

# YouGov / Media Standards Trust Survey Results

Sample Size: 1866 GB Adults  
Fieldwork: 17th - 18th July 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	
<b>Weighted Sample</b> 1866	X	X	X	X	579	457	413	907	959	226	476	638	526	1064	802	239	606	399	459	162	
Unweighted Sample	427	573	120	192	559	463	416	901	965	188	456	704	518	1212	654	210	603	419	481	153	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The Leveson Inquiry into the culture, practices and ethics of the press, which started in 2011 following revelations about phone-hacking and other abuses carried out by the press, made recommendations for reform of press regulation in November last year.

Generally speaking, would you say you are...

In favour of much tougher press regulation	28	25	36	29	29	22	40	31	28	28	18	26	35	24	24	34	24	22	28	35	33
In favour of somewhat tougher press regulation	41	46	39	52	35	45	38	44	37	44	39	43	36	45	45	36	43	45	37	38	40
<b>TOTAL IN FAVOUR OF TOUGHER REGULATIONS</b>	<b>69</b>	<b>71</b>	<b>75</b>	<b>81</b>	<b>64</b>	<b>67</b>	<b>78</b>	<b>75</b>	<b>65</b>	<b>72</b>	<b>57</b>	<b>69</b>	<b>71</b>	<b>69</b>	<b>69</b>	<b>70</b>	<b>67</b>	<b>67</b>	<b>65</b>	<b>73</b>	<b>73</b>
In favour of the current level of press regulation	18	21	14	12	26	24	12	13	22	14	18	15	18	20	19	17	16	22	20	13	12
In favour of somewhat less tough press regulation	2	2	2	2	3	2	3	1	3	2	2	2	3	3	2	3	2	3	2	3	2
In favour of much less tough press regulation	2	3	1	1	3	2	1	2	3	1	2	1	1	3	2	2	4	2	2	1	2
<b>TOTAL IN FAVOUR OF LESS TOUGH REGULATIONS</b>	<b>4</b>	<b>5</b>	<b>3</b>	<b>3</b>	<b>6</b>	<b>4</b>	<b>4</b>	<b>3</b>	<b>6</b>	<b>3</b>	<b>4</b>	<b>3</b>	<b>3</b>	<b>6</b>	<b>5</b>	<b>4</b>	<b>7</b>	<b>4</b>	<b>5</b>	<b>3</b>	<b>4</b>
Don't know	9	3	8	5	3	5	6	8	7	11	20	12	8	4	9	10	10	7	10	11	12

The government, through the Privy Council, is currently due to consider two Royal Charters governing press regulation. One is a proposed Royal Charter approved by Parliament, implementing the system agreed by the three main political parties and supported by groups representing some of the victims of press abuse. The other is a proposed Royal charter implementing the system put forward by a number of major newspaper publishers.

Which Royal charter do you think the Privy Council should approve?

The one approved by Parliament	50	59	54	68	39	52	51	58	53	46	32	45	59	51	52	46	45	51	49	50	53
The one proposed by some major newspaper publishers	13	20	9	9	23	18	10	11	15	11	15	10	9	19	14	11	13	12	18	12	8
Neither	13	7	13	11	20	9	12	11	16	11	17	14	12	13	13	14	13	15	10	14	14
Don't know	24	14	25	11	18	21	27	19	16	32	36	31	21	17	21	29	28	23	24	24	25

# YouGov / Media Standards Trust

Sample Size: 1866 GB Adults  
Fieldwork: 17th - 18th July 2013

		Which daily newspaper do you personally read most often, either online or on paper?															
Total	Daily Mail	Daily Express	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	
<b>Weighted Sample</b>	<b>1866</b>	299	37	384	24	155	59	38	134	100	15	103	10	18	136	307	47
Unweighted Sample	1866	332	49	203	15	95	73	49	193	97	17	98	14	18	153	403	57
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The Leveson Inquiry into the culture, practices and ethics of the press, which started in 2011 following revelations about phone-hacking and other abuses carried out by the press, made recommendations for reform of press regulation in November last year.

Generally speaking, would you say you are...

In favour of much tougher press regulation	<b>28</b>	25	35	23	57	34	18	29	34	16	20	24	40	7	30	37	15
In favour of somewhat tougher press regulation	<b>41</b>	43	35	37	14	34	55	46	44	55	35	50	46	81	47	37	13
<b>TOTAL IN FAVOUR OF TOUGHER REGULATIONS</b>	<b>69</b>	<b>68</b>	<b>70</b>	<b>60</b>	<b>71</b>	<b>68</b>	<b>73</b>	<b>75</b>	<b>78</b>	<b>71</b>	<b>55</b>	<b>74</b>	<b>86</b>	<b>88</b>	<b>77</b>	<b>74</b>	<b>28</b>
In favour of the current level of press regulation	<b>18</b>	21	20	28	22	23	18	11	12	19	26	14	0	6	9	9	6
In favour of somewhat less tough press regulation	<b>2</b>	2	2	2	0	4	3	0	2	1	0	7	9	4	3	1	0
In favour of much less tough press regulation	<b>2</b>	2	2	2	0	1	1	5	1	4	0	3	0	2	2	1	4
<b>TOTAL IN FAVOUR OF LESS TOUGH REGULATIONS</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>0</b>	<b>5</b>	<b>4</b>	<b>5</b>	<b>3</b>	<b>5</b>	<b>0</b>	<b>10</b>	<b>9</b>	<b>6</b>	<b>5</b>	<b>2</b>	<b>4</b>
Don't know	<b>9</b>	7	5	9	7	5	4	8	6	5	20	1	5	0	8	15	61

The government, through the Privy Council, is currently due to consider two Royal Charters governing press regulation. One is a proposed Royal Charter approved by Parliament, implementing the system agreed by the three main political parties and supported by groups representing some of the victims of press abuse. The other is a proposed Royal charter implementing the system put forward by a number of major newspaper publishers.

Which Royal charter do you think the Privy Council should approve?

The one approved by Parliament	<b>50</b>	48	51	38	51	48	57	61	64	55	33	69	46	80	55	50	24
The one proposed by some major newspaper publishers	<b>13</b>	17	16	17	25	16	9	20	4	19	18	16	24	9	6	6	4
Neither	<b>13</b>	10	19	20	9	12	17	14	12	9	13	5	9	9	13	13	4
Don't know	<b>24</b>	25	14	25	15	24	17	5	20	18	36	9	21	2	26	30	69

Total	Voting intention				2010 Vote			Gender		Age				Social grade		Region					
	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	
<b>1866</b>	X	X	X	X	579	457	413	907	959	226	476	638	526	1064	802	239	606	399	459	162	
Unweighted Sample	1866	427	573	120	192	559	463	416	901	965	188	456	704	518	1212	654	210	603	419	481	153
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Which of these two statements comes closest to your own view?**

Newspaper publishers should accept the system of press regulation agreed by all three main parties and Parliament, even if they object to it	<b>61</b>	63	67	71	57	58	68	70	61	61	46	56	68	63	60	62	54	63	60	60	69
Newspaper publishers should be allowed to set up their own system of press regulation if they object to the system proposed by the parties and Parliament	<b>15</b>	22	15	10	21	20	14	11	17	14	15	13	12	22	16	14	16	14	19	14	13
Neither	<b>12</b>	8	10	10	16	10	12	10	14	11	19	16	10	9	12	13	17	13	10	12	9
Don't know	<b>12</b>	8	8	8	6	11	6	8	8	15	21	15	10	7	11	12	13	11	12	13	9

**How much confidence would you have in a system of press regulation established by the major newspaper publishers?**

A lot of confidence	<b>2</b>	5	2	1	2	4	1	2	3	2	1	3	3	2	1	4	2	3	2	3	1
A fair amount of confidence	<b>19</b>	25	19	18	25	23	21	15	21	17	20	18	14	26	20	18	19	19	21	18	18
<b>TOTAL CONFIDENCE</b>	<b>21</b>	<b>30</b>	<b>21</b>	<b>19</b>	<b>27</b>	<b>27</b>	<b>22</b>	<b>17</b>	<b>24</b>	<b>19</b>	<b>21</b>	<b>21</b>	<b>17</b>	<b>28</b>	<b>21</b>	<b>22</b>	<b>21</b>	<b>22</b>	<b>23</b>	<b>21</b>	<b>19</b>
Not much confidence	<b>44</b>	48	40	47	45	49	41	45	41	47	47	42	46	43	46	42	39	47	44	42	47
No confidence at all	<b>24</b>	19	28	32	22	18	30	31	28	21	11	22	30	25	25	22	29	24	22	25	21
<b>TOTAL NO CONFIDENCE</b>	<b>68</b>	<b>67</b>	<b>68</b>	<b>79</b>	<b>67</b>	<b>67</b>	<b>71</b>	<b>76</b>	<b>69</b>	<b>68</b>	<b>58</b>	<b>64</b>	<b>76</b>	<b>68</b>	<b>71</b>	<b>64</b>	<b>68</b>	<b>71</b>	<b>66</b>	<b>67</b>	<b>68</b>
Don't know	<b>10</b>	3	10	2	6	6	7	7	7	13	22	15	7	5	7	13	11	8	10	11	14

**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	<b>43</b>	40	47	53	44	37	49	53	43	42	28	37	49	46	44	40	39	42	41	44	49
A small risk	<b>39</b>	44	37	36	44	45	36	34	38	39	40	40	37	40	40	37	38	40	41	39	26
<b>TOTAL RISK</b>	<b>82</b>	<b>84</b>	<b>84</b>	<b>89</b>	<b>88</b>	<b>82</b>	<b>85</b>	<b>87</b>	<b>81</b>	<b>81</b>	<b>68</b>	<b>77</b>	<b>86</b>	<b>86</b>	<b>84</b>	<b>77</b>	<b>77</b>	<b>82</b>	<b>82</b>	<b>83</b>	<b>75</b>
No real risk	<b>7</b>	9	5	8	8	9	4	5	10	5	12	9	4	8	8	7	8	8	9	5	9
No risk at all	<b>1</b>	1	1	1	0	1	1	0	1	1	1	1	1	1	0	1	1	1	0	1	2
<b>TOTAL NO RISK</b>	<b>8</b>	<b>10</b>	<b>6</b>	<b>9</b>	<b>8</b>	<b>10</b>	<b>5</b>	<b>5</b>	<b>11</b>	<b>6</b>	<b>13</b>	<b>10</b>	<b>5</b>	<b>9</b>	<b>8</b>	<b>8</b>	<b>9</b>	<b>9</b>	<b>9</b>	<b>6</b>	<b>11</b>
Don't know	<b>11</b>	6	11	2	4	8	10	7	8	13	19	14	9	6	8	14	13	9	9	12	14

		Which daily newspaper do you personally read most often, either online or on paper?															
Total	Daily Mail	Daily Express	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	
<b>Weighted Sample</b>	1866	299	37	384	24	155	59	38	134	100	15	103	10	18	136	307	47
Unweighted Sample	1866	332	49	203	15	95	73	49	193	97	17	98	14	18	153	403	57
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Which of these two statements comes closest to your own view?**

Newspaper publishers should accept the system of press regulation agreed by all three main parties and Parliament, even if they object to it	<b>61</b>	59	61	52	43	58	65	65	72	67	26	68	62	82	67	68	32
Newspaper publishers should be allowed to set up their own system of press regulation if they object to the system proposed by the parties and Parliament	<b>15</b>	19	22	20	31	21	13	11	9	18	21	20	33	11	10	5	4
Neither	<b>12</b>	10	11	18	18	14	11	22	9	6	20	4	0	6	15	12	2
Don't know	<b>12</b>	12	6	9	7	6	11	2	10	9	32	8	5	0	9	15	62

**How much confidence would you have in a system of press regulation established by the major newspaper publishers?**

A lot of confidence	<b>2</b>	5	4	4	3	1	0	3	0	5	0	1	0	0	0	2	0
A fair amount of confidence	<b>19</b>	24	16	24	17	27	12	14	13	17	21	20	42	15	17	14	4
<b>TOTAL CONFIDENCE</b>	<b>21</b>	<b>29</b>	<b>20</b>	<b>28</b>	<b>20</b>	<b>28</b>	<b>12</b>	<b>17</b>	<b>13</b>	<b>22</b>	<b>21</b>	<b>21</b>	<b>42</b>	<b>15</b>	<b>17</b>	<b>16</b>	<b>4</b>
Not much confidence	<b>44</b>	45	35	46	57	42	58	29	40	50	24	55	51	47	51	40	18
No confidence at all	<b>24</b>	18	39	12	16	24	23	47	43	22	32	22	7	38	25	33	19
<b>TOTAL NO CONFIDENCE</b>	<b>68</b>	<b>63</b>	<b>74</b>	<b>58</b>	<b>73</b>	<b>66</b>	<b>81</b>	<b>76</b>	<b>83</b>	<b>72</b>	<b>56</b>	<b>77</b>	<b>58</b>	<b>85</b>	<b>76</b>	<b>73</b>	<b>37</b>
Don't know	<b>10</b>	8	6	14	7	5	7	8	4	7	23	2	0	0	7	12	60

**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	<b>43</b>	39	54	28	55	44	58	56	65	36	39	45	23	56	51	48	19
A small risk	<b>39</b>	41	33	47	30	39	32	27	28	49	45	41	68	40	34	33	18
<b>TOTAL RISK</b>	<b>82</b>	<b>80</b>	<b>87</b>	<b>75</b>	<b>85</b>	<b>83</b>	<b>90</b>	<b>83</b>	<b>93</b>	<b>85</b>	<b>84</b>	<b>86</b>	<b>91</b>	<b>96</b>	<b>85</b>	<b>81</b>	<b>37</b>
No real risk	<b>7</b>	9	7	13	8	6	5	10	3	6	0	11	9	2	6	3	4
No risk at all	<b>1</b>	1	0	1	0	0	2	0	0	0	15	0	0	0	1	2	0
<b>TOTAL NO RISK</b>	<b>8</b>	<b>10</b>	<b>7</b>	<b>14</b>	<b>8</b>	<b>6</b>	<b>7</b>	<b>10</b>	<b>3</b>	<b>6</b>	<b>15</b>	<b>11</b>	<b>9</b>	<b>2</b>	<b>7</b>	<b>5</b>	<b>4</b>
Don't know	<b>11</b>	11	5	11	7	10	4	7	4	9	0	3	0	2	9	15	59

Total	Voting intention				2010 Vote			Gender		Age				Social grade		Region					
	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	
<b>1866</b>	X	X	X	X	579	457	413	907	959	226	476	638	526	1064	802	239	606	399	459	162	
Unweighted Sample	1866	427	573	120	192	559	463	416	901	965	188	456	704	518	1212	654	210	603	419	481	153
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Weighted Sample  
Unweighted Sample

**How much involvement in running the new system of press regulation do you think the major newspaper publishers should have?**

Should have a lot of involvement	7	8	7	5	7	8	7	6	6	7	4	7	4	10	6	7	6	8	8	5	5
Should have a fair amount of involvement	37	42	36	40	43	42	37	34	34	40	35	38	34	41	39	35	37	36	36	40	33
<b>TOTAL INVOLVEMENT</b>	<b>44</b>	<b>50</b>	<b>43</b>	<b>45</b>	<b>50</b>	<b>50</b>	<b>44</b>	<b>40</b>	<b>40</b>	<b>47</b>	<b>39</b>	<b>45</b>	<b>38</b>	<b>51</b>	<b>45</b>	<b>42</b>	<b>43</b>	<b>44</b>	<b>44</b>	<b>45</b>	<b>38</b>
Should have very little involvement	33	38	33	36	33	33	32	38	36	31	33	31	37	31	35	32	36	35	32	32	31
Should have no involvement at all	12	10	13	16	12	10	13	15	16	8	10	10	15	11	12	12	9	11	12	14	13
<b>TOTAL NO INVOLVEMENT</b>	<b>45</b>	<b>48</b>	<b>46</b>	<b>52</b>	<b>45</b>	<b>43</b>	<b>45</b>	<b>53</b>	<b>52</b>	<b>39</b>	<b>43</b>	<b>41</b>	<b>52</b>	<b>42</b>	<b>47</b>	<b>44</b>	<b>45</b>	<b>46</b>	<b>44</b>	<b>46</b>	<b>44</b>
Don't know	11	3	11	3	6	7	11	7	8	14	19	14	10	6	8	14	13	10	10	9	18

Lord Justice Leveson delivered his report in November 2012. In March of this year Parliament voted that the Royal Charter, which was intended to deliver the Leveson recommendations and was agreed by all three parties, should be implemented at the next opportunity. Newspaper publishers have called for a delay in order for there to be further negotiation over the summer.

**Which comes closest to your views?**

The implementation of the new system of press regulation set out in the Royal Charter is already overdue	40	40	45	51	43	38	46	48	42	37	27	35	45	43	41	38	39	39	37	44	41
Now is about the right time for the implementation of the new system of press regulation set out in the Royal Charter	23	27	23	28	21	27	19	25	21	25	18	25	23	23	22	24	19	23	27	21	24
The implementation of the new system of press regulation set out in the Royal Charter should be delayed over the summer	16	21	10	11	22	21	12	9	19	13	17	15	12	21	18	13	15	20	16	12	13
None of the above	4	4	4	2	6	3	6	4	5	4	7	4	5	2	4	5	5	3	5	4	6
Don't know	17	8	17	9	8	12	17	13	13	22	31	21	15	10	15	20	22	16	15	19	17

		Which daily newspaper do you personally read most often, either online or on paper?															
Total	Daily Mail	Daily Express	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	
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Unweighted Sample	1866	332	49	203	15	95	73	49	193	97	17	98	14	18	153	403	57
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How much involvement in running the new system of press regulation do you think the major newspaper publishers should have?

Should have a lot of involvement	7	9	4	8	19	5	8	8	2	13	9	8	0	2	2	5	6
Should have a fair amount of involvement	37	42	40	36	18	47	36	44	41	35	33	40	76	59	35	28	16
<b>TOTAL INVOLVEMENT</b>	<b>44</b>	<b>51</b>	<b>44</b>	<b>44</b>	<b>37</b>	<b>52</b>	<b>44</b>	<b>52</b>	<b>43</b>	<b>48</b>	<b>42</b>	<b>48</b>	<b>76</b>	<b>61</b>	<b>37</b>	<b>33</b>	<b>22</b>
Should have very little involvement	33	34	29	33	36	29	40	32	38	31	30	40	23	26	38	35	15
Should have no involvement at all	12	8	22	8	20	15	7	9	15	17	0	10	1	12	12	18	5
<b>TOTAL NO INVOLVEMENT</b>	<b>45</b>	<b>42</b>	<b>51</b>	<b>41</b>	<b>56</b>	<b>44</b>	<b>47</b>	<b>41</b>	<b>53</b>	<b>48</b>	<b>30</b>	<b>50</b>	<b>24</b>	<b>38</b>	<b>50</b>	<b>53</b>	<b>20</b>
Don't know	11	7	5	15	7	4	9	7	4	4	29	2	0	0	13	14	59

Lord Justice Leveson delivered his report in November 2012. In March of this year Parliament voted that the Royal Charter, which was intended to deliver the Leveson recommendations and was agreed by all three parties, should be implemented at the next opportunity. Newspaper publishers have called for a delay in order for there to be further negotiation over the summer.

Which comes closest to your views?

The implementation of the new system of press regulation set out in the Royal Charter is already overdue	40	33	44	30	48	39	40	64	56	48	26	45	32	38	44	46	16
Now is about the right time for the implementation of the new system of press regulation set out in the Royal Charter	23	28	18	25	26	24	27	11	21	26	23	26	34	48	16	18	7
The implementation of the new system of press regulation set out in the Royal Charter should be delayed over the summer	16	21	25	25	13	17	15	7	8	14	15	18	12	7	12	6	5
None of the above	4	5	1	5	0	2	4	5	3	5	0	4	9	4	4	6	6
Don't know	17	13	11	15	12	18	14	13	13	7	36	7	13	4	24	24	67

	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
<b>Weighted Sample</b>	<b>1866</b>	X	X	X	X	579	457	413	907	959	226	476	638	526	1064	802	239	606	399	459	162
Unweighted Sample	1866	427	573	120	192	559	463	416	901	965	188	456	704	518	1212	654	210	603	419	481	153
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

The Sun	21	26	16	9	32	26	19	10	24	17	28	19	17	15	28	17	23	23	19	15
Daily Mail	16	26	10	12	24	26	10	12	11	20	11	12	14	15	18	14	18	19	16	6
The Mirror	8	2	17	6	7	3	20	6	9	8	3	4	11	7	10	9	5	8	15	2
The Guardian	7	1	14	12	2	2	10	14	8	6	14	9	6	9	4	14	6	4	7	9
The Times	5	10	4	6	4	8	3	6	6	5	8	4	5	8	2	5	8	5	3	4
The Telegraph	5	13	1	5	6	12	1	3	6	5	4	4	4	7	3	4	8	6	4	2
The I	3	1	3	9	3	2	4	5	3	4	2	2	4	4	2	2	4	4	3	2
Daily Express	2	3	2	1	5	3	1	1	2	2	0	1	2	2	2	0	2	3	2	1
The Independent	2	1	2	7	0	1	2	4	2	2	4	2	2	3	1	3	2	2	2	0
The Star	1	1	2	1	0	0	2	2	1	1	2	3	1	0	2	1	0	1	2	0
The Financial Times	1	1	0	1	0	1	0	1	1	1	2	1	1	1	1	2	0	0	1	2
The Scotsman	1	0	1	1	0	0	0	1	0	1	0	1	0	1	0	0	0	0	0	5
The Herald	1	0	1	1	0	0	1	1	1	1	0	0	1	1	1	0	0	0	0	10
Other	7	4	9	7	4	5	10	8	6	9	7	8	9	8	6	13	4	5	6	21
I never read newspaper or their websites	16	11	16	21	13	10	17	21	16	17	19	18	19	16	18	12	15	19	19	17
Don't know	3	1	1	1	0	1	1	3	3	2	6	5	1	3	2	4	2	2	2	4

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?

[Total who read a daily newspaper n=1406]

I want the newspaper I read to join the new system of regulation and will be disappointed if they don't	59	57	62	84	47	55	63	74	57	60	48	54	61	63	60	57	55	58	54	64	62
I do not want the newspaper I read to join the new system of regulation and will be disappointed if they do	11	13	8	5	12	14	5	7	15	6	18	9	9	12	13	8	9	13	12	8	7
I do not really mind either way	24	25	23	11	37	25	25	14	24	25	27	29	22	21	22	27	30	24	26	19	25
Don't know	7	4	8	0	4	5	6	5	5	9	7	8	8	4	6	8	6	4	7	10	7

		Which daily newspaper do you personally read most often, either online or on paper?															
Total	Daily Mail	Daily Express	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	
<b>Weighted Sample</b>	<b>1866</b>	299	37	384	24	155	59	38	134	100	15	103	10	18	136	307	47
Unweighted Sample	1866	332	49	203	15	95	73	49	193	97	17	98	14	18	153	403	57
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

The Sun	21	0	0	100	0	0	0	0	0	0	0	0	0	0	0	0	0
Daily Mail	16	100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
The Mirror	8	0	0	0	0	100	0	0	0	0	0	0	0	0	0	0	0
The Guardian	7	0	0	0	0	0	0	100	0	0	0	0	0	0	0	0	0
The Times	5	0	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	0
The I	3	0	0	0	0	100	0	0	0	0	0	0	0	0	0	0	0
Daily Express	2	0	100	0	0	0	0	0	0	0	0	0	0	0	0	0	0
The Independent	2	0	0	0	0	0	100	0	0	0	0	0	0	0	0	0	0
The Star	1	0	0	0	100	0	0	0	0	0	0	0	0	0	0	0	0
The Financial Times	1	0	0	0	0	0	0	0	0	100	0	0	0	0	0	0	0
The Scotsman	1	0	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	0	100	0	0	0	0
Other	7	0	0	0	0	0	0	0	0	0	0	0	0	100	0	0	0
I never read newspaper or their websites	16	0	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	0	0	100

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?

[Total who read a daily newspaper n=1406]

I want the newspaper I read to join the new system of regulation and will be disappointed if they don't	59	56	52	45	52	55	70	73	79	69	28	70	66	85	63	0	0
I do not want the newspaper I read to join the new system of regulation and will be disappointed if they do	11	10	13	15	25	12	8	4	3	5	2	16	21	8	4	0	0
I do not really mind either way	24	25	30	33	10	26	20	16	11	22	55	10	8	8	25	0	0
Don't know	7	8	5	7	13	7	2	7	6	4	15	4	5	0	8	0	0



	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
<b>Weighted Sample</b>	<b>1866</b>	X	X	X	X	579	457	413	907	959	226	476	638	526	1064	802	239	606	399	459	162
Unweighted Sample	1866	427	573	120	192	559	463	416	901	965	188	456	704	518	1212	654	210	603	419	481	153
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In the arguments around what to do about regulation of the press, how much, if at all, do you trust each of the following?  
 Lord Justice Leveson, the judge who conducted the Inquiry

Trust a great deal	18	20	23	30	11	14	21	24	20	15	14	17	17	20	20	15	14	20	15	18	20
Trust a fair amount	43	46	44	46	47	47	43	49	41	45	38	41	45	45	45	41	45	43	43	42	43
<b>TOTAL TRUST</b>	<b>61</b>	<b>66</b>	<b>67</b>	<b>76</b>	<b>58</b>	<b>61</b>	<b>64</b>	<b>73</b>	<b>61</b>	<b>60</b>	<b>52</b>	<b>58</b>	<b>62</b>	<b>65</b>	<b>65</b>	<b>56</b>	<b>59</b>	<b>63</b>	<b>58</b>	<b>60</b>	<b>63</b>
Do not trust very much	17	18	16	8	15	19	17	12	20	15	20	16	17	18	17	18	14	16	21	18	17
Do not trust at all	8	8	6	3	18	10	7	4	8	8	5	7	8	10	6	10	8	9	9	6	5
<b>TOTAL DO NOT TRUST</b>	<b>25</b>	<b>26</b>	<b>22</b>	<b>11</b>	<b>33</b>	<b>29</b>	<b>24</b>	<b>16</b>	<b>28</b>	<b>23</b>	<b>25</b>	<b>23</b>	<b>25</b>	<b>28</b>	<b>23</b>	<b>28</b>	<b>22</b>	<b>25</b>	<b>30</b>	<b>24</b>	<b>22</b>
Don't know or not applicable	14	8	12	13	8	10	12	11	12	16	23	19	13	8	13	16	19	13	12	15	15

David Cameron, the Prime Minister

Trust a great deal	5	16	1	5	1	11	1	3	6	5	1	5	5	8	6	3	3	7	5	5	2
Trust a fair amount	29	59	12	39	24	49	11	28	29	29	27	29	26	33	29	28	29	33	28	27	18
<b>TOTAL TRUST</b>	<b>34</b>	<b>75</b>	<b>13</b>	<b>44</b>	<b>25</b>	<b>60</b>	<b>12</b>	<b>31</b>	<b>35</b>	<b>34</b>	<b>28</b>	<b>34</b>	<b>31</b>	<b>41</b>	<b>35</b>	<b>31</b>	<b>32</b>	<b>40</b>	<b>33</b>	<b>32</b>	<b>20</b>
Do not trust very much	27	17	31	31	29	23	32	29	28	27	34	24	25	31	30	24	29	27	25	27	33
Do not trust at all	29	5	51	14	43	11	50	31	30	29	20	31	36	24	26	34	28	24	33	32	37
<b>TOTAL DO NOT TRUST</b>	<b>56</b>	<b>22</b>	<b>82</b>	<b>45</b>	<b>72</b>	<b>34</b>	<b>82</b>	<b>60</b>	<b>58</b>	<b>56</b>	<b>54</b>	<b>55</b>	<b>61</b>	<b>55</b>	<b>56</b>	<b>58</b>	<b>57</b>	<b>51</b>	<b>58</b>	<b>59</b>	<b>70</b>
Don't know or not applicable	9	3	6	11	4	5	6	9	8	10	17	12	8	4	8	10	11	8	9	9	10

Rupert Murdoch, the owner of the Sun and Times newspapers

Trust a great deal	1	2	1	2	0	1	0	1	1	1	0	2	1	0	1	1	1	1	1	1	0
Trust a fair amount	6	9	5	6	1	8	4	4	8	5	11	8	4	5	5	8	5	6	7	7	4
<b>TOTAL TRUST</b>	<b>7</b>	<b>11</b>	<b>6</b>	<b>8</b>	<b>1</b>	<b>9</b>	<b>4</b>	<b>5</b>	<b>9</b>	<b>6</b>	<b>11</b>	<b>10</b>	<b>5</b>	<b>5</b>	<b>6</b>	<b>9</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>8</b>	<b>4</b>
Do not trust very much	22	30	19	13	17	29	17	19	21	22	21	23	21	22	22	21	20	23	27	16	22
Do not trust at all	61	54	68	74	75	55	71	71	63	60	49	56	66	66	64	58	62	60	56	67	64
<b>TOTAL DO NOT TRUST</b>	<b>83</b>	<b>84</b>	<b>87</b>	<b>87</b>	<b>92</b>	<b>84</b>	<b>88</b>	<b>90</b>	<b>84</b>	<b>82</b>	<b>70</b>	<b>79</b>	<b>87</b>	<b>88</b>	<b>86</b>	<b>79</b>	<b>82</b>	<b>83</b>	<b>83</b>	<b>83</b>	<b>86</b>
Don't know or not applicable	10	5	7	6	6	7	7	5	7	12	19	11	9	5	8	11	12	10	8	9	10

The major newspaper publishers

Trust a great deal	1	2	1	0	0	1	1	1	1	1	2	2	1	0	0	2	0	1	1	1	0
Trust a fair amount	16	23	14	14	14	21	12	12	17	16	19	15	11	22	16	16	18	12	19	18	14
<b>TOTAL TRUST</b>	<b>17</b>	<b>25</b>	<b>15</b>	<b>14</b>	<b>14</b>	<b>22</b>	<b>13</b>	<b>13</b>	<b>18</b>	<b>17</b>	<b>21</b>	<b>17</b>	<b>12</b>	<b>22</b>	<b>16</b>	<b>18</b>	<b>18</b>	<b>13</b>	<b>20</b>	<b>19</b>	<b>14</b>
Do not trust very much	44	50	44	45	42	48	47	44	44	45	42	40	46	48	47	42	42	49	44	39	47
Do not trust at all	27	19	32	33	33	21	31	35	30	23	16	27	33	23	27	26	25	25	25	30	29
<b>TOTAL DO NOT TRUST</b>	<b>71</b>	<b>69</b>	<b>76</b>	<b>78</b>	<b>75</b>	<b>69</b>	<b>78</b>	<b>79</b>	<b>74</b>	<b>68</b>	<b>58</b>	<b>67</b>	<b>79</b>	<b>71</b>	<b>74</b>	<b>68</b>	<b>67</b>	<b>74</b>	<b>69</b>	<b>69</b>	<b>76</b>
Don't know or not applicable	12	6	9	7	12	9	9	9	8	15	20	16	10	6	10	14	15	11	11	12	10

Ed Miliband, the leader of the Opposition

Trust a great deal	5	2	11	3	0	1	11	4	5	4	4	5	6	3	4	5	4	2	5	7	7
Trust a fair amount	28	13	54	36	14	13	47	35	30	27	28	31	28	26	28	28	31	25	28	33	22
<b>TOTAL TRUST</b>	<b>33</b>	<b>15</b>	<b>65</b>	<b>39</b>	<b>14</b>	<b>14</b>	<b>58</b>	<b>39</b>	<b>35</b>	<b>31</b>	<b>32</b>	<b>36</b>	<b>34</b>	<b>29</b>	<b>32</b>	<b>33</b>	<b>35</b>	<b>27</b>	<b>33</b>	<b>40</b>	<b>29</b>
Do not trust very much	32	37	21	37	35	35	26	33	31	33	33	27	28	39	34	29	31	35	31	28	33
Do not trust at all	24	43	5	14	48	44	7	17	26	22	12	22	27	28	23	26	21	28	25	21	23
<b>TOTAL DO NOT TRUST</b>	<b>56</b>	<b>80</b>	<b>26</b>	<b>51</b>	<b>83</b>	<b>79</b>	<b>33</b>	<b>50</b>	<b>57</b>	<b>55</b>	<b>45</b>	<b>49</b>	<b>55</b>	<b>67</b>	<b>57</b>	<b>55</b>	<b>52</b>	<b>63</b>	<b>56</b>	<b>49</b>	<b>56</b>
Don't know or not applicable	11	5	9	10	4	6	9	11	8	15	23	14	11	5	11	12	13	10	12	12	14

		Which daily newspaper do you personally read most often, either online or on paper?															
Total	Daily Mail	Daily Express	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	
<b>Weighted Sample</b>	1866	299	37	384	24	155	59	38	134	100	15	103	10	18	136	307	47
Unweighted Sample	1866	332	49	203	15	95	73	49	193	97	17	98	14	18	153	403	57
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In the arguments around what to do about regulation of the press, how much, if at all, do you trust each of the following?  
 Lord Justice Leveson, the judge who conducted the Inquiry

Trust a great deal	18	10	30	9	33	24	27	28	33	34	33	20	0	36	25	13	5
Trust a fair amount	43	48	35	37	31	34	59	67	45	43	24	56	87	32	43	45	13
<b>TOTAL TRUST</b>	<b>61</b>	<b>58</b>	<b>65</b>	<b>46</b>	<b>64</b>	<b>58</b>	<b>86</b>	<b>95</b>	<b>78</b>	<b>77</b>	<b>57</b>	<b>76</b>	<b>87</b>	<b>68</b>	<b>68</b>	<b>58</b>	<b>18</b>
Do not trust very much	17	20	31	28	27	18	4	4	11	13	8	11	0	30	11	13	13
Do not trust at all	8	10	1	12	2	10	5	1	4	2	12	8	9	2	4	7	11
<b>TOTAL DO NOT TRUST</b>	<b>25</b>	<b>30</b>	<b>32</b>	<b>40</b>	<b>29</b>	<b>28</b>	<b>9</b>	<b>5</b>	<b>15</b>	<b>15</b>	<b>20</b>	<b>19</b>	<b>9</b>	<b>32</b>	<b>15</b>	<b>20</b>	<b>24</b>
Don't know or not applicable	14	12	3	14	7	15	5	0	8	7	23	6	4	0	17	22	59

David Cameron, the Prime Minister

Trust a great deal	5	11	4	5	16	3	8	0	0	11	0	7	9	0	3	2	1
Trust a fair amount	29	37	38	31	22	12	21	29	20	45	34	54	12	38	20	26	6
<b>TOTAL TRUST</b>	<b>34</b>	<b>48</b>	<b>42</b>	<b>36</b>	<b>38</b>	<b>15</b>	<b>29</b>	<b>29</b>	<b>20</b>	<b>56</b>	<b>34</b>	<b>61</b>	<b>21</b>	<b>38</b>	<b>23</b>	<b>28</b>	<b>7</b>
Do not trust very much	27	23	25	30	20	37	37	37	34	25	25	19	16	31	30	22	26
Do not trust at all	29	22	31	25	34	47	33	34	41	14	21	16	52	31	36	35	17
<b>TOTAL DO NOT TRUST</b>	<b>56</b>	<b>45</b>	<b>56</b>	<b>55</b>	<b>54</b>	<b>84</b>	<b>70</b>	<b>71</b>	<b>75</b>	<b>39</b>	<b>46</b>	<b>35</b>	<b>68</b>	<b>62</b>	<b>66</b>	<b>57</b>	<b>43</b>
Don't know or not applicable	9	8	2	9	7	2	1	0	5	6	20	3	11	0	11	15	50

Rupert Murdoch, the owner of the Sun and Times newspapers

Trust a great deal	1	1	0	2	12	2	0	0	1	0	0	0	0	0	0	0	0
Trust a fair amount	6	5	6	13	13	5	4	4	2	16	0	4	0	0	1	3	4
<b>TOTAL TRUST</b>	<b>7</b>	<b>6</b>	<b>6</b>	<b>15</b>	<b>25</b>	<b>7</b>	<b>4</b>	<b>4</b>	<b>3</b>	<b>16</b>	<b>0</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>3</b>	<b>4</b>
Do not trust very much	22	25	21	37	26	18	20	6	6	23	26	19	26	9	23	12	14
Do not trust at all	61	61	67	37	35	70	72	88	89	58	55	69	71	91	67	70	32
<b>TOTAL DO NOT TRUST</b>	<b>83</b>	<b>86</b>	<b>88</b>	<b>74</b>	<b>61</b>	<b>88</b>	<b>92</b>	<b>94</b>	<b>95</b>	<b>81</b>	<b>81</b>	<b>88</b>	<b>97</b>	<b>100</b>	<b>90</b>	<b>82</b>	<b>46</b>
Don't know or not applicable	10	8	6	10	14	5	3	2	2	3	20	8	3	0	9	15	50

The major newspaper publishers

Trust a great deal	1	1	0	2	10	2	0	2	0	0	0	0	0	0	1	0	0
Trust a fair amount	16	20	30	21	18	21	8	12	11	28	20	15	42	15	9	7	2
<b>TOTAL TRUST</b>	<b>17</b>	<b>21</b>	<b>30</b>	<b>23</b>	<b>28</b>	<b>23</b>	<b>8</b>	<b>14</b>	<b>11</b>	<b>28</b>	<b>20</b>	<b>15</b>	<b>42</b>	<b>15</b>	<b>10</b>	<b>7</b>	<b>2</b>
Do not trust very much	44	46	34	53	37	40	55	52	51	44	37	55	43	49	46	30	16
Do not trust at all	27	22	35	12	26	28	32	21	32	23	19	23	15	36	34	44	27
<b>TOTAL DO NOT TRUST</b>	<b>71</b>	<b>68</b>	<b>69</b>	<b>65</b>	<b>63</b>	<b>68</b>	<b>87</b>	<b>73</b>	<b>83</b>	<b>67</b>	<b>56</b>	<b>78</b>	<b>58</b>	<b>85</b>	<b>80</b>	<b>74</b>	<b>43</b>
Don't know or not applicable	12	10	2	12	9	9	5	14	5	5	25	8	0	0	9	19	54

Ed Miliband, the leader of the Opposition

Trust a great deal	5	2	9	3	22	8	5	7	8	1	3	3	0	0	9	3	6
Trust a fair amount	28	21	26	23	28	44	42	42	47	30	41	17	45	19	27	28	3
<b>TOTAL TRUST</b>	<b>33</b>	<b>23</b>	<b>35</b>	<b>26</b>	<b>50</b>	<b>52</b>	<b>47</b>	<b>49</b>	<b>55</b>	<b>31</b>	<b>44</b>	<b>20</b>	<b>45</b>	<b>19</b>	<b>36</b>	<b>31</b>	<b>9</b>
Do not trust very much	32	32	29	36	14	34	32	42	24	38	13	35	18	47	35	27	21
Do not trust at all	24	35	34	31	29	7	15	6	10	24	28	37	21	34	14	23	16
<b>TOTAL DO NOT TRUST</b>	<b>56</b>	<b>67</b>	<b>63</b>	<b>67</b>	<b>43</b>	<b>41</b>	<b>47</b>	<b>48</b>	<b>34</b>	<b>62</b>	<b>41</b>	<b>72</b>	<b>39</b>	<b>81</b>	<b>49</b>	<b>50</b>	<b>37</b>
Don't know or not applicable	11	10	2	8	7	7	5	4	10	7	15	8	16	0	15	19	54

	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
<b>Weighted Sample</b>	<b>1866</b>	X	X	X	X	579	457	413	907	959	226	476	638	526	1064	802	239	606	399	459	162
Unweighted Sample	1866	427	573	120	192	559	463	416	901	965	188	456	704	518	1212	654	210	603	419	481	153
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Hacked Off, the group that campaigns for press reform**

Trust a great deal	7	4	10	11	9	3	9	9	9	6	6	10	7	5	6	8	10	5	7	9	6
Trust a fair amount	34	27	45	40	29	27	43	43	31	37	26	33	41	30	35	34	33	32	39	33	36
<b>TOTAL TRUST</b>	<b>41</b>	<b>31</b>	<b>55</b>	<b>51</b>	<b>38</b>	<b>30</b>	<b>52</b>	<b>52</b>	<b>40</b>	<b>43</b>	<b>32</b>	<b>43</b>	<b>48</b>	<b>35</b>	<b>41</b>	<b>42</b>	<b>43</b>	<b>43</b>	<b>37</b>	<b>46</b>	<b>42</b>
Do not trust very much	23	29	18	25	21	26	21	21	27	19	27	18	22	28	24	22	24	25	19	22	26
Do not trust at all	12	21	6	5	24	22	6	6	13	11	10	10	10	18	13	11	12	13	14	11	9
<b>TOTAL DO NOT TRUST</b>	<b>35</b>	<b>50</b>	<b>24</b>	<b>30</b>	<b>45</b>	<b>48</b>	<b>27</b>	<b>27</b>	<b>40</b>	<b>30</b>	<b>37</b>	<b>28</b>	<b>32</b>	<b>46</b>	<b>37</b>	<b>33</b>	<b>36</b>	<b>38</b>	<b>33</b>	<b>33</b>	<b>35</b>
Don't know or not applicable	23	19	22	19	18	22	22	20	19	27	31	29	20	19	22	25	22	24	20	26	24

**BBC News**

Trust a great deal	14	14	18	17	10	11	18	16	15	14	20	15	14	12	14	16	11	13	17	16	14
Trust a fair amount	47	47	50	71	34	42	50	61	47	47	46	50	49	43	51	42	51	50	45	44	47
<b>TOTAL TRUST</b>	<b>61</b>	<b>61</b>	<b>68</b>	<b>88</b>	<b>44</b>	<b>53</b>	<b>68</b>	<b>77</b>	<b>62</b>	<b>61</b>	<b>66</b>	<b>65</b>	<b>63</b>	<b>55</b>	<b>65</b>	<b>58</b>	<b>62</b>	<b>63</b>	<b>62</b>	<b>60</b>	<b>61</b>
Do not trust very much	20	22	19	5	28	27	18	12	21	19	15	16	18	27	19	21	19	20	18	20	24
Do not trust at all	10	13	6	3	25	15	8	5	10	10	5	8	10	14	9	12	10	10	12	10	5
<b>TOTAL DO NOT TRUST</b>	<b>30</b>	<b>35</b>	<b>25</b>	<b>8</b>	<b>53</b>	<b>42</b>	<b>26</b>	<b>17</b>	<b>31</b>	<b>29</b>	<b>20</b>	<b>24</b>	<b>28</b>	<b>41</b>	<b>28</b>	<b>33</b>	<b>29</b>	<b>30</b>	<b>30</b>	<b>30</b>	<b>29</b>
Don't know or not applicable	8	4	7	4	3	5	6	6	7	10	13	10	9	4	8	9	9	6	8	11	10

**Hugh Grant, the actor who campaigns for press reform**

Trust a great deal	7	6	9	10	8	5	10	8	8	6	4	9	7	6	7	8	7	6	7	10	5
Trust a fair amount	37	33	46	44	34	31	39	48	35	40	38	38	41	33	37	38	33	36	42	38	39
<b>TOTAL TRUST</b>	<b>44</b>	<b>39</b>	<b>55</b>	<b>54</b>	<b>42</b>	<b>36</b>	<b>49</b>	<b>56</b>	<b>43</b>	<b>46</b>	<b>42</b>	<b>47</b>	<b>48</b>	<b>39</b>	<b>44</b>	<b>46</b>	<b>40</b>	<b>42</b>	<b>49</b>	<b>48</b>	<b>44</b>
Do not trust very much	25	26	23	19	23	27	27	22	27	23	30	22	23	27	26	24	28	28	21	23	26
Do not trust at all	15	23	8	9	24	24	9	9	17	12	7	13	14	21	15	14	15	14	18	13	12
<b>TOTAL DO NOT TRUST</b>	<b>40</b>	<b>49</b>	<b>31</b>	<b>28</b>	<b>47</b>	<b>51</b>	<b>36</b>	<b>31</b>	<b>44</b>	<b>35</b>	<b>37</b>	<b>35</b>	<b>37</b>	<b>48</b>	<b>41</b>	<b>38</b>	<b>43</b>	<b>42</b>	<b>39</b>	<b>36</b>	<b>38</b>
Don't know or not applicable	16	12	14	17	11	13	14	14	13	19	21	19	15	13	16	17	17	16	13	17	18

**Nick Clegg, the Deputy Prime Minister**

Trust a great deal	3	3	1	21	0	1	1	8	4	2	2	5	2	3	3	3	7	3	2	4	0
Trust a fair amount	24	35	18	53	12	29	14	36	24	25	26	22	25	25	27	20	22	27	23	23	22
<b>TOTAL TRUST</b>	<b>27</b>	<b>38</b>	<b>19</b>	<b>74</b>	<b>12</b>	<b>30</b>	<b>15</b>	<b>44</b>	<b>28</b>	<b>27</b>	<b>28</b>	<b>27</b>	<b>27</b>	<b>28</b>	<b>30</b>	<b>23</b>	<b>29</b>	<b>30</b>	<b>25</b>	<b>27</b>	<b>22</b>
Do not trust very much	32	34	37	14	30	34	36	28	31	33	35	31	31	35	34	30	30	34	34	30	33
Do not trust at all	30	22	36	5	55	28	41	20	32	27	19	28	32	32	26	34	28	27	30	33	31
<b>TOTAL DO NOT TRUST</b>	<b>62</b>	<b>56</b>	<b>73</b>	<b>19</b>	<b>85</b>	<b>62</b>	<b>77</b>	<b>48</b>	<b>63</b>	<b>60</b>	<b>54</b>	<b>59</b>	<b>63</b>	<b>67</b>	<b>60</b>	<b>64</b>	<b>58</b>	<b>61</b>	<b>64</b>	<b>63</b>	<b>64</b>
Don't know or not applicable	11	6	8	7	4	7	8	8	8	13	18	14	10	5	10	12	13	9	12	9	14

**The newspaper you read most often**

Trust a great deal	7	9	9	12	2	7	8	8	7	7	7	7	5	9	8	6	6	7	9	6	6
Trust a fair amount	40	49	39	34	41	47	37	38	39	40	35	32	37	52	41	37	46	37	39	38	46
<b>TOTAL TRUST</b>	<b>47</b>	<b>58</b>	<b>48</b>	<b>46</b>	<b>43</b>	<b>54</b>	<b>45</b>	<b>46</b>	<b>46</b>	<b>47</b>	<b>42</b>	<b>39</b>	<b>42</b>	<b>61</b>	<b>49</b>	<b>43</b>	<b>52</b>	<b>44</b>	<b>48</b>	<b>44</b>	<b>52</b>
Do not trust very much	25	24	26	19	27	24	28	24	27	22	24	27	26	21	24	25	24	29	21	24	21
Do not trust at all	8	5	7	10	13	7	7	8	9	7	7	10	8	5	7	9	7	8	7	9	4
<b>TOTAL DO NOT TRUST</b>	<b>33</b>	<b>29</b>	<b>33</b>	<b>29</b>	<b>40</b>	<b>31</b>	<b>35</b>	<b>32</b>	<b>36</b>	<b>29</b>	<b>31</b>	<b>37</b>	<b>34</b>	<b>26</b>	<b>31</b>	<b>34</b>	<b>31</b>	<b>37</b>	<b>28</b>	<b>33</b>	<b>25</b>
Don't know or not applicable	21	13	20	25	17	15	20	22	18	25	27	25	23	13	20	23	18	19	24	23	23

**Groups representing victims of press abuse**

Trust a great deal	13	11	17	16	9	8	17	17	12	13	13	13	15	10	12	14	11	12	16	12	14
Trust a fair amount	45	40	52	55	46	43	48	53	42	47	34	48	47	44	45	45	47	44	43	45	48
<b>TOTAL TRUST</b>	<b>58</b>	<b>51</b>	<b>69</b>	<b>71</b>	<b>55</b>	<b>51</b>	<b>65</b>	<b>70</b>	<b>54</b>	<b>60</b>	<b>47</b>	<b>61</b>	<b>62</b>	<b>54</b>	<b>57</b>	<b>59</b>	<b>58</b>	<b>56</b>	<b>59</b>	<b>57</b>	<b>62</b>
Do not trust very much	22	32	17	13	23	29	20	15	26	18	28	16	19	28	25	18	21	25	20	22	16
Do not trust at all	7	9	4	4	13	9	5	3	8	6	5	7	6	8	6	7	5	7	8	8	6
<b>TOTAL DO NOT TRUST</b>	<b>29</b>	<b>41</b>	<b>21</b>	<b>17</b>	<b>36</b>	<b>38</b>	<b>25</b>	<b>18</b>	<b>34</b>	<b>24</b>	<b>33</b>	<b>23</b>	<b>25</b>	<b>36</b>	<b>31</b>	<b>25</b>	<b>26</b>	<b>32</b>	<b>28</b>	<b>30</b>	<b>22</b>
Don't know or not applicable	14	8	10	12	9	10	10	12	11	16	20	15	13	10	12	15	16	12	13	14	16

		Which daily newspaper do you personally read most often, either online or on paper?															
Total	Daily Mail	Daily Express	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	
<b>Weighted Sample</b>	1866	299	37	384	24	155	59	38	134	100	15	103	10	18	136	307	47
Unweighted Sample	1866	332	49	203	15	95	73	49	193	97	17	98	14	18	153	403	57
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Hacked Off, the group that campaigns for press reform**

Trust a great deal	7	6	11	8	19	12	5	7	10	7	15	5	7	0	5	5	4
Trust a fair amount	34	28	29	28	29	37	54	61	52	27	16	29	25	51	44	37	11
<b>TOTAL TRUST</b>	<b>41</b>	<b>34</b>	<b>40</b>	<b>36</b>	<b>48</b>	<b>49</b>	<b>59</b>	<b>68</b>	<b>62</b>	<b>34</b>	<b>31</b>	<b>34</b>	<b>32</b>	<b>51</b>	<b>49</b>	<b>42</b>	<b>15</b>
Do not trust very much	23	22	20	27	23	28	17	18	20	34	30	27	42	40	19	16	13
Do not trust at all	12	20	23	19	13	5	6	1	4	12	10	16	0	6	5	8	9
<b>TOTAL DO NOT TRUST</b>	<b>35</b>	<b>42</b>	<b>43</b>	<b>46</b>	<b>36</b>	<b>33</b>	<b>23</b>	<b>19</b>	<b>24</b>	<b>46</b>	<b>40</b>	<b>43</b>	<b>42</b>	<b>46</b>	<b>24</b>	<b>24</b>	<b>22</b>
Don't know or not applicable	23	24	17	18	17	18	18	13	13	19	28	22	26	2	28	34	64

**BBC News**

Trust a great deal	14	9	16	13	15	26	17	13	25	16	0	7	9	5	20	13	8
Trust a fair amount	47	44	48	39	40	46	57	75	56	56	60	58	79	60	53	47	16
<b>TOTAL TRUST</b>	<b>61</b>	<b>53</b>	<b>64</b>	<b>52</b>	<b>55</b>	<b>72</b>	<b>74</b>	<b>88</b>	<b>81</b>	<b>72</b>	<b>60</b>	<b>65</b>	<b>88</b>	<b>65</b>	<b>73</b>	<b>60</b>	<b>24</b>
Do not trust very much	20	24	18	30	30	13	17	6	11	13	22	21	12	29	15	16	16
Do not trust at all	10	16	16	12	5	9	6	6	5	10	2	13	0	6	5	9	9
<b>TOTAL DO NOT TRUST</b>	<b>30</b>	<b>40</b>	<b>34</b>	<b>42</b>	<b>35</b>	<b>22</b>	<b>23</b>	<b>12</b>	<b>16</b>	<b>23</b>	<b>24</b>	<b>34</b>	<b>12</b>	<b>35</b>	<b>20</b>	<b>25</b>	<b>25</b>
Don't know or not applicable	8	7	2	7	9	6	2	0	3	4	15	1	0	0	7	16	51

**Hugh Grant, the actor who campaigns for press reform**

Trust a great deal	7	6	15	6	15	13	4	19	10	2	15	4	8	0	3	8	4
Trust a fair amount	37	27	41	33	48	41	51	46	48	38	11	41	28	51	47	42	11
<b>TOTAL TRUST</b>	<b>44</b>	<b>33</b>	<b>56</b>	<b>39</b>	<b>63</b>	<b>54</b>	<b>55</b>	<b>65</b>	<b>58</b>	<b>40</b>	<b>26</b>	<b>45</b>	<b>36</b>	<b>51</b>	<b>50</b>	<b>50</b>	<b>15</b>
Do not trust very much	25	28	22	28	30	22	25	29	24	27	36	25	15	22	27	18	16
Do not trust at all	15	25	16	20	0	10	2	6	8	18	13	17	21	21	5	9	12
<b>TOTAL DO NOT TRUST</b>	<b>40</b>	<b>53</b>	<b>38</b>	<b>48</b>	<b>30</b>	<b>32</b>	<b>27</b>	<b>35</b>	<b>32</b>	<b>45</b>	<b>49</b>	<b>42</b>	<b>36</b>	<b>43</b>	<b>32</b>	<b>27</b>	<b>28</b>
Don't know or not applicable	16	13	6	13	7	14	18	0	11	16	25	13	28	6	18	24	57

**Nick Clegg, the Deputy Prime Minister**

Trust a great deal	3	3	3	3	10	7	1	11	4	2	16	1	0	0	3	2	0
Trust a fair amount	24	24	14	19	36	11	34	26	31	42	28	27	29	33	21	30	11
<b>TOTAL TRUST</b>	<b>27</b>	<b>27</b>	<b>17</b>	<b>22</b>	<b>46</b>	<b>18</b>	<b>35</b>	<b>37</b>	<b>35</b>	<b>44</b>	<b>44</b>	<b>28</b>	<b>29</b>	<b>33</b>	<b>24</b>	<b>32</b>	<b>11</b>
Do not trust very much	32	28	46	39	37	39	43	43	29	30	3	37	26	36	36	22	18
Do not trust at all	30	35	35	30	10	37	22	18	29	16	37	33	45	31	27	29	18
<b>TOTAL DO NOT TRUST</b>	<b>62</b>	<b>63</b>	<b>81</b>	<b>69</b>	<b>47</b>	<b>76</b>	<b>65</b>	<b>61</b>	<b>58</b>	<b>46</b>	<b>40</b>	<b>70</b>	<b>71</b>	<b>67</b>	<b>63</b>	<b>51</b>	<b>36</b>
Don't know or not applicable	11	10	2	9	7	6	1	2	7	9	15	3	0	0	13	17	54

**The newspaper you read most often**

Trust a great deal	7	6	9	5	15	8	16	15	21	10	4	5	0	8	7	0	0
Trust a fair amount	40	45	53	37	29	50	57	71	55	56	59	72	72	77	35	6	5
<b>TOTAL TRUST</b>	<b>47</b>	<b>51</b>	<b>62</b>	<b>42</b>	<b>44</b>	<b>58</b>	<b>73</b>	<b>86</b>	<b>76</b>	<b>66</b>	<b>63</b>	<b>77</b>	<b>72</b>	<b>85</b>	<b>42</b>	<b>6</b>	<b>5</b>
Do not trust very much	25	29	29	37	37	30	18	10	17	20	9	15	14	16	37	11	12
Do not trust at all	8	9	2	9	11	5	3	0	4	7	9	3	9	0	7	11	10
<b>TOTAL DO NOT TRUST</b>	<b>33</b>	<b>38</b>	<b>31</b>	<b>46</b>	<b>48</b>	<b>35</b>	<b>21</b>	<b>10</b>	<b>21</b>	<b>27</b>	<b>18</b>	<b>18</b>	<b>23</b>	<b>16</b>	<b>44</b>	<b>22</b>	<b>22</b>
Don't know or not applicable	21	11	7	12	7	8	6	4	2	7	18	5	5	0	15	72	74

**Groups representing victims of press abuse**

Trust a great deal	13	14	19	13	10	17	12	33	16	6	15	6	15	10	15	9	9
Trust a fair amount	45	43	40	40	25	43	60	48	57	48	27	53	44	74	45	48	11
<b>TOTAL TRUST</b>	<b>58</b>	<b>57</b>	<b>59</b>	<b>53</b>	<b>35</b>	<b>60</b>	<b>72</b>	<b>81</b>	<b>73</b>	<b>54</b>	<b>42</b>	<b>59</b>	<b>59</b>	<b>84</b>	<b>60</b>	<b>57</b>	<b>20</b>
Do not trust very much	22	22	30	27	42	23	10	15	15	35	25	28	21	14	18	15	15
Do not trust at all	7	8	3	10	15	4	9	1	4	3	10	8	9	2	5	5	7
<b>TOTAL DO NOT TRUST</b>	<b>29</b>	<b>30</b>	<b>33</b>	<b>37</b>	<b>57</b>	<b>27</b>	<b>19</b>	<b>16</b>	<b>19</b>	<b>38</b>	<b>35</b>	<b>36</b>	<b>30</b>	<b>16</b>	<b>23</b>	<b>20</b>	<b>22</b>
Don't know or not applicable	14	13	8	10	9	12	9	2	8	9	23	6	11	0	16	23	58