YouGov Survey Results

Sample Size: 2028 GB Adults
Fieldwork: 20th - 21st August 2014

<table>
<thead>
<tr>
<th>Weighted Sample</th>
<th>Unweighted Sample</th>
<th>Westminster VI</th>
<th>2010 Vote</th>
<th>Gender</th>
<th>Age</th>
<th>Social Grade</th>
<th>Region</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td></td>
<td>Male</td>
<td>Female</td>
<td>18-24</td>
<td>25-39</td>
<td>40-59</td>
<td>60+</td>
</tr>
<tr>
<td>2028</td>
<td></td>
<td>578</td>
<td>488</td>
<td>419</td>
<td>984</td>
<td>1044</td>
<td>513</td>
</tr>
<tr>
<td>%</td>
<td></td>
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</tbody>
</table>
| Recently a video emerged appearing to show an American journalist being beheaded in Iraq by an Islamic State militant with a British accent. Before taking this survey, had you heard about this video?
| Yes, I had      | 83                | 91             | 84      | 86    | 89   | 84    | 87    | 86   | 81   | 68     | 78                              | 87                | 91                 | 86        | 80    | 81    | 83    | 82    | 84    | 91    |
| No, I hadn’t    | 13                | 9              | 15      | 14    | 10   | 13    | 13    | 11   | 16   | 24     | 17                              | 11                | 9                  | 11        | 16    | 14    | 14    | 15    | 13    | 8     |
| Don’t know      | 3                 | 0              | 1       | 0     | 1    | 3     | 0     | 3    | 3    | 6      | 2                               | 0                 | 3                  | 4         | 5     | 4     | 3     | 3     | 1     |

And have you...

[This question was only asked to respondents who answered ‘Yes, I had’ or ‘Don’t know’ in the previous question; n=1777]

Seen a still photograph from this video anywhere in the media?

| Yes, I have      | 47                | 54             | 50      | 49    | 41   | 48    | 50    | 46   | 50   | 45     | 51                              | 49                | 45                | 48        | 51    | 42    | 51    | 45    | 45    | 48    | 56    |
| No, I haven’t    | 50                | 46             | 50      | 51    | 59   | 50    | 49    | 54   | 48   | 53     | 39                              | 49                | 54                | 52        | 47    | 55    | 45    | 53    | 52    | 50    | 42    |
| Don’t know       | 2                 | 0              | 1       | 0     | 0    | 1     | 1     | 0    | 2    | 2      | 10                              | 2                 | 1                 | 0         | 2     | 3     | 4     | 2     | 2     | 2     | 2     |

Seen or heard an extract from this video?

| Yes, I have      | 30                | 32             | 34      | 26    | 33   | 31    | 34    | 25   | 32   | 28     | 27                              | 25                | 29                | 35        | 31    | 28    | 26    | 30    | 30    | 30    | 32    |
| No, I haven’t    | 68                | 67             | 65      | 74    | 67   | 67    | 65    | 75   | 66   | 70     | 65                              | 73                | 70                | 65        | 67    | 70    | 70    | 68    | 69    | 68    | 68    |
| Don’t know       | 2                 | 0              | 1       | 0     | 0    | 1     | 2     | 0    | 2    | 2      | 8                               | 3                 | 1                 | 0         | 2     | 2     | 4     | 2     | 1     | 2     | 1     |

Watched the whole video?

| Yes, I have      | 3                 | 3              | 2       | 1     | 3    | 4     | 2      | 1    | 4    | 3      | 3                               | 6                 | 2                 | 2         | 3     | 4     | 5     | 2     | 4     | 3     | 2     |
| No, I haven’t    | 95                | 96             | 97      | 99    | 97   | 95    | 97     | 98   | 94   | 89     | 89                              | 91                | 97                | 98        | 95    | 95    | 92    | 96    | 94    | 96    | 97    |
| Don’t know       | 2                 | 0              | 1       | 0     | 0    | 1     | 1      | 1    | 2    | 2      | 8                               | 2                 | 1                 | 0         | 2     | 2     | 4     | 2     | 1     | 2     | 1     |

Thinking about the reporting of this video, which of the following comes closer to your view?

<p>| The media should not report these kinds of videos – it just gives free publicity to the terrorists | 31                | 31             | 27      | 43    | 35    | 34    | 28     | 29    | 33   | 20     | 29                             | 31                | 38                | 29        | 34    | 29    | 24    | 33    | 36    | 29    | 28    |
| The media should report these kinds of videos – we need to know as much as possible about what is going on in the world | 56                | 58             | 59      | 64    | 53   | 56    | 53     | 61   | 61   | 50     | 56                             | 52                | 58                | 56        | 58    | 52    | 61    | 53    | 51    | 58    | 62    |
| Don’t know       | 13                | 10             | 10       | 9     | 4    | 9     | 13     | 11   | 10   | 16     | 24                             | 18                | 11                | 7         | 13    | 14    | 15    | 14    | 12    | 13    | 10    |</p>
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<td>Lab</td>
<td>Lib</td>
<td>UKIP</td>
</tr>
<tr>
<td>Weighted Sample</td>
<td>2028</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Unweighted Sample</td>
<td>2028</td>
<td>482</td>
<td>634</td>
<td>124</td>
<td>207</td>
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Thinking about social media and media organisations showing videos like this, which of the following comes closer to your view?

- **They should be allowed to show videos like this - there should be no censorship**: 15%
  - Westminster VI: 10%
  - 2010 Vote: 10%
  - Male: 15%
  - 18-24: 15%
  - 25-39: 15%
  - 40-59: 15%
  - 60+: 15%
  - ABC1: 15%
  - C2DE: 15%
  - London: 15%
  - Rest of South: 15%
  - Midlands/Wales: 15%
  - North: 15%
  - Scotland: 15%

- **They should be allowed to show videos like this but only if the actual killing part is removed**: 32%
  - Westminster VI: 30%
  - 2010 Vote: 30%
  - Male: 32%
  - 18-24: 32%
  - 25-39: 32%
  - 40-59: 32%
  - 60+: 32%
  - ABC1: 32%
  - C2DE: 32%
  - London: 32%
  - Rest of South: 32%
  - Midlands/Wales: 32%
  - North: 32%
  - Scotland: 32%

- **They should not be allowed to show videos like this - no part of videos like this should be shown**: 43%
  - Westminster VI: 43%
  - 2010 Vote: 43%
  - Male: 43%
  - 18-24: 43%
  - 25-39: 43%
  - 40-59: 43%
  - 60+: 43%
  - ABC1: 43%
  - C2DE: 43%
  - London: 43%
  - Rest of South: 43%
  - Midlands/Wales: 43%
  - North: 43%
  - Scotland: 43%

- **Don't know**: 11%
  - Westminster VI: 8%
  - 2010 Vote: 8%
  - Male: 12%
  - 18-24: 11%
  - 25-39: 11%
  - 40-59: 11%
  - 60+: 11%
  - ABC1: 11%
  - C2DE: 11%
  - London: 11%
  - Rest of South: 11%
  - Midlands/Wales: 11%
  - North: 11%
  - Scotland: 11%

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