



5/7 Vernon Yard
Portobello Road
London
W11 2DX

0207 227 5229

gordon.ramsay@mediastandardstrust.org

Media Standards Trust YouGov poll, 21st-23rd November 2012

This YouGov poll, commissioned by the Media Standards Trust was conducted between 21st and 23rd November 2012. The weighted sample size of 3,620 GB Adults (aged 18+) ensures that answers can be reliably tested against political party affiliation and newspaper readership. No results are drawn from subsets of less than 100 are included in this summary.

Summary of results:

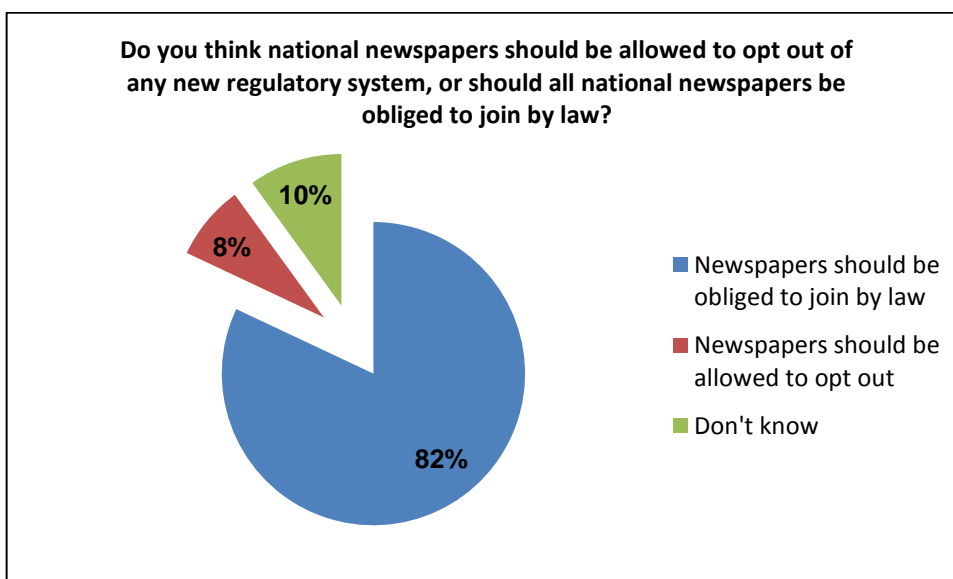
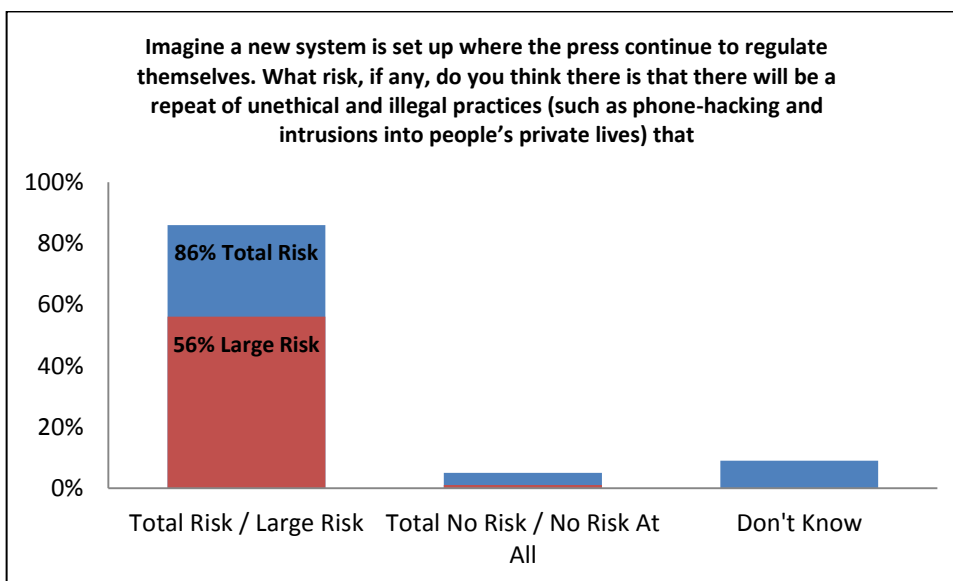
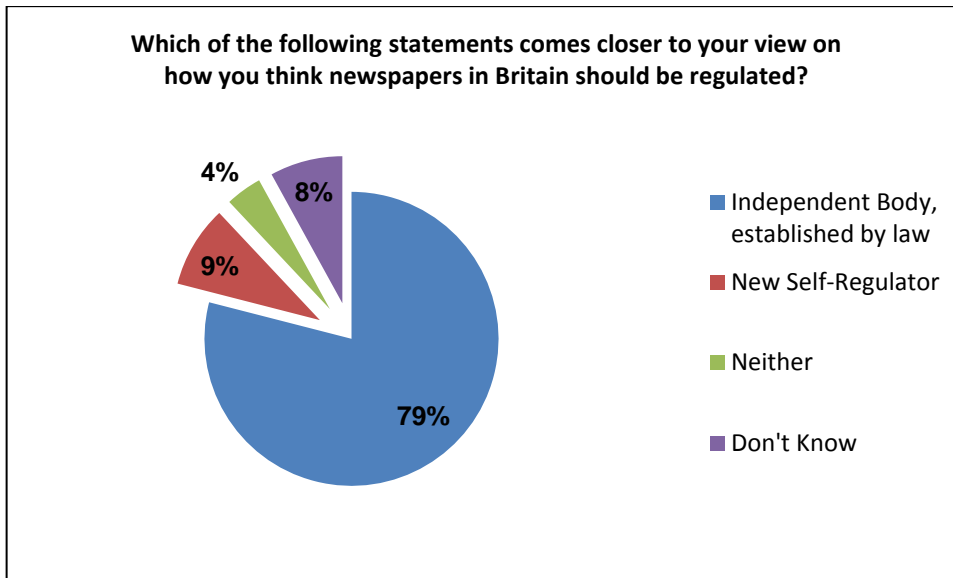
- **79%** of respondents are in favour of an independent press regulator, established by law; **9%** favour a newspaper-established body
- **86%** believe there is a risk that, if the press continue to regulate themselves, there will be a return to unethical and illegal practices; **56%** believe that there is a 'Strong Risk'. **5%** believe that there is 'no real risk', or 'no risk at all'
- **82%** believe that national newspapers should be obliged by law to join a new regulatory system; **8%** believe national newspapers should be allowed to opt out
- **82%** agree (**50%** 'Strongly') that it is no longer acceptable for newspaper owners and editors to control the system for dealing with complaints; **4%** disagree (**1%** 'strongly')
- **70%** disagree with the statement that "we can trust newspaper editors to ensure that their journalists act in the public interest"; **11%** agree
- **60%** believe that Leveson should listen to victims of unethical press behaviour MOST when making recommendations, against **5%** journalists, **3%** owners, **2%** politicians
- **60%** believe that the Government should implement the recommendations, against **6%** who do not; **34%** don't know
- **47%** trust Lord Justice Leveson 'A Great Deal' (**8%**) or 'A Fair Amount' (**39%**) to make fair and effective recommendations on regulating the press, while **33%** trust him 'Not Very Much' (**29%**) or 'Not At All' (**6%**) to do this. **21%** don't know

For more information or to discuss the results please contact Dr. Gordon Neil Ramsay on +44 (0)20 7727 5252 or at gordon.ramsay@mediastandardstrust.org

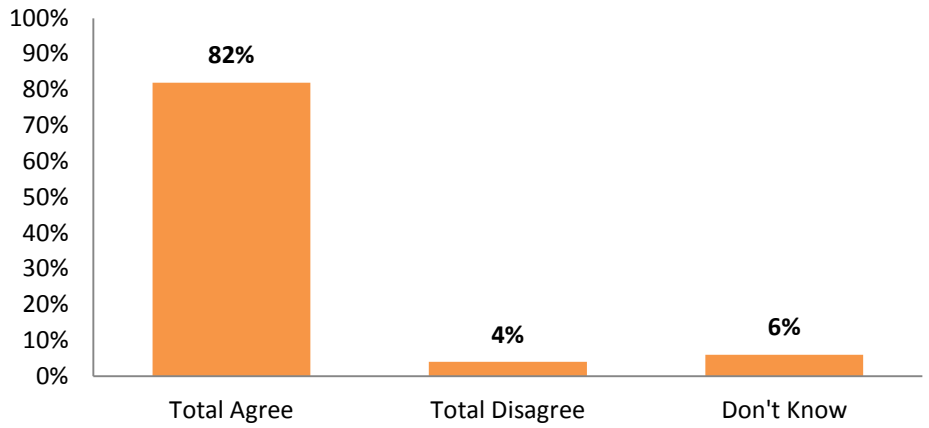
All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 3,620 adults. Fieldwork was undertaken between 21st – 23rd November 2012. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+). YouGov is a member of the British Polling Council and abides by their rules.

All data is derived from categories with more than 100 responses, ensuring reliability of results

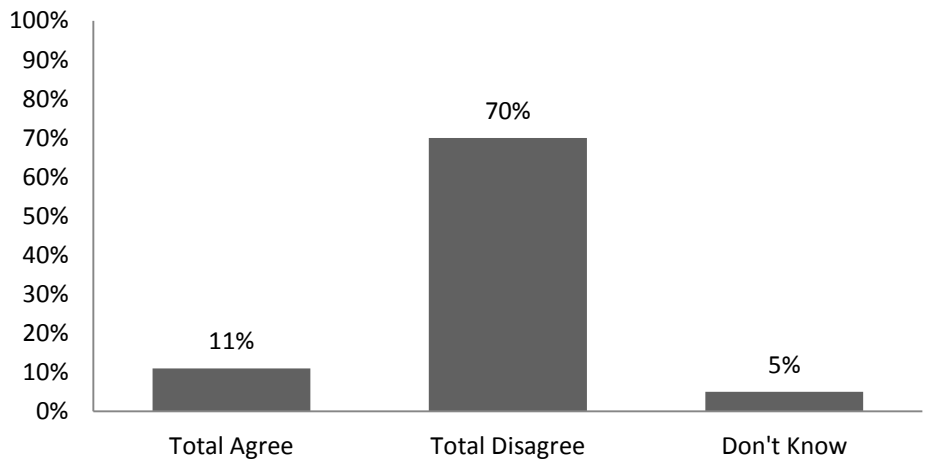
Overall Results:



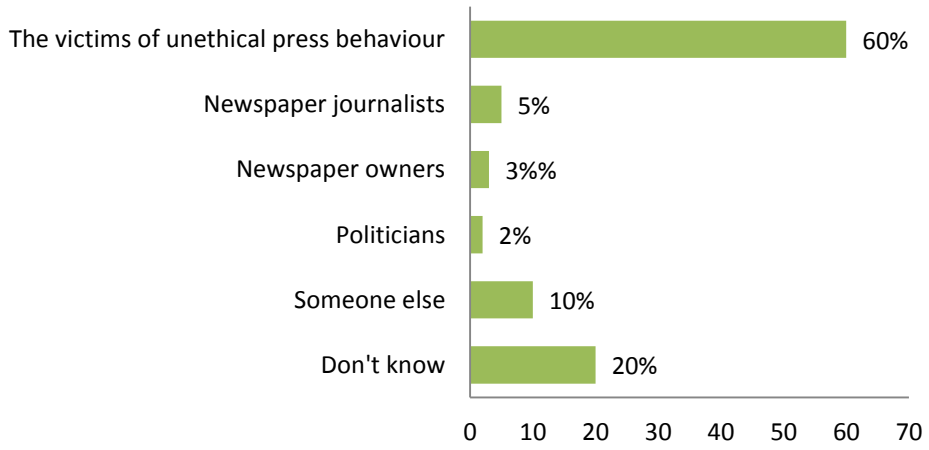
"After the phone hacking scandal it is no longer acceptable for newspaper owners and editors to control the system for dealing with complaints about press behaviour"



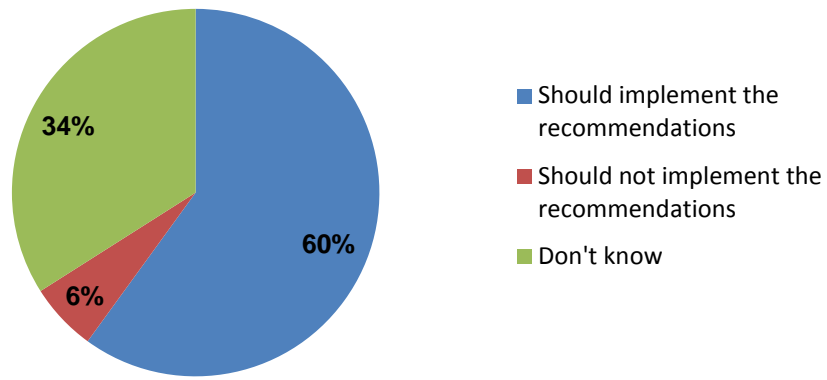
"We can trust newspaper editors to ensure that their journalists act in the public interest"



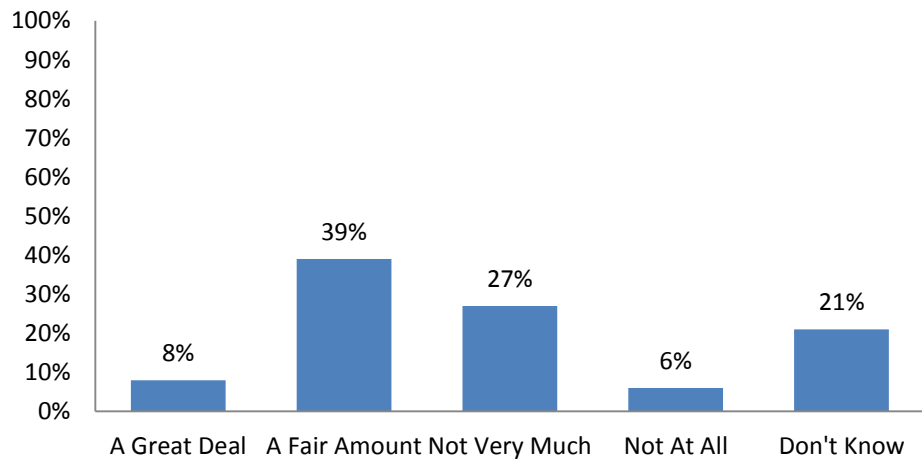
Who do you think Lord Justice Leveson should listen to MOST when making his recommendations for regulating the press?



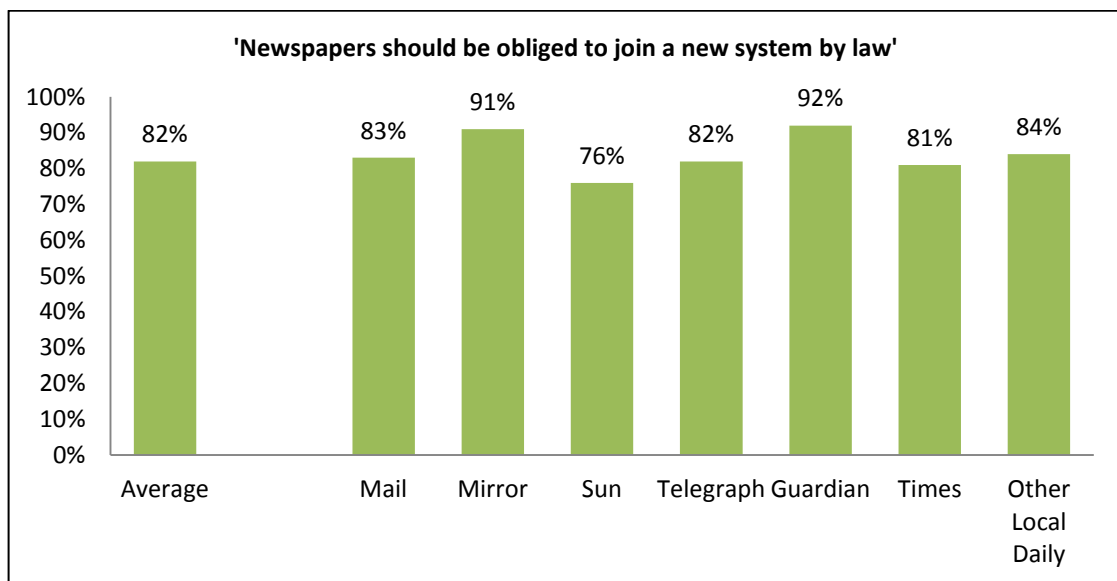
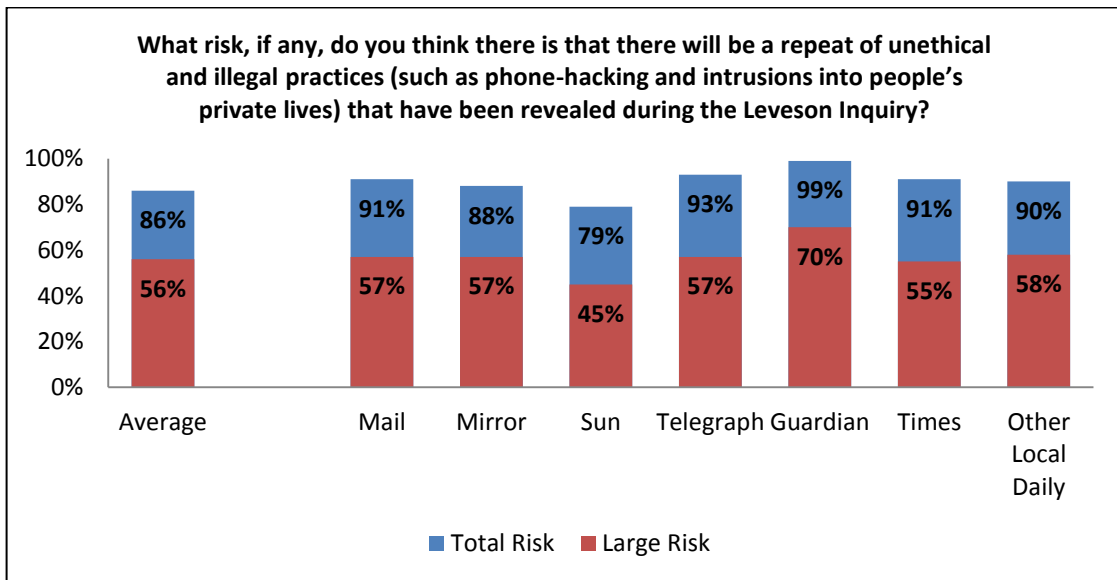
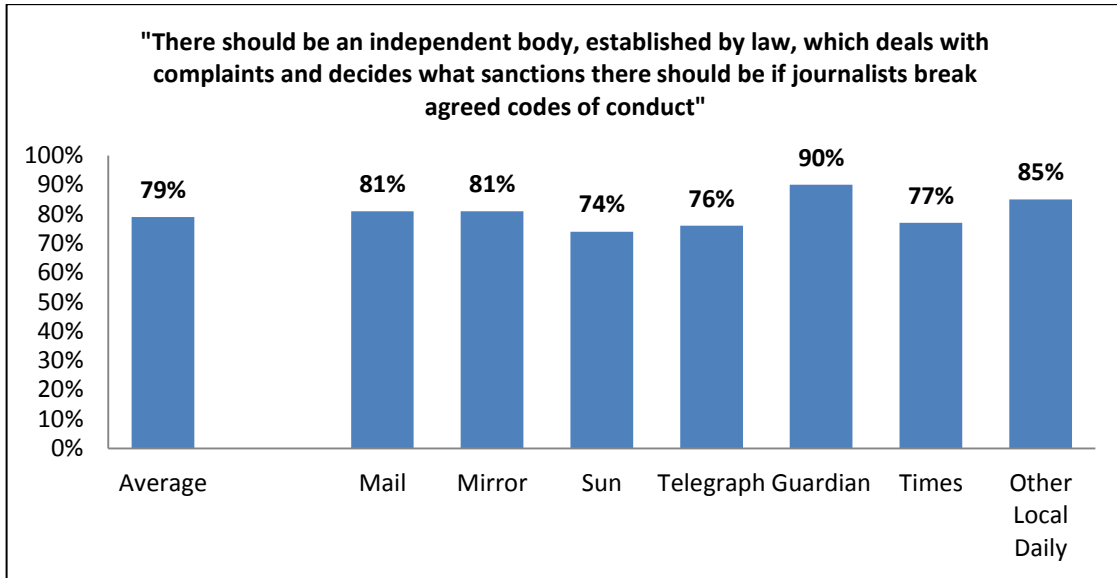
Do you think that the Government should or should not implement Lord Justice Leveson's recommendations once he has made them?



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



Selected Results by Newspaper Readership



Selected Results by Political Party Voting Intention

