YouGov Survey Results

Sample Size: 1598 GB Adults
Fieldwork: 8th - 9th March 2017

	Total	EU Ref 2016 Remain	EU Ref 2016 Leave	Vote in 2015 Con	Vote in 2015 Lab	Vote in 2015 Lib Dem	Vote in 2015 UKIP	Gender Male	Gender Female	Age 18-24	Age 25-49	Age 50-64	Age 65+	Social Grade ABC1	Social Grade C2DE	Region London	Region Rest of South	Region Midlands / Wales	Region North	Region Scotland
Weighted Sample	1598	628	682	451	374	96	156	773	825	185	682	395	336	911	687	192	531	344	385	147
Unweighted Sample	1598	753	656	469	402	109	152	683	915	188	613	427	370	966	632	142	561	362	377	156
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In recent months people have often talked about "fake news". Do you think each of following count or do not count as "fake news"?
News organisations that are honest, but have a clear political viewpoint or agenda

	Total	Remain	Leave	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands/Wales	North	Scotland
This counts as "fake news"	**16**	10	20	14	16	11	24	18	14	17	15	15	19	16	16	13	18	17	14	16
This does not count as "fake news"	**56**	71	49	62	61	71	43	60	53	58	54	59	57	63	47	67	57	51	54	59
Don't know	**28**	19	30	24	23	19	32	22	33	25	32	26	24	21	37	20	25	33	33	25

News organisations that twist their reporting to fit their political viewpoint or agenda

	Total	Remain	Leave	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands/Wales	North	Scotland
This counts as "fake news"	**61**	61	67	64	61	63	70	66	57	62	57	63	69	65	56	59	64	60	60	62
This does not count as "fake news"	**17**	24	12	19	21	25	9	18	17	18	19	17	14	20	14	27	17	14	17	18
Don't know	**21**	16	21	17	18	12	21	16	26	20	24	20	17	15	29	14	19	26	24	21

News organisations that don't check if their stories are true or not

	Total	Remain	Leave	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands/Wales	North	Scotland
This counts as "fake news"	**68**	72	72	75	69	76	70	70	66	66	65	68	76	73	61	68	71	68	63	70
This does not count as "fake news"	**9**	10	8	10	11	12	6	11	8	11	9	10	7	11	7	12	9	7	10	10
Don't know	**23**	18	20	16	20	12	24	19	27	22	26	22	17	16	31	20	20	25	27	20

News organisations that deliberately say things that aren't true

	Total	Remain	Leave	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands/Wales	North	Scotland
This counts as "fake news"	**77**	85	78	84	79	91	76	80	74	72	74	78	84	84	67	83	80	74	72	77
This does not count as "fake news"	**5**	3	4	4	5	0	4	6	3	9	5	4	2	5	5	4	5	4	5	7
Don't know	**18**	12	17	12	16	9	20	13	23	19	21	17	14	11	28	13	15	22	23	17

Organisations publishing funny or satirical material which is presented so that it looks like real news but isn't supposed to be taken seriously

	Total	Remain	Leave	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands/Wales	North	Scotland
This counts as "fake news"	**35**	30	41	43	32	32	37	33	37	26	31	38	45	35	35	30	38	35	35	31
This does not count as "fake news"	**42**	54	37	40	49	54	39	49	36	45	45	41	37	49	34	53	42	37	40	48
Don't know	**23**	16	22	16	19	15	25	19	26	29	24	21	19	16	31	17	20	27	25	21

www.yougov.co.uk

Sample Size: 1598 GB Adults
Fieldwork: 8th - 9th March 2017

		EU Ref 2016		Vote in 2015				Gender		Age				Social Grade		Region				
	Total	Remain	Leave	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	**1598**	628	682	451	374	96	156	773	825	185	682	395	336	911	687	192	531	344	385	147
Unweighted Sample	1598	753	656	469	402	109	152	683	915	188	613	427	370	966	632	142	561	362	377	156
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How often do you think you see news stories from organisations that you think fall into the following categories?
News organisations that are honest, but have a clear political viewpoint or agenda

Very often	**25**	28	23	25	25	21	26	28	22	24	23	25	29	30	18	34	29	17	21	27
Fairly often	**36**	40	38	43	38	45	34	38	34	31	35	37	40	39	31	34	38	35	36	33
TOTAL OFTEN	**61**	**68**	**61**	**68**	**63**	**66**	**60**	**66**	**56**	**55**	**58**	**62**	**69**	**69**	**49**	**68**	**67**	**52**	**57**	**60**
Not very often	**14**	15	15	15	14	14	15	14	14	15	14	12	16	13	16	12	11	19	15	15
Never	**3**	2	3	1	3	1	4	3	4	7	3	3	2	2	5	3	1	4	4	6
TOTAL NOT OFTEN / NEVER	**17**	**17**	**18**	**16**	**17**	**15**	**19**	**17**	**18**	**22**	**17**	**15**	**18**	**15**	**21**	**15**	**12**	**23**	**19**	**21**
Don't know	**22**	15	21	17	19	19	20	17	26	23	25	22	14	15	30	17	20	24	25	19

News organisations that twist their reporting to fit their political viewpoint or agenda

Very often	**30**	30	32	29	32	27	37	35	26	21	28	33	36	33	26	32	30	26	31	35
Fairly often	**36**	41	37	45	40	36	30	37	36	37	33	35	44	39	33	34	39	37	33	34
TOTAL OFTEN	**66**	**71**	**69**	**74**	**72**	**63**	**67**	**72**	**62**	**58**	**61**	**68**	**80**	**72**	**59**	**66**	**69**	**63**	**64**	**69**
Not very often	**10**	13	8	10	10	18	9	10	10	18	11	9	7	11	9	14	11	9	9	7
Never	**3**	2	2	1	2	1	2	1	4	3	3	4	1	2	3	3	1	2	3	6
TOTAL NOT OFTEN / NEVER	**13**	**15**	**10**	**11**	**12**	**19**	**11**	**11**	**14**	**21**	**14**	**13**	**8**	**13**	**12**	**17**	**12**	**11**	**12**	**13**
Don't know	**21**	15	20	15	17	18	22	17	24	22	26	19	13	15	29	16	19	25	23	18

News organisations that don't check if their stories are true or not

Very often	**21**	20	24	22	21	14	18	25	18	15	19	22	29	23	19	17	22	21	20	26
Fairly often	**28**	29	29	30	31	34	27	27	29	23	27	29	32	29	26	30	29	26	28	24
TOTAL OFTEN	**49**	**49**	**53**	**52**	**52**	**48**	**45**	**52**	**47**	**38**	**46**	**51**	**61**	**52**	**45**	**47**	**51**	**47**	**48**	**50**
Not very often	**22**	26	20	26	21	27	25	24	20	29	21	20	20	25	18	28	23	21	19	19
Never	**3**	3	3	2	3	2	2	2	3	3	3	4	1	2	4	6	1	2	3	7
TOTAL NOT OFTEN / NEVER	**25**	**29**	**23**	**28**	**24**	**29**	**27**	**26**	**23**	**32**	**24**	**24**	**21**	**27**	**22**	**34**	**24**	**23**	**22**	**26**
Don't know	**26**	21	24	20	24	23	28	22	30	30	29	26	18	21	33	19	24	30	29	24

News organisations that deliberately say things that aren't true

Very often	**19**	17	24	22	17	11	19	23	17	13	16	22	27	20	19	19	19	21	17	25
Fairly often	**23**	25	23	23	28	20	24	24	21	17	21	24	27	24	21	25	23	19	24	24
TOTAL OFTEN	**42**	**42**	**47**	**45**	**45**	**31**	**43**	**47**	**38**	**30**	**37**	**46**	**54**	**44**	**40**	**44**	**42**	**40**	**41**	**49**
Not very often	**29**	34	26	33	29	43	28	29	29	34	30	26	25	34	22	33	33	29	24	20
Never	**5**	5	4	2	4	7	5	4	6	9	4	5	3	4	6	6	3	4	7	7
TOTAL NOT OFTEN / NEVER	**34**	**39**	**30**	**35**	**33**	**50**	**33**	**33**	**35**	**43**	**34**	**31**	**28**	**38**	**28**	**39**	**36**	**33**	**31**	**27**
Don't know	**24**	19	24	19	22	20	25	20	29	26	29	23	17	19	32	17	23	27	28	24

www.yougov.co.uk

Sample Size: 1598 GB Adults
Fieldwork: 8th - 9th March 2017

	Total	EU Ref 2016		Vote in 2015				Gender		Age				Social Grade		Region				
		Remain	Leave	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1598	628	682	451	374	96	156	773	825	185	682	395	336	911	687	192	531	344	385	147
Unweighted Sample	1598	753	656	469	402	109	152	683	915	188	613	427	370	966	632	142	561	362	377	156
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Organisations publishing funny or satirical material which is presented so that it looks like real news but isn't supposed to be taken seriously

	Total	Remain	Leave	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Very often	18	18	18	19	18	15	14	21	16	20	19	17	18	21	15	22	20	17	15	19
Fairly often	33	39	33	36	39	39	26	34	33	34	32	35	35	38	27	32	36	30	32	37
TOTAL OFTEN	51	57	51	55	57	54	40	55	49	54	51	52	53	59	42	54	56	47	47	56
Not very often	20	22	20	22	19	27	29	22	18	18	18	21	25	20	20	25	18	21	22	15
Never	3	3	3	2	2	2	3	3	3	2	3	4	2	2	4	3	2	4	3	7
TOTAL NOT OFTEN / NEVER	23	25	23	24	21	29	32	25	21	20	21	25	27	22	24	28	20	25	25	22
Don't know	25	18	25	21	22	17	28	20	30	26	28	24	20	19	34	18	25	28	28	22

And do you think each of the following are or are not a problem?
News organisations that are honest, but have a clear political viewpoint or agenda

	Total	Remain	Leave	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
This is a problem	24	17	32	22	25	14	35	27	22	24	22	24	29	23	26	16	25	25	24	31
This is not a problem	55	70	49	61	59	74	47	58	53	49	53	59	59	63	45	71	57	50	52	51
Don't know	20	12	20	16	17	12	18	15	26	27	25	17	12	14	29	13	18	25	24	18

News organisations that twist their reporting to fit their political viewpoint or agenda

	Total	Remain	Leave	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
This is a problem	69	72	71	70	75	61	74	73	65	64	63	75	77	73	64	70	68	65	70	76
This is not a problem	13	15	12	17	10	28	7	14	12	12	14	10	14	15	9	17	15	12	8	11
Don't know	19	13	17	13	15	11	19	14	23	24	24	15	9	12	27	13	17	23	22	13

News organisations that don't check if their stories are true or not

	Total	Remain	Leave	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
This is a problem	79	86	81	85	83	86	80	82	76	69	74	84	90	86	70	84	81	77	76	81
This is not a problem	4	3	3	3	3	6	3	4	3	9	4	2	2	4	3	3	3	3	4	6
Don't know	17	11	16	12	14	8	17	13	21	22	22	14	8	10	26	13	16	20	20	12

News organisations that deliberately say things that aren't true

	Total	Remain	Leave	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
This is a problem	79	86	81	84	84	88	80	83	76	72	74	84	89	87	70	86	81	77	77	81
This is not a problem	3	4	2	4	2	4	2	4	2	6	4	1	2	3	4	3	3	3	3	6
Don't know	17	10	17	13	14	8	17	13	21	22	22	14	9	10	27	11	16	20	20	13

Organisations publishing funny or satirical material which is presented so that it looks like real news but isn't supposed to be taken seriously

	Total	Remain	Leave	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
This is a problem	23	18	29	27	23	18	22	22	24	15	19	23	37	22	25	15	26	25	19	29
This is not a problem	54	67	49	55	57	68	53	61	48	59	57	55	47	62	44	66	52	50	56	56
Don't know	22	15	21	18	21	14	25	17	28	26	24	22	16	16	31	19	22	25	25	14

Sample Size: 1598 GB Adults
Fieldwork: 8th - 9th March 2017

	Total	EU Ref 2016 Remain	EU Ref 2016 Leave	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1598	628	682	451	374	96	156	773	825	185	682	395	336	911	687	192	531	344	385	147
Unweighted Sample	1598	753	656	469	402	109	152	683	915	188	613	427	370	966	632	142	561	362	377	156
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Social media sites (e.g. Facebook) often display news stories to their users and allow their users to share them.

Do you think social media sites should or should not deliberately *avoid* showing and stop people sharing news stories that come from…
News organisations that are honest, but have a clear political viewpoint or agenda

	Total	Remain	Leave	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
They should	23	20	30	28	23	14	33	24	23	21	21	22	32	22	25	21	25	25	22	21
They should not	50	60	43	50	54	62	43	54	47	55	49	52	48	58	41	61	51	45	47	54
Don't know	26	20	27	22	24	25	24	23	30	25	30	26	20	20	34	18	24	29	31	25

News organisations that twist their reporting to fit their political viewpoint or agenda

	Total	Remain	Leave	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
They should	36	38	36	36	37	33	34	38	34	34	34	37	38	38	33	38	34	38	36	31
They should not	38	42	37	40	40	47	40	39	37	40	37	36	41	41	34	41	40	34	33	47
Don't know	26	20	27	24	23	20	26	23	29	26	29	27	21	21	33	21	26	28	30	22

News organisations that don't check if their stories are true or not

	Total	Remain	Leave	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
They should	47	54	45	48	51	59	40	47	47	47	45	48	50	51	42	56	46	45	47	41
They should not	30	28	32	31	27	23	40	32	27	30	28	29	32	31	28	27	30	30	27	36
Don't know	24	18	23	21	22	18	20	22	25	23	27	23	18	18	31	17	24	25	26	23

News organisations that deliberately say things that aren't true

	Total	Remain	Leave	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
They should	48	57	45	51	52	62	39	51	46	50	47	49	51	55	40	57	50	47	46	42
They should not	29	27	33	29	27	22	42	29	29	25	27	30	33	28	30	28	28	28	28	36
Don't know	23	17	23	20	21	16	19	20	25	25	26	21	16	18	29	15	23	25	25	22

Organisations publishing funny or satirical material which is presented so that it looks like real news but isn't supposed to be taken seriously

	Total	Remain	Leave	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
They should	23	22	27	25	23	18	32	24	21	20	20	21	30	22	24	20	24	24	22	19
They should not	50	58	43	49	52	55	40	53	47	57	50	51	43	57	40	59	47	46	48	58
Don't know	28	21	29	26	25	26	28	23	32	23	30	28	27	21	36	21	29	31	29	22

 www.yougov.co.uk

	Total	EU Ref 2016		Vote in 2015				Gender		Age				Social Grade		Region				
		Remain	Leave	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	**1598**	628	682	451	374	96	156	773	825	185	682	395	336	911	687	192	531	344	385	147
Unweighted Sample	1598	753	656	469	402	109	152	683	915	188	613	427	370	966	632	142	561	362	377	156
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the news stories that are displayed by the social media websites, which of these comes closest to your view?

	Total	Remain	Leave	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Social media sites should allow all kinds of news stories to be displayed on their sites	**17**	19	13	10	17	18	16	20	13	27	20	13	8	19	13	15	17	15	17	21
Social media sites have a responsibility to make sure that only true news stories are displayed on their sites	**67**	67	73	76	67	73	71	63	72	50	62	72	83	69	66	69	70	66	66	68
Don't know	**16**	13	14	13	16	9	13	16	15	23	18	15	9	12	21	17	13	19	17	12

Thinking about the news stories that are shared by other users, which of these comes closest to your view?

	Total	Remain	Leave	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Social media sites should allow all kinds of news stories to be shared on their sites	**21**	26	15	14	22	23	19	27	15	33	26	16	9	24	16	24	21	17	19	28
Social media sites have a responsibility to make sure that only true news stories are shared on their sites	**62**	61	69	71	61	64	67	57	66	40	55	67	80	62	61	58	63	63	62	57
Don't know	**18**	13	16	15	18	13	14	17	19	27	19	17	11	14	23	18	16	20	19	15

Who do you think should have *the most* responsibility for deciding whether a news story is real or fake?

	Total	Remain	Leave	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
News organisations	**52**	59	51	58	52	58	51	51	54	52	48	57	57	59	44	60	55	52	48	45
Members of the public who read the story	**18**	20	16	17	17	23	22	20	15	14	19	16	19	18	17	20	17	16	18	17
The government	**6**	4	8	3	9	3	6	6	6	5	5	6	9	5	7	2	4	6	9	11
Social media sites (e.g. Facebook)	**5**	3	6	5	4	6	8	5	5	6	5	3	5	4	5	6	6	4	3	6
Someone else	**3**	2	4	4	5	1	1	5	2	4	3	5	2	2	5	2	3	3	4	6
Don't know	**16**	12	15	12	14	10	12	14	18	18	20	14	9	11	22	11	14	19	18	15

www.yougov.co.uk