

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	
Weighted Sample	1578	620	674	445	369	95	151	764	814	183	674	390	331	899	679	189	524	339	380	145
Unweighted Sample	1578	769	627	460	388	105	161	680	898	176	597	438	367	1006	572	130	575	340	404	129
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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
TOTAL TRUST A GREAT DEAL / FAIR AMOUNT	7	6	7	8	7	3	5	6	7	12	6	4	9	6	8	6	8	7	6	7
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
TOTAL TRUST NOT MUCH / NOT AT ALL	89	92	89	88	89	94	94	91	87	78	91	91	90	91	86	86	90	91	90	85
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
TOTAL TRUST A GREAT DEAL / FAIR AMOUNT	36	42	34	41	38	38	25	37	35	32	35	35	42	37	34	37	38	30	36	43
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
TOTAL TRUST NOT MUCH / NOT AT ALL	59	54	62	56	57	57	73	59	58	57	60	60	56	58	60	54	57	67	60	48
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	50	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...	31	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)	23	26	20	27	23	24	16	23	23	31	23	21	20	26	18	28	25	23	19	16
Political viewpoint	17	23	13	13	22	24	9	19	14	19	19	13	15	21	11	19	18	15	16	15
Price	13	11	14	13	14	8	11	14	12	16	14	9	15	12	15	17	11	11	16	13
Something else	9	8	9	5	7	6	9	9	8	6	9	11	6	9	8	4	8	9	7	19
Don't know	22	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	70	75	71	74	71	73	69	73	66	47	72	76	70	74	64	66	72	69	69	71
Should not	8	8	9	10	5	7	13	11	6	16	6	7	11	9	7	5	10	8	8	8
Don't know	22	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	46	56	42	50	47	54	35	46	46	39	50	45	40	51	38	51	46	42	45	47
Trust less	2	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	29	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	5	3	7	8	4	2	6	6	5	5	4	4	9	5	5	4	5	5	6	3
Don't know	18	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	51	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	15	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	12	13	10	14	10	9	11	13	12	22	11	9	13	13	12	11	10	15	16	5
Other	1	1	0	0	0	5	1	1	1	2	1	1	1	1	1	0	1	2	0	0
Don't know	21	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	2	3	2	2	2	0	1	3	1	3	3	1	1	2	2	5	1	2	2	3
Fairly confident	7	5	9	7	10	4	2	8	6	13	8	4	5	7	6	12	6	7	5	7
TOTAL CONFIDENT	9	8	11	9	12	4	3	11	7	16	11	5	6	9	8	17	7	9	7	10
Not very confident	23	28	21	26	17	19	28	25	21	33	21	22	23	26	20	17	22	24	24	28
Not confident at all	57	57	59	58	59	70	60	56	58	33	54	66	66	58	56	47	62	55	59	53
TOTAL NOT CONFIDENT	80	85	80	84	76	89	88	81	79	66	75	88	89	84	76	64	84	79	83	81
Don't know	11	7	9	8	12	7	9	7	14	18	14	7	6	7	16	18	9	11	10	9