

YouGov / IPPR Survey Results

Sample Size: 1705 GB Adults
Fieldwork: 20th - 21st May 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1705			524	455	348	829	876	206	435	583	481	972	733	218	554	365	419	148	
Unweighted Sample	1705	403	565	85	511	457	364	787	918	165	506	614	420	1138	567	348	484	314	381	178
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which newspapers or news organisations do you trust?
Please list as many as you can, separating them with a semicolon (;). If you do not trust any newspapers or news organisations, please select 'NONE'.

Please see sheet 'IPPR Q1'

Broadcast news channels (i.e. TV and radio) are currently governed by strict impartiality rules preventing them from favouring one side over another. Some people have suggested that TV and radio channels should be free from impartiality rules whereas others think that these should be made stricter.

Which ONE of the following statements regarding the impartiality rules for TV and radio channels do you agree with most?

The rules on impartiality should be made stricter than they currently are	29	34	27	26	37	26	27	30	28	9	20	31	44	31	26	26	29	24	32	35
The rules on impartiality are currently at the right level	45	49	47	60	41	51	56	47	44	46	50	46	40	49	40	46	47	46	43	44
The rules on impartiality should be relaxed	7	7	8	3	8	6	4	6	7	14	6	6	5	6	8	6	7	9	6	5
There should be no impartiality rules at all	4	2	3	2	3	2	3	4	3	4	4	4	3	3	5	3	5	5	1	3
Don't know	16	7	16	8	11	15	9	13	18	28	20	14	9	11	21	18	13	16	18	12

At present, newspapers and their online content are not currently governed by the same impartiality rules as broadcast channels.

Do you think newspapers should or should not be subject to impartiality rules?

Should be subject to impartiality rules	53	50	54	64	51	56	59	49	57	34	48	58	58	55	49	51	54	54	52	51
Should NOT be subject to impartiality rules	28	36	27	30	34	26	29	36	21	29	29	26	29	30	25	33	27	27	25	33
Don't know	19	14	19	6	16	17	12	16	23	37	23	16	13	15	26	16	19	19	23	16

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

And do you think video content, resembling television news broadcasts, appearing on a newspaper's website should or should not be subject to impartiality rules?

Should be subject to impartiality rules	55	58	57	67	57	58	64	54	56	33	48	62	64	59	50	54	58	57	51	56
Should NOT be subject to impartiality rules	23	27	23	26	25	23	22	28	18	29	27	20	20	24	22	27	20	22	25	25
Don't know	22	15	20	7	17	19	15	17	26	39	25	18	15	17	28	19	22	21	24	19

And which of these statements comes closest to your view?

It is good for democracy that newspapers and websites can choose sides and hold politicians to account	36	47	36	35	41	34	36	42	29	36	34	33	40	39	31	40	37	37	32	33
It would be better for democracy if newspapers and websites had to remain impartial without choosing a side	45	43	46	53	43	49	50	42	47	34	42	48	48	46	43	42	47	44	43	46
Neither	7	5	7	5	7	7	5	7	8	9	7	8	5	6	9	8	7	6	8	9
Don't know	12	5	11	7	9	10	9	9	16	21	17	11	7	10	16	10	9	13	18	12

To what extent would you support or oppose the following?

Requiring a newspaper to print a correction and/ or an apology on the same page number as the original story if it reports something incorrectly, even if it is on the front page

Strongly support	60	62	63	70	62	61	66	65	55	40	52	64	71	60	60	51	64	61	57	65
Tend to support	24	26	25	25	26	26	23	21	27	25	29	22	23	26	22	32	21	25	25	22
TOTAL SUPPORT	84	88	88	95	88	87	89	86	82	65	81	86	94	86	82	83	85	86	82	87
Neither support nor oppose	8	9	5	5	8	7	6	6	10	16	8	7	5	7	9	10	7	8	9	6
Tend to oppose	1	1	1	0	1	1	1	1	1	1	1	2	0	1	1	1	0	1	2	1
Strongly oppose	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0
TOTAL OPPOSE	1	1	1	0	1	1	1	1	1	2	1	2	0	1	1	2	0	1	2	1
Don't know	6	2	5	0	3	4	3	6	7	18	9	5	1	5	8	5	7	6	7	6

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

To what extent would you support or oppose the following?

Introducing laws to regulate content on online news outlets

Strongly support	21	23	22	24	21	22	24	21	21	6	17	25	26	21	21	15	25	16	22	23
Tend to support	34	37	33	42	35	35	39	34	34	35	35	33	33	37	29	33	34	36	33	32
TOTAL SUPPORT	55	60	55	66	56	57	63	55	55	41	52	58	59	58	50	48	59	52	55	55
Neither support nor oppose	21	21	21	17	23	21	17	19	23	21	22	19	23	20	22	27	18	23	19	23
Tend to oppose	9	9	9	8	9	8	9	10	8	10	9	9	9	9	8	10	9	7	9	11
Strongly oppose	4	5	4	5	5	5	2	6	3	3	3	5	5	4	5	6	5	4	3	3
TOTAL OPPOSE	13	14	13	13	14	13	11	16	11	13	12	14	14	13	13	16	14	11	12	14
Don't know	11	5	10	4	7	9	9	10	12	24	14	10	4	8	15	9	9	14	14	8

Do you think that the laws governing the 'fitness' of a person or company who are allowed to own newspapers, radio or TV channels should be more or less strict or are they about right?

The laws should be more strict	48	44	56	63	45	56	56	51	46	25	40	54	60	50	46	39	49	53	47	50
The laws are about right	27	39	23	21	35	25	24	29	25	28	29	28	25	28	26	33	27	24	26	30
The laws should be less strict	2	3	2	3	4	2	1	3	2	6	2	2	2	2	3	4	3	2	3	2
Don't know	22	14	20	13	16	17	19	17	27	41	29	17	14	19	25	24	21	21	24	18

To what extent would you support or oppose introducing a requirement that, to be allowed to own a UK newspaper, radio or TV channel, a person or company should be a full time resident of the UK and pay full UK tax?

Strongly support	49	50	51	52	50	51	55	46	52	29	39	52	64	48	51	43	52	51	48	49
Tend to support	25	29	25	25	28	25	26	26	24	26	27	24	23	28	21	24	29	22	22	22
TOTAL SUPPORT	74	79	76	77	78	76	81	72	76	55	66	76	87	76	72	67	81	73	70	71
Neither support nor oppose	13	11	13	13	11	15	10	14	12	15	15	13	9	13	13	16	9	17	12	13
Tend to oppose	3	5	2	6	5	2	3	4	2	5	5	3	1	4	2	6	2	3	4	3
TOTAL OPPOSE	16	16	15	19	16	17	13	18	14	20	20	16	10	17	15	22	11	20	16	16
Don't know	9	3	8	4	4	6	6	8	9	24	13	6	2	6	12	10	7	6	12	9

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

At present, Ofcom and the Competition Commission make rulings over who owns media in the UK, aiming to ensure healthy competition and a range of different voices. Some people have argued that anyone who wants to own media in the UK should be allowed to do so but others think that there should be fixed limits placed on who can own the UK's media.

Which of these statements comes closest to your view?

Anyone who wants to own media in the UK should be allowed to do so	7	9	6	2	8	7	5	10	5	9	11	7	4	7	7	8	8	7	7	7
Who owns the UK media should continue to be judged on a case by case basis by Ofcom and the Competition Commission	44	48	48	53	45	48	45	45	44	42	43	47	43	46	42	43	43	44	46	49
There should be fixed limits to the level of UK media a person can own	34	35	34	38	36	33	41	34	33	16	28	36	45	35	32	34	35	38	29	31
None of these	2	2	1	0	2	2	1	2	2	4	1	2	1	1	2	2	2	1	2	0
Don't know	13	6	12	7	8	11	9	9	16	30	17	9	7	10	17	13	13	9	16	13

And do you think there should or should not be a specific limit on the overall proportion of the UK media (print, television, radio and online) that a single person or company can own?

Should be a limit	73	77	73	90	77	75	80	75	71	52	64	78	85	78	66	72	75	74	70	75
Should NOT be a limit	10	12	9	4	10	10	8	12	9	15	15	8	6	9	12	12	8	12	11	13
Don't know	17	11	17	6	12	15	12	13	20	33	21	14	9	13	21	16	17	14	19	12

And do you think there should or should not be fixed limits on the number of national newspapers any one person or company own?

Should be a limit	76	78	78	90	79	79	82	78	73	55	67	80	86	79	70	72	75	78	75	79
Should NOT be a limit	11	13	11	4	12	9	10	12	10	16	13	11	7	9	14	14	10	11	11	11
Don't know	14	9	12	6	9	12	9	10	17	29	20	9	7	12	16	14	16	11	14	10

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

And what should the limit be?

[Only asked to those who think there should be a fixed limit.

N=1305]

1	24	23	22	30	22	22	28	24	23	13	20	25	27	23	24	20	27	26	18	26
2	38	39	41	27	37	44	28	38	37	33	34	36	43	36	39	34	35	38	45	34
3	11	15	10	7	15	10	7	12	10	13	14	11	10	12	11	16	12	8	10	14
4	2	2	1	6	2	1	4	2	2	9	1	2	1	3	1	2	2	3	2	2
5 or more	1	1	0	3	1	0	1	1	1	1	0	1	0	1	1	1	1	1	1	0
Don't know	25	19	25	27	23	23	32	23	27	31	32	25	18	26	23	27	24	25	24	24

Thinking about if someone owns one or more national newspapers do you think they should or should not be allowed to also own each of the following?

A national radio station

Should be allowed to own	41	48	38	46	47	35	40	46	35	45	49	41	30	43	37	44	38	40	41	45
Should NOT be allowed to own	35	33	38	39	34	39	41	35	35	16	22	36	53	36	34	29	38	36	32	40
Don't know	24	19	24	15	19	26	20	19	30	39	28	22	17	21	29	27	24	24	27	16

A national television broadcaster like ITV

Should be allowed to own	34	42	30	37	40	30	33	39	30	37	41	35	26	35	33	35	35	33	33	38
Should NOT be allowed to own	42	39	46	53	42	44	49	43	40	24	30	44	56	44	38	38	42	42	41	46
Don't know	24	18	24	10	19	26	18	18	30	39	29	21	18	21	29	27	23	25	27	16

A cable or satellite broadcaster like Sky or Virgin

Should be allowed to own	39	46	36	39	44	33	37	45	33	40	44	41	30	41	36	41	38	35	40	42
Should NOT be allowed to own	37	35	41	47	37	41	45	37	37	19	26	39	54	39	36	31	39	40	34	42
Don't know	24	19	23	14	19	25	18	18	30	41	29	21	16	21	29	28	23	24	26	17

Do you think that there should or should not be a publicly funded broadcasting service, such as the BBC?

Should be a publicly funded broadcasting service	57	66	59	85	56	58	77	63	52	53	55	55	64	67	44	62	59	52	59	54
Should NOT be a publicly funded broadcasting service	29	25	30	8	34	30	17	27	32	20	27	35	28	23	37	25	27	34	28	35
Don't know	14	9	11	7	10	11	6	10	17	27	18	10	8	10	19	13	14	14	14	11

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

Taking everything into account, do you feel that newspapers have too much, not enough or about the right amount of power over British politicians?

Too much power over British politicians	48	49	48	67	45	51	58	51	45	39	41	48	58	51	44	43	50	48	47	53
Not enough power over British politicians	8	5	11	7	7	10	5	8	8	10	6	8	8	7	9	9	8	5	8	8
About the right amount of power over British politicians	19	25	18	15	26	17	16	22	16	13	20	20	18	21	16	21	19	20	17	17
Not applicable, I do not feel newspapers have any power over British politicians	10	10	9	2	11	8	9	7	13	8	12	12	8	9	13	11	9	10	13	9
Don't know	15	10	14	8	11	14	12	12	18	30	21	11	7	13	18	16	13	18	16	13

The press is currently self-regulated by the Press Complaints Commission (PCC), which is set up and run by newspapers themselves on a voluntary basis. Some people think that the press should instead be regulated by a legally established body set up by parliament, with legal powers to regulate newspapers. Other people do not believe the press should be regulated at all.

How about you, what type of regulation, if any, would you prefer to see?

Through a legally established body	62	60	66	70	59	66	72	65	58	46	60	66	64	65	56	61	62	62	60	63
Through self-regulation	19	27	19	21	25	19	14	19	18	17	17	20	19	20	16	21	19	18	17	19
No regulation at all	3	3	1	1	4	2	2	2	3	2	2	1	6	2	5	4	3	4	2	3
Don't know	17	10	14	9	13	13	12	13	20	35	20	13	12	13	23	14	16	17	20	15

And how strict, if at all, do you think this regulation should be?

[Only asked to those who think there should be regulation. N=1397]

Very strict	35	32	33	41	35	35	36	36	34	20	24	38	45	34	36	24	40	39	30	40
Fairly strict	59	62	60	54	61	57	61	57	60	63	68	56	53	60	57	66	55	54	66	54
TOTAL STRICT	94	94	93	95	96	92	97	93	94	83	92	94	98	94	93	90	95	93	96	94
Not very strict	5	5	5	4	3	7	2	5	4	10	7	4	2	4	5	10	4	4	3	6
Not at all strict	0	0	1	0	1	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0
TOTAL NOT STRICT	5	5	6	4	4	7	2	5	4	10	7	5	2	4	5	10	5	4	3	6
Don't know	1	1	2	1	1	1	1	1	2	7	0	1	0	1	2	1	1	3	1	1

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

How confident, if at all, are you that the current judge-led enquiry into the press, called the Leveson Inquiry, will address all the public's concerns about the power and responsibility of the media?

Very confident	3	4	5	6	4	4	3	4	3	5	2	4	2	3	4	3	3	2	5	4
Fairly confident	35	39	39	39	38	42	34	35	36	23	36	36	39	36	34	38	35	41	35	23
TOTAL CONFIDENT	38	43	44	45	42	46	37	39	39	28	38	40	41	39	38	41	38	43	40	27
Not very confident	35	36	33	35	37	32	39	34	35	28	32	36	38	38	31	35	36	32	32	42
Not at all confident	12	14	9	11	13	10	13	16	8	8	11	13	13	12	11	10	12	13	9	16
TOTAL NOT CONFIDENT	47	50	42	46	50	42	52	50	43	36	43	49	51	50	42	45	48	45	41	58
Don't know	15	7	14	9	8	12	10	12	18	36	19	10	7	11	20	14	13	12	20	14