

YouGov / Hacked Off Survey Results

Sample Size: 1660 GB Adults
Fieldwork: 9th - 10th January 2017

	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	1660	652	709	468	388	100	159	803	857	193	709	410	349	946	714	199	551	357	400	153
Unweighted Sample	1660	769	701	480	400	112	165	732	928	165	709	438	348	1020	640	150	587	362	409	152
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think it is or is not important that any newspaper self-regulator undergoes an audit to ensure it is effective and that it is genuinely independent of both politicians and the press?

Is - it is important that any self-regulator undergoes an audit to ensure that it is effective and is genuinely independent of both politicians and the press	72	80	70	77	78	75	66	74	69	65	70	76	74	78	63	67	71	69	74	81
Is not - once a self-regulator has been established there is no need for any audit to assess its effectiveness and independence	6	4	7	7	3	6	7	7	5	5	5	4	9	5	6	6	6	5	6	6
Don't know	23	16	24	16	19	18	27	19	26	29	25	20	18	17	31	28	23	26	20	13

Two press regulators in the UK have been established in recent years – one funded by the newspaper companies and one by a Charity which in turn receives its funding from a charitable trust of a wealthy individual. Thinking about regulation of the press, which of the following best matches your view?

The regulator should be controlled by those who fund it	5	4	6	6	4	0	8	5	5	9	5	2	5	4	6	7	5	4	5	6
The regulator should not be controlled by those who fund it, but they should have a say over its appointments and its rules	10	10	10	10	9	12	9	9	12	14	11	9	9	11	9	10	10	12	9	12
The regulator should be entirely independent of those who fund it	64	72	62	69	72	77	56	68	59	45	59	72	73	70	55	58	65	61	64	70
Don't know	21	15	21	14	15	11	27	18	24	31	24	17	14	15	29	25	20	24	21	12

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Newspaper Readership - Main Daily																	
	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	Non
Weighted Sample	1660	32	218	54	10	95	71	10	146	39	81	2	3	3	59	100	736
Unweighted Sample	1660	32	222	53	9	84	75	8	159	44	89	3	4	3	58	99	718
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think it is or is not important that any newspaper self-regulator undergoes an audit to ensure it is effective and that it is genuinely independent of both politicians and the press?

Is - it is important that any self-regulator undergoes an audit to ensure that it is effective and is genuinely independent of both politicians and the press	72	78	64	65	57	62	81	80	90	80	76	100	100	100	63	77	69
Is not - once a self-regulator has been established there is no need for any audit to assess its effectiveness and independence	6	6	9	8	7	8	3	20	5	0	7	0	0	0	6	6	4
Don't know	23	15	27	27	36	29	16	0	4	20	16	0	0	0	31	16	26

Two press regulators in the UK have been established in recent years – one funded by the newspaper companies and one by a Charity which in turn receives its funding from a charitable trust of a wealthy individual. Thinking about regulation of the press, which of the following best matches your view?

The regulator should be controlled by those who fund it	5	4	10	3	0	5	5	0	1	4	2	30	18	0	3	1	6
The regulator should not be controlled by those who fund it, but they should have a say over its appointments and its rules	10	23	13	6	10	12	12	0	10	6	10	0	55	0	6	8	10
The regulator should be entirely independent of those who fund it	64	49	56	72	54	48	72	100	83	78	78	70	27	100	66	72	59
Don't know	21	24	21	19	36	36	11	0	5	13	10	0	0	0	24	19	25

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	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	1660	652	709	468	388	100	159	803	857	193	709	410	349	946	714	199	551	357	400	153
Unweighted Sample	1660	769	701	480	400	112	165	732	928	165	709	438	348	1020	640	150	587	362	409	152
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If an outside body (such as the newspaper industry, a charitable trust, the Government or a wealthy individual) is involved in some way in a press regulator, which of the following do you believe is the most important in assessing whether such a press regulator is still independent?

That the outside body does not control the way the regulator operates	22	27	21	23	26	26	23	23	20	18	22	25	19	24	18	20	21	21	24	23
That the outside body does not control the rules and standards which the regulator must enforce	15	18	16	18	19	21	10	17	14	13	15	16	17	20	10	13	15	14	17	18
That the outside body does not pay the operating costs of the regulator	5	5	4	5	5	2	4	5	5	5	5	4	6	6	4	7	4	5	4	5
That the outside body does not pick the people who sit on the board of the regulator	23	23	23	26	22	24	24	26	20	16	21	25	30	23	23	23	25	21	22	26
Don't know	35	27	36	29	28	27	40	29	40	47	37	30	29	27	45	37	35	39	32	27

The Leveson Report recommended that a new press regulator must offer members of the public a low cost alternative to court action so that they would not have to risk the high costs of going to court if they had a claim against a newspaper.

To encourage newspapers to join this regulator, newspapers which did not join an approved regulator that offered a low cost alternative to court action to members of the public who felt aggrieved would have to pay all the costs of any court action, even if they won the case, as long as this was not unfair or unjust.

Newspapers which did join an approved regulator that offered a low cost alternative to court action to members of the public who felt aggrieved would not have to pay a claimant's costs, even if they lost the case as long as this was not unfair or unjust.

Overall, how do you feel about this recommendation:

It is a very good idea	13	14	14	12	18	16	15	16	10	7	11	16	16	12	14	8	14	12	14	16
It is quite a good idea	35	40	33	38	36	44	34	36	35	40	34	34	38	40	30	37	34	39	34	36
TOTAL GOOD	48	54	47	50	54	60	49	52	45	47	45	50	54	52	44	45	48	51	48	52
It is quite a bad idea	6	6	7	6	7	7	6	7	5	6	6	6	7	8	4	6	7	7	6	6
It is a very bad idea	5	3	6	7	3	4	5	6	3	1	4	6	6	5	4	4	6	4	4	5
TOTAL BAD	11	9	13	13	10	11	11	13	8	7	10	12	13	13	8	10	13	11	10	11
Not sure	41	36	39	37	36	29	41	34	46	45	44	38	33	35	48	44	40	39	41	37

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Fieldwork: 9th - 10th January 2017

	Newspaper Readership - Main Daily																
	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
Weighted Sample	1660	32	218	54	10	95	71	10	146	39	81	2	3	3	59	100	736
Unweighted Sample	1660	32	222	53	9	84	75	8	159	44	89	3	4	3	58	99	718
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If an outside body (such as the newspaper industry, a charitable trust, the Government or a wealthy individual) is involved in some way in a press regulator, which of the following do you believe is the most important in assessing whether such a press regulator is still independent?

That the outside body does not control the way the regulator operates	22	27	18	15	6	15	26	40	29	31	29	30	27	0	16	22	21
That the outside body does not control the rules and standards which the regulator must enforce	15	16	15	13	28	14	17	8	19	16	17	45	25	24	14	20	14
That the outside body does not pay the operating costs of the regulator	5	6	5	6	0	5	4	8	6	4	9	0	0	0	5	11	4
That the outside body does not pick the people who sit on the board of the regulator	23	16	22	27	17	19	29	23	28	27	29	25	30	23	28	21	21
Don't know	35	35	39	39	49	47	25	21	19	22	16	0	18	53	37	26	40

The Leveson Report recommended that a new press regulator must offer members of the public a low cost alternative to court action so that they would not have to risk the high costs of going to court if they had a claim against a newspaper.

To encourage newspapers to join this regulator, newspapers which did not join an approved regulator that offered a low cost alternative to court action to members of the public who felt aggrieved would have to pay all the costs of any court action, even if they won the case, as long as this was not unfair or unjust.

Newspapers which did join an approved regulator that offered a low cost alternative to court action to members of the public who felt aggrieved would not have to pay a claimant's costs, even if they lost the case as long as this was not unfair or unjust.

Overall, how do you feel about this recommendation:

It is a very good idea	13	15	10	22	24	14	21	20	13	15	13	0	0	0	15	11	12
It is quite a good idea	35	36	36	40	6	30	41	16	42	40	40	55	55	0	24	41	34
TOTAL GOOD	48	51	46	62	30	44	62	36	55	55	53	55	55	0	39	52	46
It is quite a bad idea	6	6	6	1	0	2	11	12	7	7	14	45	0	0	6	10	5
It is a very bad idea	5	3	7	3	0	6	11	43	3	10	3	0	0	24	0	5	3
TOTAL BAD	11	9	13	4	0	8	22	55	10	17	17	45	0	24	6	15	8
Not sure	41	41	41	34	69	48	16	9	35	28	30	0	45	76	55	33	45

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Unweighted Sample	1660	769	701	480	400	112	165	732	928	165	709	438	348	1020	640	150	587	362	409	152
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How much trust, if any, do you have in each of the following sources of news about politics and current affairs?

Stories that appear on social media (e.g. Facebook or Twitter)

A great deal of trust	1	0	1	1	0	0	3	0	1	1	2	0	0	1	1	1	1	0	0	0
A fair amount of trust	9	9	10	6	14	2	13	9	9	13	11	7	5	9	10	17	8	8	9	7
TOTAL A GREAT DEAL / FAIR AMOUNT OF TRUST	10	9	11	7	14	2	16	9	10	14	13	7	5	10	11	18	9	8	9	7
Not very much trust	46	55	43	46	49	48	49	46	47	52	49	44	40	47	45	37	48	47	45	53
No trust at all	34	31	36	41	31	45	28	36	32	22	27	42	46	36	32	28	34	34	38	33
TOTAL NOT MUCH / NO TRUST AT ALL	80	86	79	87	80	93	77	82	79	74	76	86	86	83	77	65	82	81	83	86
Don't know	10	5	10	7	6	5	8	9	10	12	10	7	9	7	13	17	9	10	7	6

Stories in broadsheet newspapers

A great deal of trust	5	6	4	7	4	3	6	7	4	8	6	4	3	7	3	10	6	3	4	4
A fair amount of trust	47	57	45	55	55	61	32	48	46	42	45	50	49	54	37	49	47	49	44	48
TOTAL A GREAT DEAL / FAIR AMOUNT OF TRUST	52	63	49	62	59	64	38	55	50	50	51	54	52	61	40	59	53	52	48	52
Not very much trust	29	25	32	25	26	23	41	27	31	26	28	27	36	27	33	19	28	28	36	31
No trust at all	10	8	12	8	8	8	16	12	9	10	10	13	8	7	15	7	11	9	11	14
TOTAL NOT MUCH / NO TRUST AT ALL	39	33	44	33	34	31	57	39	40	36	38	40	44	34	48	26	39	37	47	45
Don't know	8	5	7	5	7	5	5	6	11	14	11	6	3	5	12	15	8	10	6	2

Stories on TV news programmes

A great deal of trust	12	12	11	10	14	11	12	13	11	13	12	11	11	12	11	17	11	10	12	9
A fair amount of trust	55	61	55	60	60	71	52	54	56	51	52	57	61	59	50	50	55	60	53	55
TOTAL A GREAT DEAL / FAIR AMOUNT OF TRUST	67	73	66	70	74	82	64	67	67	64	64	68	72	71	61	67	66	70	65	64
Not very much trust	20	18	20	19	18	9	21	20	20	15	21	19	22	19	20	17	19	17	24	25
No trust at all	7	5	7	7	3	5	9	8	5	9	6	8	4	5	9	4	8	6	6	8
TOTAL NOT MUCH / NO TRUST AT ALL	27	23	27	26	21	14	30	28	25	24	27	27	26	24	29	21	27	23	30	33
Don't know	7	4	6	5	5	4	6	6	8	13	9	5	2	5	10	12	7	7	5	3

Stories in tabloid newspapers, like the Sun and the Mirror

A great deal of trust	1	0	1	0	0	0	2	1	0	0	1	0	1	0	1	1	1	1	1	0
A fair amount of trust	12	6	18	12	12	9	19	15	10	13	12	11	15	10	15	18	10	14	13	7
TOTAL A GREAT DEAL / FAIR AMOUNT OF TRUST	13	6	19	12	12	9	21	16	10	13	13	11	16	10	16	19	11	15	14	7
Not very much trust	41	40	44	47	40	38	43	41	41	34	39	41	47	43	37	31	42	41	44	41
No trust at all	39	50	32	37	43	51	31	38	40	43	38	43	34	42	35	37	40	36	37	49
TOTAL NOT MUCH / NO TRUST AT ALL	80	90	76	84	83	89	74	79	81	77	77	84	81	85	72	68	82	77	81	90
Don't know	7	3	6	4	5	2	5	5	9	10	9	5	3	4	11	12	7	9	5	2

Stories in mid-market newspapers, like the Daily Mail and the Express

A great deal of trust	1	0	3	1	1	1	3	2	1	1	1	1	3	1	2	1	1	2	1	2
A fair amount of trust	24	15	34	33	20	18	36	25	23	24	19	25	34	23	25	33	26	22	23	16
TOTAL A GREAT DEAL / FAIR AMOUNT OF TRUST	25	15	37	34	21	19	39	27	24	25	20	26	37	24	27	34	27	24	24	18
Not very much trust	38	39	38	41	36	37	38	36	40	34	39	36	40	41	34	24	37	41	42	41
No trust at all	28	41	19	20	39	41	18	31	26	27	30	32	21	30	27	30	28	25	28	37
TOTAL NOT MUCH / NO TRUST AT ALL	66	80	57	61	75	78	56	67	66	61	69	68	61	71	61	54	65	66	70	78
Don't know	8	4	7	5	5	3	5	6	10	14	10	6	3	5	11	12	8	10	6	4

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Weighted Sample	1660	32	218	54	10	95	71	10	146	39	81	2	3	3	59	100	736
Unweighted Sample	1660	32	222	53	9	84	75	8	159	44	89	3	4	3	58	99	718
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How much trust, if any, do you have in each of the following sources of news about politics and current affairs?

Stories that appear on social media (e.g. Facebook or Twitter)

A great deal of trust	1	0	1	0	0	0	0	0	0	2	2	30	0	0	0	0	1
A fair amount of trust	9	11	8	8	0	14	4	12	9	10	5	0	18	0	5	12	10
TOTAL A GREAT DEAL / FAIR AMOUNT OF TRUST	10	11	9	8	0	14	4	12	9	12	7	30	18	0	5	12	11
Not very much trust	46	56	43	48	10	40	41	20	55	46	57	25	82	100	50	40	46
No trust at all	34	24	37	33	43	32	45	60	32	31	36	45	0	0	42	40	32
TOTAL NOT MUCH / NO TRUST AT ALL	80	80	80	81	53	72	86	80	87	77	93	70	82	100	92	80	78
Don't know	10	9	10	11	47	14	9	8	4	11	0	0	0	0	3	8	11

Stories in broadsheet newspapers

A great deal of trust	5	16	4	5	0	1	11	0	5	10	12	0	0	0	7	9	3
A fair amount of trust	47	37	58	54	34	42	71	77	68	62	66	100	73	76	36	39	36
TOTAL A GREAT DEAL / FAIR AMOUNT OF TRUST	52	53	62	59	34	43	82	77	73	72	78	100	73	76	43	48	39
Not very much trust	29	40	19	27	18	37	13	12	22	17	17	0	27	24	41	37	34
No trust at all	10	5	10	6	30	10	2	10	2	3	6	0	0	0	11	9	14
TOTAL NOT MUCH / NO TRUST AT ALL	39	45	29	33	48	47	15	22	24	20	23	0	27	24	52	46	48
Don't know	8	2	9	8	18	9	3	0	2	8	0	0	0	0	5	6	12

Stories on TV news programmes

A great deal of trust	12	18	14	18	0	10	15	0	7	15	14	30	0	53	13	14	10
A fair amount of trust	55	56	54	55	37	55	64	50	67	60	67	70	73	47	40	48	53
TOTAL A GREAT DEAL / FAIR AMOUNT OF TRUST	67	74	68	73	37	65	79	50	74	75	81	100	73	100	53	62	63
Not very much trust	20	23	16	22	20	23	15	28	23	17	17	0	27	0	34	24	19
No trust at all	7	3	9	2	17	6	2	10	2	0	3	0	0	0	9	7	8
TOTAL NOT MUCH / NO TRUST AT ALL	27	26	25	24	37	29	17	38	25	17	20	0	27	0	43	31	27
Don't know	7	0	6	3	26	6	3	11	1	8	0	0	0	0	4	7	10

Stories in tabloid newspapers, like the Sun and the Mirror

A great deal of trust	1	0	0	0	0	2	0	0	0	0	0	30	0	0	0	0	1
A fair amount of trust	12	20	16	40	13	31	13	0	5	5	8	0	0	0	8	11	10
TOTAL A GREAT DEAL / FAIR AMOUNT OF TRUST	13	20	16	40	13	33	13	0	5	5	8	30	0	0	8	11	11
Not very much trust	41	51	45	39	30	47	45	40	34	46	45	25	73	76	45	40	38
No trust at all	39	26	29	16	30	14	37	60	60	41	45	45	27	24	45	44	42
TOTAL NOT MUCH / NO TRUST AT ALL	80	77	74	55	60	61	82	100	94	87	90	70	100	100	90	84	80
Don't know	7	2	9	5	26	7	5	0	1	8	2	0	0	0	2	5	9

Stories in mid-market newspapers, like the Daily Mail and the Express

A great deal of trust	1	2	4	0	0	2	0	0	0	0	0	0	0	0	2	0	1
A fair amount of trust	24	59	48	39	23	33	27	11	5	15	21	30	0	0	25	28	17
TOTAL A GREAT DEAL / FAIR AMOUNT OF TRUST	25	61	52	39	23	35	27	11	5	15	21	30	0	0	27	28	18
Not very much trust	38	28	28	32	0	44	50	16	37	40	52	0	48	76	45	33	40
No trust at all	28	10	13	26	30	10	15	72	56	34	26	70	52	24	26	33	31
TOTAL NOT MUCH / NO TRUST AT ALL	66	38	41	58	30	54	65	88	93	74	78	70	100	100	71	66	71
Don't know	8	0	7	3	47	10	8	0	2	11	2	0	0	0	3	6	11

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

When newspapers are found to have breached their code of practice by printing something that is significantly inaccurate or misleading and a correction is required, which of the following do you think is appropriate?

The correction should feature on a set page of the newspapers where all corrections go	22	21	25	24	20	18	26	21	24	16	24	23	21	21	24	17	24	21	20	29
The correction should be printed near the front of the newspapers but not necessarily with as much prominence as the article that breached the code	11	10	11	12	9	8	13	10	11	13	10	9	12	11	9	13	10	9	11	10
The correction should always be the same size and place as the article that breached the code	49	59	47	52	57	64	39	53	47	42	46	55	55	55	42	43	49	50	51	52
Where the correction goes should be up to the editor	5	3	6	6	3	4	7	5	4	6	4	4	6	3	7	5	4	5	6	1
Don't know	13	8	11	6	10	6	15	12	14	23	16	9	7	9	18	22	12	15	11	8

*Any percentages calculated on bases fewer than 50 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

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Weighted Sample	1660	32	218	54	10	95	71	10	146	39	81	2	3	3	59	100	736
Unweighted Sample	1660	32	222	53	9	84	75	8	159	44	89	3	4	3	58	99	718
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

When newspapers are found to have breached their code of practice by printing something that is significantly inaccurate or misleading and a correction is required, which of the following do you think is appropriate?

The correction should feature on a set page of the newspapers where all corrections go	22	26	29	17	16	27	22	0	15	9	14	30	48	24	32	27	22
The correction should be printed near the front of the newspapers but not necessarily with as much prominence as the article that breached the code	11	11	12	11	0	11	14	31	6	13	12	25	0	0	15	10	10
The correction should always be the same size and place as the article that breached the code	49	51	41	55	48	39	52	69	69	66	63	45	52	76	27	45	48
Where the correction goes should be up to the editor	5	4	7	8	8	5	7	0	4	4	7	0	0	0	4	6	3
Don't know	13	8	10	9	28	17	5	0	6	8	4	0	0	0	22	13	17

**Any percentages calculated on bases fewer than 50 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.*