

YouGov / Stop Funding Hate Survey Results

Sample Size: 1682 GB Adults
Fieldwork: 11th - 12th December 2017

	Gender		Age				Social Grade		Region					
Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1682	814	868	188	710	399	385	959	723	225	545	360	405	146
Unweighted Sample	1682	746	936	189	672	415	406	1036	646	185	567	365	423	142
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think the following newspapers have a positive or negative influence on society?

The Sun

Positive influence	5	5	4	3	5	4	6	4	5	4	5	6	3	4
Negative influence	50	50	49	57	48	50	50	57	40	50	49	47	53	50
Neither a positive nor negative influence	21	23	20	12	19	25	25	19	24	24	21	22	18	24
Don't know	25	22	27	28	28	21	19	19	31	22	25	25	26	22

The Mirror

Positive influence	7	8	6	3	6	6	10	8	6	7	6	7	9	5
Negative influence	31	32	30	32	29	32	33	35	26	26	35	31	29	33
Neither a positive nor negative influence	34	35	33	26	32	38	35	33	34	40	32	34	32	34
Don't know	29	26	31	38	32	24	22	25	34	28	28	28	30	29

The Express

Positive influence	8	9	7	7	6	8	12	8	8	7	5	11	9	8
Negative influence	28	33	23	23	28	31	27	33	20	29	30	24	25	34
Neither a positive nor negative influence	33	32	34	26	30	37	37	32	34	35	33	32	33	29
Don't know	32	27	36	44	37	25	23	27	38	29	32	33	33	29

The Daily Mail

Positive influence	10	10	10	4	7	10	18	10	10	10	8	12	11	7
Negative influence	38	41	36	48	42	37	28	48	26	43	41	32	37	41
Neither a positive nor negative influence	26	27	25	17	23	29	34	23	30	24	24	30	26	29
Don't know	26	22	29	30	28	23	20	19	34	23	26	26	26	24

The Guardian

Positive influence	28	25	31	34	27	27	28	34	20	33	27	24	32	27
Negative influence	12	17	7	9	10	14	15	11	12	10	13	13	9	14
Neither a positive nor negative influence	31	32	29	24	30	34	33	31	31	32	31	34	26	31
Don't know	29	25	33	33	34	26	23	23	37	25	29	30	33	28

The I newspaper

Positive influence	14	14	14	13	15	13	15	18	9	13	16	13	14	11
Negative influence	7	10	5	10	5	8	8	7	7	7	8	7	5	8
Neither a positive nor negative influence	36	39	34	32	35	41	38	37	36	42	34	37	35	38
Don't know	42	37	47	45	46	38	39	38	48	38	41	43	45	43

The Telegraph

Positive influence	22	22	23	18	20	24	28	25	19	23	23	21	21	27
Negative influence	13	17	9	15	12	15	13	15	10	13	14	10	13	17
Neither a positive nor negative influence	34	35	32	32	33	35	36	35	33	38	33	37	31	28
Don't know	31	26	35	36	36	27	24	26	38	25	30	32	35	29

The Times

Positive influence	27	26	27	22	24	28	33	30	22	26	26	26	28	28
Negative influence	10	13	7	13	9	10	10	10	9	9	12	10	8	11
Neither a positive nor negative influence	34	35	32	28	32	38	34	35	32	39	33	35	31	32
Don't know	30	26	33	36	35	24	23	25	36	26	29	29	32	30

The Financial Times

Positive influence	25	26	24	25	22	24	31	28	20	26	26	21	25	26
Negative influence	7	10	4	8	7	7	7	6	8	5	8	7	7	5
Neither a positive nor negative influence	36	37	36	31	35	42	37	39	33	39	35	39	35	36
Don't know	32	27	36	37	36	28	25	27	39	30	30	33	33	33