

YouGov Survey Results

Sample Size: 1800 GB Adults
Fieldwork: 10th - 11th October 2018

	Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1800	617	590	110	707	769	871	929	202	760	427	412	1026	774	241	583	385	434	157
Unweighted Sample	1800	631	567	116	762	766	802	998	165	741	422	472	1091	709	140	625	412	455	168
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

On a scale of 1 to 5, where 1 is none at all and 5 is a great deal, how much attention, if any, do you give to each of the following when forming your own political opinions?

Celebrity endorsements

1 – None at all	72	81	70	72	72	79	75	69	52	65	82	85	73	71	67	75	73	70	71
2	14	11	17	16	17	11	13	16	20	17	12	9	15	13	13	14	12	16	17
3	7	5	7	9	7	6	6	9	13	10	4	3	7	8	10	6	8	8	4
4	2	2	2	3	2	1	3	2	9	2	1	1	2	2	7	1	2	1	3
5 – A great deal	1	0	0	0	0	1	1	1	2	1	0	0	1	1	1	1	1	2	0
Don't know	3	1	3	0	2	2	2	4	4	5	1	1	2	5	3	2	4	4	5
AVERAGE	1.4	1.3	1.4	1.4	1.4	1.3	1.4	1.5	1.8	1.5	1.2	1.2	1.4	1.4	1.6	1.3	1.4	1.5	1.4

Politicians

1 – None at all	25	21	22	21	17	28	25	25	20	25	23	28	20	31	15	25	27	29	21
2	24	23	26	26	26	24	25	22	21	22	25	26	25	22	28	24	21	25	20
3	30	36	29	30	33	29	29	31	34	28	33	29	33	26	36	31	29	26	34
4	14	16	15	15	17	14	13	15	14	15	15	12	16	11	15	14	14	12	18
5 – A great deal	4	3	5	8	5	4	5	3	7	4	3	4	4	5	4	4	4	6	3
Don't know	3	1	3	0	2	2	2	4	3	5	1	1	2	5	3	2	4	3	5
AVERAGE	2.5	2.6	2.5	2.6	2.7	2.4	2.4	2.5	2.6	2.5	2.5	2.4	2.6	2.3	2.7	2.5	2.4	2.4	2.6

Newspapers

1 – None at all	34	29	34	27	29	37	36	31	32	34	34	34	29	39	26	34	34	37	31
2	23	24	27	24	25	22	23	23	24	20	27	24	24	22	24	24	22	24	18
3	24	27	22	21	25	24	21	27	20	26	25	23	26	22	20	25	25	25	27
4	13	15	12	25	15	13	14	12	15	13	11	14	16	10	21	13	12	10	17
5 – A great deal	3	3	2	3	3	2	3	3	3	3	2	4	3	3	7	2	2	2	1
Don't know	3	2	3	0	3	1	2	4	5	4	2	1	2	4	3	2	5	2	5
AVERAGE	2.3	2.4	2.2	2.5	2.4	2.2	2.2	2.3	2.3	2.3	2.2	2.3	2.4	2.1	2.6	2.2	2.2	2.1	2.3

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	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1800	617	590	110	707	769	871	929	202	760	427	412	1026	774	241	583	385	434	157	
Unweighted Sample	1800	631	567	116	762	766	802	998	165	741	422	472	1091	709	140	625	412	455	168	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Television / radio																				
1 – None at all	19	18	20	12	16	21	21	17	20	18	19	21	17	22	19	20	20	19	17	
2	19	21	17	24	18	20	21	17	20	16	21	21	19	19	18	20	21	18	17	
3	33	34	34	33	35	33	32	34	28	35	32	32	34	32	27	32	34	33	39	
4	20	21	21	24	24	19	19	22	18	20	21	20	23	17	24	21	16	21	19	
5 – A great deal	5	5	5	8	4	5	5	6	9	5	4	3	5	5	9	5	4	5	1	
Don't know	3	1	3	0	2	2	3	4	5	5	1	1	2	6	3	3	4	3	6	
AVERAGE	1.7	1.7	1.7	2.0	1.7	1.7	1.7	1.8	1.9	1.6	1.7	1.6	1.8	1.6	2.0	1.7	1.5	1.7	1.4	
Family / friends																				
1 – None at all	18	23	15	14	12	25	21	16	11	14	22	26	17	20	14	19	22	18	17	
2	19	20	20	28	22	19	20	18	16	15	24	23	20	18	16	20	20	19	17	
3	29	30	31	25	34	27	30	28	24	31	29	26	32	25	27	28	29	27	36	
4	21	17	24	23	22	18	19	22	29	23	18	15	21	20	28	21	18	20	19	
5 – A great deal	10	8	9	10	8	9	7	12	15	12	5	8	8	12	13	9	7	13	7	
Don't know	3	2	2	0	2	2	2	4	4	5	1	2	2	5	2	3	4	3	5	
AVERAGE	2.9	2.7	2.9	2.9	2.9	2.7	2.7	3.0	3.2	3.0	2.6	2.6	2.8	2.9	3.1	2.8	2.7	2.9	2.8	
Social media																				
1 – None at all	47	60	41	44	41	58	51	44	22	37	55	69	46	48	42	49	47	49	42	
2	20	20	19	24	20	20	20	20	17	23	23	13	21	19	13	23	21	18	25	
3	17	12	21	22	21	13	16	19	26	22	12	10	18	16	23	15	17	18	17	
4	9	4	12	7	11	5	8	10	22	9	6	5	10	7	14	8	8	8	8	
5 – A great deal	3	2	4	2	3	2	3	4	10	4	2	1	3	4	6	2	3	4	3	
Don't know	3	2	2	1	2	2	3	4	3	5	2	1	2	5	3	3	4	3	5	
AVERAGE	1.9	1.7	2.1	2.0	2.1	1.7	1.9	2.1	2.8	2.2	1.7	1.5	2.0	1.9	2.3	1.9	1.9	2.0	2.0	
Internet research																				
1 – None at all	23	28	17	17	16	30	24	21	10	18	23	37	19	28	17	22	25	24	20	
2	16	19	16	19	15	17	15	16	14	12	21	20	16	15	17	16	17	16	9	
3	26	26	25	25	28	25	26	27	23	28	28	22	28	24	24	29	26	23	29	
4	22	18	28	27	27	18	21	23	29	26	17	17	25	18	24	21	18	24	27	
5 – A great deal	9	7	11	12	11	7	10	8	19	11	8	3	10	8	16	7	8	9	10	
Don't know	4	2	3	0	4	2	4	4	5	6	4	2	2	7	2	4	6	3	5	
AVERAGE	2.8	2.6	3.0	3.0	3.1	2.5	2.8	2.8	3.3	3.0	2.7	2.3	2.9	2.6	3.1	2.7	2.6	2.7	3.0	

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

On a scale of 1 to 5, where 1 is none at all and 5 is a great deal, how much attention, if any, do you think other people give to each of the following when forming their political opinions?

Celebrity endorsements

1 – None at all	17	18	17	13	12	23	18	16	13	16	15	24	15	21	13	17	18	20	15
2	14	15	14	18	15	14	14	15	14	14	15	14	15	14	12	16	15	12	14
3	23	22	26	27	28	19	25	21	28	25	24	17	26	19	34	20	21	21	28
4	18	18	16	25	19	16	17	18	22	18	19	14	20	15	18	19	15	18	19
5 – A great deal	11	10	12	10	12	10	9	13	12	12	8	11	11	11	13	10	11	13	5
Don't know	17	17	15	6	14	18	16	17	12	15	19	19	14	21	10	18	19	16	18
AVERAGE	2.9	2.8	2.9	3.0	3.0	2.7	2.8	3.0	3.1	3.0	2.9	2.6	3.0	2.8	3.1	2.9	2.8	2.9	2.8

Politicians

1 – None at all	11	10	11	11	7	14	13	9	8	11	9	16	8	15	9	10	9	16	11
2	20	21	21	20	21	21	22	17	21	18	19	23	20	19	19	21	21	18	18
3	27	29	28	28	29	25	26	28	25	29	29	22	30	22	32	26	26	24	30
4	17	18	17	24	22	15	14	20	16	18	18	16	19	14	19	18	15	16	21
5 – A great deal	9	6	10	13	9	7	9	9	18	10	6	6	9	9	13	9	9	9	4
Don't know	16	16	14	4	12	18	16	16	11	15	20	17	13	20	9	17	19	16	16
AVERAGE	2.9	2.9	3.0	3.1	3.1	2.8	2.8	3.0	3.1	3.0	3.0	2.7	3.0	2.8	3.1	3.0	2.9	2.8	2.9

Newspapers

1 – None at all	8	5	8	8	7	9	10	7	8	9	5	12	6	11	6	6	9	11	11
2	11	13	10	12	9	14	12	11	17	9	10	14	11	12	9	12	12	12	12
3	25	30	24	19	25	27	22	27	17	25	28	25	25	24	28	28	21	23	21
4	26	27	26	40	30	24	26	25	26	27	26	24	29	21	34	26	26	19	29
5 – A great deal	13	9	18	16	17	9	12	14	18	15	11	9	14	12	12	12	12	18	10
Don't know	16	16	14	4	13	17	17	15	14	15	19	17	13	20	12	16	20	16	17
AVERAGE	3.3	3.3	3.4	3.4	3.5	3.1	3.2	3.3	3.3	3.4	3.3	3.1	3.3	3.1	3.5	3.3	3.3	3.2	3.2

Television / radio

1 – None at all	6	5	5	6	4	6	7	5	5	6	3	7	4	7	4	4	5	8	7
2	9	8	9	8	6	11	9	8	12	7	8	11	7	10	8	8	10	8	9
3	25	26	25	21	27	24	25	25	28	24	26	24	25	24	24	26	24	23	30
4	30	31	31	45	35	27	30	30	27	32	32	25	34	24	33	33	27	28	26
5 – A great deal	16	14	17	15	18	15	15	17	18	17	13	15	16	15	19	14	16	18	12
Don't know	15	15	13	5	11	17	16	15	10	14	18	17	12	19	10	15	19	15	16
AVERAGE	3.5	3.4	3.5	3.6	3.7	3.4	3.5	3.5	3.5	3.5	3.5	3.3	3.5	3.3	3.5	3.5	3.5	3.5	3.3

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Weighted Sample	1800	617	590	110	707	769	871	929	202	760	427	412	1026	774	241	583	385	434	157
Unweighted Sample	1800	631	567	116	762	766	802	998	165	741	422	472	1091	709	140	625	412	455	168
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Family / friends

1 – None at all	5	4	4	4	3	6	6	4	6	5	3	7	3	8	4	4	8	6	6
2	8	8	8	10	9	8	8	7	5	6	8	12	9	7	6	9	8	7	7
3	26	27	24	27	24	27	26	25	24	25	28	27	26	26	25	24	26	28	26
4	29	31	34	34	35	26	28	30	37	29	32	22	35	21	42	29	27	24	28
5 – A great deal	16	14	17	20	17	14	15	17	19	20	9	13	13	19	13	17	12	20	15
Don't know	16	17	14	6	12	18	17	16	9	15	20	19	14	20	10	17	20	15	19
AVERAGE	3.5	3.6	3.6	3.6	3.6	3.4	3.5	3.5	3.6	3.6	3.5	3.3	3.5	3.5	3.6	3.6	3.4	3.5	3.5

Social media

1 – None at all	10	10	8	7	6	13	11	9	6	9	8	16	7	13	5	8	10	15	12
2	8	8	8	3	6	9	8	8	8	6	10	9	8	8	8	9	8	6	9
3	19	18	21	19	21	17	21	18	21	22	17	17	20	18	25	19	21	16	15
4	26	26	27	31	30	22	26	25	29	25	31	20	28	22	30	27	22	23	31
5 – A great deal	22	21	23	35	25	19	19	25	27	24	16	21	24	19	23	20	21	26	16
Don't know	16	16	14	5	11	19	16	15	9	15	18	18	13	20	9	17	18	15	17
AVERAGE	3.5	3.4	3.6	3.9	3.7	3.3	3.4	3.6	3.7	3.6	3.5	3.3	3.6	3.3	3.6	3.5	3.4	3.5	3.4

Internet research

1 – None at all	9	8	9	7	7	11	11	8	8	8	7	15	7	12	6	8	10	12	9
2	18	18	21	28	23	16	19	17	24	16	20	17	20	15	18	17	18	19	21
3	27	30	25	29	27	28	26	28	26	27	30	24	29	24	25	29	25	26	27
4	18	17	18	17	17	17	17	20	23	21	17	13	19	17	30	18	15	16	14
5 – A great deal	9	8	10	9	10	7	8	9	8	12	5	8	8	10	10	8	9	10	7
Don't know	19	19	17	9	15	20	19	18	11	17	22	23	16	22	10	20	22	17	22
AVERAGE	3.0	3.0	3.0	2.9	3.0	2.9	2.9	3.1	3.0	3.2	2.9	2.8	3.0	3.0	3.2	3.0	2.9	2.9	2.9

How much, if at all, do you trust each of the following when they are discussing political issues and current affairs?

Politicians

A great deal	1	1	1	3	1	1	1	1	0	2	1	1	1	1	0	1	1	2	3
A fair amount	17	25	14	19	19	17	14	20	16	18	16	18	20	13	18	19	18	13	18
TOTAL A GREAT DEAL / A FAIR AMOUNT	18	26	15	22	20	18	15	21	16	20	17	19	21	14	18	20	19	15	21
I don't have an opinion either way	20	22	15	22	18	20	21	19	28	20	18	17	20	19	19	20	21	20	18
Not very much	32	32	39	31	35	32	32	32	34	29	35	34	34	29	35	31	32	32	30
Not at all	26	19	28	25	24	28	29	23	14	26	28	29	22	31	24	26	22	29	28
TOTAL NOT VERY MUCH / NOT AT ALL	58	51	67	56	59	60	61	55	48	55	63	63	56	60	59	57	54	61	58
Don't know	4	2	3	0	2	3	3	5	8	6	2	2	3	6	4	3	7	4	4

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Journalists																			
A great deal	1	1	1	2	1	1	1	1	1	1	1	1	1	1	1	0	1	2	1
A fair amount	23	24	24	42	30	19	24	22	23	25	21	22	27	17	34	24	18	19	25
TOTAL A GREAT DEAL / A FAIR AMOUNT	24	25	25	44	31	20	25	23	24	26	22	23	28	18	35	24	19	21	26
I don't have an opinion either way	25	25	26	17	25	25	24	25	28	23	28	24	24	25	21	24	30	23	22
Not very much	29	32	29	28	28	31	27	32	31	26	31	33	29	30	27	30	28	33	27
Not at all	17	16	16	10	14	20	20	15	11	18	18	19	15	20	13	18	15	19	22
TOTAL NOT VERY MUCH / NOT AT ALL	46	48	45	38	42	51	47	47	42	44	49	52	44	50	40	48	43	52	49
Don't know	4	2	4	0	3	3	4	5	6	7	2	2	3	7	4	4	8	4	4
Friends and family																			
A great deal	9	7	8	11	8	8	8	9	8	12	6	6	7	12	10	8	7	11	8
A fair amount	39	37	44	47	44	35	36	42	46	41	38	32	44	32	45	40	31	40	39
TOTAL A GREAT DEAL / A FAIR AMOUNT	48	44	52	58	52	43	44	51	54	53	44	38	51	44	55	48	38	51	47
I don't have an opinion either way	31	36	29	19	27	37	34	28	29	26	37	36	31	32	26	31	36	31	30
Not very much	12	13	12	18	14	13	13	12	10	9	14	18	13	11	12	13	12	11	16
Not at all	4	4	4	3	3	5	5	4	1	5	4	5	3	7	4	4	6	4	3
TOTAL NOT VERY MUCH / NOT AT ALL	16	17	16	21	17	18	18	16	11	14	18	23	16	18	16	17	18	15	19
Don't know	4	2	3	1	3	3	4	5	6	7	2	3	3	6	3	3	8	4	4
TV / Radio presenters																			
A great deal	1	1	1	3	1	1	1	1	1	1	0	1	1	1	1	1	1	2	1
A fair amount	19	19	19	32	23	16	18	20	21	23	14	17	21	17	22	20	15	20	19
TOTAL A GREAT DEAL / A FAIR AMOUNT	20	20	20	35	24	17	19	21	22	24	14	18	22	18	23	21	16	22	20
I don't have an opinion either way	33	31	36	29	33	34	31	35	33	33	35	30	33	33	30	35	33	34	27
Not very much	26	27	28	27	29	25	26	27	29	22	31	29	27	25	28	24	29	25	31
Not at all	16	19	12	10	11	20	20	12	9	14	18	21	15	18	16	17	14	16	17
TOTAL NOT VERY MUCH / NOT AT ALL	42	46	40	37	40	45	46	39	38	36	49	50	42	43	44	41	43	41	48
Don't know	5	2	4	1	2	3	4	6	7	7	2	2	3	7	3	3	8	4	5
Sport personalities																			
A great deal	1	1	1	1	1	1	1	1	2	1	1	1	1	1	2	0	1	1	2
A fair amount	4	2	5	8	4	3	5	4	12	6	2	2	5	4	8	3	4	6	1
TOTAL A GREAT DEAL / A FAIR AMOUNT	5	3	6	9	5	4	6	5	14	7	3	3	6	5	10	3	5	7	3
I don't have an opinion either way	27	20	31	29	30	23	25	29	34	30	25	18	27	26	25	26	25	30	24
Not very much	27	27	33	22	31	25	24	30	24	28	27	27	28	26	26	27	28	28	26
Not at all	35	46	27	38	31	44	40	30	17	27	43	49	36	34	31	39	33	31	42
TOTAL NOT VERY MUCH / NOT AT ALL	62	73	60	60	62	69	64	60	41	55	70	76	64	60	57	66	61	59	68
Don't know	6	4	4	2	3	5	5	7	12	7	3	4	4	8	7	6	8	4	5

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	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1800	617	590	110	707	769	871	929	202	760	427	412	1026	774	241	583	385	434	157
Unweighted Sample	1800	631	567	116	762	766	802	998	165	741	422	472	1091	709	140	625	412	455	168
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Actors																			
A great deal	1	1	1	1	1	1	1	1	1	1	0	1	1	1	2	0	1	1	1
A fair amount	5	3	5	9	6	3	5	5	7	9	2	1	6	4	5	5	4	7	3
TOTAL A GREAT DEAL / A FAIR AMOUNT	6	4	6	10	7	4	6	6	8	10	2	2	7	5	7	5	5	8	4
I don't have an opinion either way	29	17	38	29	34	22	26	31	42	32	26	18	29	28	29	28	25	31	30
Not very much	29	29	32	28	32	28	27	30	30	27	33	27	30	28	28	26	31	30	30
Not at all	31	45	21	31	25	42	36	27	12	24	37	49	31	32	30	36	30	28	32
TOTAL NOT VERY MUCH / NOT AT ALL	60	74	53	59	57	70	63	57	42	51	70	76	61	60	58	62	61	58	62
Don't know	5	4	4	3	2	4	4	6	8	7	2	4	3	8	6	5	8	3	4
Music Artists																			
A great deal	1	1	0	3	0	1	1	1	3	1	1	1	1	1	1	0	1	2	1
A fair amount	5	2	7	5	7	2	5	5	12	7	1	2	5	5	7	4	5	6	3
TOTAL A GREAT DEAL / A FAIR AMOUNT	6	3	7	8	7	3	6	6	15	8	2	3	6	6	8	4	6	8	4
I don't have an opinion either way	27	19	35	30	33	22	26	29	31	32	29	17	28	27	27	26	26	30	29
Not very much	27	26	31	27	30	26	24	30	30	27	27	27	29	24	30	25	28	28	25
Not at all	34	48	23	34	28	44	39	29	15	26	40	50	34	34	30	39	32	30	37
TOTAL NOT VERY MUCH / NOT AT ALL	61	74	54	61	58	70	63	59	45	53	67	77	63	58	60	64	60	58	62
Don't know	6	4	4	1	3	4	5	7	8	8	2	4	3	8	5	6	8	4	4
Generally speaking, do you support or oppose celebrity involvement in political issues?																			
Strongly support	1	0	2	0	2	1	2	1	5	2	0	0	2	1	2	1	1	2	1
Tend to support	8	3	14	12	13	3	8	8	21	10	5	2	10	6	12	7	8	8	7
TOTAL SUPPORT	9	3	16	12	15	4	10	9	26	12	5	2	12	7	14	8	9	10	8
Neither support nor oppose	33	23	42	37	39	27	31	35	32	38	31	27	31	36	40	30	28	36	40
Tend to oppose	26	29	27	28	28	27	24	28	24	25	29	27	28	23	26	29	27	24	22
Strongly oppose	26	43	12	21	16	40	31	22	9	20	32	41	26	27	14	30	29	26	25
TOTAL OPPOSE	52	72	39	49	44	67	55	50	33	45	61	68	54	50	40	59	56	50	47
Don't know	5	1	3	1	2	2	4	5	9	6	2	2	3	7	6	3	7	4	4

Sample Size: 1800 GB Adults
Fieldwork: 10th - 11th October 2018

	Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1800	617	590	110	707	769	871	929	202	760	427	412	1026	774	241	583	385	434	157
Unweighted Sample	1800	631	567	116	762	766	802	998	165	741	422	472	1091	709	140	625	412	455	168
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Generally speaking, would a celebrity endorsement have a positive or negative effect on how you felt about a political issue, or would it make no difference either way?

Very positive	0	0	0	0	0	1	0	1	0	0	0	0	1	1	0	0	1	0	
Fairly positive	5	2	6	9	6	3	5	4	10	7	2	1	5	4	8	3	4	6	3
TOTAL POSITIVE	5	2	6	9	6	3	6	4	11	7	2	1	5	5	9	3	4	7	3
Fairly negative	12	14	12	12	12	14	12	13	11	13	13	11	13	12	12	13	14	12	8
Very negative	13	23	6	9	8	20	16	10	7	10	15	21	13	13	12	13	14	12	13
TOTAL NEGATIVE	25	37	18	21	20	34	28	23	18	23	28	32	26	25	24	26	28	24	21
Would make no difference either way	63	58	70	68	69	58	60	65	57	60	67	64	63	62	60	66	59	61	68
Don't know	7	3	6	1	5	5	6	7	14	9	3	3	6	8	6	4	8	9	8