

## YouGov / Media Standards Trust Survey Results

Sample Size: 3620 GB Adults  
Fieldwork: 21st - 23rd November 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					Con		Lab		Lib Dem		
	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	Definitely	Swing	Definitely	Swing	Definitely *	Swing
<b>Weighted Sample</b>	<b>3620</b>	901	1223	261	1121	937	800	1759	1861	438	923	1238	1021	2063	1557	463	1177	775	891	315	384	502	633	570	55	202
Unweighted Sample	3620	879	1145	251	1117	864	853	1778	1842	261	818	1516	1025	2394	1226	408	1281	719	874	338	361	500	593	536	57	190
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

As you may know, following the phone-hacking revelations of last year, the government set up an independent inquiry into press behaviour, led by Lord Justice Leveson. He has heard evidence from journalists, editors, politicians and victims of press intrusion, and is due to make his recommendations very soon.

Who do you think Lord Justice Leveson should listen to MOST when making his recommendations for regulating the press?

The victims of unethical press behaviour	60	55	69	64	54	65	67	60	61	56	53	65	64	60	61	56	61	57	65	59	52	57	73	64	61	66
Newspaper journalists	5	7	4	4	7	3	3	6	4	7	4	3	7	6	3	6	5	4	5	6	5	8	4	4	8	3
Newspaper owners	3	4	4	2	3	3	1	3	2	2	5	2	2	3	2	5	2	4	1	3	6	2	2	6	2	2
Politicians	2	3	2	5	2	2	2	2	2	2	3	2	1	2	2	1	2	2	1	3	3	2	2	1	1	6
Someone else	10	12	7	13	14	7	9	12	8	5	10	10	11	11	8	8	10	11	9	10	12	13	5	10	8	15
Don't know	20	20	15	11	19	19	17	17	23	28	25	18	15	18	23	23	20	21	18	18	22	18	15	15	20	9

And to what extent, if at all, do you trust Lord Justice Leveson to make fair and effective recommendations on regulating the press?

A great deal	8	10	10	12	7	10	9	10	6	7	8	8	8	9	7	11	7	7	9	8	15	6	12	8	19	10
A fair amount	39	46	41	50	40	41	45	39	39	40	36	38	42	43	33	37	39	39	38	43	42	49	39	44	42	53
<b>TOTAL GREAT DEAL / FAIR AMOUNT</b>	<b>47</b>	<b>56</b>	<b>51</b>	<b>62</b>	<b>47</b>	<b>51</b>	<b>54</b>	<b>49</b>	<b>45</b>	<b>47</b>	<b>44</b>	<b>46</b>	<b>50</b>	<b>52</b>	<b>40</b>	<b>48</b>	<b>46</b>	<b>46</b>	<b>47</b>	<b>51</b>	<b>57</b>	<b>55</b>	<b>51</b>	<b>52</b>	<b>61</b>	<b>63</b>
Not very much	27	24	26	23	30	25	23	29	25	17	25	29	29	24	30	26	26	28	27	24	21	25	27	25	29	21
Not at all	6	5	4	1	7	4	4	7	4	4	5	6	6	6	6	4	6	6	6	5	7	4	5	3	2	1
<b>TOTAL NOT VERY MUCH / NOT AT ALL</b>	<b>33</b>	<b>29</b>	<b>30</b>	<b>24</b>	<b>37</b>	<b>29</b>	<b>27</b>	<b>36</b>	<b>29</b>	<b>21</b>	<b>30</b>	<b>35</b>	<b>35</b>	<b>30</b>	<b>36</b>	<b>30</b>	<b>32</b>	<b>34</b>	<b>33</b>	<b>29</b>	<b>28</b>	<b>29</b>	<b>32</b>	<b>28</b>	<b>31</b>	<b>22</b>
Don't know	21	16	19	14	15	21	19	16	26	32	26	19	15	19	24	22	22	20	21	20	14	16	17	20	8	15

And do you think that the Government should or should not implement Lord Justice Leveson's recommendations once he has made them?

Should implement the recommendations	60	60	67	75	57	65	69	61	59	56	57	62	62	63	56	58	59	58	64	59	58	62	67	68	80	74
Should not implement the recommendations	6	7	5	6	8	6	2	8	5	9	8	5	6	6	8	8	5	9	5	6	9	6	5	6	5	6
Don't know	34	33	28	19	35	29	28	31	36	35	35	33	32	32	36	34	36	32	31	35	34	32	28	26	14	20

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Sample Size: 3620 GB Adults  
Fieldwork: 21st - 23rd November 2012

											Newspaper for Weighting						
	Total	The Daily Mail / The Scottish Daily Mail	The Mirror / Daily Record	The Sun	The Daily Telegraph	The Guardian	The Times	Other local daily morning newspaper	Other Newspaper	None	Express/ Mail	Sun/ Star	Mirror / Record	Guardian / Indie	FT / Times/ Tele	Other	No Paper
<b>Weighted Sample</b>	<b>3620</b>	503	362	769	159	120	163	140	235	905	579	851	362	163	344	416	905
Unweighted Sample	3620	595	202	312	147	198	131	164	273	1330	691	346	202	265	291	495	1330
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

As you may know, following the phone-hacking revelations of last year, the government set up an independent inquiry into press behaviour, led by Lord Justice Leveson. He has heard evidence from journalists, editors, politicians and victims of press intrusion, and is due to make his recommendations very soon.

Who do you think Lord Justice Leveson should listen to MOST when making his recommendations for regulating the press?

The victims of unethical press behaviour	<b>60</b>	59	69	54	59	67	55	63	68	61	60	55	69	66	55	65	61
Newspaper journalists	<b>5</b>	6	4	4	7	10	17	4	2	3	6	4	4	9	12	3	3
Newspaper owners	<b>3</b>	2	2	5	2	0	2	1	2	1	2	6	2	1	3	2	1
Politicians	<b>2</b>	3	2	1	3	2	3	1	2	1	3	1	2	3	3	2	1
Someone else	<b>10</b>	12	6	9	16	7	12	8	12	10	11	8	6	8	15	11	10
Don't know	<b>20</b>	18	17	26	13	13	11	22	14	24	18	25	17	13	12	16	24

And to what extent, if at all, do you trust Lord Justice Leveson to make fair and effective recommendations on regulating the press?

A great deal	<b>8</b>	4	11	7	15	9	13	6	12	7	4	8	11	8	16	10	7
A fair amount	<b>39</b>	42	35	30	45	61	45	42	45	38	42	31	35	58	42	45	38
<b>TOTAL GREAT DEAL / FAIR AMOUNT</b>	<b>47</b>	<b>46</b>	<b>46</b>	<b>37</b>	<b>60</b>	<b>70</b>	<b>58</b>	<b>48</b>	<b>57</b>	<b>45</b>	<b>46</b>	<b>39</b>	<b>46</b>	<b>66</b>	<b>58</b>	<b>55</b>	<b>45</b>
Not very much	<b>27</b>	34	27	27	26	16	24	28	23	24	34	28	27	18	25	24	24
Not at all	<b>6</b>	6	6	10	5	3	4	3	2	4	6	10	6	3	5	3	4
<b>TOTAL NOT VERY MUCH / NOT AT ALL</b>	<b>33</b>	<b>40</b>	<b>33</b>	<b>37</b>	<b>31</b>	<b>19</b>	<b>28</b>	<b>31</b>	<b>25</b>	<b>28</b>	<b>40</b>	<b>38</b>	<b>33</b>	<b>21</b>	<b>30</b>	<b>27</b>	<b>28</b>
Don't know	<b>21</b>	14	22	26	10	11	15	21	17	28	14	25	22	13	12	18	28

And do you think that the Government should or should not implement Lord Justice Leveson's recommendations once he has made them?

Should implement the recommendations	<b>60</b>	56	66	51	65	77	59	67	71	59	58	51	66	78	61	69	59
Should not implement the recommendations	<b>6</b>	7	9	11	5	3	7	2	1	2	7	13	9	3	5	2	2
Don't know	<b>34</b>	36	25	38	30	20	34	31	28	38	35	36	25	20	33	29	38

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	Voting intention			2010 Vote			Gender		Age				Social grade		Region					Con		Lab		Lib Dem		
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<b>Weighted Sample</b>	<b>3620</b>	901	1223	261	1121	937	800	1759	1861	438	923	1238	1021	2063	1557	463	1177	775	891	315	384	502	633	570	55	202
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following statements comes closer to your view on how you think newspapers in Britain should be regulated?

There should be an independent body, established by law, which deals with complaints and decides what sanctions there should be if journalists break agreed codes of conduct	<b>79</b>	80	81	87	78	82	84	78	80	66	73	82	86	80	77	77	81	75	81	77	79	82	83	81	82	89
Newspapers should establish their own body which deals with complaints and decides what sanctions there should be if journalists break agreed codes of conduct	<b>9</b>	11	10	9	11	9	8	11	8	15	11	8	7	10	8	8	9	10	9	9	12	10	9	11	12	8
Neither	<b>4</b>	4	3	1	5	3	3	5	3	6	4	4	3	4	4	3	3	7	2	3	4	5	2	4	2	1
Don't know	<b>8</b>	4	6	3	6	6	6	6	9	13	11	6	4	6	11	11	7	7	7	11	4	4	7	4	3	3

Imagine a new system is set up where the press continue to regulate themselves. What risk, if any, do you think there is that there will be a repeat of unethical and illegal practices (such as phone-hacking and intrusions into people's private lives) that have been revealed during the Leveson Inquiry?

A large risk	<b>56</b>	51	58	66	51	56	67	58	55	42	50	61	61	59	53	52	55	58	57	59	50	52	60	58	74	65
A small risk	<b>30</b>	38	29	28	37	31	24	31	30	36	32	27	30	30	30	31	32	28	31	25	38	39	27	33	21	30
<b>TOTAL RISK</b>	<b>86</b>	<b>89</b>	<b>87</b>	<b>94</b>	<b>88</b>	<b>87</b>	<b>91</b>	<b>89</b>	<b>85</b>	<b>78</b>	<b>82</b>	<b>88</b>	<b>91</b>	<b>89</b>	<b>83</b>	<b>83</b>	<b>87</b>	<b>86</b>	<b>88</b>	<b>84</b>	<b>88</b>	<b>91</b>	<b>87</b>	<b>91</b>	<b>95</b>	<b>95</b>
No real risk	<b>4</b>	5	4	3	5	5	2	5	4	7	6	4	3	5	4	3	4	6	4	4	7	4	4	4	0	4
No risk at all	<b>1</b>	1	0	0	1	0	0	1	0	1	1	0	0	0	1	1	0	0	0	0	1	1	0	0	0	0
<b>TOTAL NO RISK</b>	<b>5</b>	<b>6</b>	<b>4</b>	<b>3</b>	<b>6</b>	<b>5</b>	<b>2</b>	<b>6</b>	<b>4</b>	<b>8</b>	<b>7</b>	<b>4</b>	<b>3</b>	<b>5</b>	<b>5</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>4</b>	<b>4</b>	<b>8</b>	<b>5</b>	<b>4</b>	<b>4</b>	<b>0</b>	<b>4</b>
Don't know	<b>9</b>	5	8	3	6	9	7	6	11	14	11	8	5	6	12	12	8	7	8	11	5	4	9	6	5	2

Do you think national newspapers should be allowed to opt out of any new regulatory system, or should all national newspapers be obliged to join by law?

Newspapers should be allowed to opt out	<b>8</b>	11	7	7	10	8	6	10	6	13	8	7	7	8	8	12	7	7	8	8	9	12	7	8	5	8
Newspapers should be obliged to join by law	<b>82</b>	82	86	89	81	84	87	82	82	69	79	85	87	84	79	75	83	83	83	82	82	81	87	84	89	89
Don't know	<b>10</b>	8	7	4	9	9	7	8	12	18	12	9	6	8	13	13	10	9	9	10	8	7	6	8	6	3

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Unweighted Sample	3620	595	202	312	147	198	131	164	273	1330	691	346	202	265	291	495	1330
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Which of the following statements comes closer to your view on how you think newspapers in Britain should be regulated?**

There should be an independent body, established by law, which deals with complaints and decides what sanctions there should be if journalists break agreed codes of conduct	<b>79</b>	81	81	74	76	90	77	85	85	79	80	74	81	89	77	85	79
Newspapers should establish their own body which deals with complaints and decides what sanctions there should be if journalists break agreed codes of conduct	<b>9</b>	12	9	12	15	7	14	7	6	5	12	12	9	7	14	7	5
Neither	<b>4</b>	3	2	4	6	0	8	1	3	4	3	5	2	1	8	2	4
Don't know	<b>8</b>	4	8	10	2	3	2	7	6	12	5	9	8	3	2	6	12

**Imagine a new system is set up where the press continue to regulate themselves. What risk, if any, do you think there is that there will be a repeat of unethical and illegal practices (such as phone-hacking and intrusions into people's private lives) that have been revealed during the Leveson Inquiry?**

A large risk	<b>56</b>	57	57	45	57	70	55	58	61	62	57	45	57	68	55	61	62
A small risk	<b>30</b>	34	31	34	36	29	36	32	30	22	34	34	31	30	37	30	22
<b>TOTAL RISK</b>	<b>86</b>	<b>91</b>	<b>88</b>	<b>79</b>	<b>93</b>	<b>99</b>	<b>91</b>	<b>90</b>	<b>91</b>	<b>84</b>	<b>91</b>	<b>79</b>	<b>88</b>	<b>98</b>	<b>92</b>	<b>91</b>	<b>84</b>
No real risk	<b>4</b>	4	5	7	6	1	6	2	2	3	4	7	5	1	6	2	3
No risk at all	<b>1</b>	1	0	1	0	0	0	0	1	1	1	1	0	0	1	1	
<b>TOTAL NO RISK</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>8</b>	<b>6</b>	<b>1</b>	<b>6</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>8</b>	<b>5</b>	<b>1</b>	<b>6</b>	<b>3</b>	<b>4</b>
Don't know	<b>9</b>	4	7	14	1	1	3	7	7	13	4	13	7	1	2	7	13

**Do you think national newspapers should be allowed to opt out of any new regulatory system, or should all national newspapers be obliged to join by law?**

Newspapers should be allowed to opt out	<b>8</b>	9	6	10	14	3	14	7	5	5	8	10	6	5	15	6	5
Newspapers should be obliged to join by law	<b>82</b>	83	91	76	82	92	81	84	88	82	83	75	91	89	80	86	82
Don't know	<b>10</b>	8	3	14	4	5	5	9	7	13	8	14	3	6	6	8	13

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	Voting intention			2010 Vote			Gender		Age				Social grade		Region					Con		Lab		Lib Dem		
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Here are some statements which others have made about regulating newspapers in the UK. To what extent do you agree or disagree with each one?

After the phone hacking scandal it is no longer acceptable for newspaper owners and editors to control the system for dealing with complaints about press behaviour

Strongly agree	50	44	58	52	43	53	59	55	46	33	45	56	54	49	51	46	49	50	51	55	49	41	61	55	63	50
Tend to agree	32	37	27	37	36	32	29	28	36	36	33	30	31	34	29	31	33	31	34	26	30	42	24	31	31	39
<b>TOTAL AGREE</b>	<b>82</b>	<b>81</b>	<b>85</b>	<b>89</b>	<b>79</b>	<b>85</b>	<b>88</b>	<b>83</b>	<b>82</b>	<b>69</b>	<b>78</b>	<b>86</b>	<b>85</b>	<b>83</b>	<b>80</b>	<b>77</b>	<b>82</b>	<b>81</b>	<b>85</b>	<b>81</b>	<b>79</b>	<b>83</b>	<b>85</b>	<b>86</b>	<b>94</b>	<b>89</b>
Neither agree nor disagree	8	9	7	4	10	7	5	9	7	14	9	7	7	7	9	11	8	9	7	9	10	8	8	6	1	6
Tend to disagree	3	4	2	2	5	2	2	3	3	3	4	2	3	4	2	3	3	5	2	2	4	5	2	3	1	3
Strongly disagree	1	3	1	1	2	1	1	2	1	2	1	1	2	1	1	1	1	1	1	3	4	1	1	0	0	0
<b>TOTAL DISAGREE</b>	<b>4</b>	<b>7</b>	<b>3</b>	<b>3</b>	<b>7</b>	<b>3</b>	<b>3</b>	<b>5</b>	<b>4</b>	<b>5</b>	<b>5</b>	<b>3</b>	<b>5</b>	<b>5</b>	<b>3</b>	<b>4</b>	<b>4</b>	<b>6</b>	<b>3</b>	<b>5</b>	<b>8</b>	<b>6</b>	<b>3</b>	<b>3</b>	<b>1</b>	<b>3</b>
Don't know	6	3	5	3	4	5	5	3	8	11	8	5	2	5	7	8	6	5	5	5	2	3	3	4	4	3

We can trust newspaper editors to ensure that their journalists act in the public interest

Strongly agree	3	4	2	1	3	2	2	4	2	2	3	2	3	2	3	3	3	2	3	2	7	2	4	1	2	0
Tend to agree	8	9	8	9	9	7	7	9	6	13	10	6	6	8	7	12	7	7	7	8	9	8	7	10	3	11
<b>TOTAL AGREE</b>	<b>11</b>	<b>13</b>	<b>10</b>	<b>10</b>	<b>12</b>	<b>9</b>	<b>9</b>	<b>13</b>	<b>8</b>	<b>15</b>	<b>13</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>10</b>	<b>15</b>	<b>10</b>	<b>9</b>	<b>10</b>	<b>10</b>	<b>16</b>	<b>10</b>	<b>11</b>	<b>11</b>	<b>5</b>	<b>11</b>
Neither agree nor disagree	14	17	13	12	17	14	11	15	14	22	16	12	13	14	15	13	16	15	13	13	17	17	14	13	19	11
Tend to disagree	36	39	34	41	38	37	37	33	40	33	36	36	38	38	35	36	36	37	37	34	34	42	31	37	26	45
Strongly disagree	34	29	39	36	29	37	40	37	31	20	29	40	38	35	33	29	33	35	36	38	30	28	42	36	45	32
<b>TOTAL DISAGREE</b>	<b>70</b>	<b>68</b>	<b>73</b>	<b>77</b>	<b>67</b>	<b>74</b>	<b>77</b>	<b>70</b>	<b>71</b>	<b>53</b>	<b>65</b>	<b>76</b>	<b>76</b>	<b>73</b>	<b>68</b>	<b>65</b>	<b>69</b>	<b>72</b>	<b>73</b>	<b>72</b>	<b>64</b>	<b>70</b>	<b>73</b>	<b>73</b>	<b>71</b>	<b>77</b>
Don't know	5	3	4	1	4	4	4	3	7	11	7	4	2	4	7	6	6	4	4	5	2	2	3	4	5	0

\*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.

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											Newspaper for Weighting						
	Total	The Daily Mail / The Scottish Daily Mail	The Mirror / Daily Record	The Sun	The Daily Telegraph	The Guardian	The Times	Other local daily morning newspaper	Other Newspaper	None	Express/ Mail	Sun/ Star	Mirror / Record	Guardian / Indie	FT / Times/ Tele	Other	No Paper
<b>Weighted Sample</b>	<b>3620</b>	503	362	769	159	120	163	140	235	905	579	851	362	163	344	416	905
Unweighted Sample	3620	595	202	312	147	198	131	164	273	1330	691	346	202	265	291	495	1330
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Here are some statements which others have made about regulating newspapers in the UK. To what extent do you agree or disagree with each one?

After the phone hacking scandal it is no longer acceptable for newspaper owners and editors to control the system for dealing with complaints about press behaviour

Strongly agree	50	49	55	40	50	58	42	53	55	55	49	41	55	55	47	54	55
Tend to agree	32	35	30	34	29	34	37	31	33	28	35	33	30	36	33	32	28
<b>TOTAL AGREE</b>	<b>82</b>	<b>84</b>	<b>85</b>	<b>74</b>	<b>79</b>	<b>92</b>	<b>79</b>	<b>84</b>	<b>88</b>	<b>83</b>	<b>84</b>	<b>74</b>	<b>85</b>	<b>91</b>	<b>80</b>	<b>86</b>	<b>83</b>
Neither agree nor disagree	8	8	6	15	8	2	10	8	5	7	7	13	6	3	9	6	7
Tend to disagree	3	4	3	3	10	2	3	2	2	1	4	4	3	2	6	3	1
Strongly disagree	1	2	1	1	2	0	5	0	1	1	2	1	1	1	3	1	1
<b>TOTAL DISAGREE</b>	<b>4</b>	<b>6</b>	<b>4</b>	<b>4</b>	<b>12</b>	<b>2</b>	<b>8</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>6</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>9</b>	<b>4</b>	<b>2</b>
Don't know	6	4	5	8	1	3	2	5	3	9	3	8	5	3	2	4	9

We can trust newspaper editors to ensure that their journalists act in the public interest

Strongly agree	3	3	2	5	1	1	4	1	2	1	3	5	2	1	3	1	1
Tend to agree	8	9	7	10	12	9	6	3	5	3	9	12	7	11	10	4	3
<b>TOTAL AGREE</b>	<b>11</b>	<b>12</b>	<b>9</b>	<b>15</b>	<b>13</b>	<b>10</b>	<b>10</b>	<b>4</b>	<b>7</b>	<b>4</b>	<b>12</b>	<b>17</b>	<b>9</b>	<b>12</b>	<b>13</b>	<b>5</b>	<b>4</b>
Neither agree nor disagree	14	14	14	20	10	7	24	16	10	11	13	19	14	9	17	12	11
Tend to disagree	36	36	37	35	43	37	36	41	42	33	38	35	37	36	39	42	33
Strongly disagree	34	35	37	22	35	43	27	33	38	43	34	22	37	41	30	37	43
<b>TOTAL DISAGREE</b>	<b>70</b>	<b>71</b>	<b>74</b>	<b>57</b>	<b>78</b>	<b>80</b>	<b>63</b>	<b>74</b>	<b>80</b>	<b>76</b>	<b>72</b>	<b>57</b>	<b>74</b>	<b>77</b>	<b>69</b>	<b>79</b>	<b>76</b>
Don't know	5	3	3	8	0	2	2	6	3	8	3	7	3	2	1	4	8

\*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.