





Sample Size: 1578 GB Adults  
Fieldwork: 29th - 30th November 2016

	EU Ref 2016			Vote in 2015				Gender		Age				Social Grade		Region				
Total	Remain	Leave	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
<b>Weighted Sample</b>	<b>1578</b>	<b>620</b>	<b>674</b>	<b>445</b>	<b>369</b>	<b>95</b>	<b>151</b>	<b>764</b>	<b>814</b>	<b>183</b>	<b>674</b>	<b>390</b>	<b>331</b>	<b>899</b>	<b>679</b>	<b>189</b>	<b>524</b>	<b>339</b>	<b>380</b>	<b>145</b>
<b>Unweighted Sample</b>	<b>1578</b>	<b>769</b>	<b>627</b>	<b>460</b>	<b>388</b>	<b>105</b>	<b>161</b>	<b>680</b>	<b>898</b>	<b>176</b>	<b>597</b>	<b>438</b>	<b>367</b>	<b>1006</b>	<b>572</b>	<b>130</b>	<b>575</b>	<b>340</b>	<b>404</b>	<b>129</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Journalists on red-top tabloid newspapers (e.g. Sun, Mirror)**

A great deal	1	1	2	1	1	0	0	1	1	3	2	0	0	1	1	2	1	1	1	3
A fair amount	6	5	5	7	6	3	5	5	6	9	4	4	9	5	7	4	7	6	5	4
<b>TOTAL TRUST A GREAT DEAL / FAIR AMOUNT</b>	<b>7</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>7</b>	<b>3</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>12</b>	<b>6</b>	<b>4</b>	<b>9</b>	<b>6</b>	<b>8</b>	<b>6</b>	<b>8</b>	<b>7</b>	<b>6</b>	<b>7</b>
Not much	31	27	40	41	27	23	37	28	34	20	30	33	38	30	32	35	33	31	28	27
Not at all	58	65	49	47	62	71	57	63	53	58	61	58	52	61	54	51	57	60	62	58
<b>TOTAL TRUST NOT MUCH / NOT AT ALL</b>	<b>89</b>	<b>92</b>	<b>89</b>	<b>88</b>	<b>89</b>	<b>94</b>	<b>94</b>	<b>91</b>	<b>87</b>	<b>78</b>	<b>91</b>	<b>91</b>	<b>90</b>	<b>91</b>	<b>86</b>	<b>86</b>	<b>90</b>	<b>91</b>	<b>90</b>	<b>85</b>
Don't know	4	3	3	3	5	3	0	2	6	10	4	5	1	3	5	8	3	3	4	8

**Journalists on local newspapers**

A great deal	2	2	3	3	3	1	1	2	2	1	3	2	2	2	2	2	2	2	3	4
A fair amount	34	40	31	38	35	37	24	35	33	31	32	33	40	35	32	35	36	28	33	39
<b>TOTAL TRUST A GREAT DEAL / FAIR AMOUNT</b>	<b>36</b>	<b>42</b>	<b>34</b>	<b>41</b>	<b>38</b>	<b>38</b>	<b>25</b>	<b>37</b>	<b>35</b>	<b>32</b>	<b>35</b>	<b>35</b>	<b>42</b>	<b>37</b>	<b>34</b>	<b>37</b>	<b>38</b>	<b>30</b>	<b>36</b>	<b>43</b>
Not much	40	41	41	43	37	34	46	40	40	39	39	43	41	41	39	43	39	47	37	33
Not at all	19	13	21	13	20	23	27	19	18	18	21	17	15	17	21	11	18	20	23	15
<b>TOTAL TRUST NOT MUCH / NOT AT ALL</b>	<b>59</b>	<b>54</b>	<b>62</b>	<b>56</b>	<b>57</b>	<b>57</b>	<b>73</b>	<b>59</b>	<b>58</b>	<b>57</b>	<b>60</b>	<b>60</b>	<b>56</b>	<b>58</b>	<b>60</b>	<b>54</b>	<b>57</b>	<b>67</b>	<b>60</b>	<b>48</b>
Don't know	5	4	4	4	5	6	3	3	7	11	5	5	3	5	6	9	4	4	4	9

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Generally speaking, what words and phrases would you use to describe the British press?**

Liars / Untrustworthy / Unreliable	12	13	13	12	12	12	18	14	11	16	11	12	13	11	14	7	11	14	13	17
Exaggerated / Sensationalist / Fake	11	12	11	12	10	12	13	9	13	6	10	14	13	11	12	7	13	12	12	8
Biased	9	12	7	10	9	9	6	8	9	9	9	8	7	12	5	10	12	6	7	6
Calling them a negative name e.g. scum	7	5	7	5	6	3	9	9	5	7	11	5	3	5	10	4	5	8	11	8
Intrusive / Invasive	6	7	6	7	5	5	8	5	7	5	8	6	5	6	7	5	5	10	5	7
In it for Headlines / Sales	4	4	5	6	4	6	3	4	4	3	2	5	7	4	4	7	4	4	3	4
Agenda / One Sided / Party Political / Self-interested	4	6	4	5	6	4	3	5	4	4	3	6	7	5	3	3	6	3	3	7
Gutter / Trash	4	5	5	3	5	8	6	5	4	2	5	6	4	5	4	4	4	3	6	4
Varied / Mixed	3	4	1	3	3	5	2	3	2	4	2	3	2	4	1	4	3	2	2	1
Scaremongers	3	4	3	4	3	5	3	2	5	2	5	3	2	4	3	1	4	3	4	5
Rubbish / Diabolical / Annoying	3	3	3	2	4	4	6	4	3	1	3	3	6	2	5	5	3	3	3	3
Celebrity Orientated / Gossip	2	2	2	2	2	0	1	1	3	2	2	2	1	2	1	0	2	2	2	2
Some Good, Some Bad	2	2	2	2	2	0	2	2	2	1	1	3	3	2	1	2	2	1	2	3
Devious / Unethical / Deceitful	2	3	3	2	3	2	1	2	3	1	3	2	2	3	1	3	2	3	2	5
Mean / Cruel	2	2	1	1	3	3	1	1	2	4	3	0	0	2	1	2	2	1	1	3
Good	2	1	3	3	2	1	2	2	2	3	2	2	3	2	2	4	2	2	3	1
Bad	2	1	2	2	1	0	2	3	1	5	2	1	0	1	2	3	2	1	1	0
Okay	2	1	2	1	1	0	2	2	2	3	2	2	1	1	2	1	1	3	2	0
Manipulative	2	3	2	2	3	3	0	1	3	3	2	3	1	2	2	1	3	1	2	1
Informative / Investigative	2	3	2	3	3	2	1	1	3	3	1	3	3	2	3	5	2	2	2	1
Free / Freedom of Speech	2	2	2	2	1	0	1	2	2	1	2	2	2	2	1	2	3	1	1	3
Corrupt	2	3	2	1	2	6	1	3	2	5	4	1	1	3	2	2	2	2	3	2
Irresponsible	1	1	1	1	1	2	0	1	1	0	1	2	0	1	0	0	2	1	0	1
Racist / Xenophobic	1	1	0	0	2	2	0	1	1	1	1	0	1	1	0	0	1	1	1	0
Other	12	12	14	14	11	13	11	15	10	9	12	14	12	12	12	12	12	12	12	15
Not applicable	3	2	3	3	4	2	1	2	4	5	3	4	3	3	4	4	5	3	3	2
Don't know	5	3	4	3	5	6	4	2	7	10	4	2	5	4	6	7	5	5	3	5

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the newspapers you read in print and online, which of the following, if any, are most important to you when deciding which to read?

If they follow decent standards of journalism	<b>50</b>	61	46	52	53	58	43	52	49	41	47	51	62	56	43	53	52	44	53	50
Which topics they give more focus to e.g. balance of sport, entertainment, news etc...	<b>31</b>	33	28	31	34	34	18	33	29	36	38	21	25	32	29	36	33	29	29	24
Style of reporting (shorter tabloid story or longer broadsheet)	<b>23</b>	26	20	27	23	24	16	23	23	31	23	21	20	26	18	28	25	23	19	16
Political viewpoint	<b>17</b>	23	13	13	22	24	9	19	14	19	19	13	15	21	11	19	18	15	16	15
Price	<b>13</b>	11	14	13	14	8	11	14	12	16	14	9	15	12	15	17	11	11	16	13
Something else	<b>9</b>	8	9	5	7	6	9	9	8	6	9	11	6	9	8	4	8	9	7	19
Don't know	<b>22</b>	16	22	19	19	16	28	19	24	28	22	22	16	18	27	18	20	28	21	20

Do you think newspapers should or should not be members of an independent press regulator?

Should	<b>70</b>	75	71	74	71	73	69	73	66	47	72	76	70	74	64	66	72	69	69	71
Should not	<b>8</b>	8	9	10	5	7	13	11	6	16	6	7	11	9	7	5	10	8	8	8
Don't know	<b>22</b>	17	20	16	24	20	19	16	28	38	22	18	19	17	29	29	19	23	23	20

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If you imagine a good press regulator, what words or phrases would you use to describe it?

Fair	21	26	19	23	23	23	16	20	21	11	25	19	19	24	16	23	19	17	23	23
Honest / Trustworthy	17	18	19	18	14	17	17	15	20	13	17	20	19	18	17	10	17	18	19	23
Unbiased	9	10	9	12	7	11	6	7	10	9	8	11	6	10	6	10	10	8	7	7
Independent	7	10	4	4	9	13	5	9	5	3	7	10	5	9	4	7	8	4	6	11
Truthful	6	6	7	7	5	6	9	4	8	8	5	5	9	7	5	6	6	6	7	3
Impartial	6	8	6	8	6	8	8	7	5	4	6	8	5	8	4	7	6	4	6	11
Powerful / Strong / Authoritative	5	5	5	6	4	6	4	7	2	1	4	6	6	6	2	1	4	3	6	8
Balance	4	7	1	4	4	6	2	4	4	4	4	6	2	5	3	3	5	3	4	3
Ensure Accurate Reporting	3	2	4	3	2	1	4	2	4	2	1	5	4	2	3	3	2	3	2	4
Strict / Firm	3	3	3	3	3	3	3	4	3	6	4	2	1	3	4	3	3	4	4	2
Keeping Press In-line / Maintaining Standards	2	1	3	3	2	2	1	2	2	0	1	2	4	2	2	3	2	2	2	1
Open / Openminded	2	2	1	2	2	5	2	2	2	2	2	2	2	2	2	3	2	1	2	0
Reliable	2	2	2	3	2	3	2	2	3	8	1	1	2	2	2	3	2	3	2	1
Ethical	2	3	1	1	2	1	3	2	2	2	2	2	1	2	2	1	2	2	1	2
Politically Neutral	2	3	2	2	2	1	2	3	2	3	2	2	3	3	1	4	3	2	3	2
Transparent	2	3	3	2	5	5	1	2	2	1	3	2	1	3	2	4	3	1	2	2
Informative / Knowledgeable	1	1	1	1	2	1	1	1	1	1	1	1	1	1	1	1	0	2	2	1
Consistent	1	1	0	0	0	2	0	1	1	0	2	0	0	1	1	1	1	1	1	2
Has integrity	1	1	1	1	1	1	3	1	1	0	1	2	1	1	1	0	1	1	1	1
Accountable	1	2	1	1	2	2	1	1	1	0	1	1	1	1	1	0	1	1	2	1
Objective	1	1	1	1	1	3	0	1	1	0	1	1	0	1	1	0	1	1	0	0
Respectful	1	1	1	0	1	0	1	0	1	0	1	0	0	1	1	2	0	0	1	0
Other	10	8	11	10	11	9	13	11	9	10	10	7	11	10	9	11	10	9	9	9
Not applicable	7	5	6	4	6	8	5	5	8	5	8	6	5	5	9	2	7	9	5	9
Don't know	15	10	16	9	15	9	20	13	17	22	15	13	13	10	21	17	13	21	14	12

Which of the following would you most trust to regulate news publications?

A regulator set up by the Government	8	8	7	10	8	4	6	8	7	15	8	6	6	8	7	11	5	8	9	9
A regulator set up by newspaper publishers	3	3	4	5	3	0	4	4	3	11	3	1	3	3	4	6	3	4	3	1
A regulator that is independent of Government and newspaper publishers	73	79	73	74	74	78	77	75	70	52	69	80	81	78	65	64	77	67	73	79
Other	2	1	2	1	1	1	2	2	1	3	1	2	1	1	2	0	2	3	1	0
Don't know	15	9	14	9	14	17	11	10	19	20	19	10	9	9	22	19	12	18	14	11

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Would you trust newspapers more or less if they were members of an independent regulator, or would it make no difference?

Trust more	<b>46</b>	56	42	50	47	54	35	46	46	39	50	45	40	51	38	51	46	42	45	47
Trust less	<b>2</b>	2	2	1	3	1	3	2	3	5	3	3	1	2	3	3	2	2	4	2
No difference – I don't trust newspapers regardless of whether they are members of an independent regulator	<b>29</b>	24	31	28	26	27	39	34	24	30	22	34	37	27	31	25	28	33	27	32
No difference – I do trust newspapers regardless of whether they are members of an independent regulator	<b>5</b>	3	7	8	4	2	6	6	5	5	4	4	9	5	5	4	5	5	6	3
Don't know	<b>18</b>	15	17	13	20	16	16	12	23	20	22	15	14	15	22	17	19	19	18	16

What conditions, if any, do you think should be put on newspapers to join an independent press regulator?

Newspapers should be required by law to join an independent press regulator	<b>51</b>	55	52	54	57	52	52	55	47	27	51	58	55	55	46	52	54	46	49	56
Newspapers should be entirely free to choose whether or not to join an independent press regulator	<b>15</b>	16	17	20	11	13	14	16	14	23	11	16	16	16	14	13	16	13	13	22
Newspapers should be free to choose whether or not to join an independent press regulator but they should get legal benefits if they do	<b>12</b>	13	10	14	10	9	11	13	12	22	11	9	13	13	12	11	10	15	16	5
Other	<b>1</b>	1	0	0	0	5	1	1	1	2	1	1	1	1	1	0	1	2	0	0
Don't know	<b>21</b>	15	21	13	22	20	21	16	26	27	26	15	15	16	28	24	18	24	22	17

How confident, if at all, are you that if you were personally harmed by a newspaper you could afford to take the publication to court?

Very confident	<b>2</b>	3	2	2	2	0	1	3	1	3	3	1	1	2	2	5	1	2	2	3
Fairly confident	<b>7</b>	5	9	7	10	4	2	8	6	13	8	4	5	7	6	12	6	7	5	7
<b>TOTAL CONFIDENT</b>	<b>9</b>	<b>8</b>	<b>11</b>	<b>9</b>	<b>12</b>	<b>4</b>	<b>3</b>	<b>11</b>	<b>7</b>	<b>16</b>	<b>11</b>	<b>5</b>	<b>6</b>	<b>9</b>	<b>8</b>	<b>17</b>	<b>7</b>	<b>9</b>	<b>7</b>	<b>10</b>
Not very confident	<b>23</b>	28	21	26	17	19	28	25	21	33	21	22	23	26	20	17	22	24	24	28
Not confident at all	<b>57</b>	57	59	58	59	70	60	56	58	33	54	66	66	58	56	47	62	55	59	53
<b>TOTAL NOT CONFIDENT</b>	<b>80</b>	<b>85</b>	<b>80</b>	<b>84</b>	<b>76</b>	<b>89</b>	<b>88</b>	<b>81</b>	<b>79</b>	<b>66</b>	<b>75</b>	<b>88</b>	<b>89</b>	<b>84</b>	<b>76</b>	<b>64</b>	<b>84</b>	<b>79</b>	<b>83</b>	<b>81</b>
Don't know	<b>11</b>	7	9	8	12	7	9	7	14	18	14	7	6	7	16	18	9	11	10	9