

YouGov / Media Standards Trust Survey Results

Sample Size: 1866 GB Adults
Fieldwork: 17th - 18th July 2013

Total	Voting intention				2010 Vote			Gender		Age				Social grade		Region					
	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
1866	X	X	X	X	579	457	413	907	959	226	476	638	526	1064	802	239	606	399	459	162	
1866	427	573	120	192	559	463	416	901	965	188	456	704	518	1212	654	210	603	419	481	153	
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The Leveson Inquiry into the culture, practices and ethics of the press, which started in 2011 following revelations about phone-hacking and other abuses carried out by the press, made recommendations for reform of press regulation in November last year.

Generally speaking, would you say you are...

In favour of much tougher press regulation	28	25	36	29	29	22	40	31	28	28	18	26	35	24	24	34	24	22	28	35	33
In favour of somewhat tougher press regulation	41	46	39	52	35	45	38	44	37	44	39	43	36	45	45	36	43	45	37	38	40
TOTAL IN FAVOUR OF TOUGHER REGULATIONS	69	71	75	81	64	67	78	75	65	72	57	69	71	69	69	70	67	67	65	73	73
In favour of the current level of press regulation	18	21	14	12	26	24	12	13	22	14	18	15	18	20	19	17	16	22	20	13	12
In favour of somewhat less tough press regulation	2	2	2	2	3	2	3	1	3	2	2	2	2	3	3	2	3	2	3	2	2
In favour of much less tough press regulation	2	3	1	1	3	2	1	2	3	1	2	1	1	3	2	2	4	2	2	1	2
TOTAL IN FAVOUR OF LESS TOUGH REGULATIONS	4	5	3	3	6	4	4	3	6	3	4	3	3	6	5	4	7	4	5	3	4
Don't know	9	3	8	5	3	5	6	8	7	11	20	12	8	4	9	10	10	7	10	11	12

The government, through the Privy Council, is currently due to consider two Royal Charters governing press regulation. One is a proposed Royal Charter approved by Parliament, implementing the system agreed by the three main political parties and supported by groups representing some of the victims of press abuse. The other is a proposed Royal charter implementing the system put forward by a number of major newspaper publishers.

Which Royal charter do you think the Privy Council should approve?

The one approved by Parliament	50	59	54	68	39	52	51	58	53	46	32	45	59	51	52	46	45	51	49	50	53
The one proposed by some major newspaper publishers	13	20	9	9	23	18	10	11	15	11	15	10	9	19	14	11	13	12	18	12	8
Neither	13	7	13	11	20	9	12	11	16	11	17	14	12	13	13	14	13	15	10	14	14
Don't know	24	14	25	11	18	21	27	19	16	32	36	31	21	17	21	29	28	23	24	24	25

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Weighted Sample	1866	X	X	X	X	579	457	413	907	959	226	476	638	526	1064	802	239	606	399	459	162
Unweighted Sample	1866	427	573	120	192	559	463	416	901	965	188	456	704	518	1212	654	210	603	419	481	153
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of these two statements comes closest to your own view?

Newspaper publishers should accept the system of press regulation agreed by all three main parties and Parliament, even if they object to it	61	63	67	71	57	58	68	70	61	61	46	56	68	63	60	62	54	63	60	60	69
Newspaper publishers should be allowed to set up their own system of press regulation if they object to the system proposed by the parties and Parliament	15	22	15	10	21	20	14	11	17	14	15	13	12	22	16	14	16	14	19	14	13
Neither	12	8	10	10	16	10	12	10	14	11	19	16	10	9	12	13	17	13	10	12	9
Don't know	12	8	8	8	6	11	6	8	8	15	21	15	10	7	11	12	13	11	12	13	9

How much confidence would you have in a system of press regulation established by the major newspaper publishers?

A lot of confidence	2	5	2	1	2	4	1	2	3	2	1	3	3	2	1	4	2	3	2	3	1
A fair amount of confidence	19	25	19	18	25	23	21	15	21	17	20	18	14	26	20	18	19	19	21	18	18
TOTAL CONFIDENCE	21	30	21	19	27	27	22	17	24	19	21	21	17	28	21	22	21	22	23	21	19
Not much confidence	44	48	40	47	45	49	41	45	41	47	47	42	46	43	46	42	39	47	44	42	47
No confidence at all	24	19	28	32	22	18	30	31	28	21	11	22	30	25	25	22	29	24	22	25	21
TOTAL NO CONFIDENCE	68	67	68	79	67	67	71	76	69	68	58	64	76	68	71	64	68	71	66	67	68
Don't know	10	3	10	2	6	6	7	7	7	13	22	15	7	5	7	13	11	8	10	11	14

Imagine that the new system of press regulation agreed by Parliament did NOT go ahead, and instead the alternative system of press regulation proposed by the newspapers went ahead.

What risk, if any, do you think there is that there would be a repeat of unethical and illegal practices (such as phone-hacking and intrusions into people's private lives) that were revealed during the Leveson Inquiry?

A large risk	43	40	47	53	44	37	49	53	43	42	28	37	49	46	44	40	39	42	41	44	49
A small risk	39	44	37	36	44	45	36	34	38	39	40	40	37	40	40	37	38	40	41	39	26
TOTAL RISK	82	84	84	89	88	82	85	87	81	81	68	77	86	86	84	77	77	82	82	83	75
No real risk	7	9	5	8	8	9	4	5	10	5	12	9	4	8	8	7	8	8	9	5	9
No risk at all	1	1	1	1	0	1	1	0	1	1	1	1	1	1	0	1	1	1	0	1	2
TOTAL NO RISK	8	10	6	9	8	10	5	5	11	6	13	10	5	9	8	8	9	9	9	6	11
Don't know	11	6	11	2	4	8	10	7	8	13	19	14	9	6	8	14	13	9	9	12	14

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

How much involvement in running the new system of press regulation do you think the major newspaper publishers should have?

Should have a lot of involvement	7	8	7	5	7	8	7	6	6	7	4	7	4	10	6	7	6	8	8	5	5
Should have a fair amount of involvement	37	42	36	40	43	42	37	34	34	40	35	38	34	41	39	35	37	36	36	40	33
TOTAL INVOLVEMENT	44	50	43	45	50	50	44	40	40	47	39	45	38	51	45	42	43	44	44	45	38
Should have very little involvement	33	38	33	36	33	33	32	38	36	31	33	31	37	31	35	32	36	35	32	32	31
Should have no involvement at all	12	10	13	16	12	10	13	15	16	8	10	10	15	11	12	12	9	11	12	14	13
TOTAL NO INVOLVEMENT	45	48	46	52	45	43	45	53	52	39	43	41	52	42	47	44	45	46	44	46	44
Don't know	11	3	11	3	6	7	11	7	8	14	19	14	10	6	8	14	13	10	10	9	18

Lord Justice Leveson delivered his report in November 2012. In March of this year Parliament voted that the Royal Charter, which was intended to deliver the Leveson recommendations and was agreed by all three parties, should be implemented at the next opportunity. Newspaper publishers have called for a delay in order for there to be further negotiation over the summer.

Which comes closest to your views?

The implementation of the new system of press regulation set out in the Royal Charter is already overdue	40	40	45	51	43	38	46	48	42	37	27	35	45	43	41	38	39	39	37	44	41
Now is about the right time for the implementation of the new system of press regulation set out in the Royal Charter	23	27	23	28	21	27	19	25	21	25	18	25	23	23	22	24	19	23	27	21	24
The implementation of the new system of press regulation set out in the Royal Charter should be delayed over the summer	16	21	10	11	22	21	12	9	19	13	17	15	12	21	18	13	15	20	16	12	13
None of the above	4	4	4	2	6	3	6	4	5	4	7	4	5	2	4	5	5	3	5	4	6
Don't know	17	8	17	9	8	12	17	13	13	22	31	21	15	10	15	20	22	16	15	19	17

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

Which daily newspaper do you personally read most often, either online or on paper?

The Sun	21	26	16	9	32	26	19	10	24	17	17	28	19	17	15	28	17	23	23	19	15
Daily Mail	16	26	10	12	24	26	10	12	11	20	11	12	14	24	15	18	14	18	19	16	6
The Mirror	8	2	17	6	7	3	20	6	9	8	3	4	11	11	7	10	9	5	8	15	2
The Guardian	7	1	14	12	2	2	10	14	8	6	14	9	6	4	9	4	14	6	4	7	9
The Times	5	10	4	6	4	8	3	6	6	5	8	4	5	7	8	2	5	8	5	3	4
The Telegraph	5	13	1	5	6	12	1	3	6	5	4	4	4	9	7	3	4	8	6	4	2
The I	3	1	3	9	3	2	4	5	3	4	2	2	4	3	4	2	2	4	4	3	2
Daily Express	2	3	2	1	5	3	1	1	2	2	0	1	2	4	2	2	0	2	3	2	1
The Independent	2	1	2	7	0	1	2	4	2	2	4	2	2	2	3	1	3	2	2	2	0
The Star	1	1	2	1	0	0	2	2	1	1	2	3	1	0	2	1	0	1	2	2	0
The Financial Times	1	1	0	1	0	1	0	1	1	1	2	1	1	0	1	1	2	0	0	1	2
The Scotsman	1	0	1	1	0	0	0	1	0	1	0	1	0	1	1	0	0	0	0	0	5
The Herald	1	0	1	1	0	0	1	1	1	1	0	0	1	2	1	1	0	0	0	0	10
Other	7	4	9	7	4	5	10	8	6	9	7	8	9	4	8	6	13	4	5	6	21
I never read newspaper or their websites	16	11	16	21	13	10	17	21	16	17	19	18	19	11	16	18	12	15	19	19	17
Don't know	3	1	1	1	0	1	1	3	3	2	6	5	1	1	3	2	4	2	2	2	4

Imagine the new system of press regulation agreed by Parliament DID go ahead, but some newspaper groups continued to oppose it and did not join the new regulator.

Thinking about the newspaper you tend to read the most, which of these statements comes closest to your view?

[Total who read a daily newspaper n=1406]

I want the newspaper I read to join the new system of regulation and will be disappointed if they don't	59	57	62	84	47	55	63	74	57	60	48	54	61	63	60	57	55	58	54	64	62
I do not want the newspaper I read to join the new system of regulation and will be disappointed if they do	11	13	8	5	12	14	5	7	15	6	18	9	9	12	13	8	9	13	12	8	7
I do not really mind either way	24	25	23	11	37	25	25	14	24	25	27	29	22	21	22	27	30	24	26	19	25
Don't know	7	4	8	0	4	5	6	5	5	9	7	8	8	4	6	8	6	4	7	10	7

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

In the arguments around what to do about regulation of the press, how much, if at all, do you trust each of the following?
Lord Justice Leveson, the judge who conducted the inquiry

Trust a great deal	18	20	23	30	11	14	21	24	20	15	14	17	17	20	20	15	14	20	15	18	20
Trust a fair amount	43	46	44	46	47	47	43	49	41	45	38	41	45	45	45	41	45	43	43	42	43
TOTAL TRUST	61	66	67	76	58	61	64	73	61	60	52	58	62	65	65	56	59	63	58	60	63
Do not trust very much	17	18	16	8	15	19	17	12	20	15	20	16	17	18	17	18	14	16	21	18	17
Do not trust at all	8	8	6	3	18	10	7	4	8	8	5	7	8	10	6	10	8	9	9	6	5
TOTAL DO NOT TRUST	25	26	22	11	33	29	24	16	28	23	25	23	25	28	23	28	22	25	30	24	22
Don't know or not applicable	14	8	12	13	8	10	12	11	12	16	23	19	13	8	13	16	19	13	12	15	15

David Cameron, the Prime Minister

Trust a great deal	5	16	1	5	1	11	1	3	6	5	1	5	5	8	6	3	3	7	5	5	2
Trust a fair amount	29	59	12	39	24	49	11	28	29	29	27	29	26	33	29	28	29	33	28	27	18
TOTAL TRUST	34	75	13	44	25	60	12	31	35	34	28	34	31	41	35	31	32	40	33	32	20
Do not trust very much	27	17	31	31	29	23	32	29	28	27	34	24	25	31	30	24	29	27	25	27	33
Do not trust at all	29	5	51	14	43	11	50	31	30	29	20	31	36	24	26	34	28	24	33	32	37
TOTAL DO NOT TRUST	56	22	82	45	72	34	82	60	58	56	54	55	61	55	56	58	57	51	58	59	70
Don't know or not applicable	9	3	6	11	4	5	6	9	8	10	17	12	8	4	8	10	11	8	9	9	10

Rupert Murdoch, the owner of the Sun and Times newspapers

Trust a great deal	1	2	1	2	0	1	0	1	1	1	0	2	1	0	1	1	1	1	1	1	0
Trust a fair amount	6	9	5	6	1	8	4	4	8	5	11	8	4	5	5	8	5	6	7	7	4
TOTAL TRUST	7	11	6	8	1	9	4	5	9	6	11	10	5	5	6	9	6	7	8	8	4
Do not trust very much	22	30	19	13	17	29	17	19	21	22	21	23	21	22	22	21	20	23	27	16	22
Do not trust at all	61	54	68	74	75	55	71	71	63	60	49	56	66	66	64	58	62	60	56	67	64
TOTAL DO NOT TRUST	83	84	87	87	92	84	88	90	84	82	70	79	87	88	86	79	82	83	83	83	86
Don't know or not applicable	10	5	7	6	6	7	7	5	7	12	19	11	9	5	8	11	12	10	8	9	10

The major newspaper publishers

Trust a great deal	1	2	1	0	0	1	1	1	1	1	2	2	1	0	0	2	0	1	1	1	0
Trust a fair amount	16	23	14	14	14	21	12	12	17	16	19	15	11	22	16	16	18	12	19	18	14
TOTAL TRUST	17	25	15	14	14	22	13	13	18	17	21	17	12	22	16	18	18	13	20	19	14
Do not trust very much	44	50	44	45	42	48	47	44	44	45	42	40	46	48	47	42	42	49	44	39	47
Do not trust at all	27	19	32	33	33	21	31	35	30	23	16	27	33	23	27	26	25	25	25	30	29
TOTAL DO NOT TRUST	71	69	76	78	75	69	78	79	74	68	58	67	79	71	74	68	67	74	69	69	76
Don't know or not applicable	12	6	9	7	12	9	9	9	8	15	20	16	10	6	10	14	15	11	11	12	10

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Ed Miliband, the leader of the Opposition																					
Trust a great deal	5	2	11	3	0	1	11	4	5	4	4	5	6	3	4	5	4	2	5	7	7
Trust a fair amount	28	13	54	36	14	13	47	35	30	27	28	31	28	26	28	28	31	25	28	33	22
TOTAL TRUST	33	15	65	39	14	14	58	39	35	31	32	36	34	29	32	33	35	27	33	40	29
Do not trust very much	32	37	21	37	35	35	26	33	31	33	33	27	28	39	34	29	31	35	31	28	33
Do not trust at all	24	43	5	14	48	44	7	17	26	22	12	22	27	28	23	26	21	28	25	21	23
TOTAL DO NOT TRUST	56	80	26	51	83	79	33	50	57	55	45	49	55	67	57	55	52	63	56	49	56
Don't know or not applicable	11	5	9	10	4	6	9	11	8	15	23	14	11	5	11	12	13	10	12	12	14
Hacked Off, the group that campaigns for press reform																					
Trust a great deal	7	4	10	11	9	3	9	9	9	6	6	10	7	5	6	8	10	5	7	9	6
Trust a fair amount	34	27	45	40	29	27	43	43	31	37	26	33	41	30	35	34	33	32	39	33	36
TOTAL TRUST	41	31	55	51	38	30	52	52	40	43	32	43	48	35	41	42	43	37	46	42	42
Do not trust very much	23	29	18	25	21	26	21	21	27	19	27	18	22	28	24	22	24	25	19	22	26
Do not trust at all	12	21	6	5	24	22	6	6	13	11	10	10	10	18	13	11	12	13	14	11	9
TOTAL DO NOT TRUST	35	50	24	30	45	48	27	27	40	30	37	28	32	46	37	33	36	38	33	33	35
Don't know or not applicable	23	19	22	19	18	22	22	20	19	27	31	29	20	19	22	25	22	24	20	26	24
BBC News																					
Trust a great deal	14	14	18	17	10	11	18	16	15	14	20	15	14	12	14	16	11	13	17	16	14
Trust a fair amount	47	47	50	71	34	42	50	61	47	47	46	50	49	43	51	42	51	50	45	44	47
TOTAL TRUST	61	61	68	88	44	53	68	77	62	61	66	65	63	55	65	58	62	63	62	60	61
Do not trust very much	20	22	19	5	28	27	18	12	21	19	15	16	18	27	19	21	19	20	18	20	24
Do not trust at all	10	13	6	3	25	15	8	5	10	10	5	8	10	14	9	12	10	10	12	10	5
TOTAL DO NOT TRUST	30	35	25	8	53	42	26	17	31	29	20	24	28	41	28	33	29	30	30	30	29
Don't know or not applicable	8	4	7	4	3	5	6	6	7	10	13	10	9	4	8	9	9	6	8	11	10
Hugh Grant, the actor who campaigns for press reform																					
Trust a great deal	7	6	9	10	8	5	10	8	8	6	4	9	7	6	7	8	7	6	7	10	5
Trust a fair amount	37	33	46	44	34	31	39	48	35	40	38	38	41	33	37	38	33	36	42	38	39
TOTAL TRUST	44	39	55	54	42	36	49	56	43	46	42	47	48	39	44	46	40	42	49	48	44
Do not trust very much	25	26	23	19	23	27	27	22	27	23	30	22	23	27	26	24	28	28	21	23	26
Do not trust at all	15	23	8	9	24	24	9	9	17	12	7	13	14	21	15	14	15	14	18	13	12
TOTAL DO NOT TRUST	40	49	31	28	47	51	36	31	44	35	37	35	37	48	41	38	43	42	39	36	38
Don't know or not applicable	16	12	14	17	11	13	14	14	13	19	21	19	15	13	16	17	17	16	13	17	18
Nick Clegg, the Deputy Prime Minister																					
Trust a great deal	3	3	1	21	0	1	1	8	4	2	2	5	2	3	3	3	7	3	2	4	0
Trust a fair amount	24	35	18	53	12	29	14	36	24	25	26	22	25	25	27	20	22	27	23	23	22
TOTAL TRUST	27	38	19	74	12	30	15	44	28	27	28	27	27	28	30	23	29	30	25	27	22
Do not trust very much	32	34	37	14	30	34	36	28	31	33	35	31	31	35	34	30	30	34	34	30	33
Do not trust at all	30	22	36	5	55	28	41	20	32	27	19	28	32	32	26	34	28	27	30	33	31
TOTAL DO NOT TRUST	62	56	73	19	85	62	77	48	63	60	54	59	63	67	60	64	58	61	64	63	64
Don't know or not applicable	11	6	8	7	4	7	8	8	8	13	18	14	10	5	10	12	13	9	12	9	14

Fieldwork: 17th - 18th July 2013

	Voting intention				2010 Vote			Gender		Age				Social grade		Region						
	Total	Con	Lab	Lib Dem	UKIP	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	1866	X	X	X	X	579	457	413	907	959	226	476	638	526	1064	802	239	606	399	459	162	
Unweighted Sample	1866	427	573	120	192	559	463	416	901	965	188	456	704	518	1212	654	210	603	419	481	153	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The newspaper you read most often

Trust a great deal	7	9	9	12	2	7	8	8	7	7	7	7	5	9	8	6	6	7	9	6	6
Trust a fair amount	40	49	39	34	41	47	37	38	39	40	35	32	37	52	41	37	46	37	39	38	46
TOTAL TRUST	47	58	48	46	43	54	45	46	46	47	42	39	42	61	49	43	52	44	48	44	52
Do not trust very much	25	24	26	19	27	24	28	24	27	22	24	27	26	21	24	25	24	29	21	24	21
Do not trust at all	8	5	7	10	13	7	7	8	9	7	7	10	8	5	7	9	7	8	7	9	4
TOTAL DO NOT TRUST	33	29	33	29	40	31	35	32	36	29	31	37	34	26	31	34	31	37	28	33	25
Don't know or not applicable	21	13	20	25	17	15	20	22	18	25	27	25	23	13	20	23	18	19	24	23	23

Groups representing victims of press abuse

Trust a great deal	13	11	17	16	9	8	17	17	12	13	13	13	15	10	12	14	11	12	16	12	14
Trust a fair amount	45	40	52	55	46	43	48	53	42	47	34	48	47	44	45	45	47	44	43	45	48
TOTAL TRUST	58	51	69	71	55	51	65	70	54	60	47	61	62	54	57	59	58	56	59	57	62
Do not trust very much	22	32	17	13	23	29	20	15	26	18	28	16	19	28	25	18	21	25	20	22	16
Do not trust at all	7	9	4	4	13	9	5	3	8	6	5	7	6	8	6	7	5	7	8	8	6
TOTAL DO NOT TRUST	29	41	21	17	36	38	25	18	34	24	33	23	25	36	31	25	26	32	28	30	22
Don't know or not applicable	14	8	10	12	9	10	10	12	11	16	20	15	13	10	12	15	16	12	13	14	16

**Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.*