

YouGov Cambridge Survey Results

Sample Size: 1628 GB Adults
Fieldwork: 4th - 5th January 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	1628	558	534	99	640	695	788	840	182	687	386	373	928	700	218	527	348	392	142	
Unweighted Sample	1628	543	528	101	726	672	698	930	146	691	413	378	967	661	160	554	369	397	148	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Now thinking about social media such as Facebook, Twitter and YouTube... On balance, do you think social media has a positive or negative effect on society overall?

On balance, it has a positive effect overall	14	13	18	14	16	13	13	15	19	15	14	11	16	11	16	15	11	16	10
On balance, it has a negative effect overall	46	52	45	52	48	49	47	44	36	44	48	50	47	44	40	46	48	46	44
On balance, it has neither a positive nor negative effect overall	24	23	26	22	23	25	22	27	26	24	24	25	23	26	23	22	27	23	32
Don't know	16	12	12	11	13	13	18	14	19	17	13	14	13	19	21	16	14	14	14