



More in  
Common

# More in Common polling of 16-17 year olds for the Sunday Times

August 2025

## Key takeaways: Life for young Britons in 2025

**More in Common** polling for the Sunday Times reveals the views, habits and worries of 16 and 17 year olds.

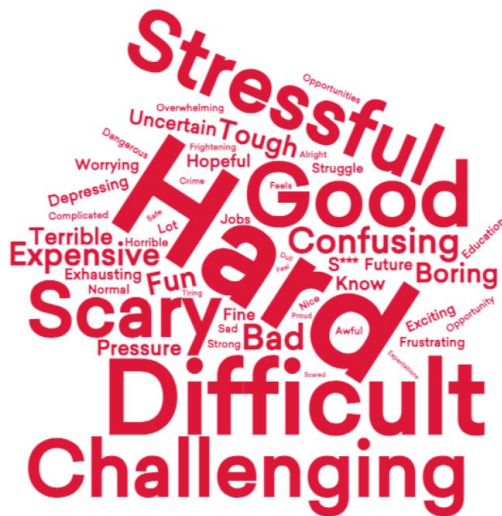
## Mental health and wellbeing

- **Widespread anxiety among 16-17 year olds.** Majorities are concerned about the state of the world and their own future: four in five say they worry about finding a good job, three quarters say they worry about money.
- **Young Britons think COVID school closures did more harm than good.** By a margin of 48 per cent to 38 per cent, 16-17 year olds (who would have been 11 or 12 when the pandemic began) believe that closing schools and moving learning online did more harm than good.
- **Nearly three in five have at some point stayed home from school due to anxiety - rising to seven in ten (69 per cent) among girls.** A quarter of girls (24 per cent) of girls say they do this 'often'.

## Screen time, social media and online safety

- **More than two in five young Britons spend more than six hours a day on their phone - one in ten spend more than 10 hours.** Forty-three per cent say they spend 6 hours a day or more on their phone.
- **Two in five (39 per cent) young Britons say they first saw pornography before reaching their teens.** Meanwhile nearly one in ten (8 per cent) say they first saw pornography under the age of 10.
- **A majority of young people (51 per cent) say it will be easy to bypass the Online Safety Act,** and only a third (34 per cent) think the law will make them safer online.

In a word or two, what is it like to be a young person in Britain today?



# Key takeaways: The next generation of voters

The polling also revealed some shifts in political views among Britons soon to enter the electorate, and stark divides in their values and worldviews.

## Politics

- The next generation of voters is fragmented: *Your Party* would earn 21 per cent of the vote with 16-17 year olds in a 3-way tie with Labour and Reform. Nearly a quarter (23 per cent) of 16-17 year olds support Reform UK - higher than 18-24 year olds.
- **Growing gender gap:** boys are nearly twice as likely (45 per cent to 24 per cent) to support parties on the Right. *Your Party* could widen the gap: the new party would tie with Labour for first place with girls and lead to a Labour/Reform tie among boys.

## Views on gender equality

- Three in ten 16-17 year old boys (29 per cent) believe that Britain would be better if we returned to enforcing traditional gender roles between men and women.
- **Young Britons are split in their views on masculinity:** a third of boys think you need to be fit and muscular to be a 'real man' - but only a tenth of girls agree.

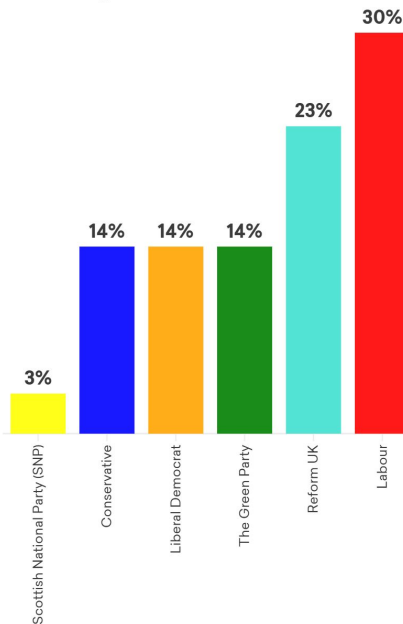
## Pride, patriotism and institutions

- **16-17 year olds are more patriotic than previous generations.** Nearly half (49 per cent) are proud to be British, compared to 45 per cent of the whole public.
- **Yet only a quarter (24 per cent) would oppose the abolition of the monarchy:** half of young Britons do not have an opinion on abolishing it.

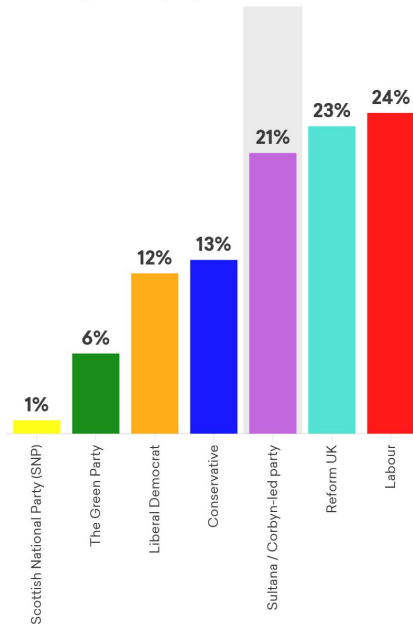
## Among 16 and 17 year old Britons, *Your Party* could earn 21 per cent of the vote


16- and 17- year old Britons only

Current voting intention



With Corbyn/Sultana party

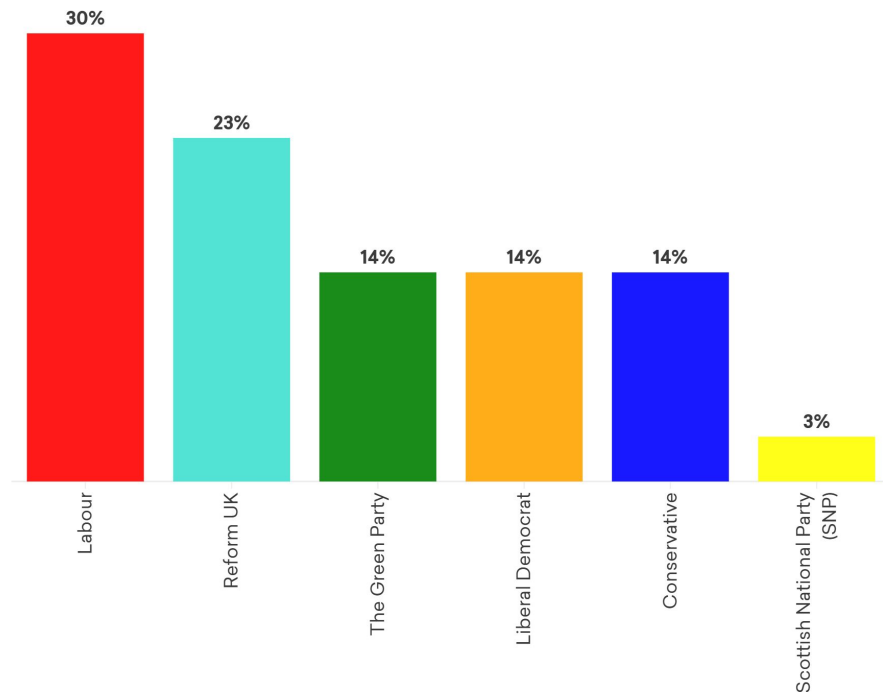




**The next generation of  
voters: how would 16-17 year olds  
vote?**

# Voting intention among young Britons

Voting intention among 16-17 year old Britons



**Labour leads among 16-17 year olds but Reform would take nearly a quarter of the vote.**

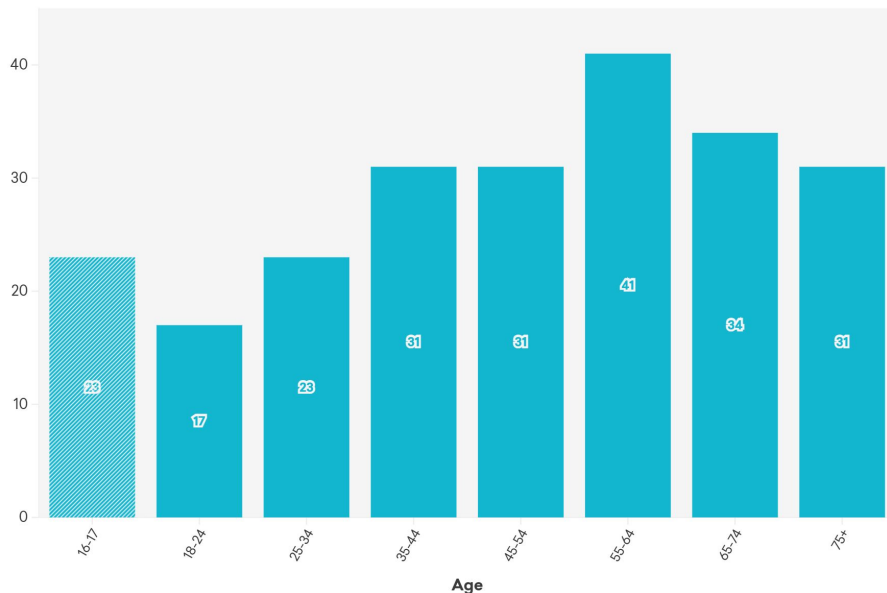
Labour's vote share is 30 per cent among this age group, around 8 points higher than their current national vote share.

**High Green vote:** The Green Party performs roughly twice as well with 16-17 year olds as they do among the general public, at 14 per cent share they tie with the Conservatives and Liberal Democrats.

# Reform on the rise among the next generation of voters?

**Reform's vote share is higher among 16-17 year olds than among 18 - 24 year olds**

Vote share of Reform UK, by age



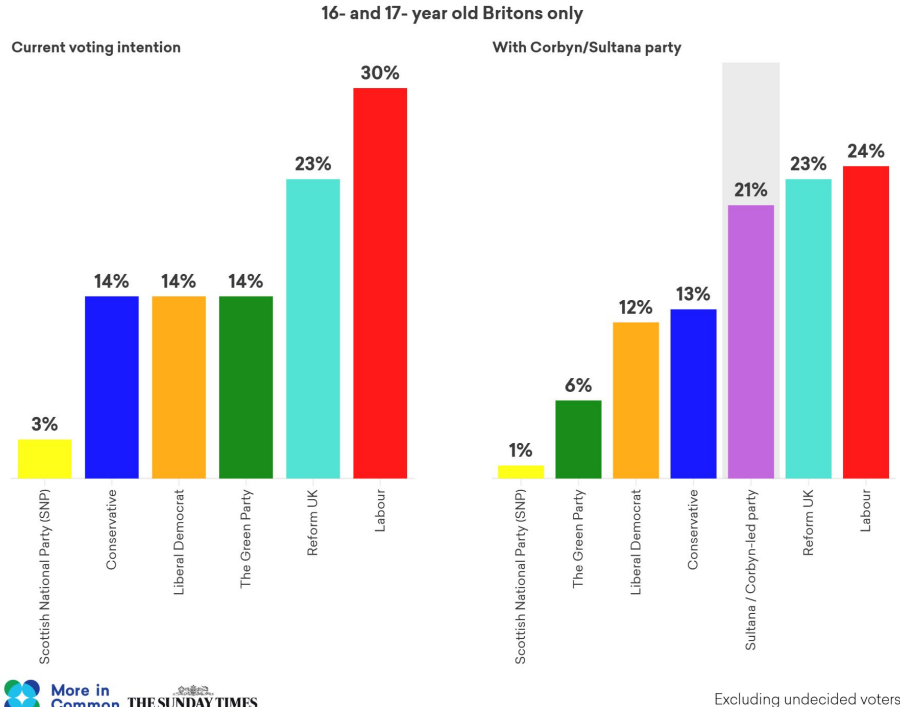
**Reform UK is doing better among 16-17 year olds than among 18-24 year olds.**

Support for Reform peaks among Gen X and is lowest among younger Britons. Among Britons aged 18-24, Reform's vote share averages around 17 per cent. Yet More in Common's polling suggests that the party may do well among the next generation of voters, with more than a fifth (23 per cent) of this lowest age group backing Reform.

**Reform's vote share is higher among those below the age of 18 than it is among those between the ages of 18 and 24.**

# Your Party could break through with younger voters

Among 16 and 17 year old Britons, *Your Party* could earn 21 per cent of the vote



If 16-17 year olds could vote in an election tomorrow - with *Your Party* on the ballot - it could take 6 points from Labour, leading to a three-way tie with Labour, Reform and *Your Party*.

The Greens would be the biggest losers, however, with their vote share more than halving from 14 per cent to 6 per cent.

"I think Jeremy Corbyn could be a good leader of this country as he seems like he represents the working class quite well compared to say Keir Starmer."

*Amaan, Manchester*

# A growing gender gap?

## How would 16-17 boys and girls vote?

● Labour ● Reform UK ● The Green Party ● Liberal Democrat ● Conservative  
● Scottish National Party (SNP) ● A new Corbyn/Sultana led party



The politics gender gap appears to be wider among 16-17 year olds than it is for the general public: boys are nearly twice as likely to support right-wing parties than girls.

Forty-five per cent of 16-17 year old boys would vote for either Reform or the Conservatives, compared to only 24 per cent of girls.

Reform's vote share is 6-points higher among boys than girls (25 per cent compared to 19 per cent), but the gap is wider among the Conservatives, whose vote share is four times higher (20 per cent versus 5 per cent) for boys versus girls..

**With Your Party on the ballot**, the vote share would be tied with Labour, each on 27 per cent among girls. *Meanwhile Your Party would reduce Labour's vote among boys meaning Reform would be tied for first place, on 22 per cent.*

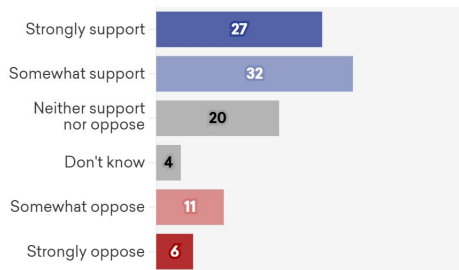


# Votes at 16

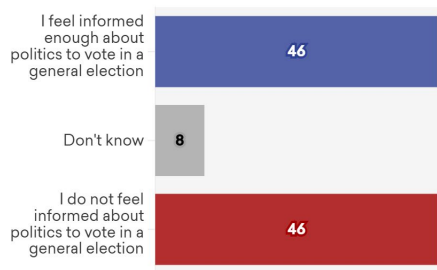
## Most 16 - 17 year olds support lowering the voting age, but are split on whether they feel informed enough to vote

(Only 16 - 17 year olds)

The government has announced it will lower the age to vote in general elections from 18 to 16. To what extent do you support or oppose this change?



Which of the following comes closest to your view?



16 - 17 year olds are three times more likely to support than oppose lowering the voting age to 16, but they are split on whether they feel informed enough to vote.

Fifty-nine per cent of this age group support the decision to lower the voting age, compared to only 17 per cent who oppose it.

Forty-six per cent say they feel informed enough about politics to vote in a general election, while the same proportion say they do not feel informed enough.

In the focus group, young people explained there should be more political education for your people in schools if they are to vote in future elections.

*"I don't think we have enough of a political education system to let people that young vote."*

Lyla, Leeds

*"Well, I think the majority of 16 year olds are not educated enough on politics, so I think they wouldn't know what to vote for and how it would actually affect them."*

Amaan, Manchester

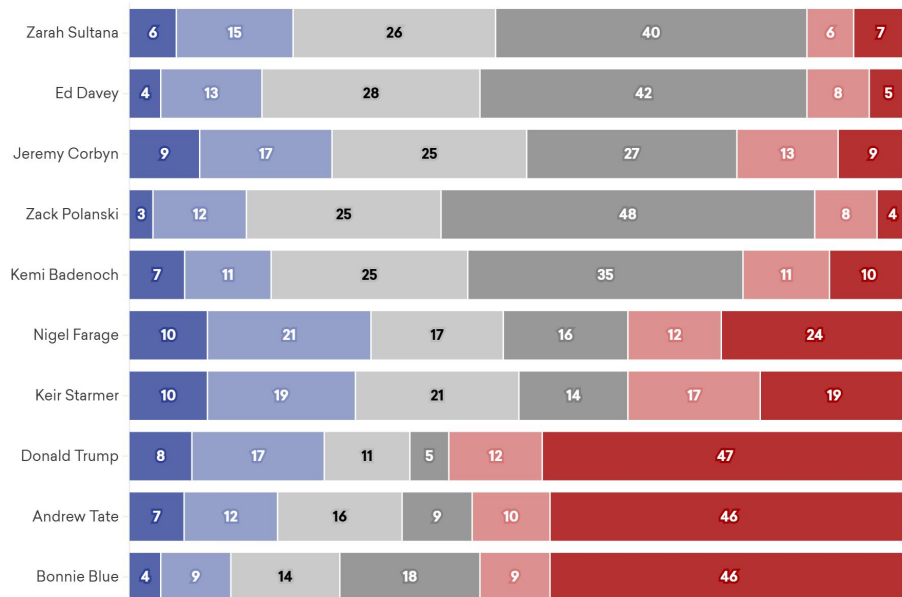
*"I don't think being 18 miraculously makes you educated. I think that there is a big gap for political education and that's the problem, not the age of voting, because as long as you're educated on the topic, you should be able to vote."*  
Siya, Birmingham

# Views of politicians and public figures

## Views of public figures among 16-17 year olds

Do you have a positive or negative view of the following?

● Very positive ● Somewhat positive ● Neither positive nor negative ● Don't know ● Somewhat negative ● Very negative



**Keir Starmer is slightly less popular than Nigel Farage among young people, while Jeremy Corbyn is more popular than both.**

While 16-17 year olds are broadly less negative than the wider public when it comes to politicians, most party leaders (except for Ed Davey) have a negative approval rating with this group.

With a net approval of -7, Keir Starmer is marginally less popular than Nigel Farage, with his rating of -6.

Meanwhile Jeremy Corbyn has a net approval rating of +4 with this group.

For many political figures there are a significant number who say don't know or are indifferent.

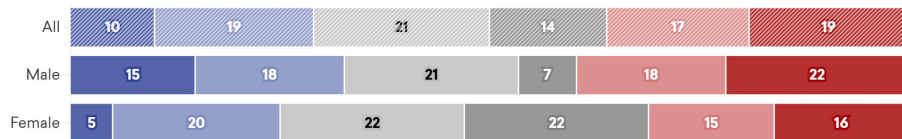
# Gender divide on Corbyn, Starmer and Farage

## Nigel Farage is more popular among 16-17 year old boys than girls

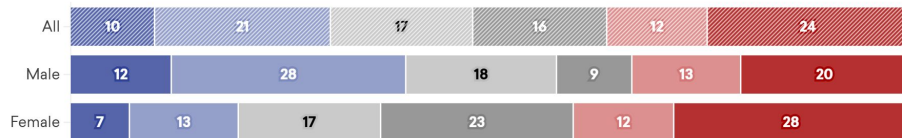
Do you have a positive or negative view of the following?

● Very positive ● Somewhat positive ● Neither positive nor negative ● Don't know ● Somewhat negative ● Very negative

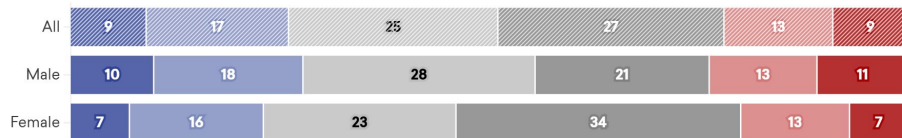
### Keir Starmer



### Nigel Farage



### Jeremy Corbyn



**Nigel Farage has a net positive approval rating with boys between the ages of 16 - 17.**

40 per cent of this age group say they have a positive view of Farage, while 33 per cent have a negative view. In contrast, 39 per cent of girls of the same age, say they have a negative view of Farage, while only 21 per cent have a positive one.

This means Farage has a net approval rating of +6 among boys, and -18 among girls.

Corbyn and Starmer have narrower gender gaps: Corbyn's net approval is +5 among boys and +3 among girls. Keir Starmer is marginally less unpopular among girls (-6) than boys (-8).



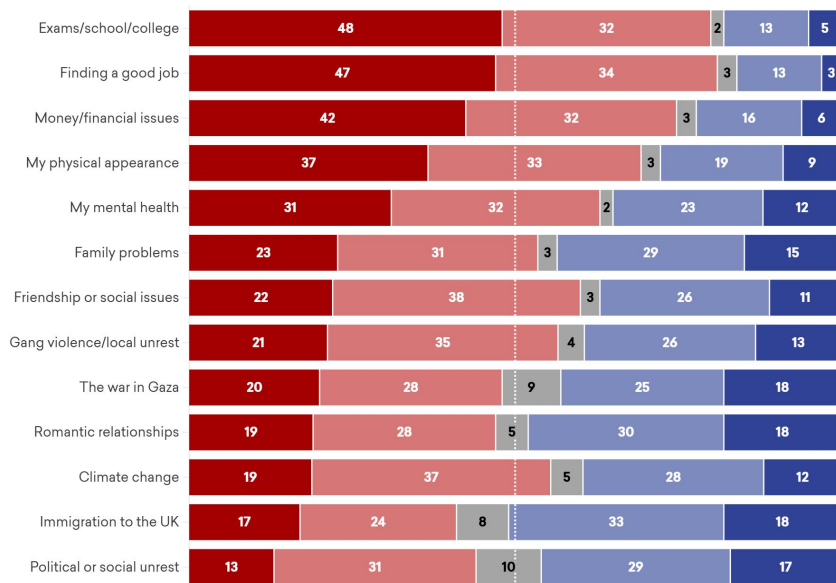
# **Mental health and wellbeing**

# What are young Britons worried about?

## Young people are most worried about exams, money and finding a job

How concerned are you about the following things?

● I worry about this a lot ● I worry about this sometimes ● Don't know ● I rarely worry about this ● I never worry about this



## Exams, jobs and finances are top of mind for 16-17 year olds.

Four in five in this age group say they worry about exams (80 per cent) and finding a good job (81 per cent), while three quarters (74 per cent) say they are worried about money/financial issues.

Similarly, majorities are worried about many local, national and global issues: 56 per cent are worried about climate change and 56 per cent about gang violence and local unrest.

In the focus group, young people described hearing their parents worry about the cost of living and energy bills and said how it triggered their own anxiety for the future.

*Yeah, I wouldn't say it's not a worry that keeps me awake at night. It's just something I think if I work hard, will I have to work 10 times harder than my parents to have the same lifestyle?*

Siya, Birmingham

*"Obviously everything's getting more expensive and my mom and dad are always moaning about how much the heating costs and stuff. So I think it might get harder if the world doesn't sort out."*

Florence, Leeds

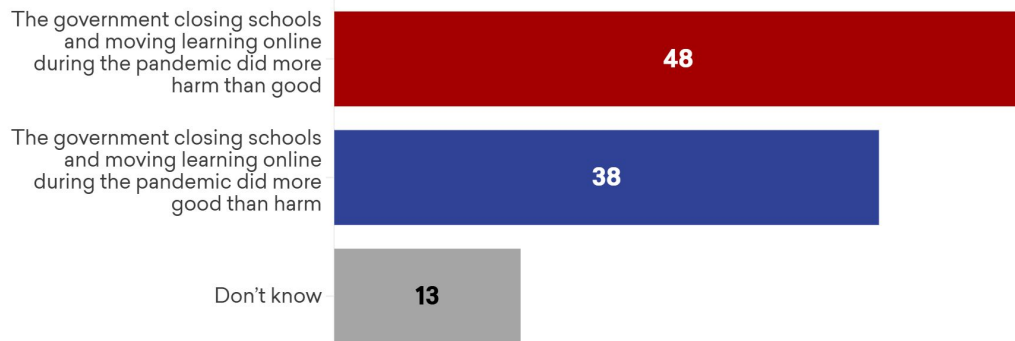
# The legacy of lockdown among the COVID generation

## Young Britons tend to think COVID measures did more harm than good

Which of the following comes closest to your view?

(16-17 year olds)

- The government closing schools and moving learning online during the pandemic did more good than harm
- The government closing schools and moving learning online during the pandemic did more harm than good
- Don't know



Young Britons think COVID school closures did more harm than good.

By a margin of 48 per cent to 38 per cent, 16-17 year olds (who would have been 11 or 12 when the pandemic began) believe that closing schools and moving learning online did more harm than good.

A third (32 per cent) believe that the government focused too much on older people during the pandemic, while 32 per cent say they struck the right balance.

*"I've noticed that a lot of my friends that have trouble with certain social situations that you would've learned at that age, but you don't really know what to do with yourself now. And I think it's had an effect on people's use of social media and how much they're online. I think people were online a lot more in the pandemic. You had to be."*

Lyla, Leeds

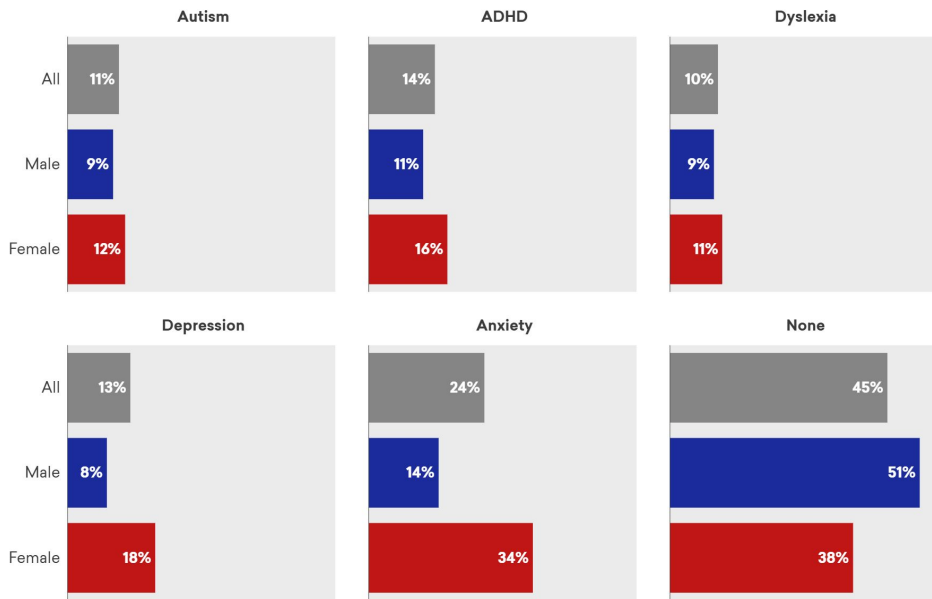
*"I loved it. I was just playing light PlayStation the whole time, but I found when I went back I felt very out of place,, I struggled a lot with social interaction and stuff (...) And it caused quite a lot of issues for me socially, I'd say."*

Jake, Leeds

# The mental health gender gap

## 16-17 year old girls are more likely than boys to say that they have a mental health condition

Do you have any of the following conditions? Either from a professional diagnosis or a self-diagnosis. Please select all of those which apply.



A quarter of 16-17 year olds say they have anxiety, rising to a third among girls.

24 per cent of everyone who is 16 - 17 years old say that they have anxiety, rising to 34 per cent among girls in this age group.

Meanwhile 13 per cent say that they have depression, rising to 18 per cent among girls.

Overall, 43 per cent of 16-17 year olds report having at least one of the conditions listed.

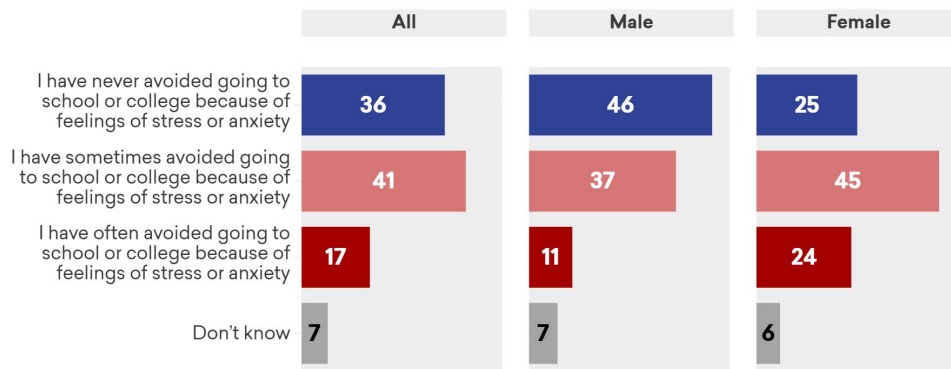
*"I noticed in secondary school that for a lot of kids who are neurodiverse, it really didn't work well for them. I noticed a lot of them struggled with the content. The dyslexic ones who clearly weren't diagnosed couldn't work and they found it quite hard."*

Siya, Birmingham

# School and anxiety

## A quarter of 16-17 year old girls say they often avoid school because of stress or anxiety

Which of the following comes closest to your view?



*"I would say that I had quite bad anxiety and there was a lot of time I took off school just because my head was so full of thoughts. If I stepped into school, there'll be so many more thoughts, I just couldn't handle it."*

Siya, Birmingham

**Nearly three in five have stayed home from school due to anxiety: 17 per cent say they do this often.**

58 per cent of those aged 16-17 say they 'sometimes' or 'often' avoid going to school due to feelings of stress or anxiety. This includes more than one in six (17 per cent) who often avoid going to school.

Seven in ten girls have avoided going to school due to anxiety: Again, this issue affects girls at a far higher rate than boys: 69 per cent have 'sometimes' or 'often' stayed home from school due to anxiety, compared to 48 per cent of boys. 24 per cent of girls do this often, compared to 11 per cent of boys.

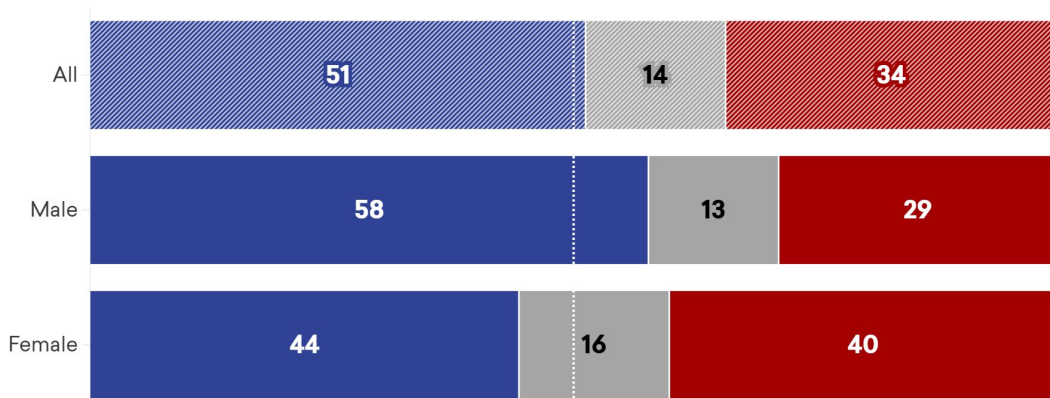


# A gender gap in life satisfaction

## Girls are much less likely to say they feel they have a purpose than boys

Which of the following comes closest to your view?

● I often feel a strong sense of purpose in life ● Don't know ● I often feel that I don't have purpose in life



Girls tend to have lower life satisfaction than boys and are more likely to feel they lack purpose in life.

Boys rate their life satisfaction more highly than girls. Asked to rate their life satisfaction on a scale of 0 - 10, boys on average select 6.6, whereas girls select 5.5.

Girls are nearly twice as likely as boys to choose an answer between zero and three (18 per cent of girls, compared to 10 per cent of boys). Meanwhile, three in five (58 per cent) boys rate their life satisfaction seven out of ten or higher, compared to only 37 per cent of girls.

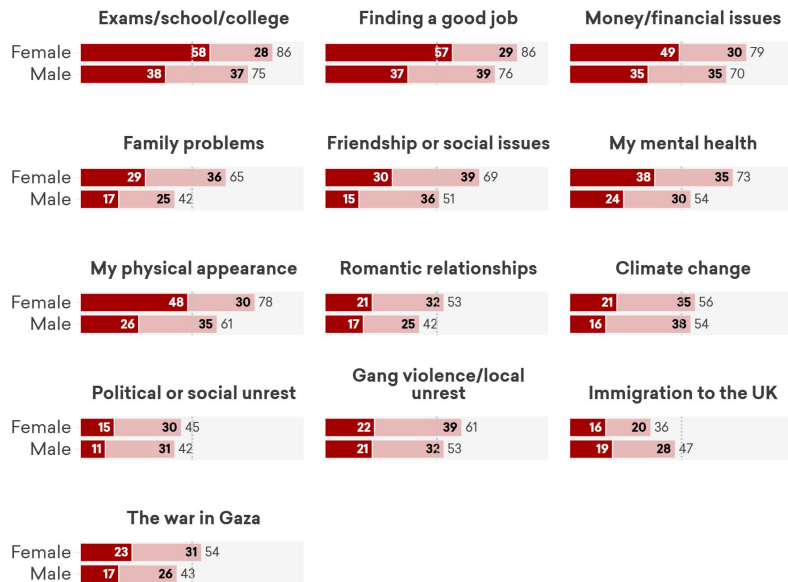
40 per cent of girls between 16-17 say they often feel they don't have purpose in life, while 44 per cent say they often feel a strong sense of purpose. In contrast, only 29 per cent of boys say they feel they don't have purpose in life, whereas 58 per cent say they do feel a strong sense of purpose.

# Girls more likely to worry about a broad range of things

Girls tend to worry about things more than boys - particularly mental health, family issues and their physical appearance

How concerned are you about the following things?  
(16 - 17 year olds)

● I worry about this a lot ● I worry about this sometimes



Girls are far more likely than boys to worry about a wide range of things - both personal issues and global crises.

However the gap is widest when it comes to worries about family problems (65 per cent worried, compared to 42 per cent of boys) and friendship/social issues (69 per cent to 51 per cent).

Immigration is the one issue where boys are more likely to worry than girls.

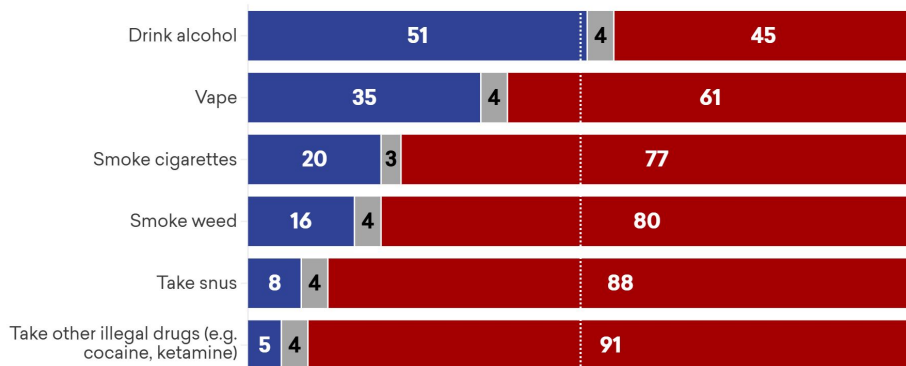
**Four in five (78 per cent) girls are worried about their physical appearance, in comparison to 61 per cent of boys.**

# Smoking, vaping and drinking

## Young Britons more likely to vape than smoke

Do you/have you ever done any of the following?

● Yes ● Don't know/prefer not to say ● No



Only one in five (20 per cent) of 16-17 year olds have smoked cigarettes, while a third (35 per cent) have vaped.

Meanwhile half have drunk alcohol (51 per cent), 16 per cent have smoked weed, 8 per cent have taken snus and only 1 in 20 have taken illegal drugs such as cocaine or ketamine.

Notably, while boys are more likely than girls to have taken snus or illegal drugs, girls are more likely to say they have vaped (39 per cent of girls, compared to 30 per cent of boys).

Two-thirds (66 per cent) of Britons in this age group say they hold a negative view of smokers, more than have a negative view of those who smoke weed (64 per cent) or vape (58 per cent).



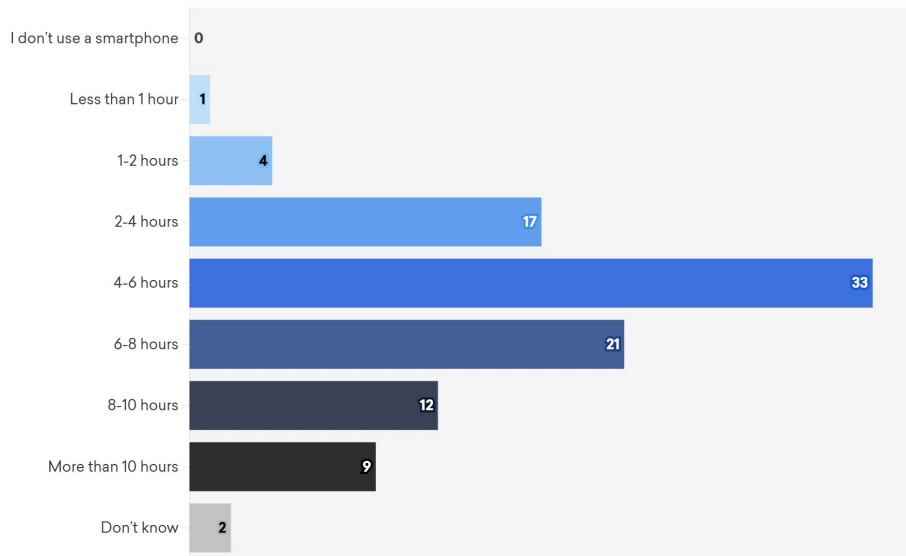
# **Screen time, social media and online safety**

# Screen time

## 43 per cent of young people spend more than 6 hours a day on their phone

If you had to guess - or by looking at your phone's screen time tracker- how many hours a day do you spend on your phone on average?

(16-17 year olds)



**More than two-in-five young Britons spend more than six hours a day on their phone - and one in ten spend more than 10 hours.**

Forty-three per cent of those aged 16 - 17 say they spend 6 hours a day or more on their phone.

One in ten (nine per cent) spend more than ten hours a day on their phone - rising to 13 per cent among girls.

More than three-quarters (76 per cent) spend more than four hours a day on their phone.

# In their own words: the role of social media in young Britons' lives

In the focus group, young Britons described the positive and negative aspects of social media and the huge role it plays in their daily lives.

Some described anxiety about how their screen time was affecting their attention spans and self-esteem, but feeling that they would be 'missing out' if they gave it up.

*"I would say stuff like TikTok probably shortened my attention span, especially when I was at school and stuff. I would find it hard to concentrate. I think it's probably from that, but yeah, there's some positives and negatives to it."*

Elizabeth, Rotherham

*"And I think especially seeing the praise that people get for their physiques from other people in comment sections and stuff, consuming them videos and reading those comments, it can be quite detrimental to your own self esteem and stuff and I find that quite a lot."*

Jake, Leeds

*"It is quite helpful. There can be an educational side to it, but I feel like it changes your mind more than you think it does. I feel like you see all these influences and then you start to think that's how your life should be. And then it leads to problems later on in life when you don't have the life of an influencer the same age as you. You start to think there's something wrong with you and it can build more psychological issues than you think it does by just simply opening the app, if that makes sense."*

Siya, Birmingham

*"I think it's mostly the social aspect that's good about it. Rest of it's pure crap. I don't remember the last thing I saw on Instagram or TikTok that was actually worth my while and I do spend quite a while on it."*

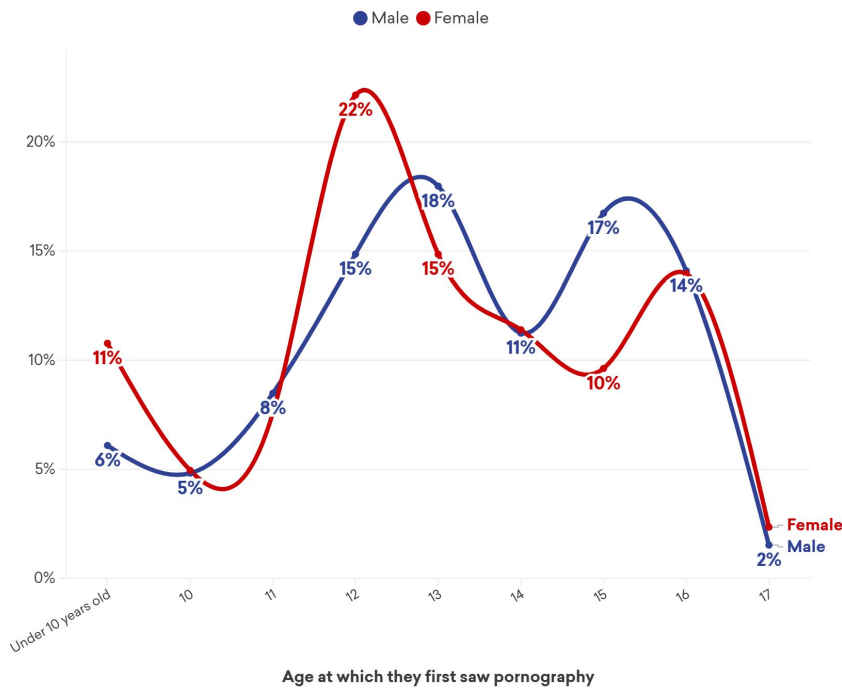
Tristan, Faversham

*"There's quite a few of my friends now that have the opinion that technology shouldn't have advanced past what it was in 2006 because they just don't think it's necessary, but they have to keep all of the apps and stuff, otherwise they feel like they're missing out or they have to at least keep Snapchat because they've got loads of people on there whose phone numbers they won't have because nobody has anyone's phone numbers anymore. (...) And I think just it can be quite a toxic place to be and the addictive nature of it is awful."*

Lyla, Leeds

# Pornography

## Girls are likely to have first seen porn earlier than boys



Two in five (38 per cent) young Britons say they first saw pornography before reaching their teens.

Nearly one in ten (eight per cent) say they first saw pornography under the age of 10.

**Boys are more likely to watch pornography, but girls are more likely to have been exposed to porn at a younger age.** Only a third (36 per cent) of boys in this age group say that they have never watched pornography, compared to three in five (61 per cent) girls.

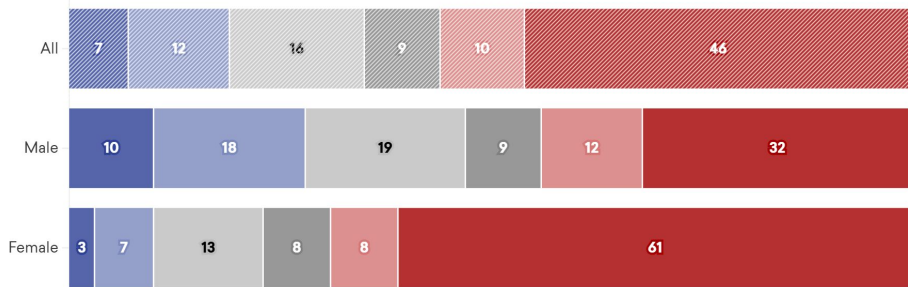
However, girls tend to have witnessed porn at a younger age: 45 per cent of girls between 16-17 say they first saw pornography under the age of thirteen, compared to 34 per cent of boys.

# Views on Andrew Tate

## Views of Andrew Tate among 16-17 year olds

Do you have a positive or negative view of **Andrew Tate**?

Very positive Somewhat positive Neither positive nor negative Don't know Somewhat negative Very negative



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*"I would say he's got, it sounds bad saying this, he's got some points, but there's more bad points than there are good points. He's a stupid man (...) he's very toxic."*

Tristan, Faversham

**Tate has a net approval rating of -37, significantly lower than any politician tested and every party leader.**

While boys are less negative in their views, his approval is still firmly underwater: Tate has a -58 approval rating among girls (with only 10 per cent approving of him, while 69 per cent disapprove). Among boys, a more significant minority (28 per cent) approve of him, while 44 per cent disapprove - giving him a net approval rating of -16

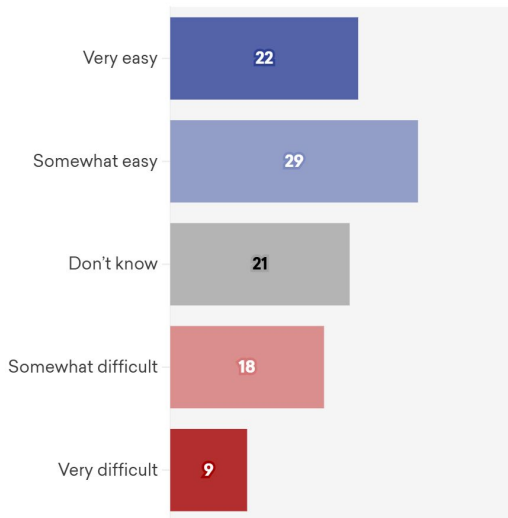


# The Online Safety Act

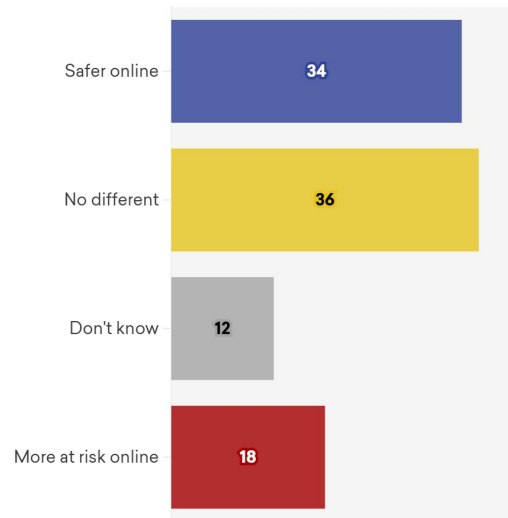
## Most young people say it will be easy to bypass the Online Safety Act, and only a third think it will make them safer online

(Only 16 - 17 year olds)

Recently, a new law meant that porn websites and other age restricted material online must verify their users' age. How easy or difficult do you think it is for young people to get around these age checks?



Would you say that laws to verify people's ages on age-restricted websites make you feel...



Most young people say it will be easy to bypass the Online Safety Act, and only a third think the law will make them safer online.

Fifty-one per cent of those aged 16-17 say that it will be easy for young people to get around age checks, compared to 28 per cent who say it will be difficult. A fifth of this age group (22 per cent) say it will be 'very easy'.

Only 34 per cent say that the age verification laws will make them feel safer online, while 18 per cent say it will make them feel more at risk, and the largest proportion (36 per cent) say it will make no difference.

*"I know people have started using VPNs and stuff and I know some people that started paying for them."*

Tristan, Faversham

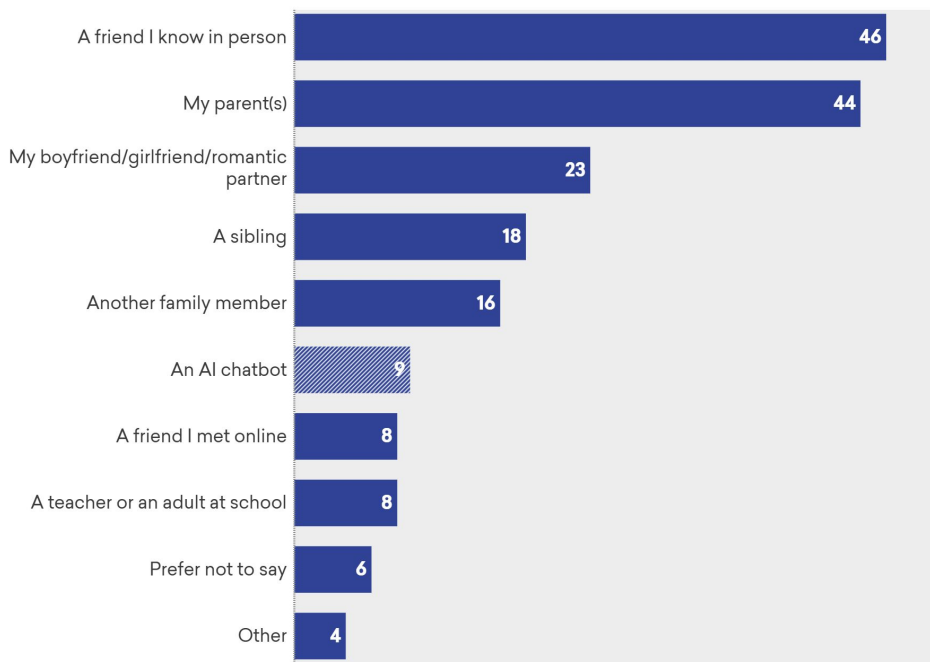
*"I think the adult content verification thing, I think it's a good thing. But when it's censoring all the news topics, I think that's where the problem begins."*

Amaan, Manchester

# One in ten confide in AI chatbots

## One in ten 16-17 year olds confide in an AI chatbot

When you have a personal problem, who do you usually talk to? Select all that apply.



**One in ten say that they confide in an AI chatbot when they have a personal problem (9 per cent).**

This is a greater proportion than those who say they confide in a teacher or adult at school (8 per cent) or a friend they met online (8 per cent).

However, almost half would talk to a friend in person (46 per cent) or to their parents (44 per cent).

Over one in five would choose a romantic partner and almost one in five a sibling.



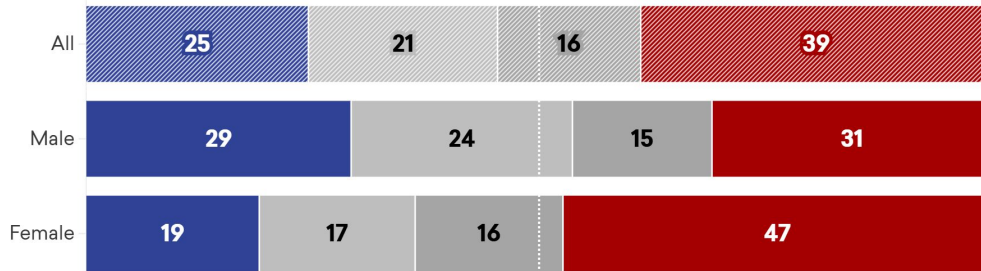
# **Feminism and gender equality**

# A quarter of this age group want to return to traditional gender roles, rising to three in ten boys

## Boys are more likely to think that a return to traditional gender roles would be positive

Which of the following comes closest to your view?

- Britain would be better if we returned to enforcing traditional gender roles between men and women
- Britain would be neither better nor worse if we returned to enforcing traditional gender roles between men and women
- Don't know
- Britain would be worse if we returned to enforcing traditional gender roles between men and women



**Three in ten 16-17 year old boys (29 per cent) believe that Britain would be better if we returned to traditional gender roles between men and women.**

Almost one third (31 per cent) of boys in this age group believe Britain would be worse if we returned to traditional gender roles, while a quarter (24 per cent) say it would be no better nor worse.

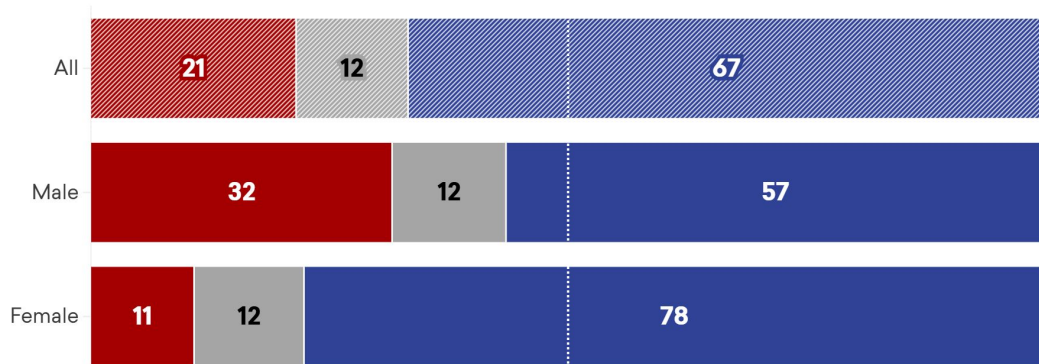
Among girls, 19 per cent believe Britain would be better if we returned to traditional gender roles, compared to 47 per cent who think the country would be worse, and 17 per cent who think it would neither better or worse.

# Divided views on masculinity

## Only a tenth of girls think that being fit and muscular is an important part of being a man

Which of the following comes closest to your view?

- To be a 'real man' you have to be fit and muscular
- Don't know
- Being fit and muscular is not an important part of being a man



A third of boys think you need to be fit and muscular to be a 'real man' - but only a tenth of girls agree.

Among boys, 32 per cent believe that to be a 'real man' you need to be fit and muscular, while 57 per cent say these things are not an important part of being a man.

Boys are three times more likely to view masculinity this way than girls: only 11 per cent of 16-17-year old girls say that you need to be fit or muscular to be a 'real man', while four in five (78 per cent) disagree.



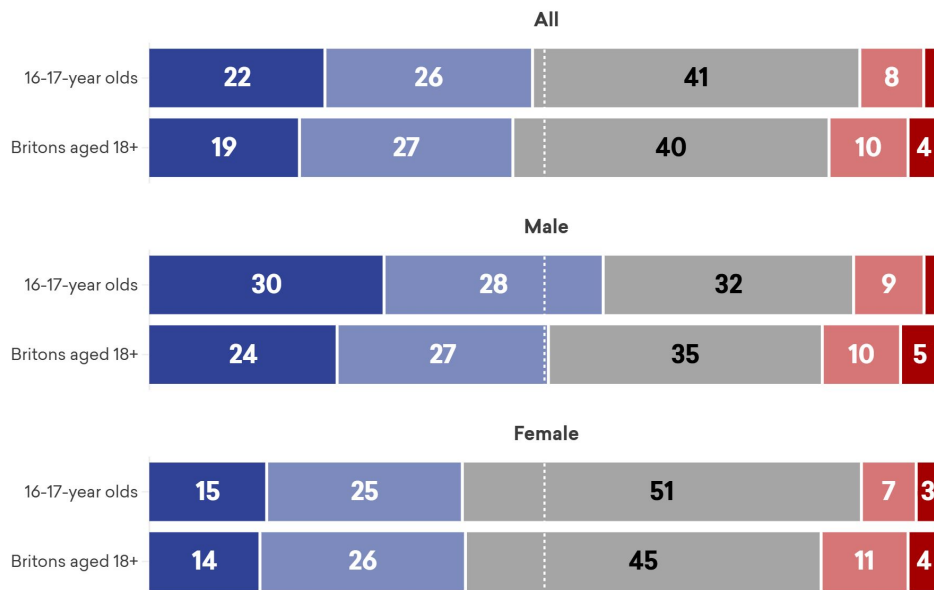
# **Pride and patriotism**

# Younger Britons are slightly more patriotic than adults

## 16 - 17 year olds are more likely than adults to be proud of their British identity

How proud or ashamed are you to be British?

● Very proud ● Quite proud ● Neither proud nor ashamed ● Quite ashamed ● Very ashamed



**16-17 year olds are more proud to be British than the wider public - particularly boys.**

Nearly half (49 per cent) of those in this age group are proud of their British identity, while 10 per cent are ashamed to be British. This means they are slightly more likely to be proud than the public as a whole, 45 per cent of whom are proud to be British while 15 per cent are ashamed.

There is a wide gender gap on national pride: 57 per cent of boys in this age group are proud to be British, compared to 39 per cent of girls. This represents a 19-point gender gap in pride among younger Britons, compared to a 12-point gap among British adults.

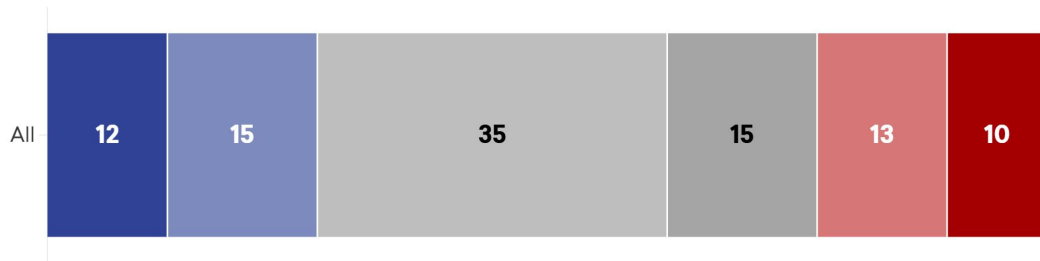
However, two in five young Britons say they are neither proud nor ashamed: just as in the wider public, many of those in this age group (41 per cent) say they are neither proud nor ashamed to be British.

# But few would oppose the abolition of the monarchy

## Only a quarter of 16-17 year olds would oppose abolishing the monarchy

To what extent would you support or oppose abolishing the monarchy in Britain?

● Strongly support ● Somewhat support ● Neither support nor oppose ● Don't know  
● Somewhat oppose ● Strongly oppose



**Less than a quarter of young 16-17 year olds would oppose the abolition of the monarchy.**

27 per cent of 16-17 year olds support abolishing the monarchy, while 24 per cent oppose it. Meanwhile 35 per cent say they neither support nor oppose it, and 15 per cent say they don't know.

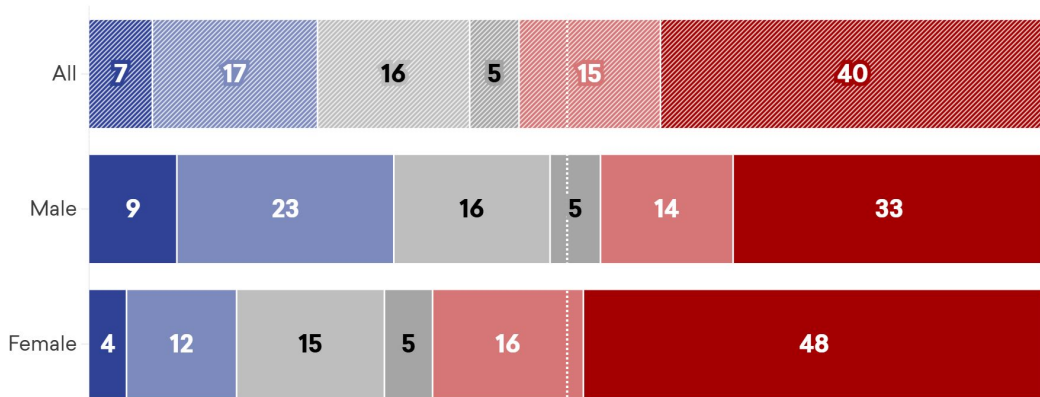


# A third of 16-17 year old boys would enlist to fight in a war

## Most 16-17 year olds would not enlist to fight in a war

How likely would you be to enlist in the military (i.e. sign up to fight) in the event of a war involving the UK?

● Very likely ● Quite likely ● Neither likely nor unlikely ● Don't know ● Quite unlikely ● Very unlikely



In the event of a war involving the UK, a quarter (24 per cent) of all 16-17 year old Britons say they would be likely to sign up to fight. Among boys, 32 per cent say they would enlist, while just under half (47 per cent) say they would be unlikely to volunteer to fight.

Among girls in this age group, 15 per cent say they would be likely to enlist in the military in the event of war, compared to nearly two-thirds (64 per cent) who say they would be unlikely to do so.

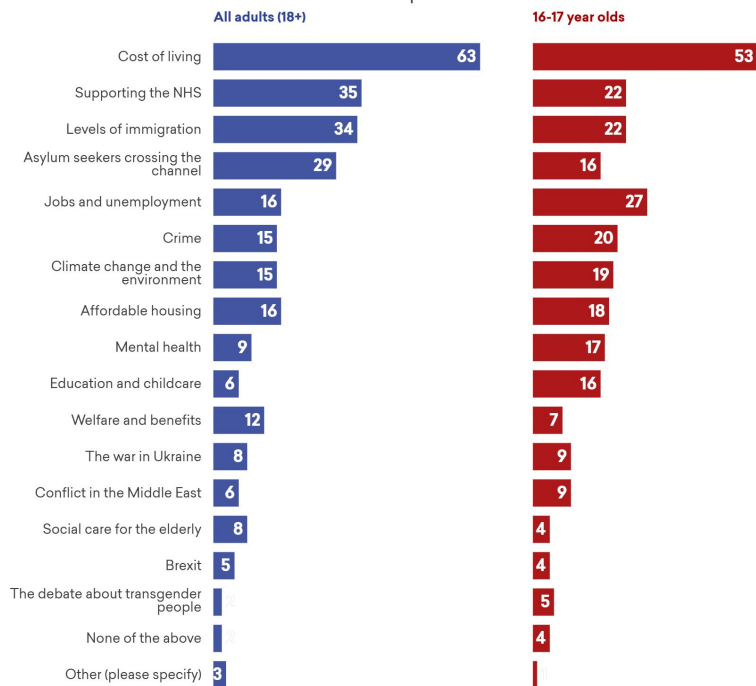


# **Young people on the big issues**

# The biggest issues facing the country

## Young Britons' top issues, compared with the wider public

In your opinion, which are the most IMPORTANT issues facing the country today? Please select up to three



While young Britons align with the wider public in their view that the *cost of living* is the most important issue facing the country (53 per cent), their priorities diverge on a range of other issues.

*Jobs and unemployment* is a top issue for 16-17 year olds - the second highest on the list, selected by 27 per cent compared to 16 per cent of British adults.

They are also more than two and a half times more likely than adults to believe that *education and childcare* is a top issue (16 per cent, opposed to 6 per cent of the adult public); and more likely to be concerned about mental health.

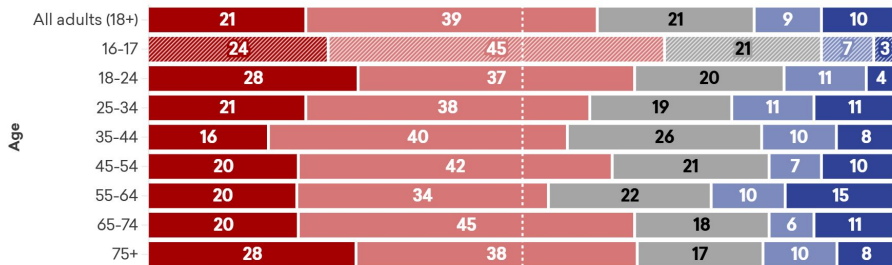
The NHS is less salient among young Britons, as is migration: 22 per cent of 16-17 year olds select NHS and levels of immigration as top issues, compared to 35 per cent of the general public who select the NHS, and 34 per cent who select immigration.

# Strong support for climate action

## 16-17 year olds are particularly worried about climate change

How worried are you about climate change?

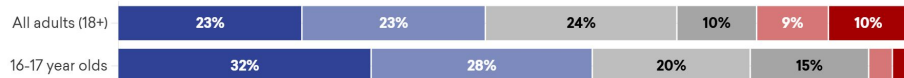
● Very worried ● Somewhat worried ● Neither worried nor unworried ● Somewhat unworried ● Very unworried



## Three in five 16-17 year old Britons support the net-zero target

Net zero means ensuring the amount of greenhouse gases the UK puts into the atmosphere are balanced by the amount the UK removes from the atmosphere. Currently the government has a target of reaching net zero by 2050. To what extent do you support that target?

● Strongly support ● Somewhat support ● Neither support nor oppose ● Don't know ● Somewhat oppose ● Strongly oppose



This generation of Britons are uniquely concerned about climate change, and have above-average support for the net-zero target.

Seven in ten (69 per cent) of 16-17 year olds say that they're worried about climate change - higher than any other age group.

Three in five (60 per cent) support the 2050 Net Zero target - 14 points above the average among GB adults.

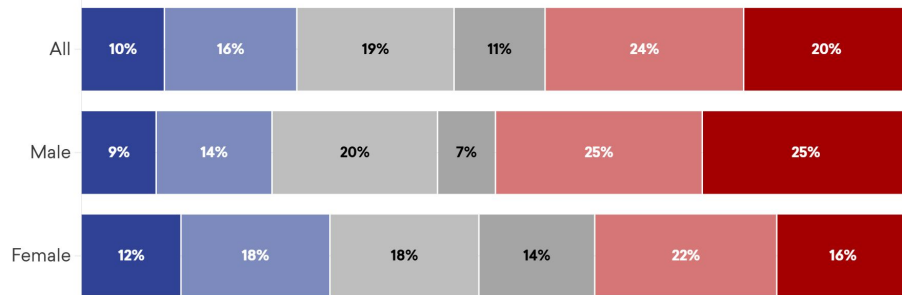
# ...and tackling channel crossings

## 44 per cent of young Britons think the government should focus more on stopping channel crossings

Do you think the government is focusing too much or not enough on stopping migrants crossing the channel in small boats?

(16-17 year olds)

● Far too much ● Too much ● About the right amount ● Don't know ● Not enough ● Not nearly enough



Young Britons also want to see the government focusing on reducing small boat crossings.

Asked whether the government focuses too much, or not enough, on stopping small boats, 44 per cent of this age group say they are not focusing enough, while 24 per cent say they are focusing too much.

There is a notable gender split here, with girls far less likely to think the government needs to focus more on this issue: half of boys say the government is not focusing enough on small boats, compared to 36 per cent of girls. Conversely, 30 per cent of girls think the government focuses too much on channel crossings, compared to 21 per cent of boys.



# **The segments of young Britons**

# The segments of British 16-17 year olds

## 16-17 year olds are far more likely than adults to be Sceptical Scrollers

Segment

Progressive Activists



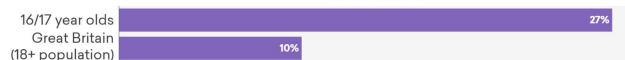
Incrementalist Left



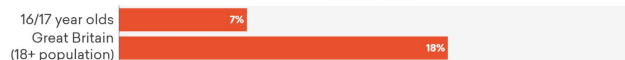
Established Liberals



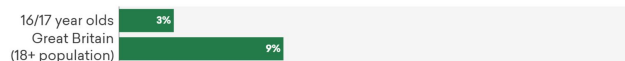
Sceptical Scrollers



Rooted Patriots



Traditional Conservatives



Dissenting Disruptors



Using More in Common's segmentation model reveals interesting differences between young Britons and the wider adult public.

The most clear difference is the prevalence of Sceptical Scrollers: 16 - 17 year olds a nearly three times more likely to belong to this segment than Britons over the age of 18 (27 per cent, compared to 10 per cent of the general adult public).

Sceptical scrollers are a disengaged group that has lost trust in mainstream institutions and increasingly looks online for sources of truth.

Beyond this, right-leaning segments are under-represented among young Britons, whereas left-leaning Progressive Activists and Incrementalist left segments are over-represented.