Stack Data Strategy Telegraph Readers
CUSTOM Sample: 24th - 27th November 2023

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| YouGov | | | Which daily newspaper do you read most often? | | | | | | | | | | | | | | |
|--|-------|-------------|--|------------------------------|--|---------|------------------------|------------------------|--------------|-----------------|-----------|--------------|-------------------------|---------------------|-------------------------------------|--------------------|------|
| TOUGOV | Total | The Express | The Daily Mail / The Scottish Daily Mail | The Mirror / Daily Record | The Daily Star / The Daily Star of Scotland | The Sun | The Daily Telegraph | The Financial Times | The Guardian | The Independent | The Times | The Scotsman | The Herald (Glasgow) | The Western Mail | Other local daily morning newspaper | Other Newspaper | None |
| Do you have a subscription to any of the following? (Please select one option on each row) | | | | | | | | | | | | | | | | | |
| The Daily Telegraph in print | | | | | | | | | | | | | | | | | |
| Base: UK adults surveyed who read The Telegraph | | | - | - | - | - | 388 | - | - | - | - | - | - | - | - | - | - |
| Yes, I have a subscription | | - | - | ** | - | | 22% | - | - | ** | | | ** | ** | - | | |
| No, but I used to have a subscription | 22% | | - | - | - | | 22% | - | - | ** | | | | - | - | | - |
| No, I have never had a subscription | 55% | - | - | - | - | | 55% | - | - | | | | | - | - | | |
| Don't know | 0% | | - | - | - | - | 0% | - | | - | | | - | - | - | - | - |
| The Daily/Sunday Telegraph website | | | | | | | | | | | | | | | | | |
| Base: UK adults surveyed who read The Telegraph | 477 | | | - | - | - | 477 | | - | - | - | | | - | | - | - |
| Yes, I have a subscription | | | - | - | - | | 58% | - | - | - | | | - | - | - | | - |
| No, but I used to have a subscription | 11% | | - | - | - | | 11% | | - | - | | : | - | - | - | | - |
| No, I have never had a subscription | 30% | - | - | - | | | 30% | | - | | | | - | | - | | - |
| Don't know | 1% | - | - | - | - | - | 1% | - | - | - | | | - | - | - | | - |
| Who do you think currently owns the Telegraph? | | | | | | | | | | | | | | | | | |
| Base: UK adults surveyed who read The Telegraph: | 532 | Τ. | | _ | | | 532 | | | | - | | - | | | | |
| Jonathan Harmsworth, Viscount Rothermen | | : | - | - | - | | 3% | - | - | - | | | - | - | - | | - |
| Lloyds Bani | 20% | : | - | - | - | | 20% | - | - | - | | : | - | - | - | | - |
| Evgeny Lebeder | 2% | - | - | - | - | | 2% | - | - | - | | | - | - | - | - | - |
| Rupert Murdoci | 3% | | - | - | - | | 3% | | - | | - | : | - | - | - | | - |
| The Barclay brother | 29% | | - | - | - | - | 29% | - | - | - | - | | - | - | - | - | - |
| Reach plc (formerly Trinity Mirror | 1% | | - | - | - | | 1% | - | - | - | | | - | - | - | - | - |
| None of these | 4% | | - | - | - | - | 4% | - | - | - | - | - | - | - | - | - | - |
| Don't know | 39% | - | - | - | - | - | 39% | - | - | - | - | | - | - | - | - | - |
| | | | ** | •• | | | | | ** | ** | | | | ** | | ** | |
| How much, if at all, does it matter to you who owns the Telegraph? | | | | | | | | | | | | | | | | | |
| Base: UK adults surveyed who read The Telegrapi | | | | - | - | - | 532 | - | - | - | - | | - | - | - | - | - |
| A lo | 13% | | - | - | | | 13% | - | - | - | | | | - | - | | - |
| A fair amoun | 28% | | - | - | - | | 28% | - | - | - | - | : | - | - | - | | - |
| Not very muci | 39% | - | - | - | - | - | 39% | - | - | - | - | - | - | - | - | - | - |
| Not at a | 16% | | - | - | - | - | 16% | - | - | - | | | - | - | - | - | - |
| Don't know | 3% | | | - | - | | 3% | | - | - | - | | - | - | - | | - |
| | | | ** | | ** | | | ** | ** | ** | | | | ** | •• | ** | |

To what extent, if at all, does who owns the Telegraph have an impact on each of the following? (Please select one option on each row)

| To what extent, if at all, does who owns the Telegraph have an impact on each of the following? (Please select one option on each row) | | | | | | | | | | | | | | | | | |
|--|------|---|---|----|----|----|------|---|---|----|----|----|----|---|----|----|----|
| Frequency you read the Telegraph | | | | | | | | | | | | | | | | | |
| Base: UK adults surveyed who read The Telegraph | 532 | - | - | - | - | - | 532 | - | - | - | - | - | - | - | - | - | - |
| A lot | 17% | - | - | - | - | - | 17% | - | - | - | - | - | - | - | - | - | - |
| A fair amount | 21% | - | - | - | | - | 21% | - | - | - | - | - | - | - | - | - | - |
| Not very much | 30% | | | | | - | 30% | - | | | | | | | | | |
| | | | | | | ** | | | | | | | | | | | |
| Nothing at all | 28% | | - | - | - | - | 28% | - | - | - | - | - | - | - | - | - | - |
| | | - | - | | | | | - | | | | | | | ** | | - |
| Don't know | 3% | - | - | - | - | - | 3% | - | - | - | - | - | - | - | - | - | - |
| Your trust in the integrity of the journalism | | | | | | | | | | | | | | | | | |
| Base: UK adults surveyed who read The Telegraph | 532 | | | | | _ | 532 | | | | | | - | | | | |
| A lot | 20% | | | - | - | - | 20% | | _ | - | - | - | - | - | - | _ | |
| 716 | 2070 | | | | ** | | 2070 | | | | | | | | | | |
| A fair amount | 42% | | | - | | - | 42% | | | | | | | | - | | - |
| | | | | | | ** | | | | | | | | | ** | | |
| Not very much | 25% | - | - | - | | - | 25% | - | | - | - | - | - | | | - | - |
| Nothing at all | 11% | | - | - | - | - | 11% | - | | - | - | - | - | | - | - | - |
| Don't know | 2% | | | | | - | 2% | - | | - | - | | | | - | - | - |
| Before taking this survey, were you aware that the Telegraph was undergoing a formal sale process? | | | | | | | | - | | - | | | | | | | |
| Base: UK adults surveyed who read The Telegraph | 532 | - | - | - | - | - | 532 | - | - | - | - | - | - | - | - | - | - |
| Yes, i was | 59% | - | | - | - | - | 59% | - | | - | - | - | - | | - | - | - |
| No, I was not | 41% | | | - | - | - | 41% | - | - | - | - | - | - | - | - | - | - |
| Thinking about hypothetical owners of the TelegraphWhich, if any, of the following characteristics would you value in new owners? (Please select all that apply) | | | | | | | | | | | | | | | | | |
| (Please Select all that apply) Base: UK adults surveyed who read The Telegraph | 532 | | | | | - | 532 | | | | | | | | | | |
| Being British rather than based abroad | 62% | | | - | | - | 62% | | - | | - | | - | | | - | |
| | | | | | ** | ** | | | | ** | ** | ** | •• | | | ** | ** |
| Able to guarantee the future of the business financially | 43% | | | - | - | - | 43% | | | - | - | - | - | | - | - | - |
| Political views which are in-line with mine | 35% | - | - | - | - | - | 35% | - | - | - | - | - | - | | - | - | - |
| Experienced in running large media businesses | 38% | - | | - | - | - | 38% | - | - | - | - | - | - | | - | - | - |
| Ambitious growth plans for the business | 11% | | | | - | - | 11% | - | | - | - | - | | | - | | |
| | | | | | ** | ** | | | | | | | | | | | |
| Committed to maintaining high journalistic standards | 84% | | | - | •• | - | 84% | - | | | •• | ** | - | | - | - | ** |
| Committed to a free press and freedom of speech | 82% | - | | - | - | - | 82% | - | - | - | - | - | - | | - | - | - |
| Unlikely to bring scandal or disruption | 37% | - | | - | - | - | 37% | - | - | - | - | - | - | - | - | - | - |
| Transparent with the sources of their funding | 52% | | | - | | - | 52% | - | - | - | - | - | - | | - | - | - |
| | | | | ** | ** | ** | | | | | | ** | | | | ** | ** |
| None of these | 0% | | | - | - | - | 0% | - | - | - | - | ** | - | - | | ** | ** |
| Don't know | 3% | | | - | | - | 3% | - | - | - | - | - | - | | - | - | - |
| | | | | | | | | | | | | | | | | | |

| And which ONE of the following characteristics would you value in new owners? | | | | | | | | | | | | | | | | | |
|--|-----|---|---|----|----|----|-----|----|---|----|----|----|---|---|---|----|----|
| Base: UK adults surveyed who read The Telegraph | 532 | - | - | - | - | - | 532 | - | - | - | - | - | - | - | - | - | |
| Being British rather than based abroad | 14% | | | - | | - | 14% | | - | - | - | - | - | | - | - | - |
| Able to guarantee the future of the business financially | 2% | : | - | - | - | - | 2% | - | - | - | - | - | - | - | - | - | - |
| Political views which are in-line with mine | 7% | | | - | - | - | 7% | | - | - | - | - | - | | - | - | |
| Experienced in running large media businesses | 2% | - | - | - | - | - | 2% | - | - | - | - | - | | - | - | - | |
| Ambitious growth plans for the business | 0% | - | - | - | - | | 0% | - | | | - | | | | - | - | - |
| Committed to maintaining high journalistic standards | 35% | | | - | - | - | 35% | | | - | - | - | - | | - | - | |
| Committed to a free press and freedom of speech | 33% | | - | - | - | - | 33% | - | | - | - | | - | - | - | - | - |
| Unlikely to bring further scandal or disruption | 2% | | - | | - | | 2% | - | | | - | - | - | | - | | - |
| Transparent with the sources of their funding | 2% | | | | | - | 2% | | | | - | | | | | | |
| None of these | 0% | | | | | ** | 0% | | | | | | | | | | |
| Point know | 3% | | | ** | ** | ** | 3% | | | | ** | ** | | | | | |
| | 370 | | | | | | 370 | | | | ** | ** | | | | | |
| If there was a new owner of the Telegraph and they did not have the characteristics you value, would that change of ownership affect | | | | | | | | | | | | | | | | | |
| Your likelihood to continue reading | 532 | | | | _ | | 532 | | | | | | | | _ | - | |
| Base: UK adults surveyed who read The Telegraph Definitely would | 15% | | - | - | - | - | 15% | | - | - | - | - | - | - | - | - | - |
| | | | | ** | ** | ** | | | | ** | ** | | | | | ** | ** |
| Probably would | 38% | | | - | | - | 38% | | | | ** | | | | | | |
| Probably wouldn't | 27% | - | | - | ** | | 27% | | | - | - | - | - | | - | - | - |
| Definitely wouldn't | 7% | | | - | ** | - | 7% | - | | | - | - | | | - | - | - |
| Don't know | 12% | - | - | | - | - | 12% | - | - | | - | - | - | | - | - | - |
| | | | | | | ** | | | | | ** | ** | | | | •• | ** |
| Net: Would | 53% | - | - | - | - | - | 53% | - | - | - | - | - | | - | - | - | |
| Net: Wouldn't | 34% | | | - | - | - | 34% | | | - | - | | | | - | - | |
| | | | - | ** | ** | ** | | | | | •• | | | | | ** | |
| Your likelihood to renew your subscription Base: UK adults surveyed who read The Telegraph | 278 | | - | | - | | 278 | | | - | | _ | - | | - | - | |
| Definitely would | 19% | - | - | - | - | - | 19% | - | | - | - | - | - | - | - | - | - |
| Probably would | 33% | | | - | | - | 33% | | | - | - | - | | | - | - | |
| Probably wouldn't | 23% | | | | | | 23% | - | | | | | | | - | | |
| Definitely wouldn't | 11% | | | | | ** | 11% | | | | ** | ** | | | | | |
| · | | | | ** | ** | | | | | | | ** | | | | •• | |
| Don't know | 14% | | | | ** | ** | 14% | ** | | | | ** | | | | | |
| Net: Would | 52% | | | - | - | - | 52% | | | | - | | | | - | - | |
| Net: Wouldn't | 35% | | - | - | - | - | 35% | - | | - | - | | | - | - | - | |
| | | | | | •• | | | - | | | ** | | | | | •• | |

It has been reported that the Telegraph could be acquired by entities tied to Sheikh Mansour bin Zayed bin Sultan Al Nahyan, the Deputy Prime Minister of the United Arab Emirates. Based on this report, would it make you more or less likely to continue reading the Telegraph, or would it make no difference?

| Telegraph, or would it make no difference? | | | | | | | | | | | | | | | | | |
|---|------|---|---|----|----|----|-------|-----|---|----|----|----|----|----|----|----|----|
| Base: UK adults surveyed who read The Telegraph but do not have subscription of print or online | 350 | - | - | - | - | - | 350 | - | - | - | - | - | - | - | - | - | - |
| Much more likely | 0% | - | - | - | - | - | 0% | - | - | - | - | - | - | - | - | - | - |
| | | | | ** | ** | ** | | | | ** | ** | ** | | | ** | ** | ** |
| A bit more likely | 4% | | | | - | - | 4% | - | - | - | | - | - | | | - | |
| | | | | | ** | | | | | | ** | ** | | | | ** | |
| It would make no difference | 32% | | - | - | _ | - | 32% | - | - | - | | _ | - | - | - | - | |
| K House House To United the | 0270 | | | | | | 0270 | | | | ** | | | | | | |
| A bit less likely | 41% | | | - | | - | 41% | | - | - | - | | | - | | | |
| A DIL IESS IIIVERY | 4170 | | | | | - | 4170 | | | | | | | | | | |
| Mark to a Walter | 000/ | | | | - | | 200/ | | - | | - | - | | - | | - | |
| Much less likely | 23% | | | | | | 23% | | | | | | | | | ** | |
| | | | | | | | | | | | | | | | | | |
| Net: More likely | 4% | | | | - | - | 4% | - | - | - | - | - | - | - | | - | |
| | | | | ** | ** | | | | | | ** | ** | | | ** | | |
| Net: Less likely | 64% | - | - | - | - | - | 64% | - | - | - | - | - | - | - | - | - | |
| | | | | | | •• | | | | | ** | | | | | | |
| As a reminder, it has been reported that the Telegraph could be acquired by entities tied to Sheikh Mansour bin Zayed bin Sultan Al Nahyan, the Deputy Prime Minister of the United Arab Emirates It has been reported that the UAE censors journalists and set men for critical reporting on Government authorities. Now that you are aware of this Based on this outcome, would it make you more or less likely to continue reading the Telegraph, or would it make no difference? Base: UK adults surveyed who read The Telegraph but do not have subscription of print or online | 350 | | | | _ | | 350 | I - | | - | | _ | _ | _ | _ | _ | |
| Much more likely | 0% | | _ | | | - | 0% | - | - | _ | _ | _ | _ | _ | _ | - | |
| mon not may | 0.10 | | | | | ** | 0,0 | | | | ** | | | | | | |
| A bit more likely | 4% | | | - | | - | 4% | | | | | | | | | | |
| A DIL HIGH INCH | 470 | | | | ** | | 470 | | | ** | | | | | | | |
| | | | | | | | | | | | | | | | | | |
| It would make no difference | 20% | | | - | - | - | 20% | | | | - | | - | | | - | |
| | | | | | | | | | | | | | | | | | |
| A bit less likely | 34% | | | - | - | | 34% | | | | - | | | | | - | |
| | | | | | | | | | | | | | | | | ** | |
| Much less likely | 43% | - | - | - | - | - | 43% | - | - | - | - | - | - | - | - | - | - |
| | | | | ** | •• | | | | | | ** | •• | | | ** | ** | ** |
| Net: More likely | 4% | | - | | - | - | 4% | - | - | - | - | - | - | - | | - | |
| | | | | | | ** | | | | | ** | | | | | ** | |
| Net: Less likely | 76% | - | - | - | - | - | 76% | - | - | - | - | - | - | - | - | - | - |
| | | | | | | | | | | | ** | | | | | •• | |
| It has been reported that the Telegraph could be acquired by entities tied to Sheikh Mansour bin Zayed bin Sultan Al Nahyan, the Deputy Prime Minister of the United Arab Emirates.Based on this outcome, would it make you more or less likely to continue your Telegraph subscription, or would it make no difference? Base: UK adults surveyed who read The Telegraph and have subscription of print or online | 307 | | | | | | 307 | | - | - | | - | - | - | - | - | |
| Much more likely | 2% | | - | | - | - | 2% | - | - | - | - | - | - | - | - | - | - |
| | | | | | | ** | | | | | ** | | | | | | |
| A bit more likely | 2% | | | | - | - | 2% | - | - | - | | - | - | | | - | |
| [| | | | | | ** | | | | | ** | | | | | | |
| It would make no difference | 27% | | | | - | - | 27% | - | - | - | - | - | - | | - | - | |
| it route mane no amorano | | | | | | ** | | | | | ** | | | | | | |
| A bit less likely | 42% | | | | | - | 42% | | | - | | _ | | | | | |
| A Dit less likely | 4270 | | | | ** | | 42.70 | | | ** | | ** | | | | ** | |
| Much less likely | 27% | | | | | - | 27% | | | - | - | | | | - | | |
| Much less likely | 21% | | | - | - | ** | 2170 | | | | | | | | ** | - | ** |
| | | | | | | | | | | | | | | | | | |
| Net: More likely | 4% | | | - | - | - | 4% | - | - | - | - | - | - | - | - | - | |
| | | | | ** | •• | •• | | | | | ** | ** | | •• | ** | ** | |
| Net: Less likely | 69% | | | | - | - | 69% | - | - | - | - | - | - | - | | - | - |
| | | | | | ** | ** | | | | | ** | ** | •• | | ** | •• | ** |
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It has been reported that the UAE censors journalists and fines them for critical reporting on Government authorities.Based on this outcome, would it make you more or less likely to continue your Telegraph subscription, or would it make no difference?

| outcome, would it make you more or less likely to continue your Telegraph subscription, or would it make no difference? | | | | | | | | | | | | | | | | | |
|---|-----|---|---|---|----|----|-----|---|---|---|----|----|----|---|---|----|---|
| Base: UK adults surveyed who read The Telegraph and have subscription of print or online | 307 | - | - | - | - | - | 307 | - | - | - | - | - | - | - | - | - | - |
| Much more likely | 1% | - | - | - | - | - | 1% | | - | - | - | - | - | - | - | - | - |
| | | | | | | ** | | | | | ** | ** | •• | | | ** | |
| A bit more likely | 3% | | - | - | - | - | 3% | - | - | - | - | - | - | - | - | - | |
| | | | | | ** | | | | | | ** | | | | | | |
| It would make no difference | 21% | - | - | - | - | - | 21% | - | - | - | - | - | - | - | - | - | - |
| | | | | | | ** | | | | | ** | ** | •• | | | ** | |
| A bit less likely | 32% | - | - | - | - | - | 32% | - | - | - | - | - | - | - | - | - | - |
| | | | | | | ** | | | | | ** | ** | •• | | | ** | |
| Much less likely | 44% | - | - | - | - | - | 44% | - | - | - | - | - | - | - | - | - | - |
| | | | | | | ** | | | | | ** | ** | •• | | | ** | |
| Net: More likely | 4% | - | - | - | - | - | 4% | - | - | - | - | - | - | - | - | - | |
| | | | | | | ** | | | | | | | •• | | | ** | |
| Net: Less likely | 76% | - | - | - | - | - | 76% | - | - | - | - | - | - | - | - | - | - |
| | | | | | ** | | | | | | ** | | | | | | |
| There is an independent auction process ongoing to find a new buyer for the Telegraph. Would you have more or less trust in the Telegraph as a publication if it were acquired by a buyer who was open and transparent about their funding sources, or would it make no difference? | | | | | | | | | | | | | | | | | |
| Base: UK adults surveyed who read The Telegraph | 532 | - | - | - | - | - | 532 | - | - | - | - | - | - | - | - | - | - |
| Much more trust | 19% | - | - | - | - | - | 19% | - | - | - | - | - | - | - | - | - | - |
| | | | | | ** | ** | | | | | ** | ** | | | | ** | |
| Somewhat more trust | 50% | - | - | - | - | - | 50% | - | - | - | - | - | - | - | - | - | - |
| | | | | | | ** | | | | | ** | ** | •• | | | ** | |
| Would make no difference | 23% | - | - | - | - | - | 23% | - | - | - | - | - | - | - | - | - | - |
| | | | | | ** | ** | | | | | ** | ** | | | | ** | |
| Somewhat less trust | 2% | - | - | - | - | - | 2% | - | - | - | - | - | - | - | - | - | - |
| | | | | | | ** | | | | | ** | ** | •• | | | ** | |
| Much less trust | 2% | - | - | - | - | - | 2% | - | - | - | - | - | - | - | - | - | - |
| | | | | | | ** | | | | | ** | ** | •• | | | ** | |
| Don't know | 4% | - | - | - | - | - | 4% | - | - | - | - | - | - | - | - | - | |
| | | | | | | | | | | | ** | | | | | ** | |
| Net: More trust | 69% | | - | - | - | - | 69% | | - | - | - | - | - | - | - | - | |
| | | | | | | | | | - | | ** | | | | | | |
| Net: Less trust | 4% | | - | - | - | - | 4% | | - | - | - | - | - | - | - | - | |
| | | | | | ** | ** | | | | | ** | | | | | ** | |
| | | | | | | | | | | | | | | | | | |