

YouGov / London Press Club

Trust

Fieldwork : 21th - 24th November 2014

Base: 2046 GB Adults

Total	Gender		Age					Social Grade	
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

Please select which of the following you trust to tell the truth?

Unweighted base	2046	1009	1037	210	220	340	495	781	1176	870
Base: All GB adults	2046	982	1064	245	321	357	406	716	1125	921
ITV News journalists	17%	19%	15%	13%	15%	20%	17%	18%	19%	15%
BBC News journalists	31%	36%	26%	33%	25%	35%	34%	29%	33%	28%
Journalists on 'upmarket' newspapers eg Times, Telegraph, Guardian	15%	18%	13%	26%	13%	17%	13%	12%	18%	12%
My local MP	9%	10%	8%	9%	8%	7%	8%	11%	10%	8%
MPs in general	3%	4%	3%	6%	2%	4%	3%	3%	3%	3%
People who run large companies	3%	4%	2%	3%	3%	2%	3%	2%	2%	3%
Journalists on 'red-top' tabloid newspapers eg Sun, Mirror	2%	3%	2%	2%	2%	2%	3%	2%	1%	3%
Big businesses	2%	3%	1%	3%	3%	1%	1%	2%	2%	2%
Local councillors	6%	7%	5%	11%	5%	6%	4%	6%	5%	7%
Members of the House of Lords	5%	6%	4%	7%	3%	5%	4%	5%	5%	5%
Members of the European Parliament (MEPs) in general	2%	2%	2%	2%	-	3%	2%	2%	2%	2%
Your region's Members of the European Parliament (MEP)	2%	3%	2%	2%	2%	2%	1%	3%	2%	2%
Members of the Scottish, Welsh and Northern Irish devolved parliaments/assemblies	4%	5%	3%	5%	4%	3%	3%	4%	4%	4%
Journalists on 'midmarket' newspapers eg Daily Mail, Express	3%	5%	1%	4%	1%	3%	3%	4%	3%	4%
Not applicable – I don't trust any of these organisations	55%	49%	60%	50%	58%	51%	56%	56%	51%	60%

Total	Gender		Age					Social Grade	
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

You said earlier that you do not trust big businesses to tell the truth. What do you think are the two main ****consequences**** of this?

Unweighted base	2016	988	1028	205	216	337	492	766	1159	857
Base: All GB adults who didn't select big businesses	2008	956	1052	239	312	353	403	701	1104	905
I buy less from large businesses	10%	10%	10%	7%	11%	13%	11%	8%	9%	10%
I want to see more regulation of business by government	22%	23%	22%	16%	25%	20%	22%	24%	22%	22%
I am less likely to support government policies specifically aimed at helping business develop	11%	11%	11%	16%	5%	9%	12%	12%	10%	11%
I have (or would have) lower loyalty as an employee to a big business compared to a smaller one	16%	17%	16%	17%	15%	19%	17%	15%	17%	15%
I am less likely to give large businesses the benefit of the doubt when they get into trouble	41%	42%	40%	33%	35%	37%	41%	48%	46%	35%
I am more likely to have a view of things being split between "them and us" which probably isn't good for society	27%	28%	26%	24%	28%	25%	23%	31%	26%	28%
Other	3%	4%	3%	3%	4%	3%	2%	4%	3%	4%
Nothing	11%	13%	8%	12%	16%	12%	8%	9%	10%	12%
Don't know	13%	9%	17%	19%	11%	14%	18%	10%	12%	15%

You said earlier that you do not trust at least one part of the media to tell the truth. What, if anything, do you think are the two main ****consequences**** of this?

Unweighted base	2036	1001	1035	210	220	337	492	777	1174	862
Base: All GB adults who didn't select all media options	2030	970	1060	245	321	352	401	711	1122	908
I am more interested in finding out views from less mainstream media (e.g. specialist websites)	21%	22%	20%	21%	25%	16%	20%	20%	21%	20%
I actively try to find my own sources of information and use non-traditional sources	25%	28%	23%	26%	24%	32%	24%	23%	28%	22%
I am more cynical about stories in the mainstream press and general media	64%	65%	64%	57%	55%	59%	62%	75%	68%	59%
I am less interested in the news and current affairs agenda	15%	12%	19%	13%	13%	17%	14%	17%	16%	15%
Other	4%	4%	3%	4%	3%	2%	3%	5%	4%	3%
Nothing	6%	7%	5%	10%	10%	5%	4%	4%	5%	7%
Don't know	11%	9%	14%	14%	14%	13%	15%	6%	9%	14%

Total	Gender		Age					Social Grade	
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

You said earlier that you do not trust at least one group of politicians (Local councillors, MPs, MEPs, MSPs/AMs/MLAs or Peers) to tell the truth. What, if anything, are the two main ****consequences**** of this?

Unweighted base	2031	999	1032	208	220	337	493	773	1170	861
Base: All GB adults who didn't select all political options	2031	974	1057	243	321	353	405	709	1122	909
I am more disconnected with the political process e.g. following it in the news	30%	26%	33%	24%	34%	34%	28%	29%	33%	26%
I am less likely to vote or take part in politics	10%	9%	10%	15%	11%	13%	10%	5%	10%	9%
I feel the democratic process in the UK is breaking down	44%	48%	40%	39%	34%	39%	43%	53%	45%	43%
Parliament has become less effective	42%	48%	37%	40%	35%	40%	39%	49%	42%	42%
Other	7%	8%	7%	5%	6%	4%	9%	9%	8%	6%
Nothing	8%	9%	7%	11%	11%	8%	4%	7%	7%	8%
Don't know	12%	10%	13%	15%	14%	12%	16%	6%	10%	14%

What, if anything, do you think the ****media**** should do to try and increase how much the public trusts it? You may select up to three._

Unweighted base	2043	989	1054	199	221	355	508	760	1155	888
Base	2043	981	1062	245	308	394	381	715	1124	919
Focus on more accurate and balanced reporting	60%	55%	64%	51%	53%	54%	59%	69%	64%	55%
Less volume of articles and more quality	20%	21%	19%	17%	15%	24%	21%	20%	21%	18%
Raise levels of ethical behaviour	46%	44%	48%	44%	43%	41%	46%	51%	52%	39%
Focus on more investigative journalism	23%	24%	22%	18%	17%	27%	27%	22%	24%	21%
Provide more of a right to reply	18%	20%	16%	12%	13%	17%	18%	22%	18%	18%
Provide more groups or individuals with a voice	9%	10%	9%	15%	12%	11%	10%	5%	8%	10%
Be more open and transparent	53%	53%	52%	41%	45%	54%	53%	59%	52%	54%
Other	3%	4%	2%	1%	4%	5%	2%	2%	3%	3%
Nothing needs to be done	1%	2%	1%	3%	0%	1%	2%	1%	1%	2%
Don't know	10%	8%	11%	19%	14%	8%	7%	7%	7%	13%

Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

What, if anything, do you think ****large UK businesses**** as whole should do to try and increase how much the public trusts them? You may select up to three._

	Unweighted base	2043	989	1054	199	221	355	508	760	1155	888
Base		2043	981	1062	245	308	394	381	715	1124	919
Be more open and transparent	45%	44%	46%	38%	39%	42%	48%	50%	45%	45%	
Do more than just make a profit, for instance be more 'socially useful' and less self-serving	41%	38%	43%	48%	33%	38%	41%	43%	42%	39%	
Act with honesty, integrity and fairness in all they do	69%	69%	69%	61%	60%	67%	73%	75%	71%	66%	
Treat customers with more respect	44%	43%	44%	34%	32%	43%	43%	52%	46%	41%	
Treat employees with more respect	40%	41%	38%	37%	38%	44%	43%	37%	39%	41%	
Get more involved in important public debates	5%	5%	6%	3%	8%	6%	5%	5%	4%	7%	
Other	2%	2%	2%	2%	4%	2%	2%	1%	2%	1%	
Nothing needs to be done	1%	1%	0%	2%	0%	0%	0%	1%	1%	1%	
Don't know	7%	6%	9%	15%	11%	6%	5%	6%	5%	10%	

What, if anything, do you think ****politicians**** should do to try and increase how much the public trusts them? You may select up to three._

	Unweighted base	2043	989	1054	199	221	355	508	760	1155	888
Base		2043	981	1062	245	308	394	381	715	1124	919
Act with honesty, integrity and fairness in all they do	67%	64%	70%	58%	55%	69%	70%	73%	69%	66%	
Be less party political	15%	20%	11%	19%	15%	13%	14%	16%	17%	13%	
Better represent the views of their constituents	38%	37%	38%	27%	24%	34%	46%	45%	38%	38%	
Increase the diversity of politicians	8%	8%	7%	14%	13%	7%	7%	4%	10%	6%	
Take more responsibility and apportion less blame on others	51%	48%	53%	48%	50%	51%	48%	53%	51%	51%	
Be more honest and rely less on spin	65%	64%	66%	45%	56%	64%	68%	75%	68%	62%	
Show more leadership	10%	13%	7%	13%	12%	11%	8%	8%	10%	9%	
Other	3%	4%	2%	1%	5%	4%	3%	3%	3%	4%	
Nothing needs to be done	1%	0%	1%	2%	-	1%	1%	-	1%	1%	
Don't know	6%	5%	7%	14%	11%	5%	3%	3%	4%	8%	

Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

What kind of effect do you think each of these groups are currently having on the UK's economic growth? - The media through its coverage of politics, business and current affairs

	Unweighted base	2043	989	1054	199	221	355	508	760	1155	888
	Base	2043	981	1062	245	308	394	381	715	1124	919
Strong positive effect		5%	5%	5%	3%	5%	8%	3%	6%	6%	4%
Weak positive effect		18%	19%	17%	10%	19%	14%	18%	23%	19%	17%
No effect		28%	33%	23%	33%	26%	31%	28%	25%	26%	30%
Weak negative effect		23%	22%	24%	22%	19%	25%	25%	24%	27%	19%
Strong negative effect		9%	11%	8%	8%	9%	7%	14%	9%	9%	10%
Don't know		17%	11%	23%	24%	22%	15%	13%	15%	13%	21%

What kind of effect do you think each of these groups are currently having on the UK's economic growth? - Politicians, through their introduction of policies to either stimulate or regulate the economy and markets

	Unweighted base	2043	989	1054	199	221	355	508	760	1155	888
	Base	2043	981	1062	245	308	394	381	715	1124	919
Strong positive effect		9%	10%	7%	4%	8%	11%	9%	9%	11%	6%
Weak positive effect		32%	34%	29%	28%	30%	29%	29%	36%	34%	29%
No effect		18%	19%	18%	25%	13%	18%	22%	17%	17%	20%
Weak negative effect		15%	16%	14%	9%	16%	16%	16%	15%	16%	13%
Strong negative effect		11%	11%	10%	13%	10%	10%	12%	10%	10%	11%
Don't know		16%	10%	22%	21%	24%	15%	13%	13%	12%	21%

What kind of effect do you think each of these groups are currently having on the UK's economic growth? - Large business, through investment in the UK and international growth

	Unweighted base	2043	989	1054	199	221	355	508	760	1155	888
	Base	2043	981	1062	245	308	394	381	715	1124	919
Strong positive effect		22%	23%	20%	18%	17%	18%	20%	28%	25%	18%
Weak positive effect		39%	42%	36%	35%	34%	44%	43%	37%	41%	36%
No effect		13%	14%	12%	19%	15%	13%	10%	11%	11%	15%
Weak negative effect		7%	7%	7%	4%	6%	7%	8%	7%	7%	6%
Strong negative effect		3%	4%	3%	3%	3%	1%	6%	2%	4%	2%
Don't know		17%	11%	22%	21%	24%	17%	12%	14%	13%	22%

Total	Gender		Age					Social Grade	
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

To what extent do you agree or disagree that: - It is healthy for the public to have a degree of mistrust of those in power such as politicians, the media and big business

Unweighted base	2043	989	1054	199	221	355	508	760	1155	888
Base	2043	981	1062	245	308	394	381	715	1124	919
Strongly agree	19%	25%	14%	15%	16%	13%	24%	24%	21%	18%
Somewhat agree	38%	37%	39%	30%	29%	44%	42%	38%	42%	32%
Neither agree or disagree	18%	16%	20%	21%	17%	23%	14%	16%	16%	20%
Somewhat disagree	13%	13%	13%	13%	16%	13%	12%	12%	13%	14%
Strongly disagree	5%	6%	4%	10%	6%	4%	3%	4%	4%	7%
Don't know	7%	4%	10%	10%	14%	4%	5%	5%	5%	10%

To what extent do you agree or disagree that: - The lack of trust the public has for politicians, the media and big business is holding the UK back

Unweighted base	2043	989	1054	199	221	355	508	760	1155	888
Base	2043	981	1062	245	308	394	381	715	1124	919
Strongly agree	17%	22%	13%	13%	18%	12%	19%	21%	18%	17%
Somewhat agree	36%	34%	38%	28%	38%	37%	34%	39%	38%	34%
Neither agree or disagree	21%	21%	21%	22%	16%	26%	21%	21%	20%	23%
Somewhat disagree	13%	13%	13%	15%	13%	15%	16%	9%	13%	12%
Strongly disagree	4%	5%	4%	9%	2%	4%	5%	4%	4%	5%
Don't know	8%	5%	11%	12%	14%	7%	6%	6%	6%	11%