

YouGov / Media Sovereignty Survey Results

Sample Size: 2097 Adults in the UK
Fieldwork: 6th - 7th July 2026

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Socio-economic classification (NSSEC)			Country				
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland
Weighted Sample	2097	365	520	189	220	123	742	747	1013	1084	220	862	520	495	709	470	627	1755	109	174	59
Unweighted Sample	2097	338	536	203	228	128	824	745	917	1180	185	733	603	576	803	457	530	1738	125	189	45
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

To what extent, if at all, would you support or oppose limiting how much of a national media organisation that a single person can own?

Strongly support	29	17	42	40	15	46	43	18	35	23	29	31	27	26	36	29	20	29	25	32	32
Tend to support	27	35	29	30	24	26	25	30	28	27	31	26	27	28	30	24	26	28	27	22	25
TOTAL SUPPORT	56	52	71	70	39	72	68	48	63	50	60	57	54	54	66	53	46	57	52	54	57
Tend to oppose	9	12	6	6	16	8	9	10	11	7	8	8	9	11	11	8	9	9	8	11	16
Strongly oppose	5	7	4	4	7	2	5	7	6	4	1	4	5	8	5	5	5	5	4	7	5
TOTAL OPPOSE	14	19	10	10	23	10	14	17	17	11	9	12	14	19	16	13	14	14	12	18	21
Don't know	30	29	19	20	39	18	19	34	20	39	30	31	31	26	19	33	39	30	36	28	22

To what extent, if at all, would you support or oppose the following?

A ban on national media organisations being owned by foreign-based individuals, or foreign-owned companies

Strongly support	33	31	40	33	33	34	40	34	38	28	23	29	37	41	34	36	29	32	39	35	36
Tend to support	30	34	31	37	34	31	29	34	29	31	26	29	31	32	34	27	29	31	27	27	22
TOTAL SUPPORT	63	65	71	70	67	65	69	68	67	59	49	58	68	73	68	63	58	63	66	62	58
Tend to oppose	11	16	8	9	11	12	11	11	12	10	14	11	10	9	13	9	10	11	8	11	22
Strongly oppose	4	5	2	4	5	3	3	5	5	3	5	3	4	5	3	3	6	4	7	5	2
TOTAL OPPOSE	15	21	10	13	16	15	14	16	17	13	19	14	14	14	16	12	16	15	15	16	24
Don't know	22	14	19	18	16	20	18	17	15	29	31	28	18	12	16	24	26	23	19	22	19

A ban on one company owning more than one national newspaper or broadcast corporation

Strongly support	28	20	37	30	25	46	36	25	32	23	25	27	28	30	31	30	21	27	29	34	34
Tend to support	35	41	37	39	28	33	37	34	34	35	38	33	32	40	36	31	37	35	34	30	32
TOTAL SUPPORT	63	61	74	69	53	79	73	59	66	58	63	60	60	70	67	61	58	62	63	64	66
Tend to oppose	11	17	7	11	17	4	9	14	12	10	11	11	12	9	14	9	9	11	8	8	13
Strongly oppose	3	4	1	2	4	2	1	4	4	2	3	3	3	3	2	3	5	3	1	4	3
TOTAL OPPOSE	14	21	8	13	21	6	10	18	16	12	14	14	15	12	16	12	14	14	9	12	16
Don't know	24	17	17	18	26	14	16	23	17	30	22	26	26	18	17	27	28	24	28	23	19

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Fieldwork: 6th - 7th July 2026

	Region in England				
	Total	North	Midlands	London	South
Weighted Sample	2097	482	333	241	698
Unweighted Sample	2097	491	334	205	708
	%	%	%	%	%

To what extent, if at all, would you support or oppose limiting how much of a national media organisation that a single person can own?

Strongly support	29	29	22	36	29
Tend to support	27	26	28	27	29
TOTAL SUPPORT	56	55	50	63	58
Tend to oppose	9	8	10	8	9
Strongly oppose	5	4	5	6	5
TOTAL OPPOSE	14	12	15	14	14
Don't know	30	32	36	23	28

To what extent, if at all, would you support or oppose the following?

A ban on national media organisations being owned by foreign-based individuals, or foreign-owned companies

Strongly support	33	31	30	39	32
Tend to support	30	33	31	26	31
TOTAL SUPPORT	63	64	61	65	63
Tend to oppose	11	9	10	12	12
Strongly oppose	4	3	4	2	4
TOTAL OPPOSE	15	12	14	14	16
Don't know	22	23	25	22	21

A ban on one company owning more than one national newspaper or broadcast corporation

Strongly support	28	26	24	28	28
Tend to support	35	36	34	34	36
TOTAL SUPPORT	63	62	58	62	64
Tend to oppose	11	11	11	12	12
Strongly oppose	3	2	3	3	3
TOTAL OPPOSE	14	13	14	15	15
Don't know	24	25	28	22	21

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	Vote in 2024 GE						EU Ref 2016		Gender		Age				Socio-economic classification (NSSEC)			Country			
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Unweighted Sample	2097	338	536	203	228	128	824	745	917	1180	185	733	603	576	803	457	530	1738	125	189	45
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Large social media corporations operating in the UK having to pay a levy that is used to fund independent and local journalism

Strongly support	28	23	38	35	20	37	40	23	32	24	21	26	33	29	35	30	18	27	27	37	34
Tend to support	34	39	37	40	25	39	32	37	33	35	38	32	32	38	36	32	34	34	39	27	37
TOTAL SUPPORT	62	62	75	75	45	76	72	60	65	59	59	58	65	67	71	62	52	61	66	64	71
Tend to oppose	7	10	4	5	10	3	6	7	9	5	9	8	7	5	9	5	7	7	5	6	8
Strongly oppose	4	5	1	2	13	0	2	7	6	3	5	4	4	5	3	4	5	4	2	4	0
TOTAL OPPOSE	11	15	5	7	23	3	8	14	15	8	14	12	11	10	12	9	12	11	7	10	8
Don't know	27	23	19	19	31	21	21	27	21	33	27	31	24	23	17	28	36	27	27	26	21

UK national newspaper corporations being required to join a recognised press regulator independent of media organisations

Strongly support	37	32	50	40	28	46	50	34	41	32	28	35	42	38	44	38	27	35	40	45	41
Tend to support	35	42	32	38	42	32	32	38	34	36	35	33	33	41	37	32	39	36	36	26	36
TOTAL SUPPORT	72	74	82	78	70	78	82	72	75	68	63	68	75	79	81	70	66	71	76	71	77
Tend to oppose	5	6	3	5	8	6	3	6	6	4	10	5	4	5	4	4	6	5	2	5	3
Strongly oppose	3	5	1	0	7	1	1	4	3	2	2	2	4	2	2	3	3	3	3	1	2
TOTAL OPPOSE	8	11	4	5	15	7	4	10	9	6	12	7	8	7	6	7	9	8	5	6	5
Don't know	20	15	14	17	15	16	15	18	15	25	24	25	18	13	13	23	25	20	19	23	18

Do you think that public policy think-tanks should or should not have to publish the following details about their financial donors?

Who their donors are

Should have to publish this	78	83	85	86	78	90	87	80	85	71	71	73	81	86	85	76	72	77	77	78	91
Should not have to publish this	7	9	6	5	8	1	5	8	6	8	9	8	8	4	6	7	8	7	7	9	2
Don't know	15	8	10	9	14	9	8	12	10	20	20	19	12	10	9	16	20	15	16	13	7

How much their donors give

Should have to publish this	75	78	84	88	73	84	85	77	83	69	67	70	79	85	84	73	69	75	79	75	83
Should not have to publish this	9	12	7	6	10	5	7	10	7	11	11	11	9	4	6	9	10	9	9	8	5
Don't know	16	10	9	6	16	10	8	14	11	21	21	19	12	11	9	18	21	16	13	17	12

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.

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	%	%	%	%	%

Large social media corporations operating in the UK having to pay a levy that is used to fund independent and local journalism

Strongly support	28	26	23	33	27
Tend to support	34	33	32	34	37
TOTAL SUPPORT	62	59	55	67	64
Tend to oppose	7	8	7	5	7
Strongly oppose	4	3	5	4	5
TOTAL OPPOSE	11	11	12	9	12
Don't know	27	29	32	23	25

UK national newspaper corporations being required to join a recognised press regulator independent of media organisations

Strongly support	37	34	29	41	37
Tend to support	35	36	37	29	39
TOTAL SUPPORT	72	70	66	70	76
Tend to oppose	5	6	5	5	5
Strongly oppose	3	3	3	2	3
TOTAL OPPOSE	8	9	8	7	8
Don't know	20	22	25	23	16

Do you think that public policy think-tanks should or should not have to publish the following details about their financial donors?

Who their donors are

Should have to publish this	78	73	77	79	80
Should not have to publish this	7	8	6	10	6
Don't know	15	18	17	11	14

How much their donors give

Should have to publish this	75	74	73	77	76
Should not have to publish this	9	8	7	12	9
Don't know	16	18	20	11	14

**Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.*