



Spinning the election: Who is setting the agenda in the UK general election 2015

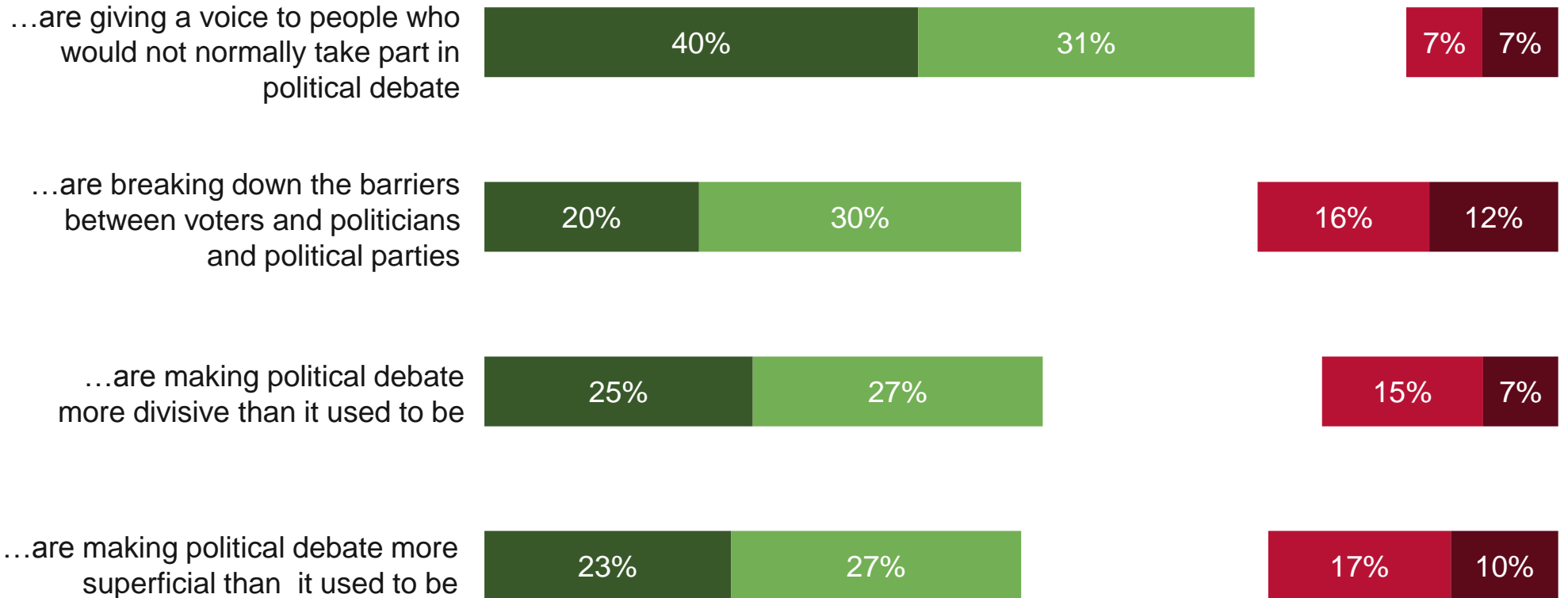
#KingsIpsosMORI

Social media increasing access and breaking down barriers – but bringing down quality of debate?

To what extent do you agree or disagree with the following statements.?

Social media platforms such as Facebook and Twitter...

■ Strongly agree ■ Tend to agree ■ Tend to disagree ■ Strongly disagree

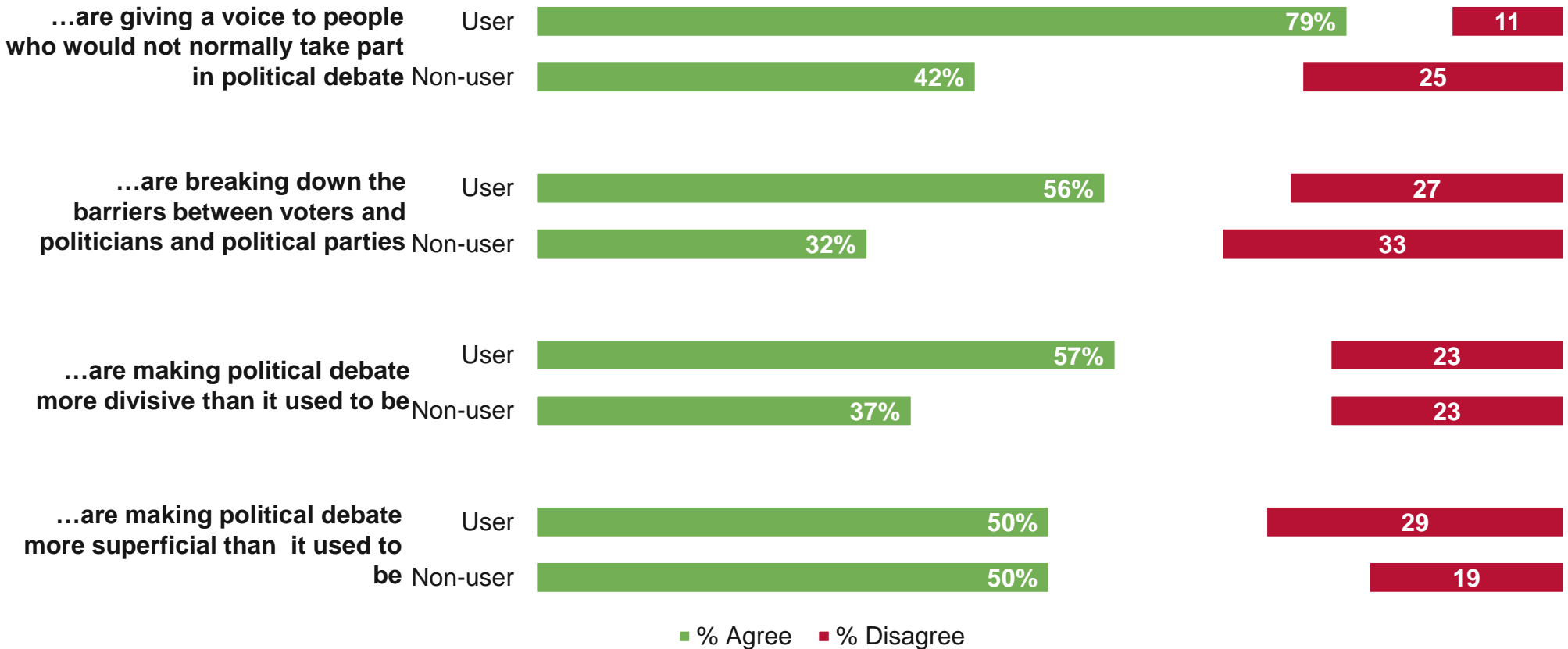


Base: 1,010 British adults 18+, 8th -10th February 2015

Source: Ipsos MORI Political Monitor/King's College London

Social media increasing access and breaking down barriers – but bringing down quality of debate?

To what extent do you agree or disagree that social media platforms such as Facebook and Twitter...



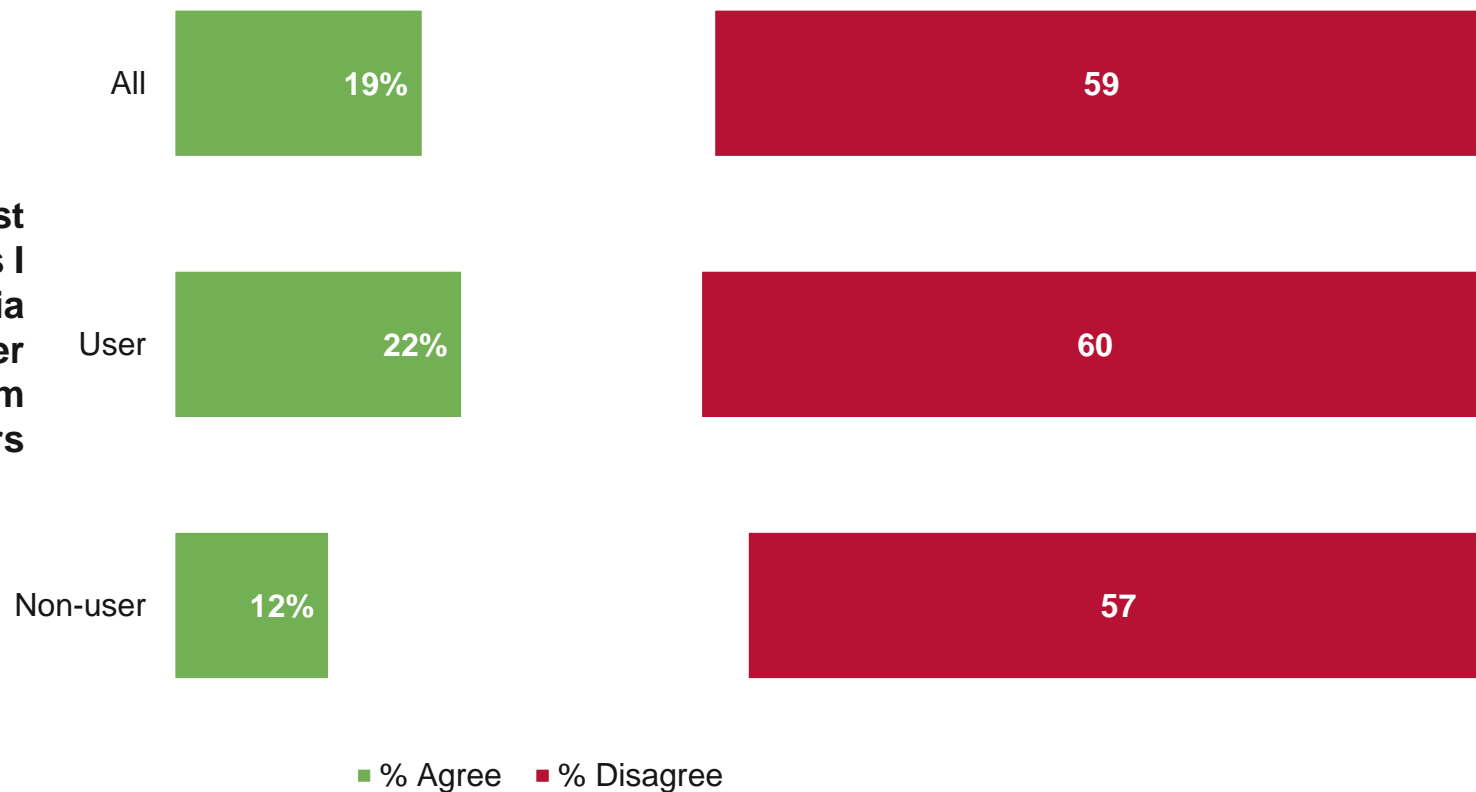
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Source: Ipsos MORI Political Monitor/King's College London

Not *more* trusted than newspapers though – even for users

To what extent do you agree or disagree with the following statements?

I am more likely to trust information about politics I get from social media platforms such as Twitter and Facebook than from newspapers

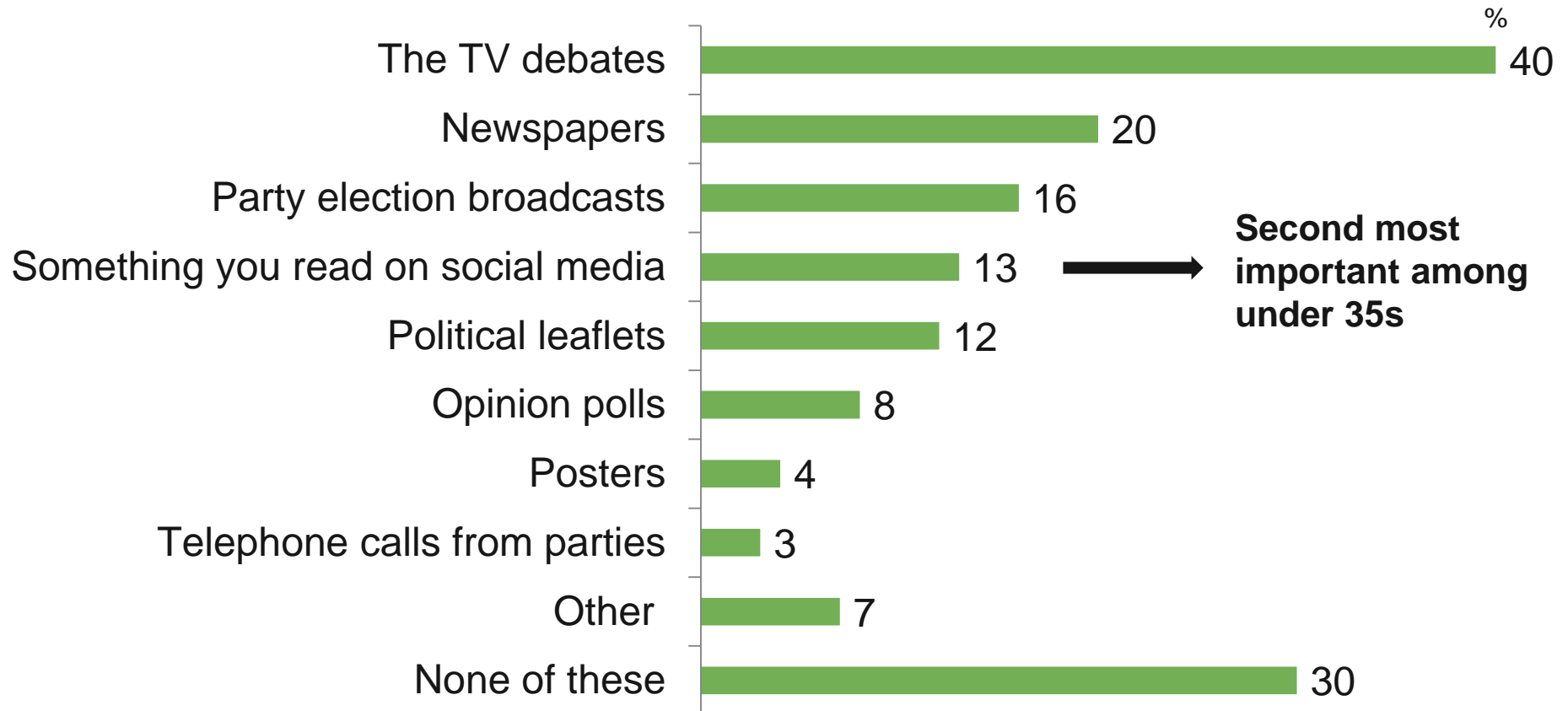


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Source: Ipsos MORI Political Monitor/King's College London

What will influence our vote?

Which of these items, if any, do you think will influence your vote?



Base: 1,142, GB adults 18+, 6th – 16th February 2015

Source: Ipsos MORI/King's College London