

YouGov Survey Results

Sample Size: 2846 GB Adults
Fieldwork: 3rd - 5th October 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					Newspaper Weighting							
	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	Express / Mail	Sun / Star	Mirror/Record	Guardian / Indy	FT / Times / Teleg	Other	No paper
Weighted Sample	2846	X	X	X	887	700	673	1383	1463	345	725	973	803	1622	1224	364	925	609	700	248	455	669	285	128	270	327	712
Unweighted Sample	2846	696	894	194	909	668	667	1381	1465	254	644	1160	788	1895	951	374	978	560	686	248	552	248	136	226	239	373	1072
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

There should an independent body, established by law, which deals with complaints and decides what sanctions there should be if journalists break agreed codes of conduct.

Newspapers should establish their own body which deals with complaints and decides what sanctions there should be if journalists break agreed codes of conduct.

Neither

Don't know

78	80	81	86	78	79	85	80	77	72	77	80	80	79	76	71	81	77	77	83	77	74	77	89	79	82	78
10	12	8	10	13	9	8	11	9	14	9	8	12	10	10	16	9	9	10	8	14	12	8	5	16	9	6
4	4	4	3	5	4	2	5	4	3	4	5	4	4	5	3	4	6	5	3	3	5	7	1	4	3	5
7	4	7	2	4	7	4	5	10	10	10	7	4	6	9	10	5	8	9	5	6	9	8	5	1	5	10

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?

Politicians are too close to newspaper owners and editors and can't be trusted to protect people from unethical behaviour by their journalists.

Strongly agree	28	15	36	22	20	37	30	33	23	25	24	32	28	26	30	24	26	28	31	29	30	21	33	38	19	32	31
Tend to agree	43	48	42	54	47	40	48	42	44	39	44	41	48	45	42	42	48	42	40	44	45	42	40	46	51	48	40
TOTAL AGREE	71	63	78	76	67	77	78	75	67	64	68	73	76	71	72	66	74	70	71	73	75	63	73	84	70	80	71
Neither agree nor disagree	17	25	15	15	22	15	13	16	19	21	17	18	16	17	18	20	15	20	18	17	17	25	17	10	17	13	15
Tend to disagree	3	6	2	4	6	3	1	3	3	3	4	2	4	4	2	6	4	2	3	2	3	4	1	3	5	4	3
Strongly disagree	1	1	0	0	1	1	0	1	0	1	0	1	1	1	0	1	1	0	0	0	1	0	0	1	2	1	1
TOTAL DISAGREE	4	7	2	4	7	4	1	4	3	4	4	3	5	5	2	7	5	2	3	2	4	4	1	4	7	5	4
Don't know	7	5	5	4	6	4	7	5	10	11	11	6	3	7	7	7	6	9	8	8	4	9	9	3	5	3	11

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

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	43	37	49	50	39	50	49	45	41	29	42	45	48	43	43	34	46	38	46	49	43	34	48	47	40	47	48
Tend to agree	34	42	31	33	39	29	35	33	35	40	36	33	31	36	33	41	34	36	31	33	34	39	24	36	41	36	31
TOTAL AGREE	77	79	80	83	78	79	84	78	76	69	78	78	79	79	76	75	80	74	77	82	77	73	72	83	81	83	79
Neither agree nor disagree	12	11	11	7	11	12	8	11	13	19	9	13	10	10	15	14	9	16	12	9	14	15	16	10	8	9	9
Tend to disagree	4	7	3	6	6	3	3	5	3	3	4	3	6	5	3	4	5	4	3	2	7	4	3	5	8	4	2
Strongly disagree	1	1	1	2	1	1	1	1	1	1	0	1	2	1	1	1	1	2	1	2	1	1	2	1	3	1	1
TOTAL DISAGREE	5	8	4	8	7	4	4	6	4	4	4	4	8	6	4	5	6	6	4	4	8	5	5	6	11	5	3
Don't know	5	2	4	3	2	4	5	4	7	9	9	4	3	5	5	7	4	5	6	6	1	7	7	2	1	3	10

Free speech is too important to let anyone regulate the press except the newspaper editors and owners themselves.

Strongly agree	7	9	8	4	9	8	6	9	6	9	6	7	8	7	8	7	7	8	8	4	9	10	9	4	9	6	4
Tend to agree	16	18	15	14	18	15	14	14	17	17	15	15	16	15	16	24	16	15	12	12	21	18	11	18	16	15	12
TOTAL AGREE	23	27	23	18	27	23	20	23	23	26	21	22	24	22	24	31	23	23	20	16	30	28	20	22	25	21	16
Neither agree nor disagree	28	25	28	28	27	27	28	26	29	27	28	30	26	26	31	26	28	29	29	25	27	34	27	20	24	28	26
Tend to disagree	29	34	27	36	32	28	33	30	29	31	31	27	30	33	25	25	27	32	30	37	30	22	29	36	37	31	31
Strongly disagree	12	11	15	14	11	16	13	15	10	6	9	14	16	13	12	9	16	9	12	17	10	8	14	17	12	15	16
TOTAL DISAGREE	41	45	42	50	43	44	46	45	39	37	40	41	46	46	37	34	43	41	42	54	40	30	43	53	49	46	47
Don't know	7	4	6	4	4	6	6	5	10	9	12	6	3	6	9	9	6	7	8	6	3	9	10	4	1	5	11

I would respect any political leader who was prepared to challenge newspaper owners and editors.

Strongly agree	29	32	35	25	29	35	28	32	26	24	28	27	34	29	29	28	31	26	30	28	31	22	32	37	29	33	30
Tend to agree	41	43	40	41	42	39	45	39	42	39	37	40	45	41	40	35	43	42	41	36	42	40	36	45	43	45	39
TOTAL AGREE	70	75	75	66	71	74	73	71	68	63	65	67	79	70	69	63	74	68	71	64	73	62	68	82	72	78	69
Neither agree nor disagree	20	17	18	25	19	18	18	19	21	22	20	23	15	19	21	24	15	22	19	28	20	26	20	10	19	16	18
Tend to disagree	4	4	2	3	5	2	3	4	3	5	3	4	3	4	3	5	4	4	3	1	4	5	3	5	5	3	2
Strongly disagree	2	2	1	1	2	1	1	2	1	2	2	1	1	1	2	2	1	2	1	1	1	2	2	0	1	0	2
TOTAL DISAGREE	6	6	3	4	7	3	4	6	4	7	5	5	4	5	5	7	5	6	4	2	5	7	5	5	6	3	4
Don't know	5	2	4	5	3	4	5	4	7	9	10	4	2	6	5	7	5	4	6	6	2	6	7	2	3	3	9

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

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

Strongly agree	2	1	2	1	1	2	1	2	1	3	3	2	1	1	2	2	2	1	2	1	2	3	0	1	1	2	1
Tend to agree	6	9	5	6	6	5	3	7	4	7	9	4	4	6	5	12	5	5	4	4	9	8	1	7	7	5	3
TOTAL AGREE	8	10	7	7	7	7	4	9	5	10	12	6	5	7	7	14	7	6	6	5	11	11	1	8	8	7	4
Neither agree nor disagree	18	18	19	17	18	21	13	15	20	20	14	18	19	14	22	18	15	18	20	20	17	28	24	12	9	12	12
Tend to disagree	38	42	34	38	43	30	43	36	39	39	36	36	40	39	36	37	39	41	33	37	40	36	33	40	47	44	33
Strongly disagree	33	28	36	37	29	39	35	36	30	25	31	36	34	34	30	25	35	31	36	32	30	19	36	38	35	33	44
TOTAL DISAGREE	71	70	70	75	72	69	78	72	69	64	67	72	74	73	66	62	74	72	69	69	70	55	69	78	82	77	77
Don't know	5	1	4	2	2	3	4	3	6	6	7	4	2	5	4	6	4	5	5	5	2	6	5	1	1	3	8

The government should do more to ensure that newspapers correct inaccurate stories.

Strongly agree	31	29	37	25	29	37	31	34	28	23	26	30	38	28	34	26	30	33	32	30	32	28	34	26	28	36	30
Tend to agree	37	39	35	38	39	36	35	35	38	36	37	37	36	37	36	36	38	35	39	34	39	40	32	37	34	35	36
TOTAL AGREE	68	68	72	63	68	73	66	69	66	59	63	67	74	65	70	62	68	68	71	64	71	68	66	63	62	71	66
Neither agree nor disagree	18	19	17	16	18	16	18	16	20	22	20	19	14	18	18	21	16	19	18	22	17	21	21	20	19	15	17
Tend to disagree	7	9	6	14	8	6	9	8	7	9	7	8	7	9	5	8	10	6	5	7	8	5	5	12	13	10	6
Strongly disagree	2	3	2	3	3	2	2	3	1	1	2	3	3	2	2	2	2	2	2	2	2	1	2	2	5	2	3
TOTAL DISAGREE	9	12	8	17	11	8	11	11	8	10	9	11	10	11	7	10	12	8	7	9	10	6	7	14	18	12	9
Don't know	5	1	4	4	2	3	5	4	6	9	8	4	2	5	5	7	4	5	5	5	2	5	6	3	1	3	9

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 next month.

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	9	11	11	15	10	12	10	11	7	4	7	8	15	11	7	10	9	8	8	14	9	3	13	13	16	16	8
A fair amount	45	54	45	58	52	43	50	47	43	39	41	48	47	49	39	48	48	45	40	46	50	39	37	62	55	48	43
TOTAL GREAT DEAL / FAIR AMOUNT	54	65	56	73	62	55	60	58	50	43	48	56	62	60	46	58	57	53	48	60	59	42	50	75	71	64	51
Not very much	22	20	23	15	23	21	20	23	21	24	17	23	23	19	25	18	22	23	22	23	24	26	23	15	18	17	21
Not at all	5	5	5	3	5	5	4	6	4	6	6	4	6	4	6	5	5	4	8	2	4	9	6	2	4	4	4
TOTAL NOT VERY MUCH / NOT AT ALL	27	25	28	18	28	26	24	29	25	30	23	27	29	23	31	23	27	27	30	25	28	35	29	17	22	21	25
Don't know	19	9	17	9	10	19	16	13	24	27	28	17	9	16	22	18	16	20	22	15	14	24	21	9	8	15	23

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

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	57	63	60	69	60	62	63	60	55	43	52	60	66	60	54	53	60	57	54	64	59	50	57	65	60	71	55
Should NOT implement the recommendations	6	6	7	3	5	5	2	7	4	11	7	4	4	5	6	7	5	5	7	3	6	11	5	2	3	2	3
Don't know	37	30	33	28	35	33	35	33	40	47	41	36	30	35	39	39	35	38	39	32	35	39	38	33	36	27	42

Overall, which of the following would you MOST trust to produce a fair and effective system of press regulation which protects people from unethical press behaviour?

Ofcom (which regulates broadcasters)	19	14	21	21	15	21	23	19	19	28	24	19	11	19	20	15	19	19	18	26	15	22	13	21	20	21	20
The Press Complaints Commission (PCC)	17	20	15	12	20	14	16	13	20	10	16	17	21	15	19	13	17	18	18	17	22	19	20	9	15	15	13
Lord Justice Leveson	13	14	12	18	14	12	16	15	11	6	9	13	19	14	10	11	16	12	9	14	13	6	10	21	20	19	13
The Labour Party under Ed Miliband	9	1	26	1	2	26	5	11	8	11	7	10	10	8	11	9	6	9	14	9	5	9	27	11	3	9	7
The Conservative Party under David Cameron	6	21	0	2	15	0	2	6	5	4	5	6	6	7	4	9	7	5	4	3	11	5	2	1	8	5	5
Our MPs in Parliament	4	5	3	3	5	4	3	5	2	1	2	3	7	4	3	3	4	3	3	5	5	1	2	5	6	6	4
The Liberal Democrat Party under Nick Clegg	2	2	1	15	2	1	5	3	1	4	4	1	1	3	1	2	3	2	2	2	1	2	0	6	3	2	3
Newspaper editors	1	1	0	2	1	1	1	1	1	2	1	1	1	1	1	2	1	0	2	0	0	2	1	1	2	0	0
Newspaper owners	1	1	0	0	1	0	0	1	0	0	1	0	0	1	1	2	0	1	0	0	1	1	0	0	0	0	0
Newspaper journalists	0	0	0	2	1	0	0	1	0	1	1	0	0	1	0	1	1	0	0	0	0	0	1	0	2	0	0
Other	5	4	3	6	5	3	5	6	4	2	5	6	5	5	4	5	6	4	4	5	5	4	2	6	3	6	6
Don't know	24	17	18	17	21	17	25	19	28	31	25	23	19	22	27	28	22	26	24	19	20	28	22	19	18	18	29

And 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	61	59	68	58	60	66	64	60	61	48	50	63	73	58	63	55	63	59	61	60	62	58	69	61	58	67	57
Newspaper owners	2	4	1	2	3	2	1	3	2	2	3	1	2	2	2	4	2	2	1	0	3	3	1	2	2	2	1
Politicians	3	2	4	4	3	3	2	4	2	6	3	2	2	3	3	4	3	2	3	2	2	6	3	1	3	1	1
Newspaper journalists	3	5	2	5	5	2	3	4	3	6	3	2	3	4	2	5	4	2	2	3	5	3	1	5	6	3	2
Someone else	9	11	6	13	11	7	10	12	6	10	10	9	7	11	7	9	8	12	7	9	8	6	7	14	14	8	10
Don't know	22	19	19	18	19	21	21	18	26	28	31	22	13	21	24	23	19	22	25	26	19	24	18	17	17	19	29

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

Please now imagine that the party you would vote for if an election were held today opposed the recommendations of Lord Justice Leveson. In those circumstances, would you be more or less likely to vote for that party, or would it make no difference?

[Excluding Don't knows and Wouldn't votes n=2198]

More likely	4	5	5	4	4	5	2	5	3	2	5	4	4	4	4	2	4	4	6	4	7	4	8	1	3	2	3
Less likely	24	21	22	35	21	21	31	27	20	27	24	22	23	28	18	22	26	21	22	29	24	18	16	36	27	33	24
Would make no difference	55	62	52	44	64	55	46	56	54	46	50	58	58	53	57	56	55	59	54	47	59	60	53	45	54	51	53
Don't know	17	13	21	18	11	19	21	12	23	24	20	15	15	15	20	19	15	17	18	20	11	18	24	18	16	14	20

To what extent do you agree or disagree with the following statement?
The test of a new system of press regulation is that it should satisfy the victims of unethical press behaviour.

Strongly agree	22	19	27	22	20	28	21	24	20	10	15	23	32	20	24	17	22	23	23	23	26	17	34	15	19	18	23
Tend to agree	45	49	43	44	48	41	47	45	45	45	43	46	45	47	42	45	47	43	43	44	47	47	34	52	44	53	41
TOTAL AGREE	67	68	70	66	68	69	68	69	65	55	58	69	77	67	66	62	69	66	66	67	73	64	68	67	63	71	64
Neither agree nor disagree	16	17	16	19	16	17	18	15	17	20	16	17	13	16	16	19	16	16	15	17	15	15	18	21	16	17	16
Tend to disagree	6	8	5	9	7	4	7	7	4	8	8	5	3	7	4	8	5	6	5	6	4	6	2	10	16	3	5
Strongly disagree	1	1	1	0	1	1	0	1	1	2	1	1	1	1	1	2	1	1	1	1	0	0	1	0	3	1	1
TOTAL DISAGREE	7	9	6	9	8	5	7	8	5	10	9	6	4	8	5	10	6	7	6	7	4	6	3	10	19	4	6
Don't know	11	5	9	5	6	9	7	7	14	15	17	8	5	8	14	10	9	11	13	8	7	15	12	3	2	8	14