7%	7%	8%	5%	10%	4%	7%	11%	8%	7%	4%	6%	9%	9%	15%
None of the above	213	121	92	25	28	32	46	32	50	62	52	39	60	14	11	22	20	16	17	9	22	31	29	17	6	35	90	19
	10%	12%	9%	11%	8%	9%	12%	10%	10%	11%	9%	9%	12%	8%	13%	9%	12%	9%	11%	9%	11%	11%	10%	9%	9%	10%	10%	9%

Social Media Survey
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Absolutes/col percents

Table 23

Q.13 When you think about a visual/photo legacy of your life, which, if any, of the following would you most like to leave behind?

Please rank from most (1) to least (4)

Summary: 2nd most

Base: All with social media account

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Private
Unweighted base	2116	1073	1043	219	363	342	383	314	495	615	583	434	484	184	84	225	166	198	150	96	204	279	292	173	65	340	839	215
Weighted base	2116	1033	1083	235	366	338	374	313	489	578	594	429	514	179	86	236	172	183	150	103	197	277	287	183	63	361	860	223
Album/box of personalised cards	646	278	368	62	90	101	119	95	179	174	198	130	144	52	36	69	52	48	48	30	58	77	94	60	24	91	250	61
	31%	27%	34%	26%	25%	30%	32%	30%	36%	30%	33%	30%	28%	29%	42%	29%	30%	26%	32%	29%	29%	28%	33%	33%	37%	25%	29%	27%
Digital photos	606	302	303	63	117	75	105	100	146	162	163	122	159	54	21	74	45	55	41	29	57	86	86	41	17	116	237	63
	29%	29%	28%	27%	32%	22%	28%	32%	30%	28%	27%	28%	31%	30%	24%	31%	26%	30%	27%	28%	29%	31%	30%	23%	26%	32%	28%	28%
Printed photos	544	275	269	62	101	108	85	77	111	149	150	118	127	46	16	58	48	51	38	30	49	69	67	54	17	93	228	55
	26%	27%	25%	26%	27%	32%	23%	25%	23%	26%	25%	28%	25%	26%	18%	25%	28%	28%	26%	30%	25%	25%	23%	29%	26%	26%	26%	25%
Social media page	107	56	51	23	30	22	18	9	5	31	32	20	24	13	3	13	7	13	6	4	11	16	12	10	1	26	55	25
	5%	5%	5%	10%	8%	7%	5%	3%	1%	5%	5%	5%	5%	7%	3%	5%	4%	7%	4%	4%	5%	6%	4%	6%	1%	7%	6%	11%
None of the above	213	121	92	25	28	32	46	32	50	62	52	39	60	14	11	22	20	16	17	9	22	31	29	17	6	35	90	19
	10%	12%	9%	11%	8%	9%	12%	10%	10%	11%	9%	9%	12%	8%	13%	9%	12%	9%	11%	9%	11%	11%	10%	9%	9%	10%	10%	9%

Social Media Survey
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Absolutes/col percents

Table 24

Q.13 When you think about a visual/photo legacy of your life, which, if any, of the following would you most like to leave behind?

Please rank from most (1) to least (4)

Summary: 3rd most

Base: All with social media account

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Private
Unweighted base	2116	1073	1043	219	363	342	383	314	495	615	583	434	484	184	84	225	166	198	150	96	204	279	292	173	65	340	839	215
Weighted base	2116	1033	1083	235	366	338	374	313	489	578	594	429	514	179	86	236	172	183	150	103	197	277	287	183	63	361	860	223
Digital photos	856	360	496	93	116	138	161	124	225	232	247	180	198	75	36	98	69	75	63	46	81	93	116	79	25	127	327	74
	40%	35%	46%	39%	32%	41%	43%	40%	46%	40%	42%	42%	38%	42%	42%	42%	40%	41%	42%	44%	41%	34%	40%	43%	40%	35%	38%	33%
Album/box of personalised cards	612	320	291	47	105	89	98	112	160	183	156	117	157	45	21	67	54	53	39	36	52	85	88	53	21	106	231	48
	29%	31%	27%	20%	29%	26%	26%	36%	33%	32%	26%	27%	30%	25%	25%	28%	31%	29%	26%	35%	26%	30%	31%	29%	32%	29%	27%	22%
Social media page	228	120	107	37	65	40	33	23	29	44	83	55	45	26	9	29	20	15	17	9	15	38	27	16	6	52	109	34
	11%	12%	10%	16%	18%	12%	9%	7%	6%	8%	14%	13%	9%	15%	11%	12%	12%	8%	12%	8%	8%	14%	9%	9%	9%	15%	13%	15%
Printed photos	207	111	96	32	51	39	38	22	25	57	57	38	55	19	9	20	10	23	14	3	27	30	28	18	6	41	103	47
	10%	11%	9%	14%	14%	12%	10%	7%	5%	10%	10%	9%	11%	11%	10%	9%	6%	13%	9%	3%	14%	11%	10%	10%	10%	11%	12%	21%
None of the above	213	121	92	25	28	32	46	32	50	62	52	39	60	14	11	22	20	16	17	9	22	31	29	17	6	35	90	19
	10%	12%	9%	11%	8%	9%	12%	10%	10%	11%	9%	9%	12%	8%	13%	9%	12%	9%	11%	9%	11%	11%	10%	9%	9%	10%	10%	9%

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Absolutes/col percents

Table 25

Q.13 When you think about a visual/photo legacy of your life, which, if any, of the following would you most like to leave behind?

Please rank from most (1) to least (4)

Summary: Least

Base: All with social media account

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Private
Unweighted base	2116	1073	1043	219	363	342	383	314	495	615	583	434	484	184	84	225	166	198	150	96	204	279	292	173	65	340	839	215
Weighted base	2116	1033	1083	235	366	338	374	313	489	578	594	429	514	179	86	236	172	183	150	103	197	277	287	183	63	361	860	223
Social media page	1413	661	752	126	192	208	254	237	396	401	391	286	335	113	57	154	116	120	103	74	128	170	201	132	47	215	525	111
	67%	64%	69%	54%	53%	62%	68%	76%	81%	69%	66%	67%	65%	63%	66%	65%	67%	66%	69%	72%	65%	61%	70%	72%	74%	59%	61%	50%
Album/box of personalised cards	254	143	111	41	72	51	39	23	27	63	88	55	48	30	9	33	16	20	16	13	22	41	29	17	8	59	130	44
	12%	14%	10%	17%	20%	15%	11%	7%	5%	11%	15%	13%	9%	17%	10%	14%	9%	11%	11%	12%	11%	15%	10%	9%	13%	16%	15%	20%
Digital photos	130	58	72	18	39	26	21	13	13	30	42	24	34	12	8	14	13	14	9	3	13	16	15	11	2	23	66	23
	6%	6%	7%	8%	11%	8%	6%	4%	3%	5%	7%	6%	7%	6%	9%	6%	8%	8%	6%	3%	7%	6%	5%	6%	4%	6%	8%	11%
Printed photos	105	50	56	25	34	20	14	8	4	22	22	25	37	11	2	13	7	13	5	3	12	20	14	5	-	29	48	25
	5%	5%	5%	11%	9%	6%	4%	3%	1%	4%	4%	6%	7%	6%	2%	5%	4%	7%	3%	3%	6%	7%	5%	3%	-	8%	6%	11%
None of the above	213	121	92	25	28	32	46	32	50	62	52	39	60	14	11	22	20	16	17	9	22	31	29	17	6	35	90	19
	10%	12%	9%	11%	8%	9%	12%	10%	10%	11%	9%	9%	12%	8%	13%	9%	12%	9%	11%	9%	11%	11%	10%	9%	9%	10%	10%	9%

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Absolutes/col percents

Table 26

Q.13 When you think about a visual/photo legacy of your life, which, if any, of the following would you most like to leave behind?

Please rank from most (1) to least (4)

Social media page

Base: All with social media account

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Private
Unweighted base	2116	1073	1043	219	363	342	383	314	495	615	583	434	484	184	84	225	166	198	150	96	204	279	292	173	65	340	839	215
Weighted base	2116	1033	1083	235	366	338	374	313	489	578	594	429	514	179	86	236	172	183	150	103	197	277	287	183	63	361	860	223
1 - Most	154 7%	74 7%	80 7%	24 10%	50 14%	36 11%	24 6%	12 4%	9 2%	39 7%	36 6%	29 7%	50 10%	13 7%	6 7%	18 8%	9 5%	19 10%	7 4%	7 7%	21 11%	23 8%	19 7%	8 4%	4 6%	33 9%	81 9%	33 15%
2	107 5%	56 5%	51 5%	23 10%	30 8%	22 7%	18 5%	9 3%	5 1%	31 5%	32 5%	20 5%	24 5%	13 7%	3 3%	13 5%	7 4%	13 7%	6 4%	4 4%	11 5%	16 6%	12 4%	10 6%	1 1%	26 7%	55 6%	25 11%
3	228 11%	120 12%	107 10%	37 16%	65 18%	40 12%	33 9%	23 7%	29 6%	44 8%	83 14%	55 13%	45 9%	26 15%	9 11%	29 12%	20 12%	15 8%	17 12%	9 8%	15 8%	38 14%	27 9%	16 9%	6 9%	52 15%	109 13%	34 15%
4 - Least	1413 67%	661 64%	752 69%	126 54%	192 53%	208 62%	254 68%	237 76%	396 81%	401 69%	391 66%	286 67%	335 65%	113 63%	57 66%	154 65%	116 67%	120 66%	103 69%	74 72%	128 65%	170 61%	201 70%	132 72%	47 74%	215 59%	525 61%	111 50%
None of the above	213 10%	121 12%	92 9%	25 11%	28 8%	32 9%	46 12%	32 10%	50 10%	62 11%	52 9%	39 9%	60 12%	14 8%	11 13%	22 9%	20 12%	16 9%	17 11%	9 9%	22 11%	31 11%	29 10%	17 9%	6 9%	35 10%	90 10%	19 9%
Mean	3.52	3.50	3.55	3.26	3.19	3.37	3.57	3.72	3.85	3.56	3.53	3.53	3.46	3.44	3.56	3.49	3.59	3.42	3.64	3.60	3.43	3.44	3.58	3.64	3.66	3.38	3.40	3.10
Standard deviation	0.92	0.93	0.91	1.05	1.10	1.04	0.89	0.72	0.53	0.91	0.88	0.89	1.01	0.95	0.91	0.94	0.84	1.04	0.79	0.88	1.05	0.97	0.88	0.80	0.83	1.00	1.01	1.14
Standard error	0.02	0.03	0.03	0.07	0.06	0.06	0.05	0.04	0.03	0.04	0.04	0.04	0.05	0.07	0.11	0.07	0.07	0.08	0.07	0.09	0.08	0.06	0.05	0.06	0.11	0.06	0.04	0.08

Social Media Survey

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Absolutes/col percents

Table 27

Q.13 When you think about a visual/photo legacy of your life, which, if any, of the following would you most like to leave behind?

Please rank from most (1) to least (4)

Album/box of personalised cards

Base: All with social media account

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Private
Unweighted base	2116	1073	1043	219	363	342	383	314	495	615	583	434	484	184	84	225	166	198	150	96	204	279	292	173	65	340	839	215
Weighted base	2116	1033	1083	235	366	338	374	313	489	578	594	429	514	179	86	236	172	183	150	103	197	277	287	183	63	361	860	223
1 - Most	391 18%	170 16%	221 20%	59 25%	70 19%	65 19%	72 19%	51 16%	74 15%	96 17%	101 17%	88 21%	106 21%	38 21%	9 11%	46 19%	31 18%	46 25%	30 20%	15 14%	44 22%	45 16%	48 17%	35 19%	5 8%	71 20%	159 18%	51 23%
2	646 31%	278 27%	368 34%	62 26%	90 25%	101 30%	119 32%	95 30%	179 36%	174 30%	198 33%	130 30%	144 28%	52 29%	36 42%	69 29%	52 30%	48 26%	48 32%	30 29%	58 29%	77 28%	94 33%	60 33%	24 37%	91 25%	250 29%	61 27%
3	612 29%	320 31%	291 27%	47 20%	105 29%	89 26%	98 26%	112 36%	160 33%	183 32%	156 26%	117 27%	157 30%	45 25%	21 25%	67 28%	54 31%	53 29%	39 26%	36 35%	52 26%	85 30%	88 31%	53 29%	21 32%	106 29%	231 27%	48 22%
4 - Least	254 12%	143 14%	111 10%	41 17%	72 20%	51 15%	39 11%	23 7%	27 5%	63 11%	88 15%	55 13%	48 9%	30 17%	9 10%	33 14%	16 9%	20 11%	16 11%	13 12%	22 11%	41 15%	29 10%	17 9%	8 13%	59 16%	130 15%	44 20%
None of the above	213 10%	121 12%	92 9%	25 11%	28 8%	32 9%	46 12%	32 10%	50 10%	62 11%	52 9%	39 9%	60 12%	14 8%	11 13%	22 9%	20 12%	16 9%	17 11%	9 9%	22 11%	31 11%	29 10%	17 9%	6 9%	35 10%	90 10%	19 9%
Mean	2.38	2.48	2.29	2.33	2.53	2.41	2.32	2.38	2.32	2.42	2.42	2.35	2.32	2.41	2.40	2.41	2.36	2.28	2.30	2.50	2.29	2.49	2.38	2.31	2.55	2.47	2.43	2.42
Standard deviation	0.96	0.97	0.94	1.09	1.05	1.00	0.95	0.88	0.82	0.93	0.97	0.98	0.95	1.03	0.86	0.99	0.92	1.00	0.96	0.92	0.98	0.97	0.91	0.92	0.85	1.02	1.00	1.09
Standard error	0.02	0.03	0.03	0.08	0.06	0.06	0.05	0.05	0.04	0.04	0.04	0.05	0.05	0.08	0.10	0.07	0.08	0.07	0.08	0.10	0.07	0.06	0.06	0.07	0.11	0.06	0.04	0.08

Social Media Survey

ONLINE Fieldwork: 9th to 10th December 2019

Absolutes/col percents

Table 28

Q.13 When you think about a visual/photo legacy of your life, which, if any, of the following would you most like to leave behind?

Please rank from most (1) to least (4)

Printed photos

Base: All with social media account

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Private
Unweighted base	2116	1073	1043	219	363	342	383	314	495	615	583	434	484	184	84	225	166	198	150	96	204	279	292	173	65	340	839	215
Weighted base	2116	1033	1083	235	366	338	374	313	489	578	594	429	514	179	86	236	172	183	150	103	197	277	287	183	63	361	860	223
1 - Most	1046 49%	476 46%	570 53%	91 39%	152 41%	139 41%	191 51%	174 55%	301 61%	288 50%	314 53%	209 49%	235 46%	89 50%	49 57%	123 52%	87 50%	79 43%	76 51%	57 55%	86 44%	127 46%	150 52%	88 48%	35 55%	163 45%	391 45%	77 34%
2	544 26%	275 27%	269 25%	62 26%	101 27%	108 32%	85 23%	77 25%	111 23%	149 26%	150 25%	118 28%	127 25%	46 26%	16 18%	58 25%	48 28%	51 28%	38 26%	30 30%	49 25%	69 25%	67 23%	54 29%	17 26%	93 26%	228 26%	55 25%
3	207 10%	111 11%	96 9%	32 14%	51 14%	39 12%	38 10%	22 7%	25 5%	57 10%	57 10%	38 9%	55 11%	19 11%	9 10%	20 9%	10 6%	23 13%	14 9%	3 3%	27 14%	30 11%	28 10%	18 10%	6 10%	41 11%	103 12%	47 21%
4 - Least	105 5%	50 5%	56 5%	25 11%	34 9%	20 6%	14 4%	8 3%	4 1%	22 4%	22 4%	25 6%	37 7%	11 6%	2 2%	13 5%	7 4%	13 7%	5 3%	3 3%	12 6%	20 7%	14 5%	5 3%	-	29 8%	48 6%	25 11%
None of the above	213 10%	121 12%	92 9%	25 11%	28 8%	32 9%	46 12%	32 10%	50 10%	62 11%	52 9%	39 9%	60 12%	14 8%	11 13%	22 9%	20 12%	16 9%	17 11%	9 9%	22 11%	31 11%	29 10%	17 9%	6 9%	35 10%	90 10%	19 9%
Mean	1.67	1.71	1.63	1.96	1.90	1.81	1.62	1.52	1.39	1.64	1.61	1.69	1.77	1.70	1.51	1.64	1.59	1.82	1.60	1.50	1.80	1.77	1.63	1.64	1.50	1.81	1.75	2.10
Standard deviation	0.88	0.88	0.87	1.03	1.00	0.90	0.85	0.76	0.63	0.84	0.83	0.89	0.96	0.91	0.79	0.89	0.81	0.95	0.81	0.74	0.95	0.96	0.88	0.81	0.69	0.98	0.91	1.05
Standard error	0.02	0.03	0.03	0.07	0.05	0.05	0.05	0.05	0.03	0.04	0.04	0.04	0.05	0.07	0.09	0.06	0.07	0.07	0.07	0.08	0.07	0.06	0.05	0.07	0.09	0.06	0.03	0.07

Social Media Survey

ONLINE Fieldwork: 9th to 10th December 2019

Absolutes/col percents

Table 29

Q.13 When you think about a visual/photo legacy of your life, which, if any, of the following would you most like to leave behind?

Please rank from most (1) to least (4)

Digital photos

Base: All with social media account

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Private
Unweighted base	2116	1073	1043	219	363	342	383	314	495	615	583	434	484	184	84	225	166	198	150	96	204	279	292	173	65	340	839	215
Weighted base	2116	1033	1083	235	366	338	374	313	489	578	594	429	514	179	86	236	172	183	150	103	197	277	287	183	63	361	860	223
1 - Most	311 15%	191 19%	120 11%	36 15%	66 18%	67 20%	42 11%	45 14%	56 11%	93 16%	91 15%	64 15%	63 12%	25 14%	11 13%	28 12%	25 14%	23 12%	20 13%	15 15%	24 12%	52 19%	42 15%	34 19%	13 21%	60 16%	140 16%	44 20%
2	606 29%	302 29%	303 28%	63 27%	117 32%	75 22%	105 28%	100 32%	146 30%	162 28%	163 27%	122 28%	159 31%	54 30%	21 24%	74 31%	45 26%	55 30%	41 27%	29 28%	57 29%	86 31%	86 30%	41 23%	17 26%	116 32%	237 28%	63 28%
3	856 40%	360 35%	496 46%	93 39%	116 32%	138 41%	161 43%	124 40%	225 46%	232 40%	247 42%	180 42%	198 38%	75 42%	36 42%	98 42%	69 40%	75 41%	63 42%	46 44%	81 41%	93 34%	116 40%	79 43%	25 40%	127 35%	327 38%	74 33%
4 - Least	130 6%	58 6%	72 7%	18 8%	39 11%	26 8%	21 6%	13 4%	13 3%	30 5%	42 7%	24 6%	34 7%	12 6%	8 9%	14 6%	13 8%	14 8%	9 6%	3 3%	13 7%	16 6%	15 5%	11 6%	2 4%	23 6%	66 8%	23 11%
None of the above	213 10%	121 12%	92 9%	25 11%	28 8%	32 9%	46 12%	32 10%	50 10%	62 11%	52 9%	39 9%	60 12%	14 8%	11 13%	22 9%	20 12%	16 9%	17 11%	9 9%	22 11%	31 11%	29 10%	17 9%	6 9%	35 10%	90 10%	19 9%
Mean	2.42	2.31	2.53	2.45	2.38	2.40	2.49	2.37	2.44	2.38	2.44	2.42	2.45	2.44	2.54	2.46	2.46	2.48	2.46	2.40	2.48	2.30	2.40	2.40	2.29	2.35	2.42	2.38
Standard deviation	0.84	0.87	0.80	0.88	0.93	0.92	0.80	0.80	0.75	0.84	0.86	0.84	0.82	0.83	0.87	0.80	0.87	0.83	0.83	0.80	0.82	0.87	0.82	0.89	0.88	0.86	0.88	0.95
Standard error	0.02	0.03	0.03	0.06	0.05	0.05	0.04	0.05	0.04	0.04	0.04	0.04	0.04	0.06	0.10	0.06	0.07	0.06	0.07	0.09	0.06	0.06	0.05	0.07	0.11	0.05	0.03	0.07

Social Media Survey
ONLINE Fieldwork: 9th to 10th December 2019

Absolutes/col percents

Table 30

Q.14 Which, if any, of the following feelings does the thought of writing a letter or card make you feel?**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	Opin-ion Influ-encer
Unweighted base	2116	1073	1043	219	363	342	383	314	495	615	583	434	484	184	84	225	166	198	150	96	204	279	292	173	65	340	839	215
Weighted base	2116	1033	1083	235	366	338	374	313	489	578	594	429	514	179	86	236	172	183	150	103	197	277	287	183	63	361	860	223
Happy	990 47%	421 41%	570 53%	88 38%	158 43%	140 41%	159 43%	160 51%	285 58%	273 47%	265 45%	212 49%	241 47%	77 43%	44 51%	111 47%	75 44%	76 42%	67 45%	51 50%	101 51%	129 46%	149 52%	85 46%	27 42%	158 44%	384 45%	121 54%
Stressed	164 8%	84 8%	80 7%	23 10%	28 8%	26 8%	37 10%	27 9%	22 4%	40 7%	49 8%	34 8%	42 8%	12 7%	5 6%	12 5%	14 8%	13 7%	11 7%	7 7%	16 8%	28 10%	18 6%	21 11%	5 9%	34 9%	69 8%	20 9%
Excited	153 7%	66 6%	87 8%	27 11%	36 10%	29 8%	30 8%	20 7%	12 3%	40 7%	48 8%	33 8%	33 6%	14 8%	4 5%	32 14%	7 4%	19 11%	8 5%	2 2%	8 4%	27 10%	15 5%	12 7%	5 7%	32 9%	74 9%	31 14%
Nervous	123 6%	75 7%	48 4%	18 8%	27 7%	22 7%	13 3%	22 7%	21 4%	31 5%	27 5%	28 7%	37 7%	18 10%	4 5%	16 7%	11 7%	13 7%	8 5%	3 3%	10 5%	9 3%	17 6%	9 5%	3 5%	25 7%	42 5%	15 7%
Irritated	72 3%	51 5%	20 2%	10 4%	9 2%	18 5%	13 3%	11 4%	12 2%	29 5%	19 3%	12 3%	12 2%	7 4%	3 3%	8 4%	7 4%	6 3%	6 4%	3 3%	5 3%	7 3%	11 4%	4 2%	4 6%	13 4%	35 4%	4 2%
Overwhelmed	67 3%	27 3%	40 4%	9 4%	22 6%	13 4%	10 3%	7 2%	6 1%	12 2%	21 4%	14 3%	19 4%	5 3%	3 3%	2 1%	4 2%	5 3%	4 3%	4 4%	5 3%	14 5%	7 2%	9 5%	3 6%	17 5%	27 3%	8 4%
Other (please specify)	91 4%	47 5%	44 4%	8 4%	7 2%	7 2%	12 3%	19 6%	38 8%	30 5%	33 6%	7 2%	21 4%	8 5%	5 6%	6 2%	9 5%	7 4%	8 5%	4 4%	10 5%	9 3%	15 5%	6 3%	4 7%	10 3%	25 3%	3 1%
Not applicable / don't know	456 22%	262 25%	194 18%	52 22%	79 22%	85 25%	101 27%	46 15%	93 19%	124 21%	133 22%	89 21%	110 21%	38 21%	17 20%	48 20%	45 26%	43 23%	37 25%	29 28%	42 21%	53 19%	55 19%	38 21%	11 18%	71 20%	204 24%	21 9%

Social Media Survey
ONLINE Fieldwork: 9th to 10th December 2019

Absolutes/col percents

Table 31

Q.15 Do you feel social media controls you or you control it?**Base: All with social media account**

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland	Public	Pri- vate	Opin- ion Influ- encer
Unweighted base	1757	868	889	213	337	308	322	234	343	491	501	367	398	159	71	187	134	165	124	83	158	232	244	147	53	286	747	206
Weighted base	1763	832	931	228	340	302	313	237	342	463	512	364	423	157	72	199	136	153	125	89	157	230	242	151	53	308	760	212
I feel social media controls me (or whoever uses it)	292 17%	122 15%	169 18%	66 29%	80 23%	56 18%	44 14%	19 8%	27 8%	73 16%	85 17%	64 17%	70 17%	27 17%	11 15%	36 18%	19 14%	29 19%	18 14%	7 8%	25 16%	44 19%	44 18%	26 17%	6 10%	67 22%	135 18%	54 25%
I feel I control social media (or whoever uses it)	1160 66%	575 69%	585 63%	119 52%	200 59%	189 63%	207 66%	188 79%	256 75%	332 72%	328 64%	235 64%	265 63%	106 68%	40 56%	125 63%	96 71%	104 68%	86 69%	67 75%	102 65%	146 63%	149 62%	100 66%	39 74%	190 62%	500 66%	136 64%
Don't know	311 18%	135 16%	177 19%	43 19%	60 18%	57 19%	62 20%	30 13%	59 17%	59 13%	99 19%	66 18%	88 21%	24 15%	20 28%	38 19%	21 16%	20 13%	21 17%	15 16%	30 19%	40 17%	49 20%	25 17%	8 16%	52 17%	125 16%	22 10%

Social Media Survey
ONLINE Fieldwork: 9th to 10th December 2019

Absolutes/col percents

Table 32
Gender
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Northern Ireland	Public	Private	Opinion Influencer
Unweighted base	2116	1073	1043	219	363	342	383	314	495	615	583	434	484	184	84	225	166	198	150	96	204	279	292	173	65	340	839	215
Weighted base	2116	1033	1083	235	366	338	374	313	489	578	594	429	514	179	86	236	172	183	150	103	197	277	287	183	63	361	860	223
Male	1033	1033	-	94	174	157	201	166	241	332	278	214	208	91	43	116	82	99	87	54	88	135	122	94	23	165	480	130
	49%	100%	-	40%	47%	46%	54%	53%	49%	58%	47%	50%	40%	51%	50%	49%	48%	54%	58%	52%	44%	49%	43%	51%	37%	46%	56%	58%
Female	1083	-	1083	141	192	181	173	147	248	245	316	216	306	88	43	120	90	84	63	49	109	143	165	89	40	196	380	93
	51%	-	100%	60%	53%	54%	46%	47%	51%	42%	53%	50%	60%	49%	50%	51%	52%	46%	42%	48%	56%	51%	57%	49%	63%	54%	44%	42%

Social Media Survey

ONLINE Fieldwork: 9th to 10th December 2019

Absolutes/col percents

Table 33
Age
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri- vate	Opin- ion Influ- encer
Unweighted base	2116	1073	1043	219	363	342	383	314	495	615	583	434	484	184	84	225	166	198	150	96	204	279	292	173	65	340	839	215
Weighted base	2116	1033	1083	235	366	338	374	313	489	578	594	429	514	179	86	236	172	183	150	103	197	277	287	183	63	361	860	223
18-24	235	94	141	235	-	-	-	-	-	69	93	33	39	11	11	26	14	28	18	10	24	41	31	21	1	44	93	50
	11%	9%	13%	100%	-	-	-	-	-	12%	16%	8%	8%	6%	12%	11%	8%	15%	12%	10%	12%	15%	11%	12%	1%	12%	11%	22%
25-34	366	174	192	-	366	-	-	-	-	98	100	88	79	32	17	41	30	38	27	20	31	55	36	26	12	98	209	59
	17%	17%	18%	-	100%	-	-	-	-	17%	17%	21%	15%	18%	20%	17%	18%	21%	18%	19%	15%	20%	13%	14%	19%	27%	24%	27%
35-44	338	157	181	-	-	338	-	-	-	76	96	76	90	34	10	34	31	35	25	15	18	51	45	26	13	86	187	37
	16%	15%	17%	-	-	100%	-	-	-	13%	16%	18%	17%	19%	12%	14%	18%	19%	16%	15%	9%	18%	16%	14%	21%	24%	22%	17%
45-54	374	201	173	-	-	-	374	-	-	72	102	98	102	31	10	38	39	32	20	27	38	42	55	31	12	84	205	34
	18%	19%	16%	-	-	-	100%	-	-	13%	17%	23%	20%	17%	12%	16%	22%	17%	13%	26%	19%	15%	19%	17%	19%	23%	24%	15%
55-64	313	166	147	-	-	-	-	313	-	82	85	64	83	27	14	37	22	21	21	8	40	34	53	24	12	42	124	23
	15%	16%	14%	-	-	-	-	100%	-	14%	14%	15%	16%	15%	16%	13%	11%	14%	8%	20%	12%	19%	13%	19%	12%	12%	14%	10%
65+	489	241	248	-	-	-	-	-	489	180	118	70	122	44	24	60	36	29	39	22	46	53	66	54	13	7	42	19
	23%	23%	23%	-	-	-	-	-	100%	31%	20%	16%	24%	25%	28%	25%	16%	26%	22%	24%	19%	23%	30%	21%	2%	5%	9%	
NET: 18-34	601	267	333	235	366	-	-	-	-	167	193	122	118	42	28	67	44	66	45	30	54	97	67	48	13	142	302	109
	28%	26%	31%	100%	100%	-	-	-	-	29%	33%	28%	23%	24%	32%	28%	26%	36%	30%	29%	28%	35%	23%	26%	20%	39%	35%	49%
NET: 35-54	713	358	354	-	-	338	374	-	-	149	198	174	191	65	20	72	70	67	44	42	56	93	101	56	26	170	391	71
	34%	35%	33%	-	-	100%	100%	-	-	26%	33%	41%	37%	36%	24%	30%	41%	37%	30%	41%	29%	34%	35%	31%	40%	47%	46%	32%
NET: 55+	802	407	396	-	-	-	-	313	489	261	203	134	205	71	38	97	58	50	60	31	86	87	119	79	25	49	166	43
	38%	39%	37%	-	-	-	-	100%	100%	45%	34%	31%	40%	40%	44%	41%	34%	27%	40%	30%	44%	31%	41%	43%	40%	14%	19%	19%
Average age	48.07	49.10	47.09	21.84	30.19	39.52	49.63	59.61	71.37	50.15	45.87	46.59	49.52	49.49	48.69	48.80	48.36	43.98	48.25	46.81	49.50	44.78	49.66	50.25	49.62	39.88	42.13	39.24

Social Media Survey

ONLINE Fieldwork: 9th to 10th December 2019

Absolutes/col percents

Table 34
Social Grade
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Private	Opinion Influencer
Unweighted base	2116	1073	1043	219	363	342	383	314	495	615	583	434	484	184	84	225	166	198	150	96	204	279	292	173	65	340	839	215
Weighted base	2116	1033	1083	235	366	338	374	313	489	578	594	429	514	179	86	236	172	183	150	103	197	277	287	183	63	361	860	223
A	124 6%	74 7%	50 5%	19 8%	21 6%	13 4%	17 4%	14 4%	41 8%	124 21%	-	-	-	11 6%	3 4%	14 6%	6 4%	6 3%	11 7%	8 8%	12 6%	22 8%	17 6%	7 4%	7 12%	15 4%	56 7%	21 9%
B	454 21%	258 25%	196 18%	50 21%	77 21%	64 19%	56 15%	68 22%	139 28%	454 79%	-	-	-	41 23%	19 22%	59 25%	43 25%	31 17%	30 20%	21 20%	41 21%	59 21%	64 22%	30 17%	16 26%	108 30%	152 18%	60 27%
C1	594 28%	278 27%	316 29%	93 40%	100 27%	96 28%	102 27%	85 27%	118 24%	-	594 100%	-	-	54 30%	27 32%	53 22%	37 22%	46 25%	43 29%	32 31%	51 26%	99 36%	71 25%	57 31%	25 39%	121 34%	272 32%	73 33%
C2	429 20%	214 21%	216 20%	33 14%	88 24%	76 22%	98 26%	64 20%	70 14%	-	-	429 100%	-	39 22%	15 18%	44 19%	41 24%	48 26%	29 20%	17 17%	38 20%	50 18%	63 22%	41 22%	3 5%	67 18%	232 27%	41 19%
D	258 12%	102 10%	156 14%	26 11%	59 16%	45 13%	59 16%	34 11%	35 7%	-	-	-	258 50%	13 8%	5 6%	35 15%	27 16%	24 13%	20 13%	15 15%	26 13%	22 8%	45 16%	25 13%	2 2%	49 14%	144 17%	20 9%
E	257 12%	106 10%	150 14%	13 6%	20 6%	44 13%	43 12%	48 15%	87 18%	-	-	-	257 50%	21 12%	16 18%	32 14%	19 11%	28 15%	17 11%	9 9%	29 15%	26 9%	28 10%	22 12%	10 16%	2 1%	4 1%	7 3%
NET: AB	578 27%	332 32%	245 23%	69 30%	98 27%	76 23%	72 19%	82 26%	180 37%	578 100%	-	-	-	52 29%	23 26%	73 31%	49 28%	37 20%	41 27%	29 28%	53 27%	81 29%	80 28%	37 20%	24 37%	123 34%	208 24%	81 37%
NET: ABC1	1172 55%	610 59%	562 52%	162 69%	199 54%	173 51%	174 47%	167 53%	297 61%	578 100%	594 100%	-	-	105 59%	50 58%	125 53%	86 50%	83 45%	84 56%	60 59%	104 53%	180 65%	152 53%	95 52%	48 76%	244 67%	479 56%	154 69%
NET: C2DE	944 45%	422 41%	522 48%	73 31%	167 46%	166 49%	200 53%	147 47%	192 39%	-	-	429 100%	514 100%	73 41%	36 42%	111 47%	86 50%	100 55%	66 44%	42 41%	93 47%	97 35%	136 47%	88 48%	15 24%	117 33%	381 44%	68 31%
NET: DE	514 24%	208 20%	306 28%	39 17%	79 22%	90 26%	102 27%	83 26%	122 25%	-	-	-	514 100%	34 19%	21 24%	67 28%	46 26%	52 28%	37 24%	25 24%	55 28%	47 17%	73 25%	47 26%	12 19%	51 14%	148 17%	27 12%

Social Media Survey

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Absolutes/col percents

Table 35
GO Region
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	North-ern Ireland	Public	Private	Opinion Influencer
Unweighted base	2116	1073	1043	219	363	342	383	314	495	615	583	434	484	184	84	225	166	198	150	96	204	279	292	173	65	340	839	215
Weighted base	2116	1033	1083	235	366	338	374	313	489	578	594	429	514	179	86	236	172	183	150	103	197	277	287	183	63	361	860	223
Scotland	179	91	88	11	32	34	31	27	44	52	54	39	34	179	-	-	-	-	-	-	-	-	-	-	-	31	66	17
	8%	9%	8%	5%	9%	10%	8%	9%	9%	9%	9%	9%	7%	100%	-	-	-	-	-	-	-	-	-	-	-	9%	8%	8%
North East	86	43	43	11	17	10	10	14	24	23	27	15	21	-	86	-	-	-	-	-	-	-	-	-	-	13	29	7
	4%	4%	4%	4%	5%	3%	3%	4%	5%	4%	5%	4%	4%	-	100%	-	-	-	-	-	-	-	-	-	-	4%	3%	3%
North West	236	116	120	26	41	34	38	37	60	73	53	44	67	-	-	236	-	-	-	-	-	-	-	-	-	34	91	22
	11%	11%	11%	11%	11%	10%	10%	12%	12%	13%	9%	10%	13%	-	-	100%	-	-	-	-	-	-	-	-	-	9%	11%	10%
Yorkshire & Humberside	172	82	90	14	30	31	39	22	36	49	37	41	46	-	-	-	172	-	-	-	-	-	-	-	-	35	67	11
	8%	8%	8%	6%	8%	9%	10%	7%	7%	8%	6%	9%	9%	-	-	-	100%	-	-	-	-	-	-	-	-	10%	8%	5%
West Midlands	183	99	84	28	38	35	32	21	29	37	46	48	52	-	-	-	-	183	-	-	-	-	-	-	-	35	71	28
	9%	10%	8%	12%	10%	10%	8%	7%	6%	6%	8%	11%	10%	-	-	-	-	100%	-	-	-	-	-	-	-	10%	8%	12%
East Midlands	150	87	63	18	27	25	20	21	39	41	43	29	37	-	-	-	-	-	150	-	-	-	-	-	-	20	63	12
	7%	8%	6%	8%	7%	7%	5%	7%	8%	7%	7%	7%	7%	-	-	-	-	-	100%	-	-	-	-	-	-	6%	7%	5%
Wales	103	54	49	10	20	15	27	8	22	29	32	17	25	-	-	-	-	-	-	103	-	-	-	-	-	11	55	14
	5%	5%	5%	4%	5%	5%	7%	3%	5%	5%	5%	4%	5%	-	-	-	-	-	-	100%	-	-	-	-	-	3%	6%	6%
Eastern	197	88	109	24	31	18	38	40	46	53	51	38	55	-	-	-	-	-	-	-	197	-	-	-	-	37	81	19
	9%	8%	10%	10%	8%	5%	10%	13%	9%	9%	9%	9%	11%	-	-	-	-	-	-	-	100%	-	-	-	-	10%	9%	9%
London	277	135	143	41	55	51	42	34	53	81	99	50	47	-	-	-	-	-	-	-	-	277	-	-	-	55	134	39
	13%	13%	13%	18%	15%	15%	11%	11%	11%	14%	17%	12%	9%	-	-	-	-	-	-	-	-	100%	-	-	-	15%	16%	18%
South East	287	122	165	31	36	45	55	53	66	80	71	63	73	-	-	-	-	-	-	-	-	-	287	-	-	42	116	26
	14%	12%	15%	13%	10%	13%	15%	17%	13%	14%	12%	15%	14%	-	-	-	-	-	-	-	-	-	100%	-	-	12%	13%	12%
South West	183	94	89	21	26	26	31	24	54	37	57	41	47	-	-	-	-	-	-	-	-	-	-	183	-	34	64	23
	9%	9%	8%	9%	7%	8%	8%	8%	11%	6%	10%	10%	9%	-	-	-	-	-	-	-	-	-	-	100%	-	9%	7%	10%
Northern Ireland	63	23	40	1	12	13	12	12	13	24	25	3	12	-	-	-	-	-	-	-	-	-	-	-	63	14	21	5
	3%	2%	4%	*	3%	4%	3%	4%	3%	4%	4%	1%	2%	-	-	-	-	-	-	-	-	-	-	-	100%	4%	2%	2%

Social Media Survey
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Absolutes/col percents

Table 36

Have you taken a foreign holiday in the last 3 years?**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	Opin-ion Influ-encer
Unweighted base	2116	1073	1043	219	363	342	383	314	495	615	583	434	484	184	84	225	166	198	150	96	204	279	292	173	65	340	839	215
Weighted base	2116	1033	1083	235	366	338	374	313	489	578	594	429	514	179	86	236	172	183	150	103	197	277	287	183	63	361	860	223
Yes	1322	666	657	178	254	199	222	174	295	439	382	268	232	113	63	143	91	117	97	59	110	203	184	95	48	255	563	183
	62%	64%	61%	76%	69%	59%	59%	56%	60%	76%	64%	63%	45%	63%	73%	61%	52%	64%	64%	57%	56%	73%	64%	52%	76%	71%	65%	82%
No	794	367	427	57	112	139	152	139	194	139	212	161	282	66	23	93	82	66	53	44	87	74	103	87	15	106	297	40
	38%	36%	39%	24%	31%	41%	41%	44%	40%	24%	36%	37%	55%	37%	27%	39%	48%	36%	36%	43%	44%	27%	36%	48%	24%	29%	35%	18%

Social Media Survey

ONLINE Fieldwork: 9th to 10th December 2019

Absolutes/col percents

Table 37
Tenure
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	Opin-ion Influ-encer
Unweighted base	2116	1073	1043	219	363	342	383	314	495	615	583	434	484	184	84	225	166	198	150	96	204	279	292	173	65	340	839	215
Weighted base	2116	1033	1083	235	366	338	374	313	489	578	594	429	514	179	86	236	172	183	150	103	197	277	287	183	63	361	860	223
NET: Homeowners	1371	715	656	122	190	190	240	235	395	465	396	298	212	116	51	160	107	117	97	72	132	152	198	117	51	246	538	152
Owned outright - without mortgage	764	408	356	69	38	48	82	163	365	295	198	145	126	61	28	103	56	63	50	28	76	89	111	74	25	78	209	65
Owned with a mortgage or loan	607	307	300	53	152	142	158	72	30	171	198	153	85	55	24	57	51	54	47	44	57	63	87	43	26	169	328	87
NET: Renters	709	299	410	99	164	144	132	77	92	97	190	125	297	59	32	75	62	62	51	30	61	121	83	60	12	108	307	64
NET: Rent from Council/ Housing Association	416	171	245	43	76	82	87	57	71	41	90	70	215	49	20	46	37	41	30	17	41	62	41	24	7	52	157	32
Rented from the council	275	110	165	25	51	58	60	35	47	21	59	38	157	37	12	30	31	26	25	8	32	37	19	17	1	35	105	20
Rented from a housing association	141	61	80	18	26	24	27	22	23	20	31	32	59	12	9	16	6	15	5	9	10	25	22	7	5	17	52	12
Rented from someone else	293	127	165	56	88	62	45	20	21	56	100	55	82	10	12	28	24	21	21	14	20	59	42	36	6	56	151	33
Rent free	36	19	18	14	12	4	3	1	2	16	8	7	6	3	3	1	4	4	2	1	3	4	7	6	-	7	15	6
	2%	2%	2%	6%	3%	1%	1%	*	*	3%	1%	2%	1%	2%	3%	1%	2%	2%	1%	1%	2%	1%	2%	3%	-	2%	2%	3%

Social Media Survey

ONLINE Fieldwork: 9th to 10th December 2019

Absolutes/col percents

Table 38

What is the highest educational level that you have achieved to date?

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland	Public	Private	Opinion Influencer
Unweighted base	2116	1073	1043	219	363	342	383	314	495	615	583	434	484	184	84	225	166	198	150	96	204	279	292	173	65	340	839	215
Weighted base	2116	1033	1083	235	366	338	374	313	489	578	594	429	514	179	86	236	172	183	150	103	197	277	287	183	63	361	860	223
No formal education	26	14	12	-	1	2	5	6	12	2	4	6	14	4	2	3	4	-	1	-	5	4	3	-	1	-	10	-
	1%	1%	1%	-	*	*	1%	2%	2%	*	1%	1%	3%	2%	2%	1%	2%	-	1%	-	2%	1%	-	1%	-	1%	-	-
Primary	14	6	8	1	1	4	-	3	6	-	3	3	9	3	-	-	2	2	1	1	1	3	-	*	-	-	1	-
	1%	1%	1%	*	*	1%	-	1%	1%	-	*	1%	2%	2%	-	-	1%	1%	1%	1%	1%	1%	-	*	-	-	*	-
Secondary school, high school, 6th form/college, GCSE's, A-Levels, BTEC, NVQ levels 1 to 3, etc.	1030	474	555	102	157	152	229	169	220	139	258	289	343	73	45	124	86	107	70	50	106	88	151	103	25	142	433	57
	49%	46%	51%	43%	43%	45%	61%	54%	45%	24%	43%	67%	67%	41%	52%	53%	50%	59%	47%	49%	54%	32%	53%	57%	40%	39%	50%	26%
University degree or equivalent professional qualification, NVQ level 4, etc.	746	378	368	67	136	128	110	103	201	290	232	112	113	77	32	82	61	45	52	37	61	128	95	54	24	149	305	87
	35%	37%	34%	29%	37%	38%	29%	33%	41%	50%	39%	26%	22%	43%	37%	35%	35%	24%	35%	36%	31%	46%	33%	30%	38%	41%	35%	39%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	245	134	111	29	63	49	29	28	47	131	75	15	23	18	4	20	16	21	21	15	22	47	28	21	13	65	102	69
	12%	13%	10%	12%	17%	15%	8%	9%	10%	23%	13%	4%	4%	10%	5%	8%	9%	12%	14%	15%	11%	17%	10%	12%	20%	18%	12%	31%
Still in full time education	43	18	25	35	6	1	1	1	-	13	21	3	6	4	3	7	2	8	3	-	2	4	7	3	-	4	6	9
	2%	2%	2%	15%	2%	*	*	*	-	2%	3%	1%	1%	2%	4%	3%	1%	4%	2%	-	1%	2%	2%	2%	-	1%	1%	4%
Don't know	1	1	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-
	*	*	-	-	-	*	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-
Prefer not to answer	11	7	4	1	2	2	-	2	4	1	2	1	6	-	-	-	1	-	2	-	1	3	4	1	-	1	3	1
	1%	1%	*	*	1%	1%	-	1%	1%	*	*	*	1%	-	-	-	*	-	1%	-	*	1%	1%	*	-	*	*	*

Social Media Survey
ONLINE Fieldwork: 9th to 10th December 2019

Absolutes/col percents

Table 39

Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Private
Unweighted base	2116	1073	1043	219	363	342	383	314	495	615	583	434	484	184	84	225	166	198	150	96	204	279	292	173	65	340	839	215
Weighted base	2116	1033	1083	235	366	338	374	313	489	578	594	429	514	179	86	236	172	183	150	103	197	277	287	183	63	361	860	223
Yes - responsible for half or more of the items bought	1918	885	1033	176	337	320	355	288	442	494	550	397	477	161	76	222	157	159	133	96	178	255	257	167	57	334	792	204
	91%	86%	95%	75%	92%	95%	95%	92%	90%	85%	93%	93%	93%	90%	88%	94%	91%	87%	89%	94%	91%	92%	89%	92%	90%	92%	92%	92%
No - not responsible for most of the items bought	198	148	50	59	29	18	20	25	48	84	44	32	37	17	10	15	15	24	17	6	19	22	30	15	6	27	68	18
	9%	14%	5%	25%	8%	5%	5%	8%	10%	15%	7%	7%	7%	10%	12%	6%	9%	13%	11%	6%	9%	8%	11%	8%	10%	8%	8%	8%

Social Media Survey
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Absolutes/col percents

Table 40
How many cars are there in your household?
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Private	Opinion Influencer
Unweighted base	2116	1073	1043	219	363	342	383	314	495	615	583	434	484	184	84	225	166	198	150	96	204	279	292	173	65	340	839	215
Weighted base	2116	1033	1083	235	366	338	374	313	489	578	594	429	514	179	86	236	172	183	150	103	197	277	287	183	63	361	860	223
No cars in the household	444	191	253	51	87	92	74	60	79	67	153	54	171	32	23	57	40	46	34	15	19	106	44	22	7	71	169	38
	21%	19%	23%	22%	24%	27%	20%	19%	16%	12%	26%	12%	33%	18%	27%	24%	23%	25%	22%	14%	10%	38%	15%	12%	10%	20%	20%	17%
NET: Any	1672	841	831	184	279	246	300	253	410	511	442	376	343	147	63	179	132	137	116	88	178	172	243	161	57	290	691	185
	79%	81%	77%	78%	76%	73%	80%	81%	84%	88%	74%	88%	67%	82%	73%	76%	77%	75%	78%	86%	90%	62%	85%	88%	90%	80%	80%	83%
1	858	419	439	52	142	142	143	141	238	232	246	161	219	85	34	87	77	54	58	42	79	118	120	78	26	139	336	74
	41%	41%	41%	22%	39%	42%	38%	45%	49%	40%	41%	38%	43%	47%	39%	37%	45%	30%	38%	41%	40%	43%	42%	42%	40%	39%	39%	33%
2	619	330	289	69	109	93	113	93	142	217	145	157	101	47	18	77	44	64	49	33	68	39	94	60	26	117	253	70
	29%	32%	27%	30%	30%	27%	30%	30%	29%	38%	24%	36%	20%	26%	21%	33%	26%	35%	32%	32%	35%	14%	33%	33%	40%	33%	29%	31%
3+	194	92	102	62	28	11	45	20	29	62	51	58	23	15	11	14	11	19	10	12	30	15	29	23	6	34	101	41
	9%	9%	9%	26%	8%	3%	12%	6%	6%	11%	9%	13%	5%	9%	13%	6%	6%	10%	7%	12%	15%	5%	10%	13%	9%	9%	12%	18%

Social Media Survey
ONLINE Fieldwork: 9th to 10th December 2019

Absolutes/col percents

Table 41
To which of the following ethnic groups do you consider you belong?
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	Opin-ion Influ-encer
Unweighted base	2116	1073	1043	219	363	342	383	314	495	615	583	434	484	184	84	225	166	198	150	96	204	279	292	173	65	340	839	215
Weighted base	2116	1033	1083	235	366	338	374	313	489	578	594	429	514	179	86	236	172	183	150	103	197	277	287	183	63	361	860	223
White	1908	926	981	178	309	290	352	298	480	522	527	395	463	168	82	215	163	154	143	100	186	195	263	179	61	308	763	174
	90%	90%	91%	76%	84%	86%	94%	95%	98%	90%	89%	92%	90%	94%	95%	91%	94%	84%	95%	97%	95%	70%	91%	98%	97%	85%	89%	78%
NET: BAME	193	93	100	55	53	44	21	14	6	54	61	34	44	9	3	19	9	29	6	3	9	79	21	3	2	53	89	48
	9%	9%	9%	23%	15%	13%	6%	4%	1%	9%	10%	8%	9%	5%	4%	8%	5%	16%	4%	3%	5%	29%	7%	2%	3%	15%	10%	22%
Mixed	41	17	24	15	13	5	1	5	2	16	11	8	6	5	-	2	2	2	3	1	5	14	5	*	1	11	14	9
	2%	2%	2%	6%	4%	2%	*	1%	*	3%	2%	2%	1%	3%	-	1%	1%	1%	2%	1%	3%	5%	2%	*	1%	3%	2%	4%
Asian	90	51	39	22	26	21	12	5	3	22	26	20	22	2	2	11	2	22	2	1	1	31	13	*	1	20	48	25
	4%	5%	4%	9%	7%	6%	3%	2%	1%	4%	4%	5%	4%	1%	3%	5%	1%	12%	1%	1%	1%	11%	5%	*	2%	6%	6%	11%
Black	42	17	24	10	12	12	5	3	1	12	12	6	12	-	-	5	4	5	-	1	2	23	2	1	-	14	21	12
	2%	2%	2%	4%	3%	3%	1%	1%	*	2%	2%	1%	2%	-	-	2%	2%	3%	-	1%	1%	8%	1%	1%	-	4%	2%	5%
Chinese	14	4	10	7	2	3	1	1	-	4	7	1	2	1	1	1	-	*	1	1	1	8	-	-	-	5	5	-
	1%	*	1%	3%	1%	1%	*	*	-	1%	1%	*	*	*	1%	1%	-	*	1%	1%	*	3%	-	-	-	1%	1%	-
Other ethnic group	7	4	3	1	*	3	2	1	-	1	4	-	2	1	-	1	-	-	-	-	-	3	1	1	-	2	2	1
	*	*	*	*	*	1%	*	*	-	*	1%	-	*	1%	-	-	1%	-	-	-	-	1%	*	*	-	1%	*	1%
Prefer not to answer	15	13	3	2	4	3	1	2	3	1	6	1	7	1	1	2	1	-	1	-	1	3	3	1	-	-	8	1
	1%	1%	*	1%	1%	1%	*	*	1%	*	1%	*	1%	1%	1%	1%	*	-	*	-	1%	1%	1%	1%	-	-	1%	*

Social Media Survey

ONLINE Fieldwork: 9th to 10th December 2019

Absolutes/col percents

Table 42
To which of the following religious groups do you consider yourself to be a member of?
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Private	Opinion Influencer
Unweighted base	2116	1073	1043	219	363	342	383	314	495	615	583	434	484	184	84	225	166	198	150	96	204	279	292	173	65	340	839	215
Weighted base	2116	1033	1083	235	366	338	374	313	489	578	594	429	514	179	86	236	172	183	150	103	197	277	287	183	63	361	860	223
Christian	965	456	510	56	122	121	169	168	328	271	250	190	254	78	46	111	85	78	63	38	89	123	127	81	47	149	336	98
	46%	44%	47%	24%	33%	36%	45%	54%	67%	47%	42%	44%	49%	44%	53%	47%	49%	43%	42%	37%	45%	44%	44%	45%	73%	41%	39%	44%
NET: Other	162	75	86	39	34	31	24	18	15	34	45	33	50	3	3	25	4	24	3	4	15	48	24	6	3	32	71	42
	8%	7%	8%	17%	9%	9%	7%	6%	3%	6%	8%	8%	10%	1%	4%	10%	2%	13%	2%	4%	8%	17%	8%	3%	5%	9%	8%	19%
Muslim	63	35	28	17	18	17	7	4	-	10	19	19	16	1	1	12	3	15	1	-	3	19	7	-	1	18	28	22
	3%	3%	3%	7%	5%	5%	2%	1%	-	2%	3%	4%	3%	*	1%	5%	2%	8%	1%	-	2%	7%	3%	-	1%	5%	3%	10%
Hindu	15	9	6	4	6	1	1	1	2	7	4	5	-	-	1	1	-	3	-	-	1	5	4	-	1	3	9	6
	1%	1%	1%	2%	2%	*	*	*	*	1%	1%	1%	-	-	1%	*	-	2%	-	-	1%	2%	2%	-	1%	1%	1%	3%
Jewish	14	7	7	5	-	1	1	2	5	6	3	2	3	-	-	4	-	1	-	-	1	7	1	-	-	1	5	3
	1%	1%	1%	2%	-	*	*	1%	1%	1%	1%	*	1%	-	-	2%	-	1%	-	-	*	3%	*	-	-	*	1%	1%
Sikh	2	-	2	-	-	2	-	-	-	-	-	-	2	-	-	-	-	2	-	-	-	-	-	-	-	-	2	-
	*	-	*	-	-	*	-	-	-	-	-	-	*	-	-	-	-	1%	-	-	-	-	-	-	-	-	*	-
Buddhist	18	5	12	4	1	2	4	2	5	4	3	3	8	-	-	2	-	-	1	-	1	9	5	-	-	2	8	2
	1%	1%	1%	2%	*	*	1%	1%	1%	1%	*	1%	2%	-	-	1%	-	-	*	-	1%	3%	2%	-	-	1%	1%	1%
Other	50	19	31	9	8	8	12	9	3	8	16	5	22	2	2	6	1	4	1	4	8	8	6	6	2	7	19	9
	2%	2%	3%	4%	2%	2%	3%	3%	1%	1%	3%	1%	4%	1%	2%	3%	1%	2%	1%	4%	4%	3%	2%	3%	3%	2%	2%	4%
None	955	478	478	134	197	181	177	124	141	268	284	201	202	96	36	98	81	78	82	61	87	100	131	92	14	175	433	74
	45%	46%	44%	57%	54%	54%	47%	40%	29%	46%	48%	47%	39%	54%	42%	41%	47%	43%	55%	60%	44%	36%	46%	50%	22%	49%	50%	33%
Prefer not to say	34	24	10	5	12	5	4	3	5	5	15	6	8	2	1	3	2	2	2	-	6	5	6	3	-	5	19	9
	2%	2%	1%	2%	3%	2%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	-	3%	2%	2%	2%	-	1%	2%	4%

Social Media Survey

ONLINE Fieldwork: 9th to 10th December 2019

Absolutes/col percents

Table 43
Which of the following best describes where you live?
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	London	South East	South West	North Ireland	Public	Private	Opinion Influencer
Unweighted base	2116	1073	1043	219	363	342	383	314	495	615	583	434	484	184	84	225	166	198	150	96	204	279	292	173	65	340	839	215
Weighted base	2116	1033	1083	235	366	338	374	313	489	578	594	429	514	179	86	236	172	183	150	103	197	277	287	183	63	361	860	223
NET: Urban	1671	827	844	195	300	281	292	241	361	438	486	333	413	128	74	202	140	160	106	56	137	276	219	124	50	297	677	166
	79%	80%	78%	83%	82%	83%	78%	77%	74%	76%	82%	78%	80%	72%	86%	85%	81%	87%	71%	55%	69%	99%	76%	68%	78%	82%	79%	74%
Urban - Population over 10,000	872	452	420	125	172	161	136	107	171	232	286	153	201	63	33	87	69	90	56	28	60	242	79	44	22	163	370	107
	41%	44%	39%	53%	47%	48%	36%	34%	35%	40%	48%	36%	39%	35%	38%	37%	40%	49%	37%	27%	31%	87%	28%	24%	34%	45%	43%	48%
Town and Fringe	799	374	425	71	128	120	156	134	189	206	201	180	212	65	42	115	70	70	50	28	76	34	140	80	28	134	307	59
	38%	36%	39%	30%	35%	36%	42%	43%	39%	36%	34%	42%	41%	37%	48%	49%	41%	38%	34%	27%	39%	12%	49%	44%	44%	37%	36%	26%
NET: Rural	445	206	239	40	65	57	83	72	128	140	108	97	101	51	12	35	33	23	44	46	60	2	68	59	14	64	183	57
	21%	20%	22%	17%	18%	17%	22%	23%	26%	24%	18%	22%	20%	28%	14%	15%	19%	13%	29%	45%	31%	1%	24%	32%	22%	18%	21%	26%
Village	384	180	203	30	61	54	74	63	101	123	86	82	93	38	11	32	31	21	43	39	51	*	67	44	7	59	166	53
	18%	17%	19%	13%	17%	16%	20%	20%	21%	21%	14%	19%	18%	21%	13%	13%	18%	11%	29%	38%	26%	*	23%	24%	11%	16%	19%	24%
Hamlet & Isolated Dwelling	62	26	36	9	4	3	9	9	27	17	22	15	8	12	1	3	2	2	1	7	10	1	1	15	7	5	17	4
	3%	2%	3%	4%	1%	1%	2%	3%	6%	3%	4%	3%	2%	7%	1%	1%	1%	1%	1%	7%	5%	*	*	8%	11%	2%	2%	2%

Social Media Survey

ONLINE Fieldwork: 9th to 10th December 2019

Absolutes/col percents

Table 44

Which of the following best describes your current working status?

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-ate	Opin-ion Influ-encer
Unweighted base	2116	1073	1043	219	363	342	383	314	495	615	583	434	484	184	84	225	166	198	150	96	204	279	292	173	65	340	839	215
Weighted base	2116	1033	1083	235	366	338	374	313	489	578	594	429	514	179	86	236	172	183	150	103	197	277	287	183	63	361	860	223
NET: Working	1221	645	576	137	307	273	288	166	49	330	393	299	199	97	43	124	102	106	83	67	119	190	158	98	35	361	860	173
	58%	62%	53%	58%	84%	81%	77%	53%	10%	57%	66%	70%	39%	54%	49%	53%	59%	58%	56%	65%	60%	68%	55%	54%	55%	100%	100%	78%
Working full time - working 30 hours per week or more	965	580	385	115	255	224	225	118	28	281	316	237	131	75	33	89	86	84	69	56	91	157	120	78	28	298	667	147
	46%	56%	36%	49%	70%	66%	60%	38%	6%	49%	53%	55%	25%	42%	39%	37%	50%	46%	46%	55%	46%	57%	42%	42%	45%	82%	78%	66%
Working part time - working between 8 and 29 hours per week	256	65	191	22	52	49	64	48	22	49	76	62	68	22	9	36	16	22	15	10	28	33	38	20	6	63	193	26
	12%	6%	18%	9%	14%	14%	17%	15%	4%	9%	13%	15%	13%	12%	10%	15%	9%	12%	10%	10%	14%	12%	13%	11%	10%	18%	22%	12%
NET: Not working	895	388	507	98	59	65	86	147	440	247	202	130	315	82	44	112	70	76	66	36	78	88	130	85	29	-	-	49
	42%	38%	47%	42%	16%	19%	23%	47%	90%	43%	34%	30%	61%	46%	51%	47%	41%	42%	44%	35%	40%	32%	45%	46%	45%	-	-	22%
Not working but seeking work or temporarily unemployed or sick	84	52	31	15	13	17	24	15	1	5	9	8	61	14	2	9	4	15	1	2	7	7	10	10	1	-	-	5
	4%	5%	3%	6%	3%	5%	6%	5%	*	1%	1%	2%	12%	8%	2%	4%	2%	8%	1%	2%	4%	3%	4%	6%	1%	-	-	2%
Not working and not seeking work/ student	168	66	102	78	16	15	22	32	5	23	52	17	77	9	9	21	10	17	18	7	11	15	29	20	2	-	-	18
	8%	6%	9%	33%	4%	4%	6%	10%	1%	4%	9%	4%	15%	5%	10%	9%	6%	9%	12%	7%	5%	6%	10%	11%	3%	-	-	8%
Retired on a state pension only	131	42	88	-	-	-	-	4	127	9	13	19	90	10	6	21	5	13	7	7	18	10	15	14	6	-	-	-
	6%	4%	8%	-	-	-	-	1%	26%	2%	2%	4%	17%	6%	7%	9%	3%	7%	5%	7%	9%	4%	5%	7%	10%	-	-	-
Retired with a private pension	383	212	171	-	-	-	6	78	299	198	109	53	23	39	21	47	36	18	34	14	32	44	54	34	9	-	-	22
	18%	21%	16%	-	-	-	2%	25%	61%	34%	18%	12%	5%	22%	25%	20%	21%	10%	23%	13%	16%	16%	19%	19%	14%	-	-	10%
House person, housewife, househusband, etc.	130	15	115	5	30	34	34	19	8	12	20	34	64	9	6	14	16	13	7	6	11	10	20	7	11	-	-	5
	6%	1%	11%	2%	8%	10%	9%	6%	2%	2%	3%	8%	12%	5%	7%	6%	9%	7%	4%	6%	6%	4%	7%	4%	18%	-	-	2%

Social Media Survey

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Absolutes/col percents

Table 45
Do you work in any of the following occupations?
Base: All respondents who work

	Gender			Age						Social Grade				Region										Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	London	South East	South West	North of Ireland	Public	Private	Opinion Influencer	
Unweighted base	1179	628	551	112	298	274	291	157	47	335	371	295	178	95	39	117	93	112	78	55	116	191	158	91	34	340	839	161	
Weighted base	1221	645	576	137	307	273	288	166	49	330	393	299	199	97	43	124	102	106	83	67	119	190	158	98	35	361	860	173	
NET: Public Sector	361	165	196	44	98	86	84	42	7	123	121	67	51	31	13	34	35	35	20	11	37	55	42	34	14	361	-	59	
	30%	26%	34%	32%	32%	32%	29%	25%	14%	37%	31%	22%	25%	32%	32%	27%	34%	33%	24%	17%	31%	29%	27%	34%	40%	100%	-	34%	
A nationalised industry/state corporation	33	16	17	13	4	6	6	3	-	3	8	14	8	3	-	4	4	3	2	-	3	7	4	1	-	33	-	10	
	3%	2%	3%	10%	1%	2%	2%	2%	-	1%	2%	5%	4%	3%	-	3%	4%	3%	3%	-	3%	4%	3%	1%	-	9%	-	6%	
Central government or civil service (including Courts service and Bank of England)	30	16	13	3	9	8	6	1	2	16	7	4	2	1	-	3	2	2	2	-	5	8	1	3	2	30	-	7	
	2%	2%	2%	2%	3%	3%	2%	1%	4%	5%	2%	1%	1%	1%	-	2%	2%	2%	3%	-	4%	4%	1%	3%	7%	8%	-	4%	
Local government or council (including fire services, police and local authority controlled schools/colleges)	133	60	73	10	32	38	30	20	3	41	57	22	13	10	6	12	13	15	6	6	13	26	16	10	2	133	-	21	
	11%	9%	13%	7%	10%	14%	11%	12%	6%	12%	14%	8%	6%	10%	14%	9%	13%	14%	7%	9%	11%	14%	10%	10%	5%	37%	-	12%	
A university, or other grant funded establishment (include opted-out schools)	44	25	19	5	14	11	11	3	-	22	13	3	7	4	1	5	5	4	3	1	3	3	7	5	2	44	-	5	
	4%	4%	3%	4%	5%	4%	4%	2%	-	7%	3%	1%	3%	4%	3%	4%	5%	4%	4%	2%	2%	1%	5%	5%	6%	12%	-	3%	
A health authority or NHS Trust	85	33	52	8	25	16	23	12	1	33	26	15	11	8	4	10	6	7	5	4	11	6	8	12	4	85	-	13	
	7%	5%	9%	6%	8%	6%	8%	7%	2%	10%	7%	5%	6%	8%	10%	8%	6%	6%	6%	4%	9%	3%	5%	13%	12%	24%	-	7%	
The armed forces	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other public sector occupation (Please specify as much detail as possible)	36	15	21	4	14	8	7	4	1	7	11	9	10	6	2	-	4	6	2	-	3	6	5	2	3	36	-	3	
	3%	2%	4%	3%	4%	3%	2%	2%	2%	2%	3%	3%	5%	6%	4%	-	4%	5%	2%	-	2%	3%	3%	2%	9%	10%	-	1%	
NET: Private Sector	860	480	380	93	209	187	205	124	42	208	272	232	148	66	29	91	67	71	63	55	81	134	116	64	21	-	860	115	
	70%	74%	66%	68%	68%	68%	71%	75%	86%	63%	69%	78%	75%	68%	68%	73%	66%	67%	76%	83%	69%	71%	73%	66%	60%	-	100%	66%	

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Absolutes/col percents

Table 45

Do you work in any of the following occupations?**Base: All respondents who work**

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Private
Weighted base	1221	645	576	137	307	273	288	166	49	330	393	299	199	97	43	124	102	106	83	67	119	190	158	98	35	361	860	173
A charity, voluntary organisation or trust	56 5%	20 3%	36 6%	11 8%	11 4%	11 4%	14 5%	10 6%	-	17 5%	21 5%	10 3%	8 4%	7 7%	4 9%	4 3%	4 4%	3 3%	1 2%	6 9%	2 2%	11 6%	6 4%	8 8%	-	-	56 7%	15 9%
Self-employed (Private sector)	183 15%	105 16%	78 14%	16 12%	31 10%	36 13%	40 14%	37 22%	21 43%	52 16%	50 13%	62 21%	19 10%	11 12%	1 3%	21 17%	12 11%	14 13%	14 17%	8 12%	18 15%	37 20%	20 13%	20 20%	7 19%	-	183 21%	24 14%
None of the above/ I work in the Private sector	621 51%	356 55%	266 46%	67 49%	167 54%	139 51%	151 52%	77 46%	21 43%	139 42%	201 51%	160 54%	121 61%	48 50%	24 56%	65 53%	51 50%	54 50%	47 57%	41 62%	62 52%	86 46%	90 57%	37 37%	14 42%	-	621 72%	76 44%

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Absolutes/col percents

Table 46

Do you have any children aged 18 or under? If so, how old are they?

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri- vate	Opin- ion Influ- encer
Unweighted base	2116	1073	1043	219	363	342	383	314	495	615	583	434	484	184	84	225	166	198	150	96	204	279	292	173	65	340	839	215
Weighted base	2116	1033	1083	235	366	338	374	313	489	578	594	429	514	179	86	236	172	183	150	103	197	277	287	183	63	361	860	223
No children aged 18 or under	1541	769	773	207	211	137	220	284	482	454	459	273	355	127	67	172	118	120	117	73	145	199	226	138	40	222	565	140
	73%	74%	71%	88%	58%	40%	59%	91%	99%	79%	77%	64%	69%	71%	78%	73%	68%	66%	78%	71%	74%	72%	79%	75%	63%	61%	66%	63%
NET: Yes	567	257	309	25	151	201	153	29	6	122	133	154	158	51	19	64	54	60	32	30	51	77	62	44	24	139	291	81
	27%	25%	29%	11%	41%	60%	41%	9%	1%	21%	22%	36%	31%	28%	22%	27%	31%	33%	21%	29%	26%	28%	21%	24%	37%	39%	34%	36%
NET: Any 5-18	468	212	255	7	100	175	150	28	6	97	104	130	137	46	16	52	44	51	27	26	41	61	48	36	20	117	237	65
	22%	21%	24%	3%	27%	52%	40%	9%	1%	17%	17%	30%	27%	26%	19%	22%	26%	28%	18%	25%	21%	22%	17%	20%	32%	32%	28%	29%
NET: Any 11-18	311	147	164	5	31	107	134	27	6	61	73	84	92	34	13	34	29	33	14	15	27	39	37	24	12	75	147	44
	15%	14%	15%	2%	9%	32%	36%	9%	1%	11%	12%	20%	18%	19%	15%	14%	17%	18%	10%	15%	14%	14%	13%	13%	18%	21%	17%	20%
Yes - children aged under 5 years old	183	74	110	17	92	65	9	1	-	37	45	52	50	10	5	23	17	20	15	5	11	29	25	15	8	45	86	25
	9%	7%	10%	7%	25%	19%	2%	*	-	6%	8%	12%	10%	6%	5%	10%	10%	11%	10%	5%	6%	10%	9%	8%	13%	13%	10%	11%
Yes - children aged 5 to 10 years old	244	104	139	3	87	109	40	4	1	49	49	66	79	18	7	27	22	29	18	11	23	36	23	18	12	62	130	36
	12%	10%	13%	1%	24%	32%	11%	1%	*	8%	8%	15%	15%	10%	9%	11%	13%	16%	12%	11%	12%	13%	8%	10%	19%	17%	15%	16%
Yes - children aged 11 to 15 years old	231	116	114	4	29	85	100	11	3	47	50	68	66	22	11	25	19	27	11	8	25	29	27	16	9	51	123	32
	11%	11%	11%	2%	8%	25%	27%	3%	1%	8%	8%	16%	13%	12%	13%	11%	11%	15%	7%	8%	12%	11%	10%	9%	15%	14%	14%	14%
Yes - children aged 16 to 18 years old	131	54	77	2	5	42	62	17	4	24	35	37	35	18	4	13	14	14	5	8	10	17	14	11	5	33	51	18
	6%	5%	7%	1%	1%	12%	17%	6%	1%	4%	6%	9%	7%	10%	4%	5%	8%	8%	3%	8%	5%	6%	5%	6%	7%	9%	6%	8%
Refused	8	7	2	3	4	-	1	-	1	2	2	2	2	1	-	-	1	2	*	-	2	2	-	1	-	-	4	2
	*	1%	*	1%	1%	-	*	-	*	*	*	1%	*	*	-	-	*	1%	*	-	1%	1%	-	1%	-	-	1%	1%

Social Media Survey

ONLINE Fieldwork: 9th to 10th December 2019

Absolutes/col percents

Table 47
Which of the following ITV regions do you live in?
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Private	Opinion Influencer
Unweighted base	2116	1073	1043	219	363	342	383	314	495	615	583	434	484	184	84	225	166	198	150	96	204	279	292	173	65	340	839	215
Weighted base	2116	1033	1083	235	366	338	374	313	489	578	594	429	514	179	86	236	172	183	150	103	197	277	287	183	63	361	860	223
Anglia	197	90	107	24	30	27	32	31	52	49	50	45	53	-	-	1	-	-	27	-	153	1	14	1	-	33	76	17
	9%	8%	10%	10%	8%	8%	9%	10%	11%	8%	8%	10%	10%	-	-	*	-	-	18%	-	78%	*	5%	*	-	9%	9%	8%
Border	24	12	12	3	4	2	2	7	6	7	5	6	7	8	1	15	-	-	-	-	-	-	-	-	1	1	11	2
	1%	1%	1%	1%	1%	1%	*	2%	1%	1%	1%	1%	1%	4%	1%	6%	-	-	-	-	-	-	-	-	1%	*	1%	1%
Central	257	142	115	28	47	53	45	33	51	63	69	60	64	1	-	2	-	160	85	-	1	1	7	-	-	50	103	29
	12%	14%	11%	12%	13%	16%	12%	11%	10%	11%	12%	14%	12%	*	-	1%	-	88%	57%	-	*	*	3%	-	-	14%	12%	13%
Granada	215	108	107	21	37	30	37	33	56	67	47	40	61	-	1	210	-	2	1	1	-	-	-	-	-	32	82	20
	10%	10%	10%	9%	10%	9%	10%	10%	11%	12%	8%	9%	12%	-	1%	89%	-	1%	1%	1%	-	-	-	-	-	9%	10%	9%
London	420	191	229	63	77	64	64	64	88	124	135	72	90	1	-	2	-	3	3	-	41	274	90	6	-	68	197	62
	20%	19%	21%	27%	21%	19%	17%	20%	18%	21%	23%	17%	17%	1%	-	1%	-	2%	2%	-	21%	99%	31%	3%	-	19%	23%	28%
Meridian	206	91	115	20	28	31	45	37	43	52	52	50	53	-	-	-	-	3	3	-	2	-	173	26	-	36	85	19
	10%	9%	11%	9%	8%	9%	12%	12%	9%	9%	9%	12%	10%	-	-	-	-	1%	2%	-	1%	-	60%	14%	-	10%	10%	9%
STV	169	88	81	11	29	31	31	25	42	50	51	37	31	168	-	-	-	-	-	-	-	-	1	-	-	31	60	15
	8%	8%	8%	5%	8%	9%	8%	8%	9%	9%	9%	9%	6%	94%	-	-	-	-	-	-	-	-	*	-	-	9%	7%	7%
Tyne Tees	87	44	43	11	16	11	10	14	25	24	26	16	21	-	83	-	3	-	-	-	-	-	-	-	-	13	29	8
	4%	4%	4%	4%	4%	3%	3%	4%	5%	4%	4%	4%	4%	-	97%	-	2%	-	-	-	-	-	-	-	-	4%	3%	4%
Wales	101	52	49	10	20	14	27	8	22	29	30	17	25	-	-	-	-	-	-	101	-	-	-	-	-	11	54	13
	5%	5%	5%	4%	5%	4%	7%	3%	5%	5%	5%	4%	5%	-	-	-	-	-	-	98%	-	-	-	-	-	3%	6%	6%
West	64	33	31	10	18	10	6	7	13	11	24	11	17	-	-	6	-	13	-	-	-	-	2	43	-	14	24	10
	3%	3%	3%	4%	5%	3%	2%	2%	3%	2%	4%	3%	3%	-	-	2%	-	7%	-	-	-	-	1%	24%	-	4%	3%	5%
Westcountry	110	56	54	13	12	18	19	16	33	24	36	25	25	-	-	-	-	2	-	1	-	1	1	105	-	19	42	11
	5%	5%	5%	5%	3%	5%	5%	5%	7%	4%	6%	6%	5%	-	-	-	-	1%	-	1%	-	*	*	58%	-	5%	5%	5%
Yorkshire	204	103	102	20	36	33	46	25	45	56	44	48	57	-	1	1	169	*	32	-	-	-	-	1	-	39	78	11
	10%	10%	9%	9%	10%	10%	12%	8%	9%	10%	7%	11%	11%	-	1%	*	98%	*	21%	-	-	-	-	1%	-	11%	9%	5%
UTV	63	23	40	1	11	13	12	12	13	23	25	3	12	-	-	-	-	-	-	-	-	-	-	-	63	14	20	5
	3%	2%	4%	*	3%	4%	3%	4%	3%	4%	4%	1%	2%	-	-	-	-	-	-	-	-	-	-	-	99%	4%	2%	2%

Social Media Survey

ONLINE Fieldwork: 9th to 10th December 2019

Absolutes/col percents

Table 48
Marital Status
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	Opin-ion Influ-encer
Unweighted base	2116	1073	1043	219	363	342	383	314	495	615	583	434	484	184	84	225	166	198	150	96	204	279	292	173	65	340	839	215
Weighted base	2116	1033	1083	235	366	338	374	313	489	578	594	429	514	179	86	236	172	183	150	103	197	277	287	183	63	361	860	223
Single	658 31%	307 30%	351 32%	181 77%	156 43%	118 35%	104 28%	69 22%	30 6%	166 29%	235 40%	83 19%	174 34%	46 26%	25 29%	81 34%	61 35%	56 31%	39 26%	37 36%	51 26%	109 39%	84 29%	58 32%	10 16%	146 41%	298 35%	79 35%
NET: Married/ Civil partnership/ co habiting	1174 55%	625 61%	549 51%	51 22%	200 55%	200 59%	230 61%	169 54%	323 66%	339 59%	272 46%	317 74%	247 48%	110 62%	49 57%	134 57%	87 51%	108 59%	92 61%	52 50%	110 56%	134 48%	159 55%	94 52%	45 71%	186 52%	486 56%	122 55%
Married	889 42%	489 47%	401 37%	10 4%	111 30%	139 41%	173 46%	148 47%	309 63%	279 48%	199 33%	232 54%	179 35%	83 47%	36 42%	103 43%	63 37%	86 47%	64 43%	33 33%	85 43%	90 33%	122 42%	82 45%	41 65%	134 37%	323 38%	92 41%
Civil Partnership	29 1%	12 1%	17 2%	7 3%	6 2%	9 3%	5 1%	2 1%	-	4 1%	6 1%	8 2%	12 2%	-	-	1 *	2 1%	3 2%	6 4%	2 2%	3 2%	7 3%	4 2%	-	1 2%	3 1%	18 2%	5 2%
Co Habiting	256 12%	124 12%	131 12%	34 14%	83 23%	53 16%	52 14%	19 6%	15 3%	56 10%	67 11%	76 18%	56 11%	27 15%	13 16%	30 13%	22 13%	19 10%	22 15%	16 15%	22 11%	37 13%	32 11%	12 7%	3 4%	49 14%	145 17%	25 11%
NET: Widowed/ separated/ divorced	273 13%	93 9%	180 17%	-	5 1%	18 5%	39 10%	75 24%	136 28%	72 12%	85 14%	27 6%	89 17%	22 12%	11 12%	18 8%	24 14%	17 10%	19 13%	14 13%	34 17%	33 12%	43 15%	30 16%	8 13%	28 8%	69 8%	19 9%
Widowed	91 4%	28 3%	63 6%	-	-	2 1%	8 2%	18 6%	63 13%	25 4%	30 5%	8 2%	28 5%	6 3%	5 6%	7 3%	7 4%	5 3%	8 5%	3 3%	7 4%	14 5%	16 5%	9 5%	3 5%	4 1%	13 2%	7 3%
Separated	44 2%	18 2%	25 2%	-	2 1%	10 3%	8 2%	16 5%	8 2%	13 2%	17 3%	6 1%	8 2%	6 3%	1 1%	3 1%	7 4%	2 1%	1 1%	1 1%	8 4%	5 2%	7 2%	3 2%	1 2%	6 2%	19 2%	6 3%
Divorced	138 7%	47 5%	91 8%	-	2 1%	6 2%	23 6%	41 13%	66 13%	34 6%	38 6%	13 3%	53 10%	10 5%	4 5%	9 4%	11 6%	10 6%	9 6%	10 10%	19 10%	13 5%	21 7%	18 10%	4 6%	18 5%	37 4%	6 3%
Prefer not to answer	11 1%	8 1%	4 *	3 1%	5 1%	2 1%	1 *	1 *	-	2 *	3 *	3 1%	4 1%	1 *	1 2%	3 1%	-	1 1%	-	-	2 1%	1 *	2 1%	-	-	1 *	8 1%	3 1%

Social Media Survey

ONLINE Fieldwork: 9th to 10th December 2019

Absolutes/col percents

Table 49
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	London	South East	South West	North of Ireland	Public	Private	Opinion Influencer
Unweighted base	2116	1073	1043	219	363	342	383	314	495	615	583	434	484	184	84	225	166	198	150	96	204	279	292	173	65	340	839	215
Weighted base	2116	1033	1083	235	366	338	374	313	489	578	594	429	514	179	86	236	172	183	150	103	197	277	287	183	63	361	860	223
Glasgow	85	32	53	9	14	16	16	12	17	22	24	20	19	85	-	-	-	-	-	-	-	-	-	-	-	15	32	10
	4%	3%	5%	4%	4%	5%	4%	4%	4%	4%	4%	5%	4%	47%	-	-	-	-	-	-	-	-	-	-	-	4%	4%	5%
Edinburgh	81	53	28	2	15	15	13	13	22	26	24	17	14	80	-	-	-	-	-	-	-	1	-	-	-	16	28	5
	4%	5%	3%	1%	4%	5%	4%	4%	4%	4%	4%	4%	3%	45%	-	-	-	-	-	-	-	*	-	-	-	4%	3%	2%
Newcastle	92	51	40	10	19	10	10	16	27	29	25	16	22	-	82	9	1	-	-	-	-	-	-	-	-	14	30	9
	4%	5%	4%	4%	5%	3%	3%	5%	5%	5%	4%	4%	4%	-	95%	4%	1%	-	-	-	-	-	-	-	-	4%	3%	4%
Leeds	90	40	51	9	11	16	21	11	22	26	14	28	22	-	-	-	90	-	-	-	-	-	-	-	-	17	31	7
	4%	4%	5%	4%	3%	5%	6%	4%	4%	5%	2%	7%	4%	-	-	-	52%	-	-	-	-	-	-	-	-	5%	4%	3%
Hull	27	12	15	3	4	3	6	6	4	7	10	5	4	-	1	-	22	*	3	-	-	-	-	-	-	4	11	*
	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	2%	1%	1%	-	1%	-	13%	*	2%	-	-	-	-	-	-	1%	1%	*
Sheffield	70	40	30	6	18	14	13	6	13	19	18	7	25	-	-	-	55	-	15	-	-	-	-	-	-	19	29	5
	3%	4%	3%	3%	5%	4%	4%	2%	3%	3%	3%	2%	5%	-	-	-	32%	-	10%	-	-	-	-	-	-	5%	3%	2%
Manchester	162	82	81	18	31	28	27	21	37	49	36	30	47	-	1	150	1	7	1	2	-	-	-	-	-	28	66	16
	8%	8%	7%	8%	9%	8%	7%	7%	8%	8%	6%	7%	9%	-	1%	63%	1%	4%	1%	2%	-	-	-	-	-	8%	8%	7%
Liverpool	83	42	41	8	12	12	13	11	27	23	21	17	22	-	-	60	-	2	-	21	-	-	-	-	-	11	28	5
	4%	4%	4%	3%	3%	4%	4%	3%	6%	4%	4%	4%	4%	-	-	25%	-	1%	-	20%	-	-	-	-	-	3%	3%	2%
Nottingham	81	41	40	8	16	15	11	11	20	24	22	14	21	-	-	-	1	78	-	2	-	-	-	-	-	9	39	6
	4%	4%	4%	3%	4%	4%	3%	3%	4%	4%	4%	3%	4%	-	-	-	1%	52%	-	1%	-	-	-	-	-	3%	4%	3%
Birmingham	172	96	76	25	37	35	30	19	27	40	43	44	45	-	-	-	160	5	4	2	-	-	1	-	35	69	28	
	8%	9%	7%	10%	10%	10%	8%	6%	5%	7%	7%	10%	9%	-	-	-	88%	3%	4%	1%	-	-	1%	-	10%	8%	13%	
Norwich	84	39	45	12	16	11	14	15	16	21	21	25	18	-	-	-	-	2	-	81	-	1	-	-	21	34	10	
	4%	4%	4%	5%	4%	3%	4%	5%	3%	4%	4%	6%	3%	-	-	-	-	1%	-	41%	-	1%	-	-	6%	4%	4%	
Milton Keynes	59	27	32	10	7	10	7	9	15	18	15	12	14	-	-	-	-	24	-	23	-	13	-	-	4	28	4	
	3%	3%	3%	4%	2%	3%	2%	3%	3%	3%	3%	3%	3%	-	-	-	-	16%	-	12%	-	4%	-	-	1%	3%	2%	
Brighton	59	25	34	4	9	11	12	9	14	19	13	12	16	-	-	-	-	-	-	-	-	58	1	-	10	24	5	
	3%	2%	3%	2%	2%	3%	3%	3%	3%	3%	2%	3%	3%	-	-	-	-	-	-	-	-	20%	1%	-	3%	3%	2%	

Social Media Survey

ONLINE Fieldwork: 9th to 10th December 2019

Absolutes/col percents

Table 49

Which of the following cities do you live in, or nearest to?

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Private	Opinion Influ-encer
Weighted base	2116	1033	1083	235	366	338	374	313	489	578	594	429	514	179	86	236	172	183	150	103	197	277	287	183	63	361	860	223
Oxford	37 2%	18 2%	19 2%	6 3%	7 2%	5 2%	9 2%	6 2%	4 1%	10 2%	17 3%	7 2%	3 1%	-	-	-	-	2 1%	3 2%	-	1 *	-	25 9%	6 3%	-	8 2%	15 2%	4 2%
London	474 22%	218 21%	256 24%	61 26%	79 22%	73 22%	82 22%	72 23%	107 22%	136 24%	147 25%	83 19%	108 21%	1	-	2 1%	-	-	*	-	78 40%	276 100%	115 40%	1 1%	-	79 22%	213 25%	59 26%
Southampton	79 4%	38 4%	41 4%	13 6%	14 4%	10 3%	10 3%	12 4%	20 4%	12 2%	27 5%	21 5%	18 4%	-	-	-	-	-	-	-	1 *	-	47 16%	31 17%	-	10 3%	32 4%	10 5%
Bristol	75 4%	47 5%	28 3%	8 3%	9 3%	12 4%	12 3%	11 4%	21 4%	16 3%	17 3%	17 4%	25 5%	-	-	1 *	-	1 *	-	-	-	-	-	73 40%	-	20 6%	25 3%	8 3%
Plymouth	62 3%	26 3%	36 3%	5 2%	9 2%	12 4%	9 2%	9 3%	18 4%	16 3%	19 3%	16 4%	11 2%	-	-	-	-	-	-	-	-	-	-	62 34%	-	9 3%	27 3%	8 4%
Cardiff	66 3%	34 3%	32 3%	9 4%	14 4%	8 2%	20 5%	5 1%	9 2%	20 3%	22 4%	11 3%	13 2%	-	-	-	-	1 *	-	65 63%	-	-	-	-	-	7 2%	38 4%	10 4%
Belfast	63 3%	23 2%	40 4%	1 *	12 3%	13 4%	12 3%	12 4%	13 3%	24 4%	25 4%	3 1%	12 2%	-	-	-	-	-	-	-	-	-	-	-	63 100%	14 4%	21 2%	5 2%
None of these	115 5%	48 5%	67 6%	9 4%	13 4%	8 2%	23 6%	28 9%	34 7%	22 4%	34 6%	23 5%	36 7%	13 7%	2 3%	15 6%	2 1%	8 5%	19 12%	10 10%	9 5%	1 *	28 10%	7 4%	-	11 3%	42 5%	8 4%

Social Media Survey

ONLINE Fieldwork: 9th to 10th December 2019

Absolutes/col percents

Table 50

What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland	Public	Pri- vate	Opin- ion Influ- encer	
Unweighted base	2116	1073	1043	219	363	342	383	314	495	615	583	434	484	184	84	225	166	198	150	96	204	279	292	173	65	340	839	215	
Weighted base	2116	1033	1083	235	366	338	374	313	489	578	594	429	514	179	86	236	172	183	150	103	197	277	287	183	63	361	860	223	
Up to £7,000	(3.5)	77 4%	37 4%	40 4%	12 5%	11 3%	10 3%	15 4%	17 5%	12 2%	4 1%	15 3%	12 9%	46 8%	5 6%	6 3%	8 4%	10 6%	6 4%	2 1%	5 3%	13 5%	10 4%	3 2%	2 3%	5 1%	21 2%	8 3%	
£7,001 to £14,000	(10.5)	261 12%	88 9%	172 16%	18 8%	31 8%	29 9%	46 12%	66 21%	71 15%	23 4%	64 11%	30 7%	144 28%	24 14%	10 12%	39 17%	24 14%	15 10%	12 12%	23 12%	27 10%	26 9%	28 15%	8 12%	22 6%	70 8%	19 8%	
£14,001 to £21,000	(17.5)	353 17%	150 15%	202 19%	19 8%	51 14%	65 19%	52 14%	56 18%	109 22%	56 10%	111 19%	57 13%	129 25%	28 16%	15 17%	49 21%	41 24%	28 15%	26 17%	22 22%	33 17%	29 10%	43 15%	30 16%	9 15%	52 14%	120 14%	29 13%
£21,001 to £28,000	(24.5)	371 18%	186 18%	185 17%	35 15%	55 15%	60 18%	61 16%	62 20%	99 20%	94 16%	126 21%	73 17%	77 15%	27 15%	17 20%	44 19%	30 18%	39 22%	15 14%	41 21%	54 19%	40 14%	31 17%	4 7%	67 18%	140 16%	22 10%	
£28,001 to £34,000	(31)	316 15%	178 17%	138 13%	12 5%	65 18%	55 16%	61 16%	38 12%	85 17%	111 19%	93 16%	58 13%	55 11%	25 14%	15 17%	28 12%	29 17%	24 13%	30 20%	18 17%	36 18%	33 12%	41 14%	32 18%	5 8%	55 15%	137 16%	38 17%
£34,001 to £41,000	(37.5)	161 8%	76 7%	85 8%	18 8%	33 9%	21 6%	28 8%	20 7%	41 8%	57 10%	40 7%	50 12%	14 3%	12 6%	5 5%	11 5%	13 8%	13 7%	3 2%	5 5%	14 7%	31 11%	31 11%	15 8%	8 13%	40 11%	64 7%	17 8%
£41,001 to £48,000	(44.5)	106 5%	59 6%	47 4%	16 7%	24 7%	19 6%	28 7%	12 4%	8 2%	37 6%	26 4%	34 8%	10 2%	12 7%	3 4%	11 5%	6 3%	8 4%	4 2%	6 6%	8 4%	12 4%	25 9%	10 6%	1 2%	29 8%	66 8%	20 9%
£48,001 to £55,000	(51.5)	87 4%	48 5%	39 4%	20 9%	23 6%	15 4%	16 4%	5 2%	8 2%	29 5%	24 4%	28 7%	6 1%	8 5%	1 2%	6 2%	8 5%	5 3%	9 6%	4 4%	12 6%	12 4%	14 5%	5 3%	3 5%	19 5%	56 6%	19 8%
£55,001 to £62,000	(58.5)	70 3%	41 4%	29 3%	8 3%	21 6%	17 5%	11 3%	7 2%	6 1%	30 5%	17 3%	23 5%	- -	9 5%	5 6%	10 4%	- -	3 2%	8 5%	4 4%	5 3%	10 3%	8 3%	5 3%	4 6%	17 5%	41 5%	12 6%
£62,001 to £69,000	(65.5)	47 2%	33 3%	15 1%	5 2%	15 4%	12 4%	12 3%	1 *	2 *	23 4%	11 2%	11 3%	1 *	5 3%	- -	8 4%	3 2%	3 2%	2 1%	- -	3 2%	13 5%	6 2%	2 1%	1 2%	14 4%	27 3%	5 2%
£69,001 to £76,000	(72.5)	46 2%	25 2%	20 2%	11 5%	8 2%	8 2%	10 3%	2 1%	6 1%	20 3%	7 1%	16 4%	2 *	2 1%	1 2%	5 2%	2 1%	3 1%	2 1%	- -	1 1%	13 5%	11 4%	4 2%	3 5%	14 4%	22 3%	9 4%
£76,001 to £83,000	(79.5)	28 1%	17 2%	11 1%	7 3%	6 2%	3 1%	8 2%	5 1%	- -	20 3%	3 *	5 1%	- -	3 2%	2 2%	2 1%	1 *	3 1%	2 1%	3 3%	4 2%	5 2%	1 *	3 1%	1 2%	7 2%	16 2%	5 2%
£83,001 or more	(86)	49 2%	31 3%	19 2%	13 5%	6 2%	7 2%	8 2%	8 2%	9 2%	33 6%	7 1%	9 2%	- -	6 3%	- -	2 1%	1 1%	1 *	5 3%	2 2%	4 2%	12 4%	9 3%	3 2%	5 7%	8 2%	29 3%	12 5%

Social Media Survey
ONLINE Fieldwork: 9th to 10th December 2019

Absolutes/col percents

Table 50

What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland		Public	Private
Weighted base	2116	1033	1083	235	366	338	374	313	489	578	594	429	514	179	86	236	172	183	150	103	197	277	287	183	63	361	860	223
Prefer not to answer	144	62	82	42	18	16	20	14	34	41	49	24	30	10	7	15	7	18	11	10	7	14	22	12	10	13	50	9
	7%	6%	8%	18%	5%	5%	5%	5%	7%	7%	8%	6%	6%	6%	9%	7%	4%	10%	7%	10%	4%	5%	8%	6%	16%	4%	6%	4%
Average income (£000's)	30.56	33.09	28.12	38.62	34.11	31.92	31.95	25.59	25.67	39.88	28.64	35.03	18.68	31.29	27.63	28.05	25.95	27.14	30.51	29.64	30.13	35.24	33.23	29.73	37.50	35.75	35.06	37.67

Social Media Survey

ONLINE Fieldwork: 9th to 10th December 2019

Absolutes/col percents

Table 51

Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Private
Unweighted base	2116	1073	1043	219	363	342	383	314	495	615	583	434	484	184	84	225	166	198	150	96	204	279	292	173	65	340	839	215
Weighted base	2116	1033	1083	235	366	338	374	313	489	578	594	429	514	179	86	236	172	183	150	103	197	277	287	183	63	361	860	223
NET: Yes	486	224	262	34	60	68	93	90	140	91	110	88	197	44	16	55	46	37	35	19	56	41	63	62	11	63	128	54
	23%	22%	24%	15%	16%	20%	25%	29%	29%	16%	18%	20%	38%	25%	19%	23%	27%	20%	23%	18%	29%	15%	22%	34%	17%	18%	15%	24%
Yes - physical condition	324	158	165	15	31	27	64	71	117	67	70	50	136	28	13	39	29	22	28	9	36	21	44	48	6	44	69	38
	15%	15%	15%	6%	8%	8%	17%	23%	24%	12%	12%	12%	26%	16%	15%	17%	17%	12%	19%	9%	18%	8%	15%	26%	10%	12%	8%	17%
Yes - mental condition	204	82	122	26	35	49	46	33	14	20	51	43	90	18	4	17	19	19	14	8	27	19	27	27	4	24	68	26
	10%	8%	11%	11%	10%	15%	12%	10%	3%	4%	9%	10%	17%	10%	5%	7%	11%	10%	9%	8%	14%	7%	9%	15%	6%	7%	8%	12%
Yes - disability	161	73	87	4	21	17	34	32	52	30	27	25	79	17	3	19	11	6	17	6	20	12	20	22	8	18	26	22
	8%	7%	8%	2%	6%	5%	9%	10%	11%	5%	5%	6%	15%	9%	3%	8%	6%	3%	11%	6%	10%	4%	7%	12%	12%	5%	3%	10%
Yes - other	20	14	6	2	3	3	1	7	5	4	5	1	10	1	-	1	*	2	2	1	3	3	4	2	-	2	6	1
	1%	1%	1%	1%	1%	1%	*	2%	1%	1%	1%	*	2%	1%	-	1%	*	1%	2%	1%	2%	1%	1%	1%	-	1%	1%	*
No	1574	787	788	190	292	260	272	218	342	478	468	330	298	130	68	171	124	140	114	84	136	230	214	116	49	291	714	167
	74%	76%	73%	81%	80%	77%	73%	70%	70%	83%	79%	77%	58%	73%	79%	72%	72%	76%	76%	82%	69%	83%	74%	63%	76%	81%	83%	75%
Prefer not to say	56	22	34	11	14	11	10	5	7	8	16	12	20	4	2	11	3	6	1	-	5	6	10	5	4	7	18	2
	3%	2%	3%	5%	4%	3%	3%	1%	1%	1%	3%	3%	4%	2%	2%	4%	2%	3%	1%	-	2%	2%	4%	3%	6%	2%	2%	1%