

YouGov / Media Standards Trust Survey Results

Sample Size: 1851 GB Adults
Fieldwork: 1st - 2nd May 2013

Total	Voting intention				2010 Vote			Gender		Age				Social grade		Region					Daily Mail	Daily Express*	
	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			
1851	X	X	X	X	567	469	416	900	951	224	472	633	522	1055	796	237	602	396	455	161	294	34	
Unweighted Sample	1851	457	600	111	200	594	467	409	865	986	67	461	748	575	1235	616	266	631	351	448	155	348	45
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In March, a new system of press regulation, based on Lord Justice Leveson's recommendations, was agreed by the three political parties and by Parliament, and was backed by representatives of some of the victims of press abuses.

A number of major newspaper publishers have said they oppose the new system of regulation and have proposed their own alternative system.

How much confidence would you have in the alternative system proposed by newspaper publishers?

A lot of confidence	4	6	4	1	6	8	5	0	6	3	2	5	4	4	5	2	4	5	3	4	4	5	9
A fair amount of confidence	16	23	14	7	20	23	13	12	16	16	12	15	18	16	15	17	17	14	20	14	20	21	18
TOTAL CONFIDENCE	20	29	18	8	26	31	18	12	22	19	14	20	22	20	20	19	21	19	23	18	24	26	27
Not much confidence	34	32	39	45	33	27	41	37	33	35	26	35	33	38	38	29	39	30	33	36	37	31	29
No confidence at all	22	18	22	37	22	19	20	31	27	16	23	15	25	23	22	22	19	25	20	19	26	16	19
TOTAL NO CONFIDENCE	56	50	61	82	55	46	61	68	60	51	49	50	58	61	60	51	58	55	53	55	63	47	48
Don't know	25	21	22	10	19	24	22	19	19	31	36	31	22	18	21	30	22	27	24	28	13	27	24

The system of regulation agreed in March specified that newspapers who sign up to the regulator MUST set up a fast, low cost arbitration system for people who feel they have been libelled or harassed by the press to use as an alternative to the courts.

The alternative system put forward by the newspaper publishers includes a similar, but OPTIONAL system

Do you think the new newspaper regulator?

Should HAVE to provide a low-cost arbitration system	52	54	54	71	53	53	54	64	56	48	46	47	52	60	57	47	53	53	55	46	60	47	56
Should have the OPTION of providing a low-cost arbitration system	18	23	17	13	23	22	16	15	19	17	20	16	18	18	19	16	18	18	16	17	21	26	21
Don't know	30	23	29	17	24	25	30	22	25	35	34	37	30	22	25	37	29	28	29	37	19	27	23

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	Which newspaper do you personally read most often, either online or on paper?														Financial Times, Guardian, Independent and I readers	
	Total	The Sun	The Star*	The Mirror	The I	The Independent*	The Guardian	The Times	The Financial Times*	The Telegraph	The Scotsman*	The Herald*	Other	I never read newspaper or their websites		Don't know*
Weighted Sample	1851	316	30	173	55	43	132	107	8	91	14	16	161	320	58	238
Unweighted Sample	1851	151	11	95	64	47	193	103	10	101	16	17	181	426	43	314
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In March, a new system of press regulation, based on Lord Justice Leveson's recommendations, was agreed by the three political parties and by Parliament, and was backed by representatives of some of the victims of press abuses.

A number of major newspaper publishers have said they oppose the new system of regulation and have proposed their own alternative system.

How much confidence would you have in the alternative system proposed by newspaper publishers?

A lot of confidence	4	5	19	3	1	1	2	5	0	7	4	12	1	2	4	1
A fair amount of confidence	16	30	18	14	15	15	9	15	13	21	19	0	11	5	3	11
TOTAL CONFIDENCE	20	35	37	17	16	16	11	20	13	28	23	12	12	7	7	12
Not much confidence	34	24	29	46	31	46	38	44	28	36	54	45	42	30	19	37
No confidence at all	22	13	0	11	31	17	34	29	36	24	23	35	26	33	13	30
TOTAL NO CONFIDENCE	56	37	29	57	62	63	72	73	64	60	77	80	68	63	32	67
Don't know	25	28	34	26	22	21	18	8	24	11	0	7	20	29	62	20

The system of regulation agreed in March specified that newspapers who sign up to the regulator MUST set up a fast, low cost arbitration system for people who feel they have been libelled or harassed by the press to use as an alternative to the courts.

The alternative system put forward by the newspaper publishers includes a similar, but OPTIONAL system

Do you think the new newspaper regulator?

Should HAVE to provide a low-cost arbitration system	52	39	57	53	66	65	71	75	62	65	54	74	53	51	21	69
Should have the OPTION of providing a low-cost arbitration system	18	27	18	13	10	23	11	12	5	15	32	17	17	11	7	13
Don't know	30	34	26	34	24	12	18	13	33	20	14	9	30	39	72	19

Fieldwork: 1st - 2nd May 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	Daily Mail	Daily Express*
Weighted Sample	1851	X	X	X	X	567	469	416	900	951	224	472	633	522	1055	796	237	602	396	455	161	294	34
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

To what extent would you support or oppose the following

A new regulator should be able to direct a newspaper to print a correction and/or an apology on the same page number as the original story if it reports something incorrectly, even if it is on the front page?

Strongly support	50	52	50	73	54	51	50	61	55	46	41	41	50	63	52	48	43	54	50	50	48	51	41
Tend to support	26	28	27	16	26	30	24	24	25	28	18	28	30	25	27	25	31	23	30	25	30	30	42
TOTAL SUPPORT	76	80	77	89	80	81	74	85	80	74	59	69	80	88	79	73	74	77	80	75	78	81	83
Neither support nor oppose	10	9	10	8	5	7	14	8	7	12	12	14	10	5	9	11	12	8	7	11	13	7	12
Tend to oppose	3	3	4	1	5	2	4	1	3	2	9	3	1	1	4	1	5	3	2	1	2	2	0
Strongly oppose	1	2	2	0	2	2	1	0	2	1	3	1	2	1	1	2	3	2	1	1	2	1	0
TOTAL OPPOSE	4	5	6	1	7	4	5	1	5	3	12	4	3	2	5	3	8	5	3	2	4	3	0
Don't know	10	6	7	2	7	8	7	5	8	11	18	13	7	6	7	13	6	11	10	12	5	8	5

The new system of press regulation agreed by Parliament is due to be signed off on 15th May. Do you think...

The new regulator should be signed off on 15th May as planned	38	40	38	52	35	35	36	47	42	34	39	38	40	35	40	35	34	40	37	39	36	38	28
The new regulator should be delayed until agreement has been reached with newspapers	37	42	38	32	47	44	40	35	38	35	35	29	36	46	37	36	44	33	38	33	50	40	47
Don't know	25	18	24	17	19	21	23	18	19	31	26	33	24	19	22	29	22	26	25	29	14	23	24

	Which newspaper do you personally read most often, either online or on paper?														Financial Times, Guardian, Independent and I readers	
	Total	The Sun	The Star*	The Mirror	The I	The Independent*	The Guardian	The Times	The Financial Times*	The Telegraph	The Scotsman*	The Herald*	Other	I never read newspaper or their websites		Don't know*
Weighted Sample	1851	316	30	173	55	43	132	107	8	91	14	16	161	320	58	238
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

To what extent would you support or oppose the following

A new regulator should be able to direct a newspaper to print a correction and/or an apology on the same page number as the original story if it reports something incorrectly, even if it is on the front page?

Strongly support	50	35	14	54	69	48	64	51	45	61	79	71	58	54	25	62
Tend to support	26	34	39	27	22	25	21	37	38	25	17	19	22	18	11	23
TOTAL SUPPORT	76	69	53	81	91	73	85	88	83	86	96	90	80	72	36	85
Neither support nor oppose	10	21	0	9	7	16	5	1	9	6	0	11	5	11	5	8
Tend to oppose	3	4	31	4	2	0	1	5	0	4	0	0	0	1	0	1
Strongly oppose	1	1	0	0	0	7	4	3	0	1	4	0	0	1	1	4
TOTAL OPPOSE	4	5	31	4	2	7	5	8	0	5	4	0	0	2	1	5
Don't know	10	6	16	6	1	3	5	3	8	4	0	0	13	16	58	4

The new system of press regulation agreed by Parliament is due to be signed off on 15th May. Do you think...

The new regulator should be signed off on 15th May as planned	38	29	43	29	39	40	49	42	46	43	35	45	51	42	12	45
The new regulator should be delayed until agreement has been reached with newspapers	37	50	39	47	46	46	28	45	13	38	45	49	21	25	10	35
Don't know	25	21	18	24	14	14	23	13	41	19	20	7	28	33	78	20

Fieldwork: 1st - 2nd May 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	Daily Mail	Daily Express*
Weighted Sample	1851	X	X	X	X	567	469	416	900	951	224	472	633	522	1055	796	237	602	396	455	161	294	34
Unweighted Sample	1851	457	600	111	200	594	467	409	865	986	67	461	748	575	1235	616	266	631	351	448	155	348	45
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Imagine that the new system of press regulation agreed by Parliament did NOT go ahead, and instead the alternative system of press regulation proposed by the newspapers went ahead.

What risk, if any, do you think there is that there would be a repeat of unethical and illegal practices (such as phone-hacking and intrusions into people's private lives) that were revealed during the Leveson Inquiry?

A large risk	36	32	41	44	39	31	38	43	37	35	17	32	42	41	39	32	44	35	36	32	42	37	39
A small risk	37	44	34	45	34	44	36	38	39	35	46	38	34	37	36	38	31	37	37	42	32	34	45
TOTAL RISK	73	76	75	89	73	75	74	81	76	70	63	70	76	78	75	70	75	72	73	74	74	71	84
No real risk	8	9	8	6	13	9	10	6	9	7	9	7	8	8	9	7	7	7	7	9	11	12	8
No risk at all	1	1	1	0	0	2	1	0	2	1	1	2	2	0	1	1	1	2	0	0	5	1	0
TOTAL NO RISK	9	10	9	6	13	11	11	6	11	8	10	9	10	8	10	8	8	9	7	9	16	13	8
Don't know	18	13	16	6	13	15	16	13	14	21	27	22	15	13	14	22	17	18	20	18	9	15	8

Which newspaper do you personally read most often, either online or on paper?

The Sun	17	21	17	1	13	22	17	12	17	17	19	21	20	9	13	22	13	15	18	20	19	0	0
Daily Mail	16	25	10	13	24	25	11	10	14	18	11	11	14	25	17	15	13	17	20	15	8	100	0
The Mirror	9	2	21	2	6	1	23	6	11	8	14	4	9	12	10	9	8	9	6	14	6	0	0
The Guardian	7	3	11	10	4	2	11	10	7	8	7	11	6	5	9	5	16	5	6	6	8	0	0
The Times	6	11	4	10	3	8	3	7	6	6	3	6	5	8	8	3	7	6	7	4	2	0	0
The Telegraph	5	10	2	6	4	10	2	4	6	4	0	4	4	8	7	3	5	7	4	2	5	0	0
The I	3	1	5	5	3	2	4	5	2	3	3	2	2	5	3	3	1	4	4	3	0	0	0
Daily Express	2	3	1	2	3	3	1	1	1	2	2	0	2	3	2	2	2	2	2	2	1	0	100
The Star	2	0	3	0	3	1	2	0	2	1	3	2	2	1	1	2	3	1	1	2	2	0	0
The Independent	2	2	2	6	1	2	2	4	2	2	5	2	2	1	3	1	2	3	4	2	0	0	0
The Scotsman	1	1	1	1	1	1	0	1	1	1	0	1	1	1	1	0	0	0	0	0	8	0	0
The Herald	1	1	1	1	0	0	1	1	1	0	0	0	1	2	1	1	0	0	0	0	9	0	0
The Financial Times	0	1	0	0	0	1	0	0	1	0	0	1	0	0	1	0	2	0	0	0	0	0	0
Other	9	6	8	7	15	8	7	12	8	9	7	10	9	7	9	8	14	6	9	9	10	0	0
I never read newspaper or their websites	17	13	15	34	19	15	15	24	17	18	17	19	21	12	15	20	10	20	18	16	19	0	0
Don't know	3	1	1	2	0	1	2	3	4	2	9	4	2	1	2	5	3	4	2	2	3	0	0

	Which newspaper do you personally read most often, either online or on paper?														Financial Times, Guardian, Independent and I readers	
	Total	The Sun	The Star*	The Mirror	The I	The Independent*	The Guardian	The Times	The Financial Times*	The Telegraph	The Scotsman*	The Herald*	Other	I never read newspaper or their websites		Don't know*
Weighted Sample	1851	316	30	173	55	43	132	107	8	91	14	16	161	320	58	238
Unweighted Sample	1851	151	11	95	64	47	193	103	10	101	16	17	181	426	43	314
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Imagine that the new system of press regulation agreed by Parliament did NOT go ahead, and instead the alternative system of press regulation proposed by the newspapers went ahead.

What risk, if any, do you think there is that there would be a repeat of unethical and illegal practices (such as phone-hacking and intrusions into people's private lives) that were revealed during the Leveson Inquiry?

A large risk	36	18	19	34	34	49	59	44	69	40	51	60	39	40	16	52
A small risk	37	48	58	38	43	32	31	42	14	41	37	28	37	30	13	33
TOTAL RISK	73	66	77	72	77	81	90	86	83	81	88	88	76	70	29	85
No real risk	8	12	0	10	7	6	2	5	0	8	0	0	6	6	5	4
No risk at all	1	2	5	0	2	4	0	3	0	2	4	0	0	0	6	1
TOTAL NO RISK	9	14	5	10	9	10	2	8	0	10	4	0	6	6	11	5
Don't know	18	20	18	18	14	8	8	6	17	10	8	12	18	23	60	9

Which newspaper do you personally read most often, either online or on paper?

The Sun	17	100	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Daily Mail	16	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
The Mirror	9	0	0	100	0	0	0	0	0	0	0	0	0	0	0	0
The Guardian	7	0	0	0	0	0	100	0	0	0	0	0	0	0	0	55
The Times	6	0	0	0	0	0	0	100	0	0	0	0	0	0	0	0
The Telegraph	5	0	0	0	0	0	0	0	0	100	0	0	0	0	0	0
The I	3	0	0	0	100	0	0	0	0	0	0	0	0	0	0	23
Daily Express	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
The Star	2	0	100	0	0	0	0	0	0	0	0	0	0	0	0	0
The Independent	2	0	0	0	0	100	0	0	0	0	0	0	0	0	0	18
The Scotsman	1	0	0	0	0	0	0	0	0	0	100	0	0	0	0	0
The Herald	1	0	0	0	0	0	0	0	0	0	0	100	0	0	0	0
The Financial Times	0	0	0	0	0	0	0	0	100	0	0	0	0	0	0	3
Other	9	0	0	0	0	0	0	0	0	0	0	0	100	0	0	0
I never read newspaper or their websites	17	0	0	0	0	0	0	0	0	0	0	0	0	100	0	0
Don't know	3	0	0	0	0	0	0	0	0	0	0	0	0	0	100	0

Total	Voting intention				2010 Vote			Gender		Age				Social grade		Region					Daily Mail	Daily Express*	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Imagine the new system of press regulation agreed by Parliament DID go ahead, but some newspaper groups continued to oppose it and did not join the new regulator.

Thinking about the newspaper you tend to read the most, which of these statements comes closest to your view?

[Asked to those who read newspapers n=1382]

I want the newspaper I read to join the new system of regulation and will be disappointed if they don't	52	52	55	69	45	47	50	67	54	50	39	52	51	56	56	45	54	54	51	46	56	50	60
I do not want the newspaper I read to join the new system of regulation and will be disappointed if they do	10	13	8	6	19	15	11	4	12	8	15	11	7	10	11	8	13	9	8	8	19	12	11
I do not really mind either way	28	26	27	21	28	25	26	25	27	28	36	27	30	23	22	35	22	26	26	36	21	25	18
Don't know	11	9	10	4	8	12	13	5	7	15	10	10	11	11	11	11	11	11	14	10	4	13	11

*Any percentages calculated on bases fewer than 50 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

	Which newspaper do you personally read most often, either online or on paper?														Financial Times, Guardian, Independent and I readers	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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[Asked to those who read newspapers n=1382]

I want the newspaper I read to join the new system of regulation and will be disappointed if they don't	52	33	51	49	59	63	67	68	70	58	60	70	55	0	0	65
I do not want the newspaper I read to join the new system of regulation and will be disappointed if they do	10	12	11	12	6	9	10	7	5	14	0	15	2	0	0	9
I do not really mind either way	28	40	37	29	26	21	14	20	16	16	37	11	31	0	0	18
Don't know	11	15	0	10	9	7	9	5	8	11	4	4	11	0	0	8

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