

## 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	
<b>Weighted Sample</b>	<b>1682</b>	<b>577</b>	<b>552</b>	<b>103</b>	<b>661</b>	<b>718</b>	<b>814</b>	<b>868</b>	<b>188</b>	<b>710</b>	<b>399</b>	<b>385</b>	<b>959</b>	<b>723</b>	<b>225</b>	<b>545</b>	<b>360</b>	<b>405</b>	<b>146</b>	
<b>Unweighted Sample</b>	<b>1682</b>	<b>566</b>	<b>589</b>	<b>120</b>	<b>781</b>	<b>654</b>	<b>746</b>	<b>936</b>	<b>189</b>	<b>672</b>	<b>415</b>	<b>406</b>	<b>1036</b>	<b>646</b>	<b>185</b>	<b>567</b>	<b>365</b>	<b>423</b>	<b>142</b>	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

On balance do you think it would have a positive or negative impact on that brands image?

### The Sun

Very positive impact	1	1	1	0	1	1	2	1	1	1	1	1	1	1	2	1	1	0	1
Fairly positive impact	5	5	3	2	3	5	5	4	4	5	3	5	4	5	4	5	3	6	4
<b>TOTAL POSITIVE IMPACT</b>	<b>6</b>	<b>6</b>	<b>4</b>	<b>2</b>	<b>4</b>	<b>6</b>	<b>7</b>	<b>5</b>	<b>5</b>	<b>6</b>	<b>4</b>	<b>6</b>	<b>5</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>4</b>	<b>6</b>	<b>5</b>
It would make little difference either way	27	38	21	17	22	35	31	23	19	23	32	34	25	30	21	30	30	22	30
Fairly negative impact	17	18	18	22	22	15	16	17	15	16	15	21	19	14	16	16	18	17	17
Very negative impact	24	16	34	49	35	16	24	24	29	25	24	19	29	17	28	21	22	28	25
<b>TOTAL NEGATIVE IMPACT</b>	<b>41</b>	<b>34</b>	<b>52</b>	<b>71</b>	<b>57</b>	<b>31</b>	<b>40</b>	<b>41</b>	<b>44</b>	<b>41</b>	<b>39</b>	<b>40</b>	<b>48</b>	<b>31</b>	<b>44</b>	<b>37</b>	<b>40</b>	<b>45</b>	<b>42</b>
Don't know	27	21	24	10	17	27	22	31	32	29	25	21	22	33	29	27	26	27	24

### The Mirror

Very positive impact	1	1	1	2	1	1	1	1	3	1	1	1	1	1	2	1	1	0	0
Fairly positive impact	6	4	9	4	7	6	8	5	5	6	6	8	6	7	7	4	7	9	5
<b>TOTAL POSITIVE IMPACT</b>	<b>7</b>	<b>5</b>	<b>10</b>	<b>6</b>	<b>8</b>	<b>7</b>	<b>9</b>	<b>6</b>	<b>8</b>	<b>7</b>	<b>7</b>	<b>9</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>5</b>	<b>8</b>	<b>9</b>	<b>5</b>
It would make little difference either way	37	43	36	33	37	42	42	33	32	33	42	43	37	38	32	38	41	35	41
Fairly negative impact	17	16	19	30	22	15	16	17	18	17	15	16	19	13	16	18	15	16	15
Very negative impact	10	11	9	17	14	7	10	9	8	10	10	9	11	7	8	10	8	10	13
<b>TOTAL NEGATIVE IMPACT</b>	<b>27</b>	<b>27</b>	<b>28</b>	<b>47</b>	<b>36</b>	<b>22</b>	<b>26</b>	<b>26</b>	<b>26</b>	<b>27</b>	<b>25</b>	<b>25</b>	<b>30</b>	<b>20</b>	<b>24</b>	<b>28</b>	<b>23</b>	<b>26</b>	<b>28</b>
Don't know	29	24	26	14	20	29	24	34	35	33	27	22	25	34	33	29	28	30	26

### The Express

Very positive impact	1	2	0	0	0	2	1	1	3	1	1	1	1	1	1	1	2	1	0
Fairly positive impact	8	9	6	6	7	9	8	8	7	7	8	10	7	9	9	7	7	9	8
<b>TOTAL POSITIVE IMPACT</b>	<b>9</b>	<b>11</b>	<b>6</b>	<b>6</b>	<b>7</b>	<b>11</b>	<b>9</b>	<b>9</b>	<b>10</b>	<b>8</b>	<b>9</b>	<b>11</b>	<b>8</b>	<b>10</b>	<b>10</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>8</b>
It would make little difference either way	37	47	32	38	32	45	39	35	32	33	39	46	37	36	31	37	41	36	39
Fairly negative impact	12	12	15	19	18	9	14	11	8	15	13	11	15	9	12	14	12	11	12
Very negative impact	10	3	18	25	19	4	12	9	8	11	11	9	12	7	15	9	9	9	12
<b>TOTAL NEGATIVE IMPACT</b>	<b>22</b>	<b>15</b>	<b>33</b>	<b>44</b>	<b>37</b>	<b>13</b>	<b>26</b>	<b>20</b>	<b>16</b>	<b>26</b>	<b>24</b>	<b>20</b>	<b>27</b>	<b>16</b>	<b>27</b>	<b>23</b>	<b>21</b>	<b>20</b>	<b>24</b>
Don't know	31	26	29	12	23	31	26	37	42	35	28	23	27	38	33	32	30	33	28

### The Daily Mail

Very positive impact	2	4	1	2	2	3	2	2	4	1	2	4	2	3	3	2	3	2	2
Fairly positive impact	9	12	6	5	7	12	8	9	5	7	9	13	8	10	11	8	10	9	6
<b>TOTAL POSITIVE IMPACT</b>	<b>11</b>	<b>16</b>	<b>7</b>	<b>7</b>	<b>9</b>	<b>15</b>	<b>10</b>	<b>11</b>	<b>9</b>	<b>8</b>	<b>11</b>	<b>17</b>	<b>10</b>	<b>13</b>	<b>14</b>	<b>10</b>	<b>13</b>	<b>11</b>	<b>8</b>
It would make little difference either way	31	43	24	22	25	41	34	28	21	25	37	40	29	32	21	31	34	31	35
Fairly negative impact	12	11	12	18	16	8	12	12	14	14	11	8	15	8	12	14	11	11	10
Very negative impact	18	7	31	45	33	8	20	17	24	22	14	13	23	12	23	18	15	18	22
<b>TOTAL NEGATIVE IMPACT</b>	<b>30</b>	<b>18</b>	<b>43</b>	<b>63</b>	<b>49</b>	<b>16</b>	<b>32</b>	<b>29</b>	<b>38</b>	<b>36</b>	<b>25</b>	<b>21</b>	<b>38</b>	<b>20</b>	<b>35</b>	<b>32</b>	<b>26</b>	<b>29</b>	<b>32</b>
Don't know	28	23	26	8	18	29	23	32	31	30	27	21	22	35	30	27	27	29	25

## YouGov / Stop Funding Hate Survey I

Sample Size: 1682 GB Adults

Fieldwork: 11th - 12th December 2017

	Co-op segment							
	Total	Member	Regular Shopper	Occasional Shopper	Non Shopper	Don't know	Member + Regular Shopper	Member + Regular + Occasional Shopper
<b>Weighted Sample</b>	<b>1682</b>	462	99	669	380	71	561	1231
<b>Unweighted Sample</b>	<b>1682</b>	476	103	673	368	62	579	1252
	%	%	%	%	%	%	%	%

On balance do you think it would have a positive or negative impact on that brands image?

### The Sun

Very positive impact	1	1	2	1	2	0	1	1
Fairly positive impact	5	4	6	5	4	5	4	5
<b>TOTAL POSITIVE IMPACT</b>	<b>6</b>	<b>5</b>	<b>8</b>	<b>6</b>	<b>6</b>	<b>5</b>	<b>5</b>	<b>6</b>
It would make little difference either way	27	30	23	26	29	10	29	27
Fairly negative impact	17	17	22	18	14	10	18	18
Very negative impact	24	26	34	24	22	6	28	25
<b>TOTAL NEGATIVE IMPACT</b>	<b>41</b>	<b>43</b>	<b>56</b>	<b>42</b>	<b>36</b>	<b>16</b>	<b>46</b>	<b>43</b>
Don't know	27	22	13	26	29	69	20	23

### The Mirror

Very positive impact	1	2	1	1	1	0	1	1
Fairly positive impact	6	7	7	6	7	2	7	7
<b>TOTAL POSITIVE IMPACT</b>	<b>7</b>	<b>9</b>	<b>8</b>	<b>7</b>	<b>8</b>	<b>2</b>	<b>8</b>	<b>8</b>
It would make little difference either way	37	41	36	37	38	19	40	38
Fairly negative impact	17	14	20	19	15	9	15	17
Very negative impact	10	11	18	9	9	2	12	10
<b>TOTAL NEGATIVE IMPACT</b>	<b>27</b>	<b>25</b>	<b>38</b>	<b>28</b>	<b>24</b>	<b>11</b>	<b>27</b>	<b>27</b>
Don't know	29	25	17	28	31	68	24	26

### The Express

Very positive impact	1	1	2	2	1	0	1	1
Fairly positive impact	8	6	10	9	8	3	7	8
<b>TOTAL POSITIVE IMPACT</b>	<b>9</b>	<b>7</b>	<b>12</b>	<b>11</b>	<b>9</b>	<b>3</b>	<b>8</b>	<b>9</b>
It would make little difference either way	37	42	34	34	41	19	40	37
Fairly negative impact	12	13	14	15	9	10	13	14
Very negative impact	10	13	22	9	7	0	14	11
<b>TOTAL NEGATIVE IMPACT</b>	<b>22</b>	<b>26</b>	<b>36</b>	<b>24</b>	<b>16</b>	<b>10</b>	<b>27</b>	<b>25</b>
Don't know	31	26	20	32	33	69	25	29

### The Daily Mail

Very positive impact	2	2	4	3	2	0	3	3
Fairly positive impact	9	9	11	9	9	5	9	9
<b>TOTAL POSITIVE IMPACT</b>	<b>11</b>	<b>11</b>	<b>15</b>	<b>12</b>	<b>11</b>	<b>5</b>	<b>12</b>	<b>12</b>
It would make little difference either way	31	33	26	29	35	14	32	30
Fairly negative impact	12	12	12	14	9	14	12	13
Very negative impact	18	21	31	19	15	0	23	20
<b>TOTAL NEGATIVE IMPACT</b>	<b>30</b>	<b>33</b>	<b>43</b>	<b>33</b>	<b>24</b>	<b>14</b>	<b>35</b>	<b>33</b>
Don't know	28	23	16	27	31	67	22	24

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	
<b>Weighted Sample</b>	<b>1682</b>	<b>577</b>	<b>552</b>	<b>103</b>	<b>661</b>	<b>718</b>	<b>814</b>	<b>868</b>	<b>188</b>	<b>710</b>	<b>399</b>	<b>385</b>	<b>959</b>	<b>723</b>	<b>225</b>	<b>545</b>	<b>360</b>	<b>405</b>	<b>146</b>	
<b>Unweighted Sample</b>	<b>1682</b>	<b>566</b>	<b>589</b>	<b>120</b>	<b>781</b>	<b>654</b>	<b>746</b>	<b>936</b>	<b>189</b>	<b>672</b>	<b>415</b>	<b>406</b>	<b>1036</b>	<b>646</b>	<b>185</b>	<b>567</b>	<b>365</b>	<b>423</b>	<b>142</b>	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
<b>The Guardian</b>																				
Very positive impact	6	5	7	9	8	5	5	7	9	5	6	7	6	6	10	6	4	6	5	
Fairly positive impact	23	19	30	44	35	16	22	25	23	25	21	22	29	17	25	22	21	25	26	
<b>TOTAL POSITIVE IMPACT</b>	<b>29</b>	<b>24</b>	<b>37</b>	<b>53</b>	<b>43</b>	<b>21</b>	<b>27</b>	<b>32</b>	<b>32</b>	<b>30</b>	<b>27</b>	<b>29</b>	<b>35</b>	<b>23</b>	<b>35</b>	<b>28</b>	<b>25</b>	<b>31</b>	<b>31</b>	
It would make little difference either way	35	41	33	32	33	41	40	30	30	31	41	38	35	35	27	37	38	33	36	
Fairly negative impact	4	7	1	1	3	6	6	2	3	3	3	8	4	3	6	4	4	3	2	
Very negative impact	3	4	1	2	2	4	4	2	2	3	2	4	2	4	3	2	4	2	4	
<b>TOTAL NEGATIVE IMPACT</b>	<b>7</b>	<b>11</b>	<b>2</b>	<b>3</b>	<b>5</b>	<b>10</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>5</b>	<b>12</b>	<b>6</b>	<b>7</b>	<b>9</b>	<b>6</b>	<b>8</b>	<b>5</b>	<b>6</b>		
Don't know	29	25	27	11	20	29	24	33	32	33	27	21	23	36	29	28	29	30	27	
<b>The I newspaper</b>																				
Very positive impact	2	2	4	5	4	1	3	2	4	2	2	4	3	2	2	2	4	3	0	
Fairly positive impact	13	10	17	29	20	8	13	13	11	15	13	10	16	9	13	13	13	13	12	
<b>TOTAL POSITIVE IMPACT</b>	<b>15</b>	<b>12</b>	<b>21</b>	<b>34</b>	<b>24</b>	<b>9</b>	<b>16</b>	<b>15</b>	<b>15</b>	<b>17</b>	<b>15</b>	<b>14</b>	<b>19</b>	<b>11</b>	<b>15</b>	<b>15</b>	<b>17</b>	<b>16</b>	<b>12</b>	
It would make little difference either way	39	47	38	38	39	45	44	35	35	33	45	46	41	37	37	40	41	37	43	
Fairly negative impact	2	3	1	2	2	3	4	1	3	2	3	4	3	2	2	2	3	3	2	
Very negative impact	2	2	2	2	2	3	3	1	1	3	1	2	2	3	4	2	3	1	1	
<b>TOTAL NEGATIVE IMPACT</b>	<b>4</b>	<b>5</b>	<b>3</b>	<b>4</b>	<b>4</b>	<b>6</b>	<b>7</b>	<b>2</b>	<b>4</b>	<b>5</b>	<b>4</b>	<b>6</b>	<b>5</b>	<b>5</b>	<b>6</b>	<b>4</b>	<b>6</b>	<b>4</b>	<b>3</b>	
Don't know	40	36	38	24	33	40	33	47	46	45	35	34	35	47	42	40	36	43	42	
<b>The Telegraph</b>																				
Very positive impact	5	8	3	4	4	6	5	5	5	3	5	7	5	4	6	4	5	5	5	
Fairly positive impact	22	26	21	32	26	20	21	22	17	21	22	24	25	17	21	23	19	21	22	
<b>TOTAL POSITIVE IMPACT</b>	<b>27</b>	<b>34</b>	<b>24</b>	<b>36</b>	<b>30</b>	<b>26</b>	<b>26</b>	<b>27</b>	<b>22</b>	<b>24</b>	<b>27</b>	<b>31</b>	<b>30</b>	<b>21</b>	<b>27</b>	<b>27</b>	<b>24</b>	<b>26</b>	<b>27</b>	
It would make little difference either way	35	38	34	36	34	39	38	32	31	32	39	37	35	33	30	34	39	34	36	
Fairly negative impact	5	2	7	11	8	3	6	4	7	4	3	7	6	4	6	6	4	4	5	
Very negative impact	4	2	6	8	6	2	5	3	4	5	3	4	4	4	6	3	4	3	6	
<b>TOTAL NEGATIVE IMPACT</b>	<b>9</b>	<b>4</b>	<b>13</b>	<b>19</b>	<b>14</b>	<b>5</b>	<b>11</b>	<b>7</b>	<b>11</b>	<b>9</b>	<b>6</b>	<b>11</b>	<b>10</b>	<b>8</b>	<b>12</b>	<b>9</b>	<b>8</b>	<b>7</b>	<b>11</b>	
Don't know	30	24	29	10	21	30	25	35	36	35	28	21	25	37	31	30	29	32	27	
<b>The Times</b>																				
Very positive impact	8	11	6	10	7	8	8	7	8	6	8	10	9	6	12	6	6	8	10	
Fairly positive impact	23	26	23	36	30	20	23	23	18	25	22	24	26	19	18	25	22	24	23	
<b>TOTAL POSITIVE IMPACT</b>	<b>31</b>	<b>37</b>	<b>29</b>	<b>46</b>	<b>37</b>	<b>28</b>	<b>31</b>	<b>30</b>	<b>26</b>	<b>31</b>	<b>30</b>	<b>34</b>	<b>35</b>	<b>25</b>	<b>30</b>	<b>31</b>	<b>28</b>	<b>32</b>	<b>33</b>	
It would make little difference either way	33	36	35	34	35	37	36	31	29	30	38	38	34	32	33	32	38	32	36	
Fairly negative impact	4	2	6	7	5	3	5	3	4	3	4	6	4	3	5	5	3	4	2	
Very negative impact	3	2	3	4	3	2	4	2	4	4	1	2	2	3	2	2	3	3	3	
<b>TOTAL NEGATIVE IMPACT</b>	<b>7</b>	<b>4</b>	<b>9</b>	<b>11</b>	<b>8</b>	<b>5</b>	<b>9</b>	<b>5</b>	<b>8</b>	<b>7</b>	<b>5</b>	<b>8</b>	<b>6</b>	<b>6</b>	<b>7</b>	<b>7</b>	<b>6</b>	<b>7</b>	<b>5</b>	
Don't know	29	23	28	9	20	30	25	33	37	33	27	21	24	36	30	29	29	30	27	

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

		Co-op segment							
		Total	Member	Regular Shopper	Occasional Shopper	Non Shopper	Don't know	Member + Regular Shopper	Member + Regular + Occasional Shopper
<b>Weighted Sample</b>	<b>1682</b>	462	99	669	380	71	561	1231	
<b>Unweighted Sample</b>	<b>1682</b>	476	103	673	368	62	579	1252	
		%	%	%	%	%	%	%	
<b>The Guardian</b>									
	Very positive impact	6	8	6	6	4	1	7	7
	Fairly positive impact	23	23	30	26	21	5	24	25
	<b>TOTAL POSITIVE IMPACT</b>	<b>29</b>	<b>31</b>	<b>36</b>	<b>32</b>	<b>25</b>	<b>6</b>	<b>31</b>	<b>32</b>
	It would make little difference either way	35	38	30	33	39	19	36	35
	Fairly negative impact	4	4	3	4	3	5	4	4
	Very negative impact	3	3	11	3	2	0	4	3
	<b>TOTAL NEGATIVE IMPACT</b>	<b>7</b>	<b>7</b>	<b>14</b>	<b>7</b>	<b>5</b>	<b>5</b>	<b>8</b>	<b>7</b>
	Don't know	29	24	20	27	31	70	24	26
<b>The I newspaper</b>									
	Very positive impact	2	3	4	2	2	1	4	3
	Fairly positive impact	13	16	17	15	8	0	16	15
	<b>TOTAL POSITIVE IMPACT</b>	<b>15</b>	<b>19</b>	<b>21</b>	<b>17</b>	<b>10</b>	<b>1</b>	<b>20</b>	<b>18</b>
	It would make little difference either way	39	41	38	39	43	14	40	40
	Fairly negative impact	2	2	2	3	2	4	2	3
	Very negative impact	2	3	6	2	2	0	3	2
	<b>TOTAL NEGATIVE IMPACT</b>	<b>4</b>	<b>5</b>	<b>8</b>	<b>5</b>	<b>4</b>	<b>4</b>	<b>5</b>	<b>5</b>
	Don't know	40	35	33	39	43	81	35	37
<b>The Telegraph</b>									
	Very positive impact	5	4	1	6	5	1	4	5
	Fairly positive impact	22	22	28	24	18	5	23	23
	<b>TOTAL POSITIVE IMPACT</b>	<b>27</b>	<b>26</b>	<b>29</b>	<b>30</b>	<b>23</b>	<b>6</b>	<b>27</b>	<b>28</b>
	It would make little difference either way	35	37	34	33	38	17	36	34
	Fairly negative impact	5	6	6	5	3	5	6	6
	Very negative impact	4	5	11	3	4	0	6	4
	<b>TOTAL NEGATIVE IMPACT</b>	<b>9</b>	<b>11</b>	<b>17</b>	<b>8</b>	<b>7</b>	<b>5</b>	<b>12</b>	<b>10</b>
	Don't know	30	26	21	29	32	72	25	27
<b>The Times</b>									
	Very positive impact	8	8	3	9	7	2	7	8
	Fairly positive impact	23	26	30	24	20	7	26	25
	<b>TOTAL POSITIVE IMPACT</b>	<b>31</b>	<b>34</b>	<b>33</b>	<b>33</b>	<b>27</b>	<b>9</b>	<b>33</b>	<b>33</b>
	It would make little difference either way	33	36	36	32	37	13	36	33
	Fairly negative impact	4	4	1	5	3	5	3	4
	Very negative impact	3	3	9	2	2	1	4	3
	<b>TOTAL NEGATIVE IMPACT</b>	<b>7</b>	<b>7</b>	<b>10</b>	<b>7</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>7</b>
	Don't know	29	24	22	28	31	72	24	26

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
<b>Weighted Sample</b>	<b>1682</b>	<b>577</b>	<b>552</b>	<b>103</b>	<b>661</b>	<b>718</b>	<b>814</b>	<b>868</b>	<b>188</b>	<b>710</b>	<b>399</b>	<b>385</b>	<b>959</b>	<b>723</b>	<b>225</b>	<b>545</b>	<b>360</b>	<b>405</b>	<b>146</b>
<b>Unweighted Sample</b>	<b>1682</b>	<b>566</b>	<b>589</b>	<b>120</b>	<b>781</b>	<b>654</b>	<b>746</b>	<b>936</b>	<b>189</b>	<b>672</b>	<b>415</b>	<b>406</b>	<b>1036</b>	<b>646</b>	<b>185</b>	<b>567</b>	<b>365</b>	<b>423</b>	<b>142</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**The Financial Times**

Very positive impact	8	10	6	15	10	7	8	8	9	7	10	7	9	7	9	6	8	9	11
Fairly positive impact	23	25	25	36	30	21	23	23	21	24	20	26	27	18	24	26	17	24	23
<b>TOTAL POSITIVE IMPACT</b>	<b>31</b>	<b>35</b>	<b>31</b>	<b>51</b>	<b>40</b>	<b>28</b>	<b>31</b>	<b>31</b>	<b>30</b>	<b>31</b>	<b>30</b>	<b>33</b>	<b>36</b>	<b>25</b>	<b>33</b>	<b>32</b>	<b>25</b>	<b>33</b>	<b>34</b>
It would make little difference either way	34	37	37	34	35	38	38	31	30	31	38	38	36	32	32	33	40	33	33
Fairly negative impact	3	3	3	1	2	3	3	2	2	3	2	4	2	3	3	3	3	2	1
Very negative impact	2	2	2	4	2	2	3	2	1	3	1	3	2	3	2	2	2	2	3
<b>TOTAL NEGATIVE IMPACT</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>4</b>	<b>3</b>	<b>6</b>	<b>3</b>	<b>7</b>	<b>4</b>	<b>6</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>4</b>	<b>4</b>
Don't know	30	24	27	10	21	30	25	34	36	33	29	21	24	37	30	30	29	30	29

**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

**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

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

		Co-op segment							
		Total	Member	Regular Shopper	Occasional Shopper	Non Shopper	Don't know	Member + Regular Shopper	Member + Regular + Occasional Shopper
<b>Weighted Sample</b>	<b>1682</b>	462	99	669	380	71	561	1231	
<b>Unweighted Sample</b>	<b>1682</b>	476	103	673	368	62	579	1252	
		%	%	%	%	%	%	%	
<b>The Financial Times</b>									
	Very positive impact	8	9	2	10	7	1	8	9
	Fairly positive impact	23	24	31	25	18	9	25	25
	<b>TOTAL POSITIVE IMPACT</b>	<b>31</b>	<b>33</b>	<b>33</b>	<b>35</b>	<b>25</b>	<b>10</b>	<b>33</b>	<b>34</b>
	It would make little difference either way	34	38	35	32	39	10	37	34
	Fairly negative impact	3	2	2	3	2	5	2	3
	Very negative impact	2	2	7	2	1	1	3	2
	<b>TOTAL NEGATIVE IMPACT</b>	<b>5</b>	<b>4</b>	<b>9</b>	<b>5</b>	<b>3</b>	<b>6</b>	<b>5</b>	<b>5</b>
	Don't know	30	25	22	28	32	73	24	26
<b>Do you think the following newspapers have a positive or negative influence on society?</b>									
<b>The Sun</b>									
	Positive influence	5	4	3	5	5	4	4	4
	Negative influence	50	53	60	53	44	11	54	54
	Neither a positive nor negative influence	21	23	24	20	23	11	23	21
	Don't know	25	20	13	22	28	74	19	21
<b>The Mirror</b>									
	Positive influence	7	9	8	6	7	1	8	7
	Negative influence	31	35	37	32	28	8	35	34
	Neither a positive nor negative influence	34	34	35	34	35	14	34	34
	Don't know	29	22	21	28	31	77	22	25
<b>The Express</b>									
	Positive influence	8	7	8	8	10	3	7	7
	Negative influence	28	35	36	27	22	7	35	31
	Neither a positive nor negative influence	33	33	33	34	34	13	33	34
	Don't know	32	25	23	31	35	77	24	28
<b>The Daily Mail</b>									
	Positive influence	10	10	7	10	12	3	9	10
	Negative influence	38	41	53	40	32	14	43	42
	Neither a positive nor negative influence	26	28	22	26	28	12	27	26
	Don't know	26	21	19	24	27	72	21	22
<b>The Guardian</b>									
	Positive influence	28	33	27	29	26	4	32	30
	Negative influence	12	13	13	13	10	5	13	13
	Neither a positive nor negative influence	31	31	37	31	32	14	32	31
	Don't know	29	24	22	28	32	77	23	26
<b>The I newspaper</b>									
	Positive influence	14	18	16	15	9	2	18	16
	Negative influence	7	8	8	6	7	6	8	7
	Neither a positive nor negative influence	36	36	39	39	38	8	36	38
	Don't know	42	39	37	40	45	83	38	39

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	
<b>Weighted Sample</b>	<b>1682</b>	<b>577</b>	<b>552</b>	<b>103</b>	<b>661</b>	<b>718</b>	<b>814</b>	<b>868</b>	<b>188</b>	<b>710</b>	<b>399</b>	<b>385</b>	<b>959</b>	<b>723</b>	<b>225</b>	<b>545</b>	<b>360</b>	<b>405</b>	<b>146</b>	
<b>Unweighted Sample</b>	<b>1682</b>	<b>566</b>	<b>589</b>	<b>120</b>	<b>781</b>	<b>654</b>	<b>746</b>	<b>936</b>	<b>189</b>	<b>672</b>	<b>415</b>	<b>406</b>	<b>1036</b>	<b>646</b>	<b>185</b>	<b>567</b>	<b>365</b>	<b>423</b>	<b>142</b>	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
<b>The Telegraph</b>																				
Positive influence	<b>22</b>	33	18	29	23	26	22	23	18	20	24	28	25	19	23	23	21	21	27	
Negative influence	<b>13</b>	5	19	25	20	9	17	9	15	12	15	13	15	10	13	14	10	13	17	
Neither a positive nor negative influence	<b>34</b>	36	34	36	34	35	35	32	32	33	35	36	35	33	38	33	37	31	28	
Don't know	<b>31</b>	26	30	10	23	31	26	35	36	36	27	24	26	38	25	30	32	35	29	
<b>The Times</b>																				
Positive influence	<b>27</b>	33	26	41	31	27	26	27	22	24	28	33	30	22	26	26	26	28	28	
Negative influence	<b>10</b>	7	11	10	11	9	13	7	13	9	10	10	10	9	9	12	10	8	11	
Neither a positive nor negative influence	<b>34</b>	36	35	38	36	35	35	32	28	32	38	34	35	32	39	33	35	31	32	
Don't know	<b>30</b>	24	28	10	22	29	26	33	36	35	24	23	25	36	26	29	29	32	30	
<b>The Financial Times</b>																				
Positive influence	<b>25</b>	28	24	47	32	23	26	24	25	22	24	31	28	20	26	26	21	25	26	
Negative influence	<b>7</b>	5	6	3	6	8	10	4	8	7	7	7	6	8	5	8	7	7	5	
Neither a positive nor negative influence	<b>36</b>	38	40	38	39	37	37	36	31	35	42	37	39	33	39	35	39	35	36	
Don't know	<b>32</b>	28	30	11	23	32	27	36	37	36	28	25	27	39	30	30	33	33	33	
<b>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?</b>																				
They should	<b>58</b>	52	72	76	73	47	56	60	52	61	59	54	64	50	64	58	55	57	58	
They should not	<b>21</b>	28	12	12	14	29	25	18	20	17	22	28	18	25	15	23	23	20	22	
Don't know	<b>21</b>	20	16	13	13	24	20	22	27	22	20	18	18	26	21	19	22	23	19	
<b>Do you or do you not shop at the co-operative group (sometimes referred to as the co-op)?</b>																				
I shop at the co-op and am a member	<b>27</b>	31	27	32	29	28	25	30	14	20	36	38	28	27	22	28	26	28	33	
I regularly shop at the co-op but am not a member	<b>6</b>	4	6	9	8	4	6	6	9	8	4	3	6	6	2	8	5	4	11	
I occasionally shop at the co-op but am not a member	<b>40</b>	38	45	33	43	38	42	37	46	42	39	33	43	35	41	38	40	41	41	
I never shop at the co-op and am not a member	<b>23</b>	26	20	23	18	28	23	23	21	25	19	23	20	26	27	21	26	25	10	
Don't know	<b>4</b>	2	3	4	2	2	4	4	10	5	2	2	3	6	8	5	3	2	5	

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

		Co-op segment							
		Total	Member	Regular Shopper	Occasional Shopper	Non Shopper	Don't know	Member + Regular Shopper	Member + Regular + Occasional Shopper
<b>Weighted Sample</b>	<b>1682</b>	462	99	669	380	71	561	1231	
<b>Unweighted Sample</b>	<b>1682</b>	476	103	673	368	62	579	1252	
		%	%	%	%	%	%	%	
<b>The Telegraph</b>									
	Positive influence	<b>22</b>	24	16	24	22	3	23	24
	Negative influence	<b>13</b>	17	15	12	11	7	16	14
	Neither a positive nor negative influence	<b>34</b>	35	42	35	33	12	36	35
	Don't know	<b>31</b>	24	27	30	33	78	25	27
<b>The Times</b>									
	Positive influence	<b>27</b>	31	22	29	24	4	29	29
	Negative influence	<b>10</b>	12	11	9	9	7	12	10
	Neither a positive nor negative influence	<b>34</b>	34	41	34	35	14	35	34
	Don't know	<b>30</b>	23	26	28	32	76	24	26
<b>The Financial Times</b>									
	Positive influence	<b>25</b>	30	22	25	23	4	28	26
	Negative influence	<b>7</b>	8	8	6	7	6	8	7
	Neither a positive nor negative influence	<b>36</b>	38	43	38	35	13	39	38
	Don't know	<b>32</b>	25	27	31	34	77	25	28
<b>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?</b>									
	They should	<b>58</b>	64	62	59	55	18	64	61
	They should not	<b>21</b>	20	22	22	23	4	21	21
	Don't know	<b>21</b>	15	16	19	22	78	15	18
<b>Do you or do you not shop at the co-operative group (sometimes referred to as the co-op)?</b>									
	I shop at the co-op and am a member	<b>27</b>	100	0	0	0	0	82	38
	I regularly shop at the co-op but am not a member	<b>6</b>	0	100	0	0	0	18	8
	I occasionally shop at the co-op but am not a member	<b>40</b>	0	0	100	0	0	0	54
	I never shop at the co-op and am not a member	<b>23</b>	0	0	0	100	0	0	0
	Don't know	<b>4</b>	0	0	0	0	100	0	0