

YouGov / News Media Association Survey Results

Sample Size: 1632 GB Adults

Fieldwork: 19th - 20th December 2016

	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	1632	641	697	460	382	98	157	790	842	189	697	403	343	930	702	196	542	351	393	150	
Unweighted Sample	1632	734	714	490	392	114	167	701	931	177	645	420	390	1018	614	138	580	355	406	153	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following do you think should be the priorities for the government over the next few years? Please tick up to four.

Britain leaving the EU	53	41	70	66	46	47	81	54	52	38	43	61	71	54	51	50	53	50	57	48
Health	48	59	44	48	58	58	38	41	54	44	44	49	55	51	43	40	47	49	50	50
Immigration & Asylum	45	23	69	55	28	32	85	42	48	25	35	55	64	41	51	40	53	42	44	35
The economy	44	52	41	53	45	50	34	49	39	33	43	50	45	49	37	43	47	37	44	52
Housing	26	32	19	18	33	31	17	25	26	25	28	24	24	26	26	37	27	21	23	25
Education	25	32	18	21	30	36	13	24	25	41	27	21	16	29	19	23	26	23	25	28
Welfare benefits	18	18	17	14	21	13	13	14	21	18	18	19	16	16	20	13	16	17	20	26
Crime	17	12	20	18	13	10	20	16	18	17	16	15	21	15	20	20	15	17	21	11
Pensions	16	17	16	15	18	17	20	14	18	6	11	26	21	15	18	16	16	13	17	23
The environment	16	26	7	10	22	29	4	19	14	30	20	10	10	19	14	21	15	18	13	20
Tax	9	11	6	6	12	4	7	10	8	12	10	9	6	9	9	8	10	7	11	8
Family life & childcare	8	11	7	5	12	8	5	7	9	8	13	4	3	8	8	5	8	9	9	10
Transport	8	12	6	7	8	14	8	10	6	10	8	8	6	9	6	14	9	5	6	9
Animal rights	5	4	5	4	5	5	6	3	6	7	6	4	2	3	7	3	6	6	4	4
Airport expansion	2	2	3	3	1	4	2	4	0	2	2	2	2	2	2	6	2	1	1	3
Press regulation	1	2	1	1	3	0	0	2	1	3	1	2	1	1	2	1	0	1	3	3
None of these	1	0	1	1	0	0	0	1	0	1	1	0	0	1	1	0	0	1	1	2
Don't know	5	3	2	4	3	3	1	4	5	13	5	3	2	3	7	5	3	8	4	3

Now thinking about news stories that are aggregated or shared on social media like Facebook. Thinking about how Facebook is regulated, which of the following best reflects your view?

News on Facebook should be more tightly regulated than news from the traditional newspapers	12	10	13	15	11	6	13	14	11	14	11	11	16	12	13	15	12	13	13	8
Traditional newspapers should be more tightly regulated than news on Facebook	11	13	10	9	12	17	7	13	10	20	14	9	4	11	11	12	12	9	11	13
News on Facebook and in traditional newspapers should have the same level of regulation	56	60	55	56	62	65	57	51	59	46	53	59	62	60	49	52	57	56	54	58
Don't know	21	17	22	19	15	12	23	21	20	19	22	20	19	17	26	21	18	23	22	22

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

Thinking about the regulation of the press, how do you think a press regulator should be funded?

By the newspaper industry itself	49	46	55	56	48	47	56	47	51	40	46	55	54	49	50	47	51	49	49	45
By the government, from general taxation	25	33	20	23	31	34	20	30	20	24	25	25	25	30	18	31	25	22	24	29
By donations from wealthy individuals and trusts	4	3	5	3	3	3	5	4	4	7	3	3	5	3	5	3	4	4	4	2
Don't know	22	18	20	17	19	16	19	18	25	29	25	17	16	18	26	19	19	24	23	24