

YouGov / LPC Survey Results

Sample Size: 1601 GB Adults
Fieldwork: 20th - 21st July 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	1601	775	826	186	684	395	336	913	688	215	519	343	386	139
Unweighted Sample	1601	676	925	152	656	428	365	965	636	121	569	325	413	173
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following do you tend to get political news from, either in printed or online format, very regularly?

BBC News	60	63	57	64	54	61	68	67	50	60	62	62	54	61
The Guardian	16	19	14	26	19	16	6	21	10	30	16	12	12	17
Facebook	15	13	17	23	18	9	10	16	13	19	11	16	13	24
The Daily Mail	13	12	13	14	8	12	21	12	14	9	16	11	14	8
Sky News	13	15	12	14	13	17	10	14	13	14	10	15	14	20
The Huffington Post	8	9	7	11	7	7	8	9	6	14	7	7	5	7
Twitter	8	9	6	16	11	3	2	10	5	12	6	8	7	9
The Telegraph	6	6	5	8	5	4	8	8	3	7	8	3	4	5
The Metro	5	4	6	5	5	5	5	5	5	14	2	3	5	5
The Times	5	5	5	6	4	5	5	6	3	7	5	5	3	5
Buzzfeed	4	4	4	20	3	1	1	4	4	2	4	3	4	7
The I	4	4	4	6	3	4	4	6	1	4	5	3	2	6
Mail on Sunday	4	4	5	1	2	7	7	4	5	3	4	3	6	3
The Sun	4	5	3	8	4	2	4	3	5	3	5	4	3	4
The Evening Standard	3	4	3	1	3	4	3	4	1	17	2	1	1	0
The Observer	3	4	3	6	2	4	3	4	3	7	4	3	2	2
Private Eye	3	4	2	5	3	2	2	3	2	2	2	2	3	6
The Sunday Times	3	2	4	1	3	3	3	4	1	4	2	3	3	5
The Economist	2	3	2	3	3	3	1	3	1	6	2	2	2	1
The Financial Times	2	2	2	1	3	3	0	2	1	5	2	1	2	0
The Mirror	2	2	3	2	2	2	3	2	3	4	2	3	3	1
The Sunday Telegraph	2	2	1	2	1	2	3	3	0	2	3	1	1	3
The New Statesman	1	1	1	1	1	1	0	1	1	3	1	0	1	0
The Spectator	1	1	1	1	1	0	1	1	0	2	1	0	1	0
The Week	1	1	1	2	1	1	1	2	0	0	2	1	0	0
The Daily Star	0	0	1	0	1	0	0	0	1	1	0	1	0	0
Other local paper	5	3	6	0	4	5	8	5	5	2	4	6	4	11
None of these	22	19	24	17	27	22	13	15	31	20	22	18	28	16
Other (see Tab 1)	4	4	3	4	2	5	5	4	3	1	4	6	2	6

Thinking back to the General Election earlier this year, how important were each of the following in helping you choose who to vote for or in confirming your choice of who to vote for?

Television

Very important	6	7	5	8	5	6	6	7	5	5	6	8	5	5
Reasonably important	31	28	33	39	29	31	28	33	28	33	31	31	30	25
TOTAL IMPORTANT	37	35	38	47	34	37	34	40	33	38	37	39	35	30
Not very important	21	23	20	20	20	19	28	23	20	20	21	22	23	22
Not at all important	29	31	26	22	27	31	32	30	27	31	29	28	25	36
TOTAL NOT IMPORTANT	50	54	46	42	47	50	60	53	47	51	50	50	48	58
Not applicable – Did not vote	9	7	11	8	12	9	5	5	16	5	10	9	11	10
Don't know	4	3	5	4	6	3	2	4	5	5	4	3	6	1

Radio

Very important	3	3	3	3	2	4	4	4	2	2	3	4	2	5
Reasonably important	17	17	17	11	19	16	17	18	15	23	18	18	13	14
TOTAL IMPORTANT	20	20	20	14	21	20	21	22	17	25	21	22	15	19
Not very important	23	24	22	34	22	19	25	27	18	22	24	25	22	21
Not at all important	42	44	40	39	37	48	46	42	42	41	41	40	43	49
TOTAL NOT IMPORTANT	65	68	62	73	59	67	71	69	60	63	65	65	65	70
Not applicable – Did not vote	10	9	11	8	13	9	5	5	17	6	10	9	13	10
Don't know	5	4	6	6	6	3	3	4	6	6	4	5	7	1

Newspapers, magazines

Very important	3	3	3	2	3	2	4	4	1	3	3	4	2	3
TOTAL IMPORTANT	3	3	3	2	3	2	4	4	1	3	3	4	2	3
Reasonably important	20	19	21	13	20	22	23	22	18	31	18	20	18	21
Not very important	22	21	23	34	20	20	23	25	19	22	24	20	22	22
Not at all important	40	45	35	40	37	43	43	40	40	31	41	45	40	42
TOTAL NOT IMPORTANT	62	66	58	74	57	63	66	65	59	53	65	65	62	64
Not applicable – Did not vote	10	9	11	8	13	9	5	5	17	6	10	9	13	10
Don't know	4	3	5	4	6	3	2	4	4	6	4	2	5	1

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	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	1601	775	826	186	684	395	336	913	688	215	519	343	386	139	
Unweighted Sample	1601	676	925	152	656	428	365	965	636	121	569	325	413	173	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Social media															
	Very important	3	3	4	9	4	1	2	4	2	3	3	5	3	1
	Reasonably important	15	14	16	30	18	10	5	16	13	20	12	17	14	16
	TOTAL IMPORTANT	18	17	20	39	22	11	7	20	15	23	15	22	17	17
	Not very important	19	19	20	23	21	17	16	21	17	21	18	18	20	23
	Not at all important	48	53	43	24	37	60	69	50	46	44	53	46	45	49
	TOTAL NOT IMPORTANT	67	72	63	47	58	77	85	71	63	65	71	64	65	72
	Not applicable – Did not vote	10	8	12	10	13	9	5	5	17	6	10	10	12	10
	Don't know	4	3	6	4	6	2	3	3	5	6	4	3	6	1
Family members															
	Very important	4	3	5	3	6	3	3	5	3	3	4	5	4	4
	Reasonably important	20	17	22	33	19	19	14	22	17	16	22	21	18	19
	TOTAL IMPORTANT	24	20	27	36	25	22	17	27	20	19	26	26	22	23
	Not very important	24	26	23	29	25	23	24	27	21	32	23	23	24	24
	Not at all important	38	44	33	25	32	43	53	38	38	35	38	40	38	41
	TOTAL NOT IMPORTANT	62	70	56	54	57	66	77	65	59	67	61	63	62	65
	Not applicable – Did not vote	10	8	12	8	13	9	5	5	17	7	10	9	11	10
	Don't know	4	3	4	3	5	3	1	3	5	5	2	3	5	1
Friends and colleagues															
	Very important	3	3	2	7	3	1	1	3	2	2	3	3	3	3
	Reasonably important	18	15	22	32	22	12	11	22	14	23	18	20	16	16
	TOTAL IMPORTANT	21	18	24	39	25	13	12	25	16	25	21	23	19	19
	Not very important	27	28	26	29	27	28	25	30	23	29	26	27	26	26
	Not at all important	38	43	34	20	30	46	55	38	39	34	39	39	37	44
	TOTAL NOT IMPORTANT	65	71	60	49	57	74	80	68	62	63	65	66	63	70
	Not applicable – Did not vote	10	8	11	8	12	9	5	5	16	6	10	9	11	10
	Don't know	4	3	5	4	6	3	2	3	5	5	4	3	7	1
And how much influence, if any, do you think each of the following had in helping you choose who to vote for or in confirming your choice of who to vote for?															
Television															
	A great deal of influence	3	4	3	6	3	2	3	4	3	1	3	8	3	1
	A substantial amount of influence	8	8	8	11	7	9	6	8	8	11	7	8	7	9
	Some influence	31	30	33	37	31	30	31	35	27	31	32	32	33	28
	TOTAL INFLUENCE	42	42	44	54	41	41	40	47	38	43	42	48	43	38
	No influence	42	45	40	29	38	47	52	43	41	44	45	37	39	49
	Not applicable – Did not vote	10	8	12	10	13	10	5	6	16	8	10	11	12	10
	Don't know	5	5	5	8	7	2	2	4	5	5	4	5	6	3
Radio															
	A great deal of influence	1	1	1	1	1	1	1	1	0	1	1	1	0	1
	A substantial amount of influence	5	5	5	7	4	6	3	5	4	8	4	4	4	6
	Some influence	19	20	19	17	20	19	20	23	15	22	21	21	15	18
	TOTAL INFLUENCE	25	26	25	25	25	26	24	29	19	31	26	26	19	25
	No influence	59	61	58	54	54	62	69	61	58	55	61	56	62	62
	Not applicable – Did not vote	10	8	12	10	13	10	5	6	17	8	10	11	12	10
	Don't know	5	5	5	11	7	2	2	5	6	5	4	6	7	3
Newspapers, magazines															
	A great deal of influence	2	2	2	1	2	1	2	2	2	6	1	2	0	1
	A substantial amount of influence	6	6	6	7	7	6	4	8	3	11	5	7	4	7
	Some influence	24	22	26	20	24	25	26	27	20	27	24	22	24	25
	TOTAL INFLUENCE	32	30	34	28	33	32	32	37	25	44	30	31	28	33
	No influence	53	57	49	50	48	55	62	53	53	44	55	53	55	55
	Not applicable – Did not vote	10	8	12	10	13	10	5	5	17	8	10	11	12	10
	Don't know	5	5	5	11	6	3	2	5	6	4	6	6	5	3
Social media															
	A great deal of influence	2	2	3	5	3	1	2	3	2	4	1	5	2	1
	A substantial amount of influence	6	8	4	17	8	2	0	6	5	6	5	6	7	5
	Some influence	18	17	20	28	24	14	8	22	14	22	18	18	16	21
	TOTAL INFLUENCE	26	27	27	50	35	17	10	31	21	32	24	29	25	27
	No influence	59	62	55	31	47	70	83	59	58	56	62	55	59	60
	Not applicable – Did not vote	10	8	12	10	13	10	5	6	16	9	10	11	12	10
	Don't know	4	4	5	10	5	3	2	4	5	4	4	5	5	4
Family members															
	A great deal of influence	4	2	5	4	6	1	1	4	3	5	3	5	3	2
	A substantial amount of influence	5	3	7	10	6	6	2	6	5	6	5	6	4	3
	Some influence	23	25	22	32	25	21	18	26	20	22	27	20	21	28
	TOTAL INFLUENCE	32	30	34	46	37	28	21	36	28	33	35	31	28	33
	No influence	53	57	49	33	45	60	73	54	51	54	52	52	54	54
	Not applicable – Did not vote	10	8	12	10	13	10	5	5	16	8	10	11	12	10
	Don't know	4	4	5	11	5	2	2	4	5	4	3	6	6	3

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Unweighted Sample	1601	676	925	152	656	428	365	965	636	121	569	325	413	173
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Friends and colleagues

A great deal of influence	2	1	2	1	2	1	1	1	2	5	1	2	0	1
A substantial amount of influence	6	6	6	19	6	3	3	7	5	7	6	6	6	5
Some influence	24	23	24	28	28	21	14	28	17	28	25	22	19	27
TOTAL INFLUENCE	32	30	32	48	36	25	18	36	24	40	32	30	25	33
No influence	54	57	51	32	45	62	76	54	54	46	54	54	58	54
Not applicable – Did not vote	10	8	12	12	13	10	5	6	17	8	10	12	12	10
Don't know	4	4	5	7	6	3	2	4	5	6	4	5	5	3

In general, how would you describe the performance of the media over the course of the 2017 General Election? Please select all that apply.

Focused on personality at the expense of politics	35	33	36	36	31	36	41	42	26	46	38	29	30	36
Sensationalist	29	33	26	24	27	32	34	34	23	30	30	28	27	33
Unfairly targeted particular groups or individuals	29	32	27	40	25	30	32	32	25	23	28	34	29	35
Patchy at best	20	23	16	23	20	20	17	21	19	17	22	20	18	23
Influenced the outcome	16	18	14	26	16	12	16	20	11	18	16	16	13	25
Too much coverage	16	16	17	8	12	18	28	17	16	9	18	17	18	15
Fair and balanced	7	7	6	7	8	5	6	7	6	1	6	8	7	8
Covered stories for people with all knowledge/interest levels	6	6	6	8	5	6	7	7	4	6	6	6	5	8
Lots of good in-depth and investigative reporting	6	6	6	6	6	6	7	8	4	7	5	8	5	8
Accurately reported the facts	4	5	3	5	4	4	2	5	3	4	3	4	3	5
None of these	6	5	6	1	6	7	5	4	8	7	6	4	6	6
Don't know	18	13	22	19	22	15	12	12	24	22	16	17	20	11

How do you feel the following news outlets in particular performed?

BBC

Fair and balanced	26	29	24	24	26	27	26	31	20	30	26	26	25	25
Influenced the outcome	15	18	12	23	11	14	19	18	11	16	14	17	15	14
Unfairly targeted particular groups or individuals	15	16	14	17	12	17	18	17	12	16	13	17	15	16
Too much coverage	15	14	16	11	10	15	28	15	15	16	16	15	13	13
Accurately reported on the facts	14	15	14	15	13	14	17	17	12	22	16	12	11	14
Focused on personality at the expense of politics	14	13	16	7	12	17	20	16	12	20	14	13	14	12
Sensationalist	12	14	10	8	9	15	14	12	11	12	13	9	13	9
Covered stories for people with all knowledge/interest levels	12	12	12	11	10	13	16	14	9	12	13	12	11	13
Patchy at best	11	13	10	10	10	13	13	13	9	9	11	11	14	11
Good in-depth and investigative reporting	11	12	11	14	8	12	16	14	8	13	12	10	10	15
None of these	8	8	8	1	9	8	9	6	10	9	6	7	9	11
Don't know	31	27	36	44	33	28	24	25	39	29	32	34	32	26

ITV

Fair and balanced	12	12	12	12	10	14	13	13	10	9	12	10	13	18
Sensationalist	8	12	5	7	9	9	7	10	6	14	8	6	8	6
Patchy at best	8	9	6	5	7	8	10	9	6	7	7	9	9	4
Accurately reported on the facts	8	8	8	10	6	10	9	8	7	7	9	6	8	7
Covered stories for people with all knowledge/interest levels	8	7	8	8	5	8	12	8	6	10	8	7	7	8
Too much coverage	8	7	9	6	5	8	15	7	9	9	8	8	7	6
Focused on personality at the expense of politics	8	9	8	6	7	10	11	9	7	5	8	7	12	6
Influenced the outcome	6	7	6	10	6	6	7	9	3	11	5	6	6	6
Unfairly targeted particular groups or individuals	6	7	6	6	7	6	6	8	5	5	6	6	9	4
Good in-depth and investigative reporting	5	5	5	10	3	7	6	5	5	7	5	4	6	5
None of these	9	8	10	1	10	8	13	8	10	10	8	8	10	13
Don't know	51	47	55	63	54	50	42	48	55	50	54	53	49	48

Sky

Fair and balanced	9	10	8	11	9	9	8	10	7	8	9	7	10	9
Sensationalist	8	11	6	8	9	9	7	10	6	16	7	6	9	7
Too much coverage	8	8	8	8	5	9	12	7	9	10	6	10	8	5
Patchy at best	7	9	5	7	6	7	7	7	6	7	6	7	7	8
Focused on personality at the expense of politics	7	9	6	4	6	6	14	9	5	13	7	8	6	3
Accurately reported on the facts	6	6	5	9	4	6	5	5	6	5	4	7	7	4
Unfairly targeted particular groups or individuals	6	8	5	5	8	6	4	8	4	8	4	5	10	7
Influenced the outcome	5	6	3	6	4	4	5	6	3	9	3	5	4	6
Covered stories for people with all knowledge/interest levels	5	5	5	5	3	8	6	5	5	4	5	6	5	4
Good in-depth and investigative reporting	4	4	4	6	2	5	6	4	4	4	3	5	6	2
None of these	9	9	10	5	11	8	11	8	11	7	8	12	9	13
Don't know	57	52	62	64	57	56	55	55	61	53	63	57	55	52

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The Times

Patchy at best	6	8	3	4	6	5	6	7	4	11	4	8	5	3
Unfairly targeted particular groups or individuals	6	7	4	9	7	4	3	7	4	6	5	4	7	5
Fair and balanced	5	7	4	4	5	6	5	7	3	10	6	3	4	6
Accurately reported on the facts	5	5	4	5	3	6	5	6	3	7	5	3	4	3
Focused on personality at the expense of politics	5	5	4	2	5	5	5	5	4	9	4	5	4	2
Sensationalist	4	5	2	7	3	4	2	4	3	4	3	4	4	3
Too much coverage	4	6	3	4	3	6	6	5	3	9	5	3	3	2
Good in-depth and investigative reporting	4	6	3	6	3	6	4	5	3	7	4	3	5	5
Influenced the outcome	3	4	3	7	3	2	4	4	3	5	3	3	3	4
Covered stories for people with all knowledge/interest levels	3	3	3	2	2	3	5	4	2	8	2	3	2	0
None of these	10	11	10	5	11	8	14	9	12	8	9	12	10	15
Don't know	64	59	69	62	63	68	63	60	69	56	67	65	65	58

The Sun

Sensationalist	17	19	15	17	16	21	16	22	11	22	17	16	15	21
Unfairly targeted particular groups or individuals	14	17	12	19	15	16	8	17	11	18	13	12	15	18
Focused on personality at the expense of politics	11	11	12	13	11	11	11	14	8	17	11	10	10	12
Patchy at best	7	7	7	10	7	7	5	7	7	9	7	7	5	9
Influenced the outcome	7	8	6	10	6	8	5	9	4	10	5	6	6	10
Too much coverage	5	5	5	4	3	7	7	5	4	8	5	4	4	4
Fair and balanced	2	2	2	3	1	2	2	2	1	2	2	1	1	2
Accurately reported on the facts	2	2	2	3	2	2	1	2	1	2	2	1	2	1
Covered stories for people with all knowledge/interest levels	2	2	2	0	2	3	2	2	1	2	2	1	3	1
Good in-depth and investigative reporting	0	0	1	0	1	0	0	0	0	2	0	0	0	0
None of these	10	11	9	5	11	7	13	9	11	8	7	12	11	14
Don't know	57	53	61	55	57	57	59	53	63	50	60	61	57	50

Daily Mail

Sensationalist	17	20	15	16	18	18	15	22	11	29	17	13	14	20
Unfairly targeted particular groups or individuals	16	18	14	20	18	16	9	19	12	23	14	13	16	19
Focused on personality at the expense of politics	12	12	12	13	11	12	11	14	9	22	11	10	9	12
Influenced the outcome	7	8	6	12	7	5	5	9	4	14	5	5	7	8
Patchy at best	6	7	5	6	8	6	4	7	5	10	6	6	3	7
Too much coverage	4	4	4	4	1	6	7	4	4	5	5	5	3	1
Fair and balanced	3	3	3	3	2	3	5	3	3	3	4	3	2	3
Covered stories for people with all knowledge/interest levels	3	3	2	3	2	2	4	3	3	5	3	1	3	0
Accurately reported on the facts	2	2	2	5	1	2	3	2	2	1	1	3	5	0
Good in-depth and investigative reporting	2	3	2	3	1	2	5	2	2	5	2	2	3	0
None of these	10	11	8	4	9	7	16	9	11	6	7	12	11	15
Don't know	54	49	60	56	54	56	53	50	61	44	56	60	56	47

Facebook

Sensationalist	11	13	8	17	11	9	8	12	8	15	12	8	9	8
Patchy at best	9	10	8	15	10	7	6	9	9	11	10	7	8	11
Unfairly targeted particular groups or individuals	9	12	7	18	10	8	5	11	7	11	13	6	8	8
Influenced the outcome	8	9	8	14	9	7	6	11	5	13	9	6	7	7
Focused on personality at the expense of politics	7	7	7	12	6	6	8	9	4	6	9	6	6	8
Too much coverage	5	6	5	6	5	6	5	6	4	9	6	5	4	3
Fair and balanced	4	5	4	4	5	5	4	5	3	12	3	3	3	5
Covered stories for people with all knowledge/interest levels	4	4	3	7	5	2	2	4	4	7	3	3	4	4
Accurately reported on the facts	1	2	1	1	2	1	0	2	1	1	1	0	2	1
Good in-depth and investigative reporting	1	2	1	2	1	1	1	1	1	1	2	0	1	1
None of these	12	12	11	6	11	12	15	11	13	12	9	12	12	16
Don't know	57	53	60	45	55	62	62	52	63	47	57	62	60	50

Twitter

Unfairly targeted particular groups or individuals	8	10	6	14	9	7	4	11	4	14	10	4	6	5
Sensationalist	6	9	4	11	5	6	7	7	5	7	10	4	5	4
Patchy at best	6	7	5	10	6	5	3	6	5	8	7	4	5	7
Influenced the outcome	5	6	4	8	5	5	4	8	2	5	7	3	4	4
Focused on personality at the expense of politics	5	6	5	8	4	5	7	7	4	8	6	3	5	6
Too much coverage	4	5	3	7	2	6	4	5	3	2	6	4	3	2
Fair and balanced	3	3	3	4	3	4	2	4	3	5	3	3	2	5
Accurately reported on the facts	2	2	2	1	2	2	1	2	1	4	1	1	2	1
Covered stories for people with all knowledge/interest levels	2	3	2	3	3	2	1	3	1	3	2	2	3	2
Good in-depth and investigative reporting	1	1	1	2	1	1	1	1	1	3	1	1	1	0
None of these	11	11	11	7	11	12	14	10	13	10	10	11	13	15
Don't know	65	60	69	53	63	69	70	61	70	60	65	70	66	59

Sample Size: 1601 GB Adults
Fieldwork: 20th - 21st July 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	1601	775	826	186	684	395	336	913	688	215	519	343	386	139
Unweighted Sample	1601	676	925	152	656	428	365	965	636	121	569	325	413	173
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The Evening Standard

Sensationalist	4	6	3	6	3	5	3	5	3	9	3	2	5	3
Patchy at best	4	5	2	6	5	3	2	4	3	5	5	2	3	2
Unfairly targeted particular groups or individuals	4	5	4	5	5	5	1	5	3	7	4	3	5	1
Focused on personality at the expense of politics	4	4	3	5	3	4	3	4	3	4	4	4	3	2
Fair and balanced	2	2	2	3	3	2	1	3	2	6	2	1	2	3
Influenced the outcome	2	2	2	2	3	1	1	3	1	4	2	1	2	2
Too much coverage	2	3	2	2	1	4	3	2	2	0	4	3	1	1
Accurately reported on the facts	1	2	0	0	1	1	1	1	1	2	1	2	1	0
Covered stories for people with all knowledge/interest levels	1	1	1	1	2	0	2	2	1	7	1	0	1	1
Good in-depth and investigative reporting	1	1	1	1	2	0	1	1	1	4	1	1	1	1
None of these	11	12	10	5	11	10	17	9	14	9	10	11	12	17
Don't know	71	67	75	71	69	74	71	70	72	57	73	77	72	69

The Metro

Sensationalist	4	5	2	3	4	4	3	4	3	9	2	3	4	2
Patchy at best	4	4	3	5	4	2	3	4	4	8	3	3	3	2
Fair and balanced	3	3	3	2	4	3	2	4	2	8	2	1	2	4
Unfairly targeted particular groups or individuals	3	4	2	5	3	2	2	4	2	3	3	1	4	1
Influenced the outcome	2	2	1	3	2	1	1	2	1	2	1	2	3	2
Too much coverage	2	3	2	2	2	4	3	3	2	2	3	3	2	1
Focused on personality at the expense of politics	2	3	2	1	3	2	2	3	1	2	3	1	2	1
Accurately reported on the facts	1	1	1	1	1	1	1	1	1	3	1	1	1	0
Covered stories for people with all knowledge/interest levels	1	1	2	1	2	1	2	2	1	5	0	1	2	0
Good in-depth and investigative reporting	1	3	0	7	1	0	0	2	1	2	1	3	1	0
None of these	11	12	10	3	11	11	17	9	14	7	10	11	13	18
Don't know	72	67	76	72	70	75	71	70	73	60	75	75	71	69

LBC Radio

Fair and balanced	3	5	2	3	4	3	2	4	3	7	4	2	3	2
Sensationalist	3	4	2	4	3	4	1	3	3	4	2	2	4	4
Patchy at best	3	3	2	3	3	2	2	3	2	5	3	2	2	1
Unfairly targeted particular groups or individuals	3	3	2	4	4	2	1	3	2	2	3	2	4	1
Influenced the outcome	2	2	1	2	2	1	1	2	1	3	1	2	2	2
Accurately reported on the facts	2	2	1	3	2	1	2	2	2	5	1	1	3	0
Covered stories for people with all knowledge/interest levels	2	2	3	3	2	3	3	3	2	9	2	1	1	1
Too much coverage	2	3	1	3	1	4	3	3	2	1	3	2	3	1
Focused on personality at the expense of politics	2	3	1	3	1	2	3	2	2	2	2	1	3	1
Good in-depth and investigative reporting	1	1	1	1	1	2	1	1	1	3	1	0	0	0
None of these	11	12	10	6	11	10	15	9	13	6	10	11	13	17
Don't know	73	69	77	71	73	74	74	73	74	69	74	79	71	70

To what extent, if at all, do you either agree or disagree with the following statements
When publications endorse a political party in the General Election this is damaging for democracy

Strongly agree	18	20	16	21	15	20	18	19	16	19	17	19	13	27
Slightly agree	25	27	24	23	22	25	33	27	23	22	26	27	23	30
TOTAL AGREE	43	47	40	44	37	45	51	46	39	41	43	46	36	57
Neither agree nor disagree	26	26	26	24	26	26	27	27	24	27	25	24	31	18
Slightly disagree	8	10	7	13	9	8	6	10	6	6	11	7	8	8
Strongly disagree	4	4	3	1	5	2	4	4	3	6	3	5	3	2
TOTAL DISAGREE	12	14	10	14	14	10	10	14	9	12	14	12	11	10
Don't know	19	13	25	19	23	19	11	12	28	20	18	18	23	14

Publications endorsing a political party at a General Election gives more transparency of the press

Strongly agree	5	5	5	6	6	5	3	6	3	11	4	6	4	3
Slightly agree	18	19	16	18	19	17	16	21	14	24	18	18	13	21
TOTAL AGREE	23	24	21	24	25	22	19	27	17	35	22	24	17	24
Neither agree nor disagree	32	34	30	24	30	32	40	32	32	26	34	34	34	24
Slightly disagree	10	12	8	9	8	13	11	12	6	7	8	14	9	14
Strongly disagree	10	11	9	8	10	10	11	11	8	10	10	7	11	15
TOTAL DISAGREE	20	23	17	17	18	23	22	23	14	17	18	21	20	29
Don't know	26	19	32	35	27	25	19	18	37	23	28	23	29	23

Sample Size: 1601 GB Adults
Fieldwork: 20th - 21st July 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	1601	775	826	186	684	395	336	913	688	215	519	343	386	139
Unweighted Sample	1601	676	925	152	656	428	365	965	636	121	569	325	413	173
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The advent of the digital age has diminished the influence of newspapers

Strongly agree	22	24	20	23	22	21	21	26	17	26	20	22	21	24
Slightly agree	36	37	35	40	33	37	39	39	31	29	39	38	32	39
TOTAL AGREE	58	61	55	63	55	58	60	65	48	55	59	60	53	63
Neither agree nor disagree	17	20	15	17	15	17	21	15	20	15	18	16	20	15
Slightly disagree	7	6	8	8	8	8	6	9	5	7	8	7	7	7
Strongly disagree	3	3	3	2	3	1	4	2	3	3	3	2	3	3
TOTAL DISAGREE	10	9	11	10	11	9	10	11	8	10	11	9	10	10
Don't know	15	11	19	11	19	16	9	9	24	20	13	15	17	11

The role of newspapers in general elections and their influence on the outcome is greatly overstated

Strongly agree	7	10	5	9	6	7	8	8	5	7	8	6	6	8
Slightly agree	25	29	23	25	23	27	29	28	22	20	29	27	24	22
TOTAL AGREE	32	39	28	34	29	34	37	36	27	27	37	33	30	30
Neither agree nor disagree	24	23	26	20	23	24	30	22	27	22	24	22	28	26
Slightly disagree	19	19	19	21	19	17	19	20	17	19	19	22	15	18
Strongly disagree	9	10	8	10	9	10	6	11	6	9	7	9	8	13
TOTAL DISAGREE	28	29	27	31	28	27	25	31	23	28	26	31	23	31
Don't know	15	10	20	15	19	15	9	10	22	22	13	13	18	13

The role of newspapers in general elections has a significant impact on the outcome

Strongly agree	14	15	12	16	13	13	14	16	10	18	10	16	11	21
Slightly agree	34	34	35	29	33	35	40	36	32	34	39	31	33	34
TOTAL AGREE	48	49	47	45	46	48	54	52	42	52	49	47	44	55
Neither agree nor disagree	21	22	20	20	20	23	22	20	22	17	22	20	24	19
Slightly disagree	12	15	10	21	12	11	11	14	10	8	14	14	11	12
Strongly disagree	3	4	3	2	4	5	2	3	4	2	3	5	4	2
TOTAL DISAGREE	15	19	13	23	16	16	13	17	14	10	17	19	15	14
Don't know	15	10	20	13	18	14	11	9	23	20	12	14	18	11

Without social media the election result would have been quite different

Strongly agree	16	19	13	27	14	17	13	20	11	13	17	16	15	18
Slightly agree	28	27	28	31	32	22	24	33	21	33	30	26	27	21
TOTAL AGREE	44	46	41	58	46	39	37	53	32	46	47	42	42	39
Neither agree nor disagree	20	23	17	18	18	20	23	18	22	21	20	20	17	24
Slightly disagree	9	9	9	10	8	11	7	8	10	5	9	10	9	10
Strongly disagree	7	7	7	1	6	9	10	6	8	6	7	7	8	10
TOTAL DISAGREE	16	16	16	11	14	20	17	14	18	11	16	17	17	20
Don't know	21	15	26	12	22	20	23	15	28	22	17	22	24	17

Thinking about the following news publications, do you recall any of them coming out in support of a particular political party?

The Sun

Yes	33	40	26	37	31	36	32	40	24	44	33	31	30	30
Yes, but can't remember for which party	7	7	7	13	8	5	4	6	8	7	7	7	8	7
No	15	14	15	15	17	14	11	12	18	12	14	14	17	17
Don't know	45	38	52	34	44	45	54	41	50	37	46	48	46	45

The Guardian

Yes	21	26	17	23	20	21	21	28	12	33	21	19	18	17
Yes, but can't remember for which party	4	5	4	6	5	4	4	5	4	7	5	3	4	4
No	20	21	18	26	21	19	14	18	22	14	21	18	20	26
Don't know	55	49	61	45	54	57	61	50	62	47	53	59	58	52

The Economist

Yes	4	6	3	5	5	5	3	5	3	10	3	3	5	1
Yes, but can't remember for which party	3	3	3	7	3	2	4	3	4	5	3	2	3	3
No	24	28	20	31	27	22	16	24	24	22	27	20	23	29
Don't know	69	63	74	58	66	72	76	68	69	63	67	75	69	67

The Financial Times

Yes	6	8	5	6	5	7	8	8	5	12	6	4	6	6
Yes, but can't remember for which party	4	4	3	6	3	3	4	3	4	5	3	3	3	3
No	25	28	22	31	29	23	16	26	24	23	26	23	23	30
Don't know	65	60	70	58	63	68	72	64	68	60	64	70	67	60

The New Statesman

Yes	4	7	2	0	5	5	5	6	2	12	3	2	4	3
Yes, but can't remember for which party	3	2	3	4	3	2	2	3	3	2	2	5	2	3
No	23	26	20	33	25	21	15	23	23	19	25	20	24	26
Don't know	70	65	75	62	67	72	78	69	72	68	69	73	71	68

Sample Size: 1601 GB Adults
Fieldwork: 20th - 21st July 2017

	Gender		Age				Social Grade		Region					
	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1601	775	826	186	684	395	336	913	688	215	519	343	386	139
Unweighted Sample	1601	676	925	152	656	428	365	965	636	121	569	325	413	173
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The Times															
	Yes	15	18	11	9	14	16	16	20	8	26	13	14	12	13
	Yes, but can't remember for which party	4	4	5	9	3	5	5	5	4	4	4	6	4	4
	No	23	26	20	31	26	20	14	22	23	20	25	18	24	25
	Don't know	58	52	65	51	57	59	65	53	65	50	58	61	61	57
The Daily Telegraph															
	Yes	19	23	14	18	16	21	20	24	11	25	20	15	17	18
	Yes, but can't remember for which party	5	4	6	7	6	4	4	6	5	7	4	8	3	7
	No	19	22	17	25	22	18	13	17	22	16	21	18	21	21
	Don't know	57	51	63	49	56	57	63	53	62	52	55	60	59	54
The Daily Mail															
	Yes	35	43	28	39	31	36	41	42	26	49	35	30	33	34
	Yes, but can't remember for which party	5	5	5	8	6	5	2	5	5	3	6	4	5	7
	No	15	15	16	16	17	14	13	13	18	11	15	16	17	16
	Don't know	44	37	51	37	46	45	44	40	51	36	44	49	45	43
The Daily Mirror															
	Yes	24	31	18	24	20	28	26	28	18	25	26	22	24	19
	Yes, but can't remember for which party	6	6	6	12	6	4	4	6	6	9	5	5	5	5
	No	18	18	17	18	22	15	12	17	19	16	18	18	18	20
	Don't know	53	46	59	46	52	52	58	49	57	50	51	55	53	56
The Evening Standard															
	Yes	7	10	4	9	7	7	6	10	4	17	8	5	4	3
	Yes, but can't remember for which party	4	4	4	7	3	3	4	4	3	10	3	2	2	3
	No	22	24	20	28	26	20	14	21	23	20	24	18	24	26
	Don't know	67	62	72	56	64	70	76	64	70	54	65	75	70	68
The Metro															
	Yes	3	4	2	2	3	3	2	4	1	4	3	1	4	1
	Yes, but can't remember for which party	4	4	4	5	5	3	4	5	3	11	3	5	2	3
	No	27	30	24	36	30	23	18	26	28	32	26	21	26	33
	Don't know	67	63	70	57	62	71	76	65	68	52	69	73	67	63

For the following newspapers, a respondent only saw the newspaper if they recalled the paper coming out in support of a particular party

And when it became clear which party the publication supported, which of the following, if any, did it make you feel?

The Sun
[n=557]

Made me more likely to vote for the party I was going to vote for	17	16	19	24	17	15	16	19	13	20	14	15	21	20
Made me less likely to vote for the party I was going to vote for	5	6	2	8	5	1	7	5	3	8	3	6	4	4
Had no impact on which party I was going to vote for	76	77	75	68	73	84	77	73	84	72	83	71	74	76
Made me switch which party I was going to vote for	2	0	4	0	4	1	0	3	0	0	0	8	1	0

The Guardian
[n=356]

Made me more likely to vote for the party I was going to vote for	24	24	23	40	24	15	23	26	17	22	24	28	21	22
Made me less likely to vote for the party I was going to vote for	3	3	2	11	2	0	2	2	5	3	0	8	0	1
Had no impact on which party I was going to vote for	73	72	75	49	73	85	75	72	78	74	74	63	79	77
Made me switch which party I was going to vote for	0	0	1	0	1	0	0	0	0	0	1	0	0	0

The Economist
[n=69]

Made me more likely to vote for the party I was going to vote for	24	26	22	41	31	5	25	28	16	35	17	17	26	0
Made me less likely to vote for the party I was going to vote for	4	7	0	0	10	0	0	6	0	11	0	8	0	0
Had no impact on which party I was going to vote for	71	67	78	59	59	95	75	66	84	54	83	75	74	100
Made me switch which party I was going to vote for	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Sample Size: 1601 GB Adults
Fieldwork: 20th - 21st July 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	
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Unweighted Sample	1601	676	925	152	656	428	365	965	636	121	569	325	413	173
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The Financial Times

[n=99]

Made me more likely to vote for the party I was going to vote for	15	18	11	12	22	15	7	15	14	13	12	5	22	29
Made me less likely to vote for the party I was going to vote for	4	2	6	0	3	0	9	4	4	0	6	9	0	9
Had no impact on which party I was going to vote for	81	79	83	88	75	82	83	80	82	87	82	86	75	62
Made me switch which party I was going to vote for	1	1	0	0	0	3	0	1	0	0	0	0	3	0

The New Statesman

[n=67]

Made me more likely to vote for the party I was going to vote for	19	24	6	100	32	7	3	22	7	25	7	7	36	0
Made me less likely to vote for the party I was going to vote for	3	0	13	0	7	0	0	4	0	8	0	0	0	10
Had no impact on which party I was going to vote for	78	76	81	0	61	93	97	73	93	67	93	93	64	90
Made me switch which party I was going to vote for	0	0	0	0	0	0	0	0	0	0	0	0	0	0

The Times

[n=237]

Made me more likely to vote for the party I was going to vote for	14	18	7	38	13	12	11	15	9	14	14	6	22	14
Made me less likely to vote for the party I was going to vote for	2	3	2	0	3	0	4	2	2	4	2	2	0	2
Had no impact on which party I was going to vote for	80	79	82	62	76	86	85	77	89	81	83	75	76	84
Made me switch which party I was going to vote for	4	1	9	0	9	1	0	5	0	0	0	17	2	0

The Daily Telegraph

[n=314]

Made me more likely to vote for the party I was going to vote for	13	14	11	17	13	10	14	15	7	12	12	10	16	12
Made me less likely to vote for the party I was going to vote for	3	5	1	2	5	0	6	4	1	13	1	2	1	5
Had no impact on which party I was going to vote for	84	81	88	81	82	90	80	81	92	75	86	88	83	83
Made me switch which party I was going to vote for	0	0	1	0	1	0	0	0	0	0	1	0	0	0

The Daily Mail

[n=597]

Made me more likely to vote for the party I was going to vote for	20	22	18	31	23	12	19	22	16	22	18	25	19	15
Made me less likely to vote for the party I was going to vote for	2	2	2	1	1	1	3	2	1	2	2	2	2	1
Had no impact on which party I was going to vote for	78	76	81	68	75	87	78	76	83	76	80	73	78	84
Made me switch which party I was going to vote for	0	0	0	0	1	0	0	0	0	0	0	0	1	0

The Daily Mirror

[n=417]

Made me more likely to vote for the party I was going to vote for	14	16	11	20	14	11	15	14	15	15	12	15	15	17
Made me less likely to vote for the party I was going to vote for	3	3	4	1	3	2	5	4	2	5	3	2	4	1
Had no impact on which party I was going to vote for	83	81	86	79	82	88	79	82	83	80	85	83	81	82
Made me switch which party I was going to vote for	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Sample Size: 1601 GB Adults
Fieldwork: 20th - 21st July 2017

	Gender		Age				Social Grade		Region					
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Unweighted Sample	1601	676	925	152	656	428	365	965	636	121	569	325	413	173
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The Evening Standard

[n=109]

Made me more likely to vote for the party I was going to vote for	13	10	20	3	18	7	17	11	22	19	3	6	34	11
Made me less likely to vote for the party I was going to vote for	4	6	0	0	5	0	10	5	0	13	0	0	0	0
Had no impact on which party I was going to vote for	83	84	80	97	77	93	73	84	78	68	97	94	66	89
Made me switch which party I was going to vote for	0	0	0	0	0	0	0	0	0	0	0	0	0	0

The Metro

[n=45]

Made me more likely to vote for the party I was going to vote for	29	31	24	0	52	15	7	28	30	15	12	17	53	0
Made me less likely to vote for the party I was going to vote for	1	0	2	0	2	0	0	1	0	0	0	0	0	34
Had no impact on which party I was going to vote for	71	69	73	100	47	85	93	71	70	85	88	83	47	66
Made me switch which party I was going to vote for	0	0	0	0	0	0	0	0	0	0	0	0	0	0

**Any percentages calculated on bases fewer than 50 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.*