

YouGov / Media Standards Trust Survey Results

Sample Size: 1859 GB Adults
Fieldwork: 9th - 10th October 2013

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
1859	X	X	X	X	541	466	395	902	957	221	470	636	532	1060	799	238	604	398	457	162
Unweighted Sample	451	608	123	174	537	486	423	886	973	123	472	761	503	1218	641	235	642	378	438	166
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

On Tuesday Maria Miller, the Secretary of State for Culture Media and Sport, rejected a Royal Charter put forward by the newspaper industry to oversee a new system of press self-regulation. Instead, she said the Government would sign off on the original Royal Charter that was agreed by the main political parties and supported in Parliament.

The Royal Charter will set up a body to recognise and periodically review a new press self-regulator, in order to check that it is working effectively on behalf of the public.

Newspaper publishers have indicated that they will not participate in the cross-party Charter and will continue with their own self-regulation scheme.

How important, if at all, do you think it is that a new system of press self-regulation is periodically reviewed by an independent commission?

Very important	40	37	48	47	33	38	47	48	45	35	22	36	41	50	45	33	42	37	38	42	45
Fairly important	31	34	31	37	35	33	28	33	31	31	34	33	31	28	32	29	31	31	34	28	33
TOTAL IMPORTANT	71	71	79	84	68	71	75	81	76	66	56	69	72	78	77	62	73	68	72	70	78
Not very important	10	12	9	5	18	13	11	5	11	10	7	9	11	11	9	12	6	12	11	11	6
Not important at all	4	8	2	1	7	6	3	2	5	4	4	4	4	5	3	6	4	4	5	4	4
TOTAL NOT IMPORTANT	14	20	11	6	25	19	14	7	16	14	11	13	15	16	12	18	10	16	16	15	10
Don't know	15	9	10	9	8	10	11	12	9	20	33	18	13	7	11	20	18	16	12	15	13

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Sample Size: 1859 GB Adults
Fieldwork: 9th - 10th October 2013

	Which newspaper do you personally read most often, either online or on paper?								Grouped Papers	
Total	Daily Mail	The Sun	The Mirror	The Guardian	The Telegraph	Other	I never read newspaper or their websites	Don't know	Independent, I, Guardian, Financial Times	Times and Telegraph
Weighted Sample 1859	310	309	183	134	100	165	278	58	256	196
Unweighted Sample	364	150	122	196	110	192	353	49	338	196
	%	%	%	%	%	%	%	%	%	%

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Newspaper publishers have indicated that they will not participate in the cross-party Charter and will continue with their own self-regulation scheme.

How important, if at all, do you think it is that a new system of press self-regulation is periodically reviewed by an independent commission?

Very important	40	36	23	41	59	53	43	39	25	56	50
Fairly important	31	35	34	30	29	37	36	24	9	29	36
TOTAL IMPORTANT	71	71	57	71	88	90	79	63	34	85	86
Not very important	10	12	18	13	5	8	8	6	3	5	6
Not important at all	4	6	6	5	0	1	2	5	1	1	4
TOTAL NOT IMPORTANT	14	18	24	18	5	9	10	11	4	6	10
Don't know	15	11	18	10	7	1	11	26	62	8	4

	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	1859	X	X	X	X	541	466	395	902	957	221	470	636	532	1060	799	238	604	398	457	162
Unweighted Sample	1859	451	608	123	174	537	486	423	886	973	123	472	761	503	1218	641	235	642	378	438	166
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How much confidence would you have in a system of press regulation established by the major newspaper publishers, if that system was not reviewed independently?

A lot of confidence	3	6	1	2	2	2	3	0	4	1	5	3	2	2	2	4	4	3	1	2	3
A fair amount of confidence	12	18	11	15	12	16	11	8	14	10	20	12	12	9	11	13	14	10	14	13	12
TOTAL CONFIDENCE	15	24	12	17	14	18	14	8	18	11	25	15	14	11	13	17	18	13	15	15	15
Not much confidence	42	46	41	41	51	48	41	38	38	46	37	41	40	47	42	42	34	46	44	41	37
No confidence at all	31	23	40	39	25	24	36	44	38	25	12	28	36	36	35	26	34	30	31	30	34
TOTAL NO CONFIDENCE	73	69	81	80	76	72	77	82	76	71	49	69	76	83	77	68	68	76	75	71	71
Don't know	12	8	7	4	11	9	9	9	6	18	25	15	9	6	10	15	14	11	10	14	14

Imagine the press goes ahead and sets up a regulator without seeking independent recognition. 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	47	41	57	53	38	42	52	57	50	45	29	46	48	55	51	43	52	46	46	45	54
A small risk	32	40	28	33	44	40	32	27	33	31	33	29	33	33	33	30	26	33	32	33	31
TOTAL RISK	79	81	85	86	82	82	84	84	83	76	62	75	81	88	84	73	78	79	78	78	85
No real risk	6	7	5	5	6	6	4	4	6	6	7	6	6	4	5	7	8	6	6	5	2
No risk at all	1	1	1	2	1	1	1	1	2	0	2	1	1	1	1	1	1	1	0	2	1
TOTAL NO RISK	7	8	6	7	7	7	5	5	8	6	9	7	7	5	6	8	9	7	6	7	3
Don't know	14	10	9	7	11	11	10	12	9	19	29	17	12	8	10	20	14	14	15	14	13

How important, if at all, do you think it is that any system of self-regulation developed by the press ought to be put to public consultation before being finalised?

Very important	32	26	42	25	31	30	37	38	35	30	14	25	34	43	33	30	34	30	34	32	34
Fairly important	36	37	35	48	41	35	38	35	36	37	37	41	36	33	36	37	32	39	35	36	38
TOTAL IMPORTANT	68	63	77	73	72	65	75	73	71	67	51	66	70	76	69	67	66	69	69	68	72
Not very important	13	20	10	15	16	17	10	11	14	12	19	13	13	10	14	11	15	13	14	12	10
Not important at all	4	4	4	5	4	4	4	3	5	3	2	3	5	5	4	4	5	3	3	5	5
TOTAL NOT IMPORTANT	17	24	14	20	20	21	14	14	19	15	21	16	18	15	18	15	20	16	17	17	15
Don't know	15	12	9	6	9	14	11	13	11	18	28	17	13	9	12	18	15	15	14	15	13

	Which newspaper do you personally read most often, either online or on paper?								Grouped Papers		
	Total	Daily Mail	The Sun	The Mirror	The Guardian	The Telegraph	Other	I never read newspaper or their websites	Don't know	Independent, I, Guardian, Financial Times	Times and Telegraph
Weighted Sample	1859	310	309	183	134	100	165	278	58	256	196
Unweighted Sample	1859	364	150	122	196	110	192	353	49	338	196
	%	%	%	%	%	%	%	%	%	%	%

How much confidence would you have in a system of press regulation established by the major newspaper publishers, if that system was not reviewed independently?

A lot of confidence	3	1	2	6	1	1	3	1	5	2	3
A fair amount of confidence	12	14	25	12	7	16	9	7	1	7	14
TOTAL CONFIDENCE	15	15	27	18	8	17	12	8	6	9	17
Not much confidence	42	49	43	44	33	50	40	36	18	36	49
No confidence at all	31	23	16	28	55	29	36	42	11	53	30
TOTAL NO CONFIDENCE	73	72	59	72	88	79	76	78	29	89	79
Don't know	12	13	15	10	4	4	12	14	66	2	5

Imagine the press goes ahead and sets up a regulator without seeking independent recognition. 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	47	45	32	48	69	53	55	48	18	64	51
A small risk	32	37	39	30	21	39	30	28	13	24	39
TOTAL RISK	79	82	71	78	90	92	85	76	31	88	90
No real risk	6	7	9	6	3	2	3	3	0	6	3
No risk at all	1	1	2	1	0	1	0	1	1	2	0
TOTAL NO RISK	7	8	11	7	3	3	3	4	1	8	3
Don't know	14	9	18	15	6	5	12	20	68	4	5

How important, if at all, do you think it is that any system of self-regulation developed by the press ought to be put to public consultation before being finalised?

Very important	32	31	20	36	46	37	36	35	10	40	34
Fairly important	36	42	42	37	31	41	32	32	19	32	40
TOTAL IMPORTANT	68	73	62	73	77	78	68	67	29	72	74
Not very important	13	12	14	11	14	15	15	12	1	17	15
Not important at all	4	4	3	2	3	3	2	5	1	6	4
TOTAL NOT IMPORTANT	17	16	17	13	17	18	17	17	2	23	19
Don't know	15	12	21	14	7	3	16	16	69	5	6

	Voting intention				2010 Vote			Gender		Age				Social grade		Region					
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Imagine the new system of press regulation based on the cross-party Royal Charter DID go ahead, but some newspaper groups choose not to participate.

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

[Only asked to respondents who read a newspaper, online or paper; n=1457]

I want the newspaper I read to participate in this new system of regulation and will be disappointed if they don't

I do not want the newspaper I read to participate in this new system of regulation and will be disappointed if they do

I do not really mind either way

Don't know

56	53	65	73	42	50	61	72	59	53	44	52	60	58	63	47	59	53	59	54	62
7	10	5	9	8	10	7	4	9	6	10	10	5	8	7	7	10	8	6	7	4
28	32	22	15	42	34	25	15	27	29	34	27	27	29	24	34	24	31	27	29	26
8	6	7	2	7	6	8	9	5	12	11	11	9	6	6	11	7	8	8	10	8

	Which newspaper do you personally read most often, either online or on paper?								Grouped Papers		
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Imagine the new system of press regulation based on the cross-party Royal Charter DID go ahead, but some newspaper groups choose not to participate.

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[Only asked to respondents who read a newspaper, online or paper; n=1457]

I want the newspaper I read to participate in this new system of regulation and will be disappointed if they don't	56	54	40	56	66	63	62	0	0	67	64
I do not want the newspaper I read to participate in this new system of regulation and will be disappointed if they do	7	6	9	5	6	12	3	0	0	8	12
I do not really mind either way	28	32	39	30	17	19	24	0	0	17	18
Don't know	8	8	12	9	10	6	10	0	0	8	5