

# YouGov Results - Brands boycotting media outlets

Fieldwork: 18th - 20th June 2021

Sample Size: 1682 GB Adults



Weighted Sample  
Unweighted Sample

	Vote In 2019 GE			2016 EU Ref		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>1639</b>	567	411	150	615	658	801	838	174	677	402	386	939	700	192	553	355	398	141
<b>1644</b>	605	416	153	690	694	713	931	101	632	442	469	975	669	136	574	376	409	149
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think it is right or wrong for brands to boycott advertising with media outlets on the basis of their political views?

It is right of them to do so	<b>40</b>	28	59	65	55	29	42	38	46	46	40	27	45	34	53	42	36	36	37
It is wrong of them to do so	<b>29</b>	44	16	11	18	40	33	25	27	24	28	39	28	31	24	29	30	30	29
Don't know	<b>31</b>	28	24	25	27	30	25	37	27	30	31	34	28	35	22	30	33	34	34

When brands boycott advertising with a media outlet on the basis of that outlet's political views, do you think they are more interested in...

Protesting against a political stance opposed to their values	<b>17</b>	18	19	25	21	17	16	18	11	18	20	16	19	15	23	17	16	16	18
Trying to maintain a positive public image	<b>51</b>	56	54	57	53	53	56	47	59	52	49	49	56	46	45	57	52	47	48
Something else	<b>7</b>	7	5	1	4	8	8	5	9	5	7	8	6	7	10	7	5	6	7
Don't know	<b>25</b>	20	22	17	22	22	20	30	22	25	24	26	19	32	22	19	27	32	26