

YouGov / Stop Funding Hate Survey Results

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

	Vote in 2017			EU Ref Vote		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	1682	577	552	103	661	718	814	868	188	710	399	385	959	723	225	545	360	405	146	
Unweighted Sample	1682	566	589	120	781	654	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	6	2	5	3	6	5	4	3	5	4	6	4	5	4	5	6	3	4
Negative influence	50	41	63	79	66	41	50	49	57	48	50	50	57	40	50	49	47	53	50
Neither a positive nor negative influence	21	31	14	10	15	28	23	20	12	19	25	25	19	24	24	21	22	18	24
Don't know	25	22	21	6	16	25	22	27	28	28	21	19	19	31	22	25	25	26	22

The Mirror

Positive influence	7	3	11	6	9	6	8	6	3	6	6	10	8	6	7	6	7	9	5
Negative influence	31	37	29	51	37	31	32	30	32	29	32	33	35	26	26	35	31	29	33
Neither a positive nor negative influence	34	37	34	30	33	36	35	33	26	32	38	35	33	34	40	32	34	32	34
Don't know	29	23	26	13	22	27	26	31	38	32	24	22	25	34	28	28	28	30	29

The Express

Positive influence	8	11	5	9	5	11	9	7	7	6	8	12	8	8	7	5	11	9	8
Negative influence	28	20	36	54	43	19	33	23	23	28	31	27	33	20	29	30	24	25	34
Neither a positive nor negative influence	33	42	28	23	28	39	32	34	26	30	37	37	32	34	35	33	32	33	29
Don't know	32	27	31	13	24	31	27	36	44	37	25	23	27	38	29	32	33	33	29

The Daily Mail

Positive influence	10	16	6	6	6	15	10	10	4	7	10	18	10	10	10	8	12	11	7
Negative influence	38	26	54	74	60	24	41	36	48	42	37	28	48	26	43	41	32	37	41
Neither a positive nor negative influence	26	37	18	16	19	34	27	25	17	23	29	34	23	30	24	24	30	26	29
Don't know	26	22	22	4	16	27	22	29	30	28	23	20	19	34	23	26	26	26	24

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
The Guardian																			
Positive influence	28	20	40	59	42	19	25	31	34	27	27	28	34	20	33	27	24	32	27
Negative influence	12	18	5	7	7	18	17	7	9	10	14	15	11	12	10	13	13	9	14
Neither a positive nor negative influence	31	35	28	27	32	32	32	29	24	30	34	33	31	31	32	31	34	26	31
Don't know	29	27	27	7	19	31	25	33	33	34	26	23	23	37	25	29	30	33	28
The I newspaper																			
Positive influence	14	10	20	30	22	9	14	14	13	15	13	15	18	9	13	16	13	14	11
Negative influence	7	9	5	5	5	9	10	5	10	5	8	8	7	7	7	8	7	5	8
Neither a positive nor negative influence	36	41	35	40	38	38	39	34	32	35	41	38	37	36	42	34	37	35	38
Don't know	42	41	40	25	35	44	37	47	45	46	38	39	38	48	38	41	43	45	43
The Telegraph																			
Positive influence	22	33	18	29	23	26	22	23	18	20	24	28	25	19	23	23	21	21	27
Negative influence	13	5	19	25	20	9	17	9	15	12	15	13	15	10	13	14	10	13	17
Neither a positive nor negative influence	34	36	34	36	34	35	35	32	32	33	35	36	35	33	38	33	37	31	28
Don't know	31	26	30	10	23	31	26	35	36	36	27	24	26	38	25	30	32	35	29
The Times																			
Positive influence	27	33	26	41	31	27	26	27	22	24	28	33	30	22	26	26	26	28	28
Negative influence	10	7	11	10	11	9	13	7	13	9	10	10	10	9	9	12	10	8	11
Neither a positive nor negative influence	34	36	35	38	36	35	35	32	28	32	38	34	35	32	39	33	35	31	32
Don't know	30	24	28	10	22	29	26	33	36	35	24	23	25	36	26	29	29	32	30
The Financial Times																			
Positive influence	25	28	24	47	32	23	26	24	25	22	24	31	28	20	26	26	21	25	26
Negative influence	7	5	6	3	6	8	10	4	8	7	7	7	6	8	5	8	7	7	5
Neither a positive nor negative influence	36	38	40	38	39	37	37	36	31	35	42	37	39	33	39	35	39	35	36
Don't know	32	28	30	11	23	32	27	36	37	36	28	25	27	39	30	30	33	33	33
Do you think companies should or should not withdraw their advertising if it is placed next to content they think is racist, sexist, homophobic or xenophobic?																			
They should	58	52	72	76	73	47	56	60	52	61	59	54	64	50	64	58	55	57	58
They should not	21	28	12	12	14	29	25	18	20	17	22	28	18	25	15	23	23	20	22
Don't know	21	20	16	13	13	24	20	22	27	22	20	18	18	26	21	19	22	23	19