

YouGov / The Sun Survey Results

Sample Size: 2683 GB Adults
Fieldwork: 14th - 15th October 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	2683	719	798	194	237	826	675	541	1301	1382	319	679	918	767	1529	1154	343	872	574	660	233	
Unweighted Sample	2683	726	782	177	280	853	661	558	1240	1443	182	665	1024	812	1765	918	340	895	553	653	242	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Nov
4-5
2012
**Oct 14
2013**

Thinking about how newspapers and the press are regulated, do you think current regulations are too tough, not tough enough, or that they get the balance about right?

Current rules are too tough and the press should have more freedom	6	8	9	7	5	17	8	9	5	9	7	8	6	7	11	7	9	10	6	9	8	7
Current rules are not tough enough and should be tightened up	50	47	42	56	60	34	42	53	57	49	46	36	44	53	48	49	45	44	47	45	50	54
The current rules get the balance about right	31	31	39	28	27	40	38	26	27	31	31	33	29	31	34	32	30	33	34	32	28	28
Don't know	13	13	10	9	8	10	11	11	10	11	15	22	21	10	7	12	16	14	13	15	13	11

Thinking about how the press are regulated in the future, who would you most like to see regulate newspapers and the press?

A regulatory body set up through a Royal Charter, enforced by Parliament, with rules agreed by MPs	25	22	31	39	17	21	28	32	30	21	22	25	29	23	29	20	23	24	28	26	24
A regulatory body set up through legally binding contracts by the media industry, with rules agreed by newspaper owners	40	49	38	36	50	49	40	39	39	42	29	38	39	48	38	43	39	43	37	40	40
Neither	19	17	18	15	25	17	17	17	20	17	26	14	18	19	19	18	23	17	15	20	20
Don't know	16	12	12	10	8	13	14	12	11	20	24	23	13	9	13	19	15	16	19	14	17

Fieldwork: 14th - 15th October 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	2683	719	798	194	237	826	675	541	1301	1382	319	679	918	767	1529	1154	343	872	574	660	233
Unweighted Sample	2683	726	782	177	280	853	661	558	1240	1443	182	665	1024	812	1765	918	340	895	553	653	242
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Nov
4-5
2012
**Oct
14-15
2013**

Generally speaking, which of the following best reflects your view?

It is vital for our democracy that a free press is protected. Whatever the failings of a few journalists, statutory regulation set up by politicians would risk damaging our press freedom	43	45	57	40	38	64	54	40	43	47	43	47	41	42	50	45	44	50	49	42	40	44
The behaviour of our press and journalists has gone too far and they can no longer be trusted to set up their own regulatory system, Parliament should act to introduce proper legal regulation	36	35	29	44	48	21	31	41	40	39	32	28	34	40	34	37	33	34	33	33	41	34
Neither	9	9	6	9	8	9	7	9	8	7	11	7	7	10	9	8	9	6	7	9	10	11
Don't know	12	11	8	7	6	6	8	10	8	8	14	18	18	8	7	10	14	10	11	15	10	10

Who do you think should pay for a system of press regulation?

The government should fund media regulation from general taxation	9	9	7	13	12	5	7	12	7	11	8	12	10	10	6	10	8	9	8	9	11	10
The newspapers and media should fund media regulation themselves	78	77	81	77	78	83	82	77	80	77	77	67	71	79	83	78	74	77	77	76	74	81
Don't know	13	14	12	10	10	12	11	11	13	12	16	21	19	11	11	12	17	14	14	15	15	9

To what extent, if at all, would you trust Parliament and politicians to set up a fair system of press regulation?

Trust a lot	1	1	3	2	1	0	2	1	1	1	1	3	1	1	1	2	1	0	1	2	2	1
Trust a fair amount	26	29	37	27	54	13	32	27	31	32	25	32	32	28	25	33	23	29	28	28	29	30
TOTAL TRUST A LOT / A FAIR AMOUNT	27	30	40	29	55	13	34	28	32	33	26	35	33	29	26	35	24	29	29	30	31	31
Do not trust a lot	37	36	36	41	29	27	33	37	42	33	38	32	33	37	38	38	33	35	38	33	36	30
Do not trust at all	24	24	15	25	10	53	23	29	19	26	23	18	18	26	31	19	31	27	22	25	24	29
TOTAL DO NOT TRUST A LOT / AT ALL	61	60	51	66	39	80	56	66	61	59	61	50	51	63	69	57	64	62	60	58	60	59
Don't know	13	10	9	5	6	6	10	7	7	7	13	15	15	8	6	9	12	9	11	12	8	9

Fieldwork: 14th - 15th October 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	2683	719	798	194	237	826	675	541	1301	1382	319	679	918	767	1529	1154	343	872	574	660	233
Unweighted Sample	2683	726	782	177	280	853	661	558	1240	1443	182	665	1024	812	1765	918	340	895	553	653	242
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Nov
4-5
2012

Oct
14-15
2013

And to what extent, if at all, would you trust newspapers and journalists to set up a fair system of press regulation?

Trust a lot	1	2	2	2	2	1	1	3	1	2	1	3	2	1	2	1	2	1	2	2	1
Trust a fair amount	26	24	33	21	25	32	33	20	21	22	26	23	21	22	29	23	24	24	25	21	24
TOTAL TRUST A LOT / A FAIR AMOUNT	27	26	35	23	27	33	34	23	22	24	27	26	23	23	31	24	26	25	27	23	25
Do not trust a lot	38	38	43	37	39	35	39	37	39	38	39	36	39	37	40	41	35	37	40	41	37
Do not trust at all	25	27	15	36	29	22	17	34	31	32	22	23	25	32	24	27	27	27	23	25	29
TOTAL DO NOT TRUST A LOT / AT ALL	63	65	58	73	68	57	56	71	70	70	61	59	64	69	64	68	62	64	63	66	66
Don't know	11	10	7	4	5	10	9	5	8	6	13	15	13	8	6	8	12	10	10	11	8

Imagine a legal system of press regulation was set up by Parliament. What risk, if any, do you think there is that future governments would use a legal system of press regulation to try and stop newspapers from criticising them?

A large risk	37	38	36	37	22	58	41	39	36	38	38	26	29	39	48	35	41	35	37	40	36
A small risk	38	38	43	42	52	30	40	35	44	40	37	46	41	39	33	42	33	43	39	35	40
TOTAL RISK	75	76	79	79	74	88	81	74	80	78	75	72	70	78	81	77	74	78	76	75	76
No real risk	9	10	12	10	16	7	10	13	8	12	8	7	10	11	10	11	8	12	10	8	10
No risk at all	2	1	1	2	3	1	1	2	2	2	0	0	1	2	1	2	1	1	1	2	1
TOTAL NO RISK	11	11	13	12	19	8	11	15	10	14	8	7	11	13	11	13	9	13	11	10	11
Don't know	13	13	9	9	7	4	8	12	10	9	17	20	18	10	8	10	16	10	12	15	13