The political standing of the newspapers analyzed

Remain Papers

The Times

The daily newspaper is not left or right per se, but overall tends to lean conservative. During Brexit it was outspoken in its Opposition to Brexit.

The Guardian

Supports liberal and left-leaning politics, reflecting its readers affiliation. Its aim is to be a daily newspaper for the middle class. Argues for an open and connected world, so it shunned Brexit very much.

Financial Times

Just as the name implies it’s a daily newspaper, heavily focused on economic and connected political news. Argued against Brexit mostly out of economic reasons and mostly from an economic or political POV. Also deeply liberal and pro globalization, so it lives up to its name.

Daily Mirror

The only prominent tabloid in the Remain camp. A daily Tabloid in the classical, i.e. with a strong focus on prominent people, tattle-tales and sports (although it aims at the working class reader). On the matter of Brexit it argued for remaining partly on historical reasons like the peace the EU brought the continent after world war two.

Leave papers

The Sun

One of the leading daily tabloids in Britain, it is openly hostile to parts of the wider world, including the EU, Germany, France and various political leaders. As an open critic of the EU for decades, it supported Brexit whole-heartedly, summoned up in it’s battle cry “beleave in Britain”.

Daily Express

Another daily tabloid backing Brexit. Stoutly conservative, backing the Tories since the first election after the second world war. Brexit served more or less as the logical conclusion of its decade-long opposition to the EU, called the “Crusade for Freedom”.

The Daily Telegraph / The Telegraph

A daily newspaper, usually supporting the conservative Tories. The newspaper backed the Brexit campaign, however in a more dignified way than the tabloids calling for Brexit.

Daily Mail

Another daily tabloid, with a colorful history to say the least. It has been sued multiple times in the past two decades for false reporting, resulting in high settling costs. This includes lawsuits from J.K. Rowling, Melanie Trump and Elton John. Ironically it’s Sunday edition “the Mail on Sunday” spoke out for remaining in the EU.