



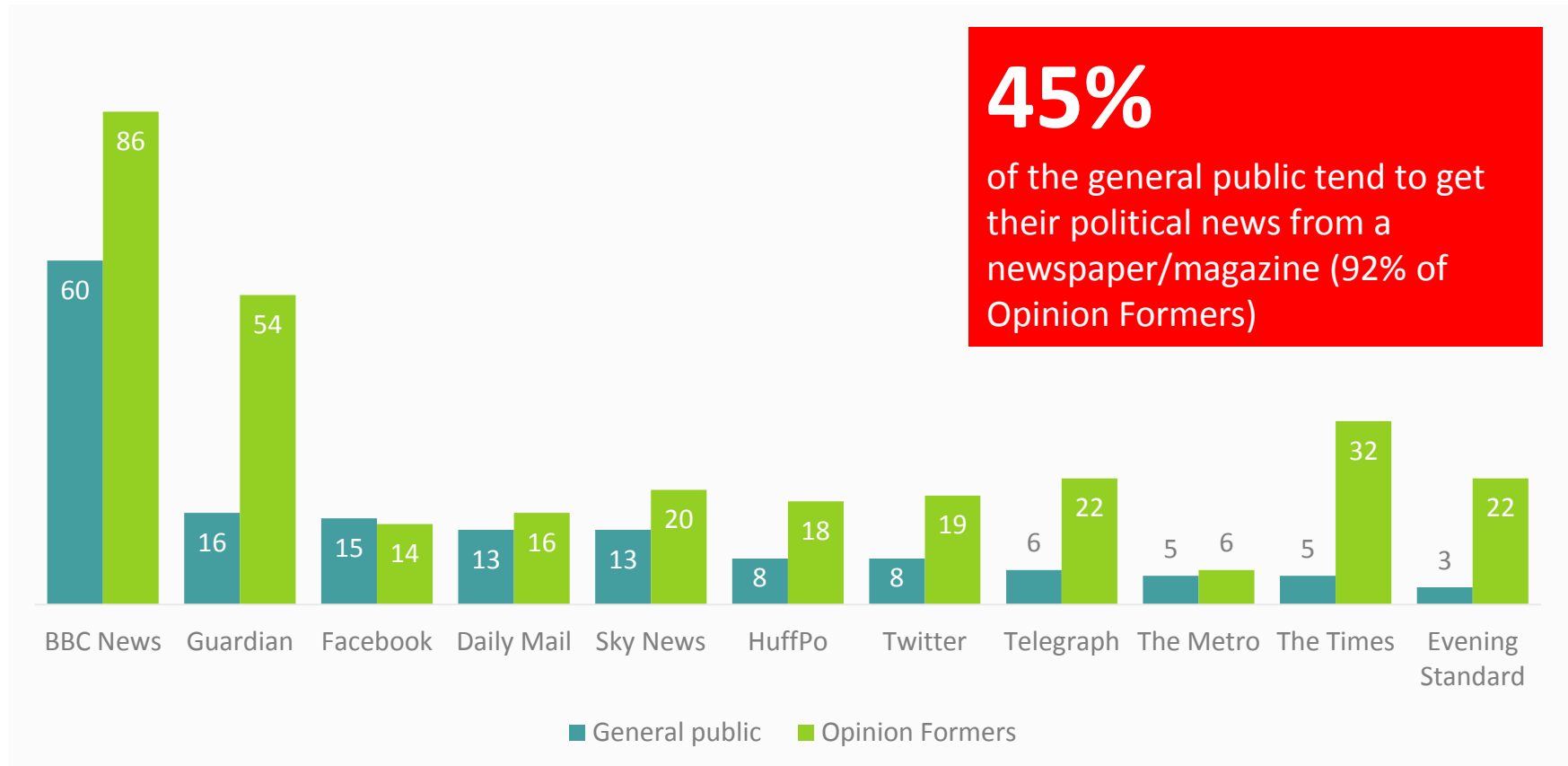
How today's voters get their political news

Polls conducted on behalf of the London Press Club and Society of Editors



Today's voters still favour traditional news sources

Which of the following do you tend to get political news from, either in printed or online format, very regularly?

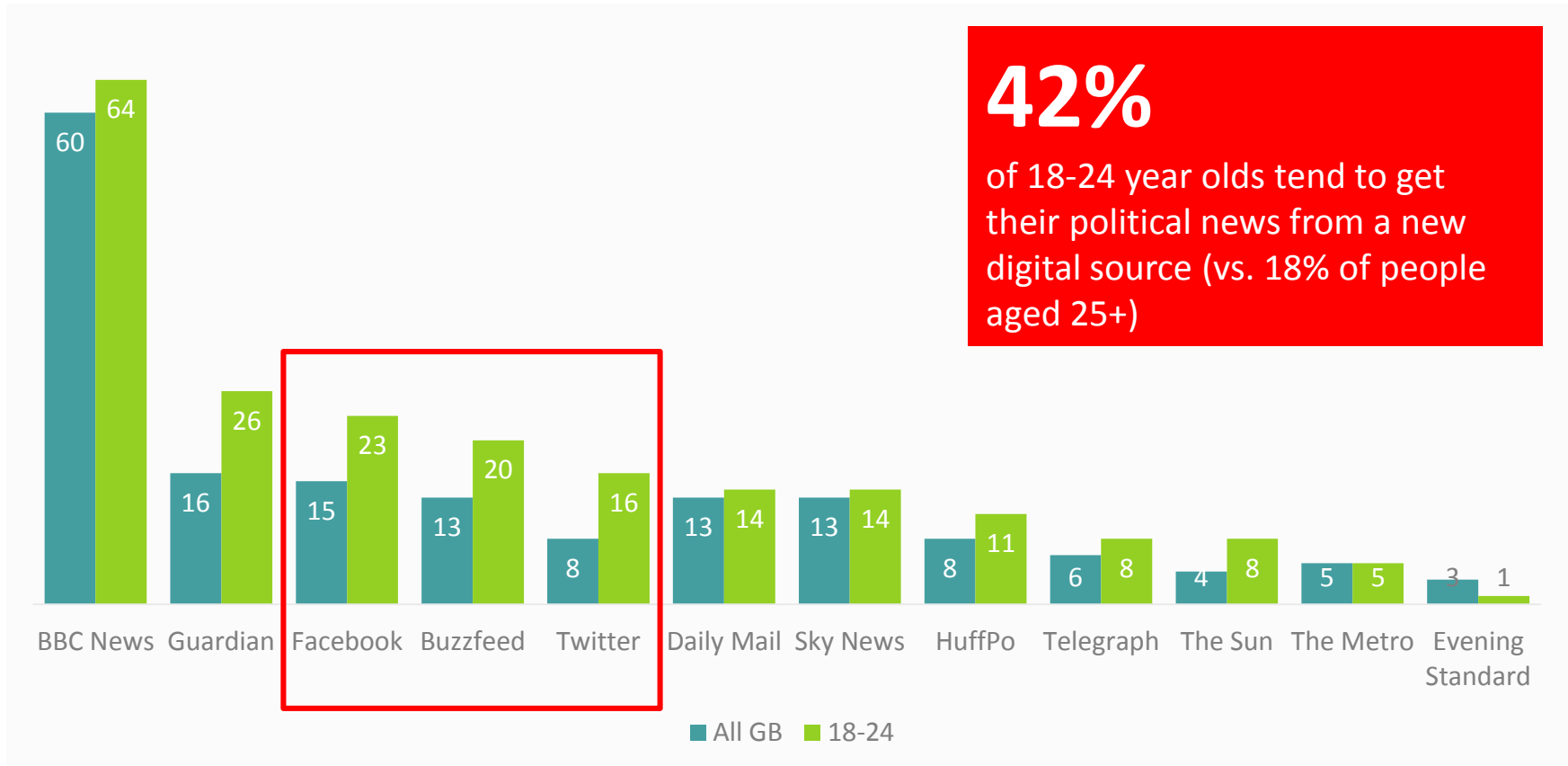


2 Base: All GB adults (1,601); All Opinion Formers (721)

Note: Chart shows top 10 responses based on general public data, plus the Evening Standard and The Metro

However, younger voters are turning towards newer digital sources

Which of the following do you tend to get political news from, either in printed or online format, very regularly?

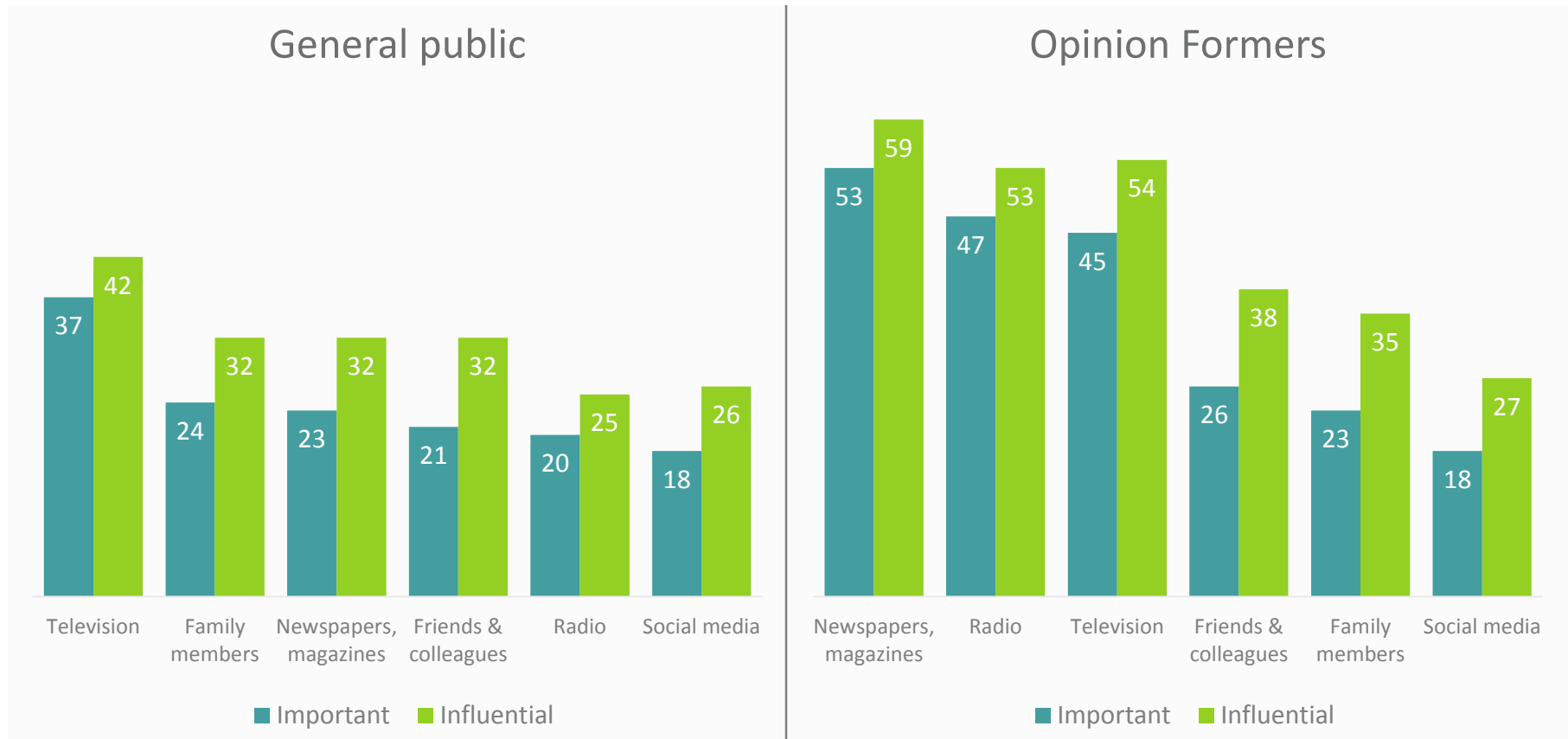


3 Base: All GB adults (1,601); 18-24 year olds (186)

Note: Chart shows top 10 responses based on 18-24 year old data, plus the Metro and Evening Standard

Overall, traditional news sources are seen as more *important* and more *influential* than social media

Thinking back to the General Election earlier this year, how **important** were each of the following in helping you choose who to vote for or in confirming your choice of who to vote for? / And how much **influence**, if any, do you think each of the following had in helping you choose who to vote for or in confirming your choice of who to vote for?



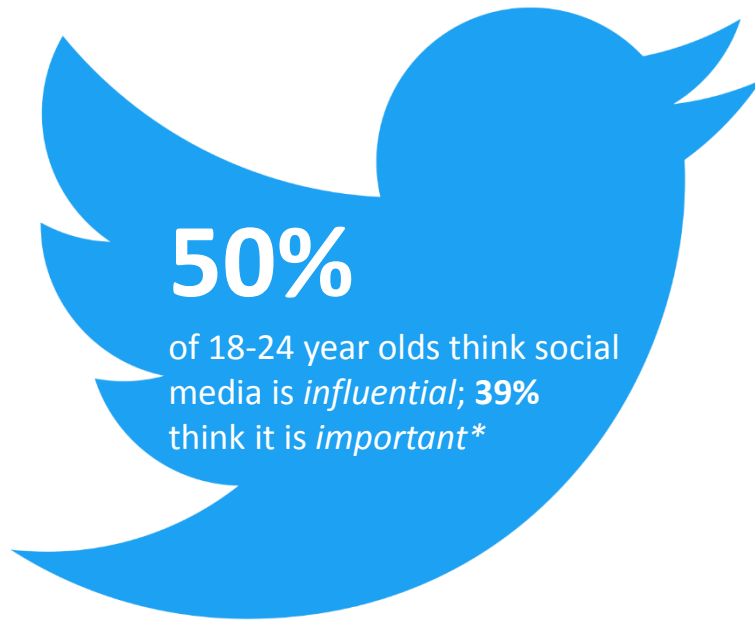
Base: All GB adults (1,601); All Opinion Formers (721)

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Note: Chart shows % saying that each source was important (“very important” plus “reasonably important”) and influential (“a great deal of influence” plus “a substantial amount of influence” plus “some influence”).

But, it's the other way round for younger voters

Thinking back to the General Election earlier this year, how **important** were each of the following in helping you choose who to vote for or in confirming your choice of who to vote for? / And how much **influence**, if any, do you think each of the following had in helping you choose who to vote for or in confirming your choice of who to vote for?



In comparison, just 15% of 18-24 year olds say that newspapers are important in helping them to decide who to vote for and 28% say that newspapers have at least some influence in helping them choose who to vote for

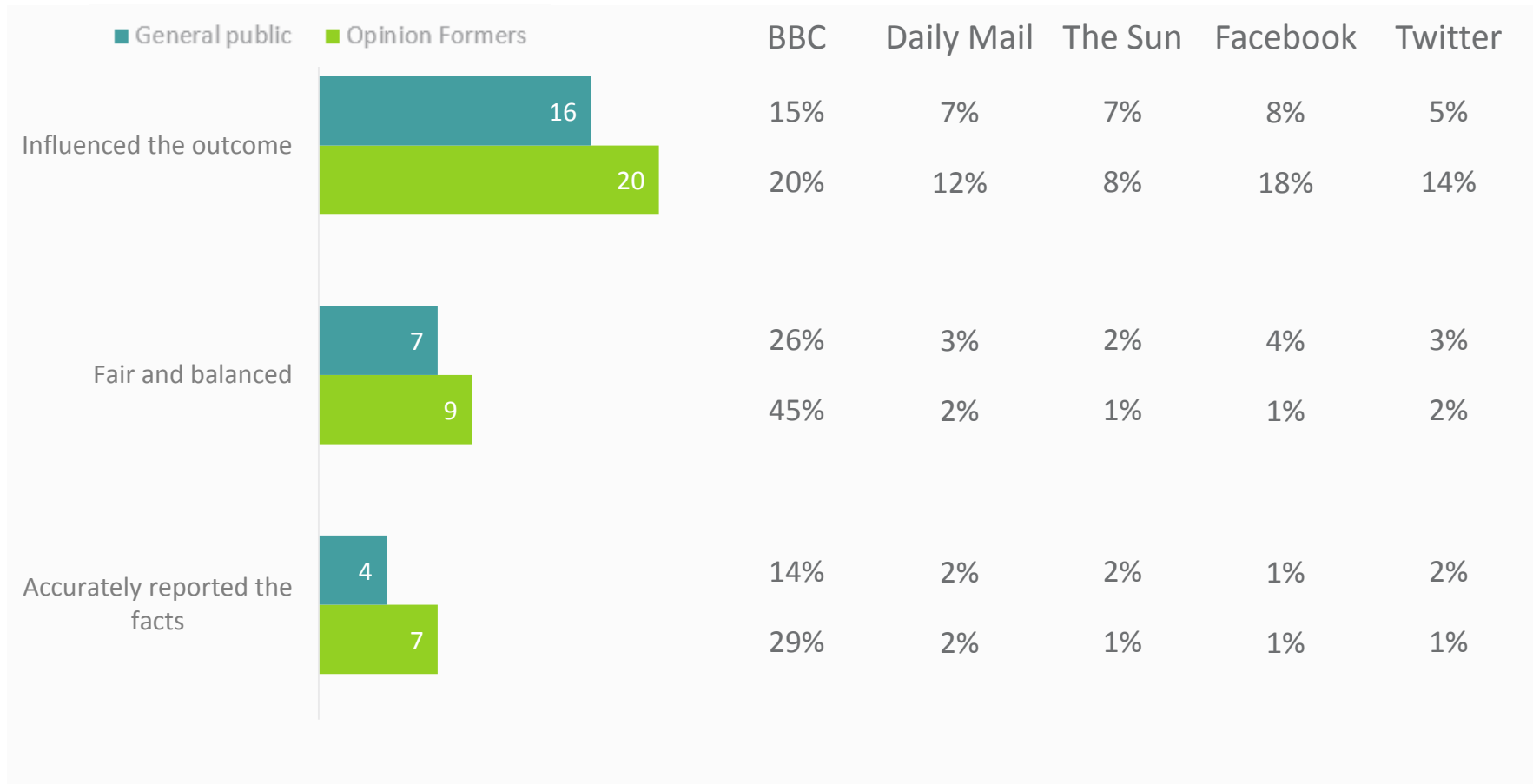
*Amongst the total sample, just 18% think social media is important and 16% think it is influential.

Base: All GB adults (1,601); 18-24 year olds (186)

5 Note: Chart shows % saying that each source was important (“very important” plus “reasonably important”) and influential (“a great deal of influence” plus “a substantial amount of influence” plus “some influence”).

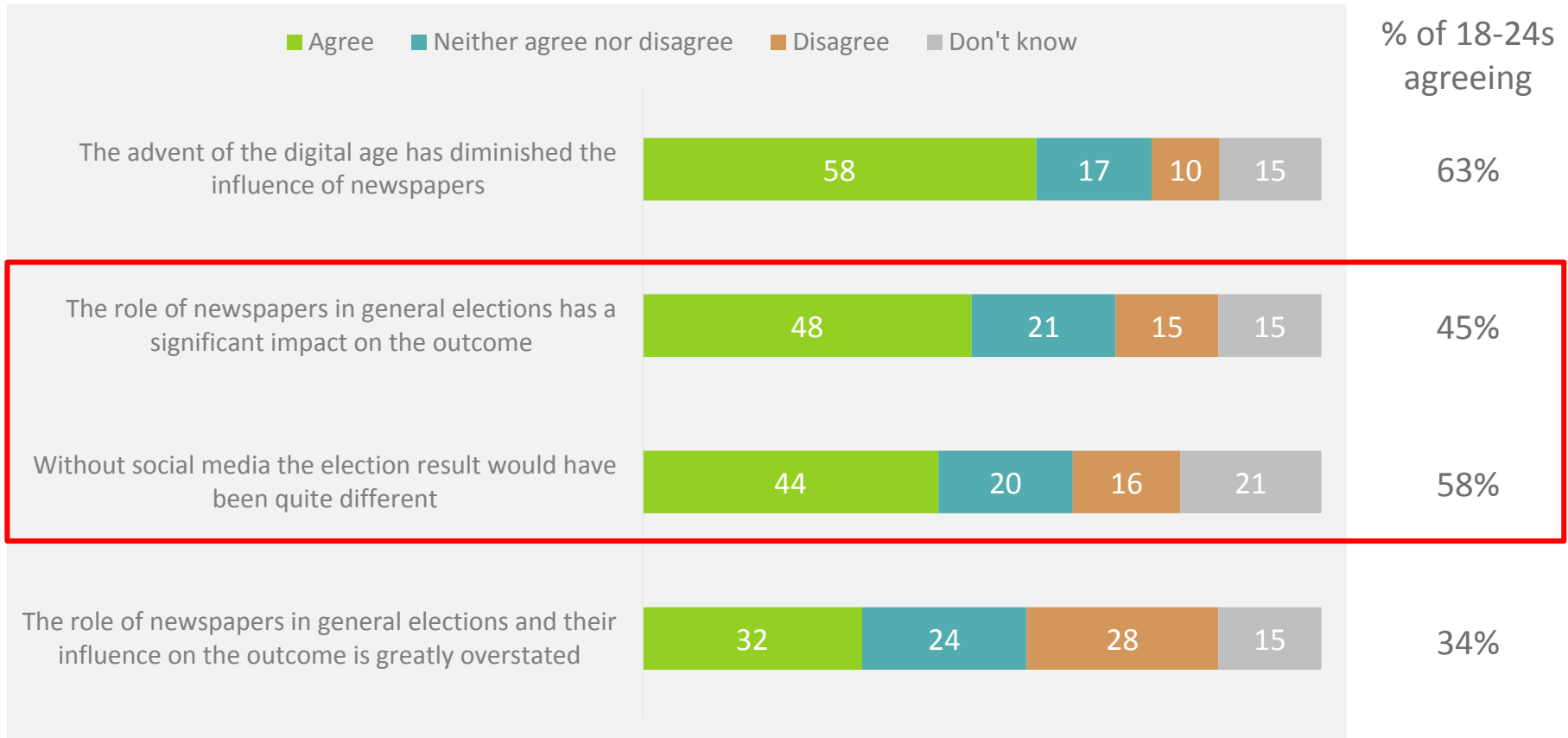
Around one in five voters and Opinion Formers think the media influenced the outcome of the election

In general, how would you describe the performance of the media over the course of the 2017 General Election?



Both traditional and social media are thought to have an impact on the election

To what extent, if at all, do you either agree or disagree with the following statements?



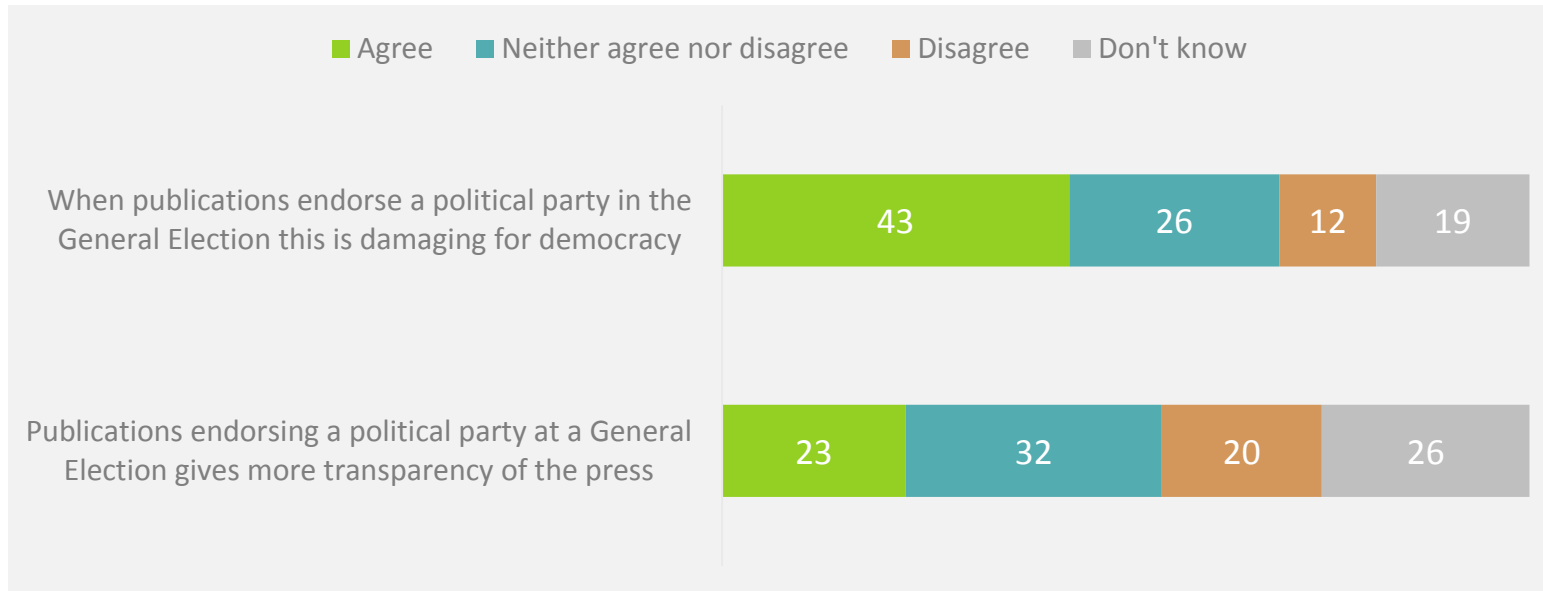
Base: All GB adults (1,601); 18-24 year olds (186)

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Note: Chart shows % saying that each source was important (“very important” plus “reasonably important”) and influential (“a great deal of influence” plus “a substantial amount of influence” plus “some influence”).

But endorsement of political parties is not necessarily seen as a good thing

To what extent, if at all, do you either agree or disagree with the following statements?



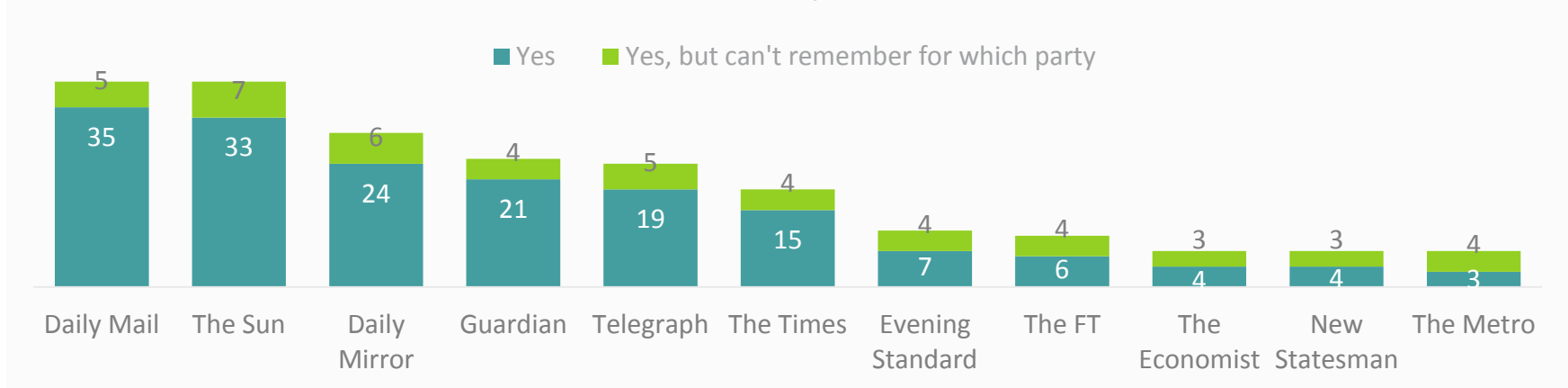
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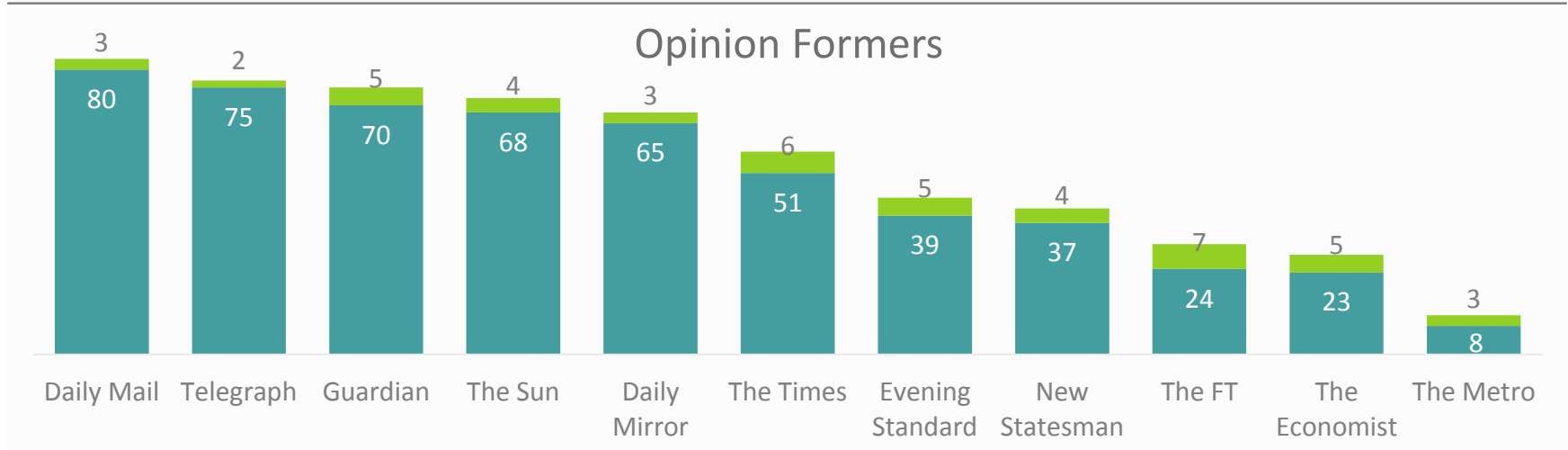
Voters and Opinion Formers alike are most likely to recall the Daily Mail supporting a political party

Thinking about the following news publications, do you recall any of them coming out in support of a particular political party?

General public

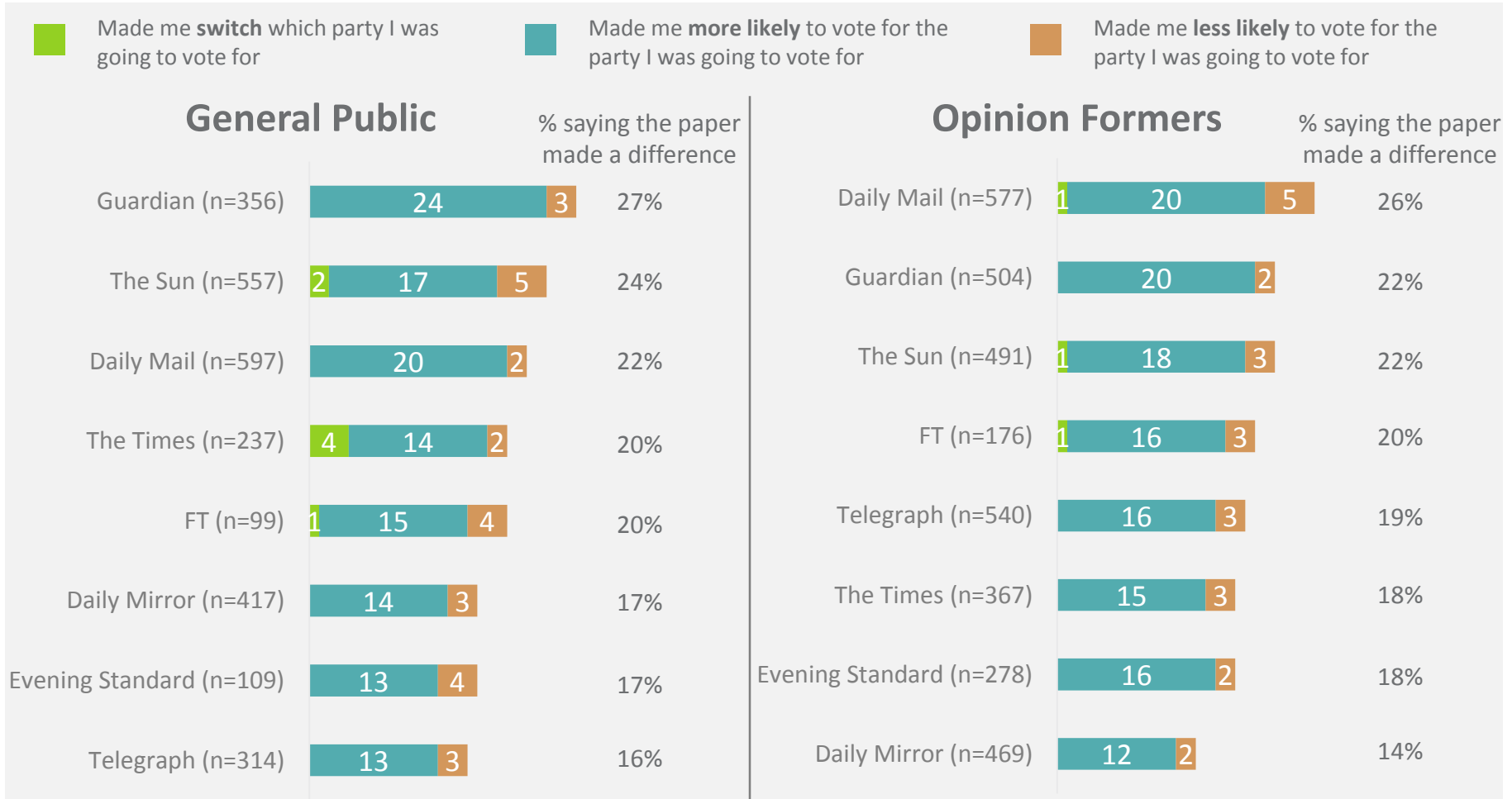


Opinion Formers



For both voters and Opinion Formers, newspapers primarily confirm their choice of party rather than changing that choice

And when it became clear which party the publication supported, which of the following, if any, did it make you feel?





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