

YouGov Survey Results
Sample size: 2,035 adults
Fieldwork: 30th September - 12th October 2025



Total	Gender		Age					
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
	A	B	C	D	E	F	G	H

P1. In the past 30 days, which, if any, of the following sources have you used to get news and information?
Please select all that apply.

Unweighted base	2035	977	1058	182	429	344	330	313	437
Base: All	2035	997	1038	204	346	346	326	326	488
Television (e.g. BBC, ITV, Sky)	59%	62%	57%	37%	44%	48%	61%	70%	79%
		B			C		C.D.E	C.D.E.F	C.D.E.F.G
Radio (e.g. BBC Radio 4, LBC)	39%	43%	36%	15%	27%	39%	46%	48%	48%
		B			C	C.D	C.D	C.D.E	C.D.E
Print newspapers and magazines (e.g. The Daily Mail, The Guardian, The Times)	19%	23%	16%	13%	12%	11%	16%	22%	34%
		B						C.D.E.F	C.D.E.F.G
Online news from established publishers (e.g. Dailymail.com, theguardian.com, thetimes.com)	49%	49%	49%	35%	55%	53%	49%	50%	47%
					C.H	C	C	C	C
Online-only news sites (e.g. Pink News, Novara Media, LadBible)	15%	19%	11%	24%	23%	17%	15%	12%	5%
		B		F.G.H	F.G.H	G.H	H	H	
Social media platforms (e.g. Facebook, X/Twitter, TikTok)	51%	52%	49%	73%	69%	57%	46%	41%	33%
				E.F.G.H	E.F.G.H	F.G.H	H	H	
Blogs or independent websites (e.g. individual commentators, community news blogs)	12%	17%	8%	15%	14%	13%	13%	11%	10%
		B			H				
AI-generated news (e.g. Grok on X, Google AI Overviews, chatbots providing news summaries)	5%	6%	4%	13%	6%	6%	4%	2%	3%
				D.E.F.G.H	G.H	G.H			
Messaging apps (e.g. sharing news in WhatsApp, Telegram channels)	13%	15%	11%	21%	21%	15%	10%	8%	7%
		B		F.G.H	E.F.G.H	F.G.H			
None of these	5%	3%	7%	5%	5%	6%	7%	3%	3%
			A				G.H		
Don't know	1%	0%	1%	3%	1%	-	-	0%	0%
				D.E.F.G.H					
Net: Any	95%	97%	93%	92%	94%	94%	93%	97%	97%
		B					C		C.F

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Total	Region								
	North East	North West	Yorkshire & the Humber	East Midlands	West Midlands	East of England	London	South East	South West
	I	J	K	L	M	N	O	P	Q

P1. In the past 30 days, which, if any, of the following sources have you used to get news and information?
Please select all that apply.

Unweighted base	2035	89	215	176	154	185	174	268	255	181
Base: All	2035	83	224	169	147	179	189	265	279	173
Television (e.g. BBC, ITV, Sky)	59%	64% *	62%	63% S	53%	61%	53%	58%	59%	57%
Radio (e.g. BBC Radio 4, LBC)	39%	34% *	37%	37%	36%	38%	41%	39%	39%	43%
Print newspapers and magazines (e.g. The Daily Mail, The Guardian, The Times)	19%	19% *	18%	17%	15%	13%	19%	29% J.K.L.M.N.P.Q.R	20%	16%
Online news from established publishers (e.g. Dailymail.com, theguardian.com, thetimes.com)	49%	38% *	51%	46%	42%	49%	46%	57% I.K.L.N.R.S.U	49%	54%
Online-only news sites (e.g. Pink News, Novara Media, LadBible)	15%	13% *	19%	10%	8%	11%	11%	23% I.K.L.M.N.P.R.U	13%	16%
Social media platforms (e.g. Facebook, X/Twitter, TikTok)	51%	46% *	57% K.L.M.N	45%	49%	46%	43%	62% I.K.L.M.N.P.Q.R.T	49%	46%
Blogs or independent websites (e.g. individual commentators, community news blogs)	12%	11% *	13%	10%	9%	10%	11%	22% I.J.K.L.M.N.P.Q.R.S	8%	10%
AI-generated news (e.g. Grok on X, Google AI Overviews, chatbots providing news summaries)	5%	- *	7%	3%	3%	6%	5%	11% I.K.L.N.P.Q.R.T	3%	1%
Messaging apps (e.g. sharing news in WhatsApp, Telegram channels)	13%	6% *	16%	9%	10%	17%	10%	24% I.J.K.L.N.P.Q.R.S.T	10%	8%
None of these	5%	7% O*	4%	7% M.O.Q	7%	2%	7%	2%	5%	3%
Don't know	1%	- *	-	-	-	2% J.R	1%	1%	0%	1%
Net: Any	95%	93% *	96%	93%	93%	96%	92%	97% K.L.N	94%	97%

YouGov Survey Results

Sample size: 2,035 adults

Fieldwork: 30th September - 12th October 2025



Total					Social grade	
	England	Wales	Scotland	Northern Ireland	ABC1	C2DE
	R	S	T	U	X	Y

P1. In the past 30 days, which, if any, of the following sources have you used to get news and information?
 Please select all that apply.

Unweighted base	2035	1697	104	179	55	1110	925
Base: All	2035	1707	98	173	57	1050	985
Television (e.g. BBC, ITV, Sky)	59%	59%	51%	64%	72%	63%	55%
				N.S	L.N.R.S*	Y	
Radio (e.g. BBC Radio 4, LBC)	39%	39%	43%	41%	50%	44%	34%
					*	Y	
Print newspapers and magazines (e.g. The Daily Mail, The Guardian, The Times)	19%	19%	19%	21%	24%	23%	15%
		M		M	M*	Y	
Online news from established publishers (e.g. Dailymail.com, theguardian.com, thetimes.com)	49%	49%	45%	52%	34%	55%	42%
		I.L.U		I.U	*	Y	
Online-only news sites (e.g. Pink News, Novara Media, LadBible)	15%	14%	18%	18%	9%	16%	14%
		L	L	K.L	*		
Social media platforms (e.g. Facebook, X/Twitter, TikTok)	51%	50%	59%	48%	57%	52%	49%
			K.M.N.Q		*		
Blogs or independent websites (e.g. individual commentators, community news blogs)	12%	12%	10%	14%	18%	14%	11%
		P		P	P*	Y	
AI-generated news (e.g. Grok on X, Google AI Overviews, chatbots providing news summaries)	5%	5%	5%	3%	7%	5%	5%
		I.Q	I		I.Q*		
Messaging apps (e.g. sharing news in WhatsApp, Telegram channels)	13%	13%	7%	11%	14%	15%	11%
		I.K.Q			*	Y	
None of these	5%	5%	6%	3%	4%	3%	6%
		O			*		X
Don't know	1%	1%	1%	-	-	0%	1%
					*		
Net: Any	95%	95%	93%	97%	96%	96%	93%
					*	Y	

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Total	Gender		Age					
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
	A	B	C	D	E	F	G	H

P2. Which, if any, of the following sources of news do you think are regulated? Please select all that apply.

Unweighted base	2035	977	1058	182	429	344	330	313	437
Base: All	2035	997	1038	204	346	346	326	326	488
Television news (e.g. BBC, ITV, Sky)	75%	78%	73%	60%	73%	74%	76%	83%	79%
		B			C	C	C	C.D.E.F	C.D
Radio news (e.g. BBC Radio 4, LBC)	67%	70%	65%	47%	60%	68%	71%	76%	72%
		B			C	C.D	C.D	C.D.E	C.D
Print newspapers and magazines (e.g. The Daily Mail, The Guardian, The Times)	63%	66%	60%	55%	56%	64%	62%	71%	65%
		B				C.D		C.D.F	C.D
Online news publishers (e.g. Dailymail.com, theguardian.com, thetimes.com)	54%	55%	53%	49%	51%	59%	54%	57%	53%
						C.D			
Online-only news sites (e.g. Pink News, Novara Media, LadBible)	15%	18%	12%	21%	22%	18%	15%	12%	8%
		B		G.H	F.G.H	G.H	H		
Social media platforms (e.g. Facebook, X/Twitter, TikTok)	13%	14%	13%	22%	15%	10%	14%	11%	12%
				D.E.F.G.H					
Blogs or independent websites (e.g. individual commentators, community news blogs)	4%	5%	4%	10%	6%	4%	3%	3%	2%
				E.F.G.H	G.H				
AI-generated news (e.g. Grok on X, Google AI Overviews, chatbots providing news summaries)	5%	6%	4%	8%	4%	7%	5%	4%	3%
				D.H		D.H			
News sharing in messaging apps (e.g. WhatsApp, Telegram channels)	5%	5%	5%	6%	5%	6%	5%	4%	5%
None of these	8%	6%	9%	11%	10%	7%	8%	3%	8%
			A	G	G	G	G		G
Don't know	9%	8%	11%	7%	8%	10%	11%	9%	10%
			A						
Net: Any	83%	86%	80%	82%	81%	83%	81%	88%	82%
		B						D.F.H	

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Total	Region								
	North East	North West	Yorkshire & the Humber	East Midlands	West Midlands	East of England	London	South East	South West
	I	J	K	L	M	N	O	P	Q

P2. Which, if any, of the following sources of news do you think are regulated? Please select all that apply.

Unweighted base	2035	89	215	176	154	185	174	268	255	181
Base: All	2035	83	224	169	147	179	189	265	279	173
Television news (e.g. BBC, ITV, Sky)	75%	79% *	73%	77%	75%	75%	70%	72%	76%	79%
Radio news (e.g. BBC Radio 4, LBC)	67%	65% *	66%	73% O	71% O	66%	64%	61%	68%	72% O
Print newspapers and magazines (e.g. The Daily Mail, The Guardian, The Times)	63%	58% *	65%	66%	63%	58%	62%	61%	64%	64%
Online news publishers (e.g. Dailymail.com, theguardian.com, thetimes.com)	54%	55% *	53%	51%	52%	56%	51%	54%	53%	58%
Online-only news sites (e.g. Pink News, Novara Media, LadBible)	15%	13% *	16%	18%	14%	13%	16%	21%	12%	13%
Social media platforms (e.g. Facebook, X/Twitter, TikTok)	13%	14% *	15%	13%	15%	17% N.P.Q	9% 19% N.P.Q.R	M.P.Q.R	10%	9%
Blogs or independent websites (e.g. individual commentators, community news blogs)	4%	6% N.Q*	4% Q	4% Q	5% N.Q	5% N.Q	1% N.Q	6% N.Q	4% Q	0%
AI-generated news (e.g. Grok on X, Google AI Overviews, chatbots providing news summaries)	5%	5% *	4%	4%	5%	6%	4%	9% J.P.Q.R	2%	3%
News sharing in messaging apps (e.g. WhatsApp, Telegram channels)	5%	2% *	6%	6%	4%	9% P.Q.R	4% 7% P	7%	3%	3%
None of these	8%	11% *	8%	9%	7%	9%	8%	9%	7%	5%
Don't know	9%	7% *	12%	7%	10%	8%	12%	9%	8%	11%
Net: Any	83%	82% *	81%	84%	83%	82%	79%	83%	85%	84%

YouGov Survey Results
Sample size: 2,035 adults
 Fieldwork: 30th September - 12th October 2025



Total					Social grade	
	England	Wales	Scotland	Northern Ireland	ABC1	C2DE
	R	S	T	U	X	Y

P2. Which, if any, of the following sources of news do you think are regulated? Please select all that apply.

Unweighted base	2035	1697	104	179	55	1110	925
Base: All	2035	1707	98	173	57	1050	985
Television news (e.g. BBC, ITV, Sky)	75%	75%	74%	80%	85%	81%	70%
				N	N*	Y	
Radio news (e.g. BBC Radio 4, LBC)	67%	67%	66%	69%	74%	74%	61%
		O			*	Y	
Print newspapers and magazines (e.g. The Daily Mail, The Guardian, The Times)	63%	62%	62%	65%	63%	69%	56%
					*	Y	
Online news publishers (e.g. Dailymail.com, theguardian.com, thetimes.com)	54%	54%	54%	55%	63%	60%	48%
					*	Y	
Online-only news sites (e.g. Pink News, Novara Media, LadBible)	15%	15%	16%	15%	14%	16%	14%
					*		
Social media platforms (e.g. Facebook, X/Twitter, TikTok)	13%	13%	12%	12%	17%	13%	13%
					*		
Blogs or independent websites (e.g. individual commentators, community news blogs)	4%	4%	7%	4%	9%	4%	4%
		N.Q	N.Q	Q	N.Q*		
AI-generated news (e.g. Grok on X, Google AI Overviews, chatbots providing news summaries)	5%	5%	6%	4%	7%	5%	5%
					*		
News sharing in messaging apps (e.g. WhatsApp, Telegram channels)	5%	5%	5%	6%	5%	5%	6%
					*		
None of these	8%	8%	6%	8%	4%	6%	10%
					*	X	
Don't know	9%	10%	14%	7%	8%	7%	13%
			T		*	X	
Net: Any	83%	83%	80%	86%	88%	87%	78%
					*	Y	

YouGov Survey Results
Sample size: 2,035 adults
Fieldwork: 30th September - 12th October 2025



Total	Gender		Age					
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
	A	B	C	D	E	F	G	H

Do you support or oppose regulation of the following sources of news?

p3_1. Television news (e.g. BBC, ITV, Sky)

Unweighted base	2035	977	1058	182	429	344	330	313	437
Base: All	2035	997	1038	204	346	346	326	326	488
Strongly support	59%	58%	60%	41%	57%	59%	61%	66%	63%
				C	C	C	C.D.E	C	
Slightly support	23%	24%	22%	37%	24%	24%	19%	18%	21%
				D.E.F.G.H	G	G			
Slightly oppose	5%	5%	5%	10%	5%	3%	4%	5%	4%
				D.E.F.G.H					
Strongly oppose	5%	7%	4%	4%	3%	5%	7%	5%	7%
		B				D	D	D	
Don't know	8%	6%	10%	8%	11%	9%	9%	6%	5%
		A		G.H	H	H	H		
Net: Support	82%	82%	82%	78%	81%	83%	80%	84%	84%
Net: Oppose	10%	12%	9%	14%	8%	8%	11%	10%	11%
		B		D.E					

p3_2. Radio news (e.g. BBC Radio 4, LBC)

Unweighted base	2035	977	1058	182	429	344	330	313	437
Base: All	2035	997	1038	204	346	346	326	326	488
Strongly support	56%	55%	57%	37%	53%	57%	57%	62%	61%
				C	C	C	C	C.D	C.D
Slightly support	24%	25%	24%	41%	24%	23%	23%	21%	22%
				D.E.F.G.H					
Slightly oppose	5%	5%	5%	5%	7%	4%	5%	4%	4%
					E				
Strongly oppose	5%	7%	3%	4%	3%	5%	5%	6%	6%
		B							
Don't know	10%	8%	11%	13%	12%	11%	11%	7%	7%
				G.H	G.H	G.H	H		
Net: Support	81%	80%	81%	78%	77%	80%	80%	83%	83%
								D	
Net: Oppose	10%	12%	8%	9%	11%	9%	10%	10%	11%
		B							



Total	Region								
	North East	North West	Yorkshire & the Humber	East Midlands	West Midlands	East of England	London	South East	South West
	I	J	K	L	M	N	O	P	Q

Do you support or oppose regulation of the following sources of news?

p3_1. Television news (e.g. BBC, ITV, Sky)

Unweighted base	2035	89	215	176	154	185	174	268	255	181
Base: All	2035	83	224	169	147	179	189	265	279	173
Strongly support	59%	60% *	62%	52%	56%	55%	58%	59%	57%	62%
Slightly support	23%	20% *	22%	23%	26%	21%	27%	24%	25%	19%
Slightly oppose	5%	6% *	4%	7%	5%	5%	5%	4%	6%	3%
Strongly oppose	5%	5% *	5%	8% N.U	5%	11% J.N.O.P.R.T.U	2%	5%	4%	6%
Don't know	8%	9% *	8%	11%	7%	9%	8%	7%	7%	9%
Net: Support	82%	80% *	84% K.M	75%	82%	76%	85% K.M	83% K.M	82%	81%
Net: Oppose	10%	11% *	9% N	14%	11%	16% J.N.O.R.T	8% 8%	9% 9%	10%	10%

p3_2. Radio news (e.g. BBC Radio 4, LBC)

Unweighted base	2035	89	215	176	154	185	174	268	255	181
Base: All	2035	83	224	169	147	179	189	265	279	173
Strongly support	56%	58% *	59%	51%	53%	53%	56%	56%	53%	59%
Slightly support	24%	24% *	22%	24%	27%	22%	27%	26%	27%	23%
Slightly oppose	5%	3% *	4%	7% Q	3%	7% Q	5%	5%	6%	2%
Strongly oppose	5%	6% *	5%	6% N.U	7% N.U	8% N.U	2%	5%	4%	7% N.U
Don't know	10%	9% *	10%	13%	11%	10%	10%	9%	9%	9%
Net: Support	81%	82% *	81%	75%	79%	75%	83%	82%	80%	82%
Net: Oppose	10%	9% *	9%	13%	10%	15% N.R	7%	9%	10%	9%



Total					Social grade	
	England	Wales	Scotland	Northern Ireland	ABC1	C2DE
	R	S	T	U	X	Y

Do you support or oppose regulation of the following sources of news?
p3_1. Television news (e.g. BBC, ITV, Sky)

Unweighted base	2035	1697	104	179	55	1110	925
Base: All	2035	1707	98	173	57	1050	985
Strongly support	59%	58%	61%	64%	74%	63%	55%
				K	K.L.M.N.O.P.R*	Y	
Slightly support	23%	23%	20%	22%	15%	23%	22%
					*		
Slightly oppose	5%	5%	4%	3%	6%	4%	6%
					*		
Strongly oppose	5%	6%	6%	5%	-	4%	6%
		N			*		X
Don't know	8%	8%	9%	6%	6%	5%	11%
					*		X
Net: Support	82%	81%	82%	86%	89%	86%	77%
		K.M		K.M	K.M*	Y	
Net: Oppose	10%	11%	10%	8%	6%	8%	12%
					*		X

p3_2. Radio news (e.g. BBC Radio 4, LBC)

Unweighted base	2035	1697	104	179	55	1110	925
Base: All	2035	1707	98	173	57	1050	985
Strongly support	56%	55%	57%	61%	72%	60%	52%
					K.L.M.N.O.P.R*	Y	
Slightly support	24%	25%	21%	24%	19%	24%	24%
					*		
Slightly oppose	5%	5%	6%	3%	6%	5%	5%
					*		
Strongly oppose	5%	5%	5%	5%	-	4%	6%
					*		
Don't know	10%	10%	11%	7%	4%	7%	13%
					*		X
Net: Support	81%	80%	78%	85%	90%	85%	76%
				K.M	K.M*	Y	
Net: Oppose	10%	10%	11%	9%	6%	9%	11%
					*		

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Total	Gender		Age					
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
	A	B	C	D	E	F	G	H

p3_3. Print newspapers and magazines (e.g. The Daily Mail, The Guardian, The Times)

Unweighted base	2035	977	1058	182	429	344	330	313	437
Base: All	2035	997	1038	204	346	346	326	326	488
Strongly support	56%	55%	56%	37%	54%	57%	56%	60%	60%
				C	C	C	C	C	C
Slightly support	23%	24%	22%	33%	24%	22%	21%	23%	22%
			D.E.F.G.H						
Slightly oppose	7%	6%	7%	15%	6%	5%	7%	4%	6%
			D.E.F.G.H						
Strongly oppose	5%	7%	3%	4%	4%	5%	6%	6%	6%
		B							
Don't know	10%	8%	11%	10%	12%	12%	12%	7%	6%
		A		G.H	G.H	G.H			
Net: Support	79%	79%	79%	70%	78%	79%	77%	83%	82%
				C	C		C	C	
Net: Oppose	12%	13%	10%	20%	10%	9%	12%	10%	12%
			D.E.F.G.H						

p3_4. Online news from established publishers (e.g. Dailymail.com, theguardian.com, thetimes.com)

Unweighted base	2035	977	1058	182	429	344	330	313	437
Base: All	2035	997	1038	204	346	346	326	326	488
Strongly support	56%	56%	56%	40%	53%	57%	57%	61%	59%
				C	C	C	C	C.D	C
Slightly support	24%	24%	24%	33%	25%	24%	21%	22%	23%
			D.E.F.G.H						
Slightly oppose	6%	6%	6%	13%	7%	4%	6%	5%	4%
			D.E.F.G.H						
Strongly oppose	5%	6%	3%	4%	3%	4%	5%	5%	7%
		B							D
Don't know	10%	8%	12%	11%	12%	11%	11%	8%	7%
		A		G.H		H			
Net: Support	80%	80%	79%	73%	78%	81%	78%	83%	82%
				C	C	C	C	C	C
Net: Oppose	11%	12%	9%	17%	10%	8%	11%	9%	11%
		B		D.E.G					

YouGov Survey Results
Sample size: 2,035 adults
Fieldwork: 30th September - 12th October 2025



Total	Region								
	North East	North West	Yorkshire & the Humber	East Midlands	West Midlands	East of England	London	South East	South West
	I	J	K	L	M	N	O	P	Q

p3_3. Print newspapers and magazines (e.g. The Daily Mail, The Guardian, The Times)

Unweighted base	2035	89	215	176	154	185	174	268	255	181
Base: All	2035	83	224	169	147	179	189	265	279	173
Strongly support	56%	57%	55%	52%	53%	50%	60%	53%	52%	62%
		*					M			M.R
Slightly support	23%	21%	24%	24%	25%	23%	22%	28%	26%	19%
		*								
Slightly oppose	7%	6%	6%	5%	7%	10%	7%	4%	9%	3%
		*				O.Q			O.Q	
Strongly oppose	5%	7%	5%	7%	5%	7%	2%	4%	4%	7%
		N*		N		N				N
Don't know	10%	9%	10%	13%	10%	10%	9%	11%	10%	9%
		*		T				T		
Net: Support	79%	78%	79%	75%	78%	73%	82%	81%	78%	81%
		*					M			
Net: Oppose	12%	13%	12%	12%	12%	17%	9%	9%	13%	10%
		*				N.O.R				

p3_4. Online news from established publishers (e.g. Dailymail.com, theguardian.com, thetimes.com)

Unweighted base	2035	89	215	176	154	185	174	268	255	181
Base: All	2035	83	224	169	147	179	189	265	279	173
Strongly support	56%	52% *	56%	52%	51%	52%	60%	57%	53%	59%
Slightly support	24%	26% *	23%	23%	26%	22%	24%	25%	28%	21%
Slightly oppose	6%	4% *	6%	7%	6%	7%	7%	5%	4%	5%
Strongly oppose	5%	6% N*	5% N	7% N	6% N	6% N	1%	3%	6% N	6% N
Don't know	10%	11% *	10%	11%	12%	12%	8%	9%	9%	8%
Net: Support	80%	79% *	79%	75%	76%	75%	84% K.M	82%	81%	81%
Net: Oppose	11%	10% *	11%	13%	12%	13%	8%	9%	10%	11%

YouGov Survey Results
Sample size: 2,035 adults

Fieldwork: 30th September - 12th October 2025



Total					Social grade	
	England	Wales	Scotland	Northern Ireland	ABC1	C2DE
	R	S	T	U	X	Y

p3_3. Print newspapers and magazines (e.g. The Daily Mail, The Guardian, The Times)

Unweighted base	2035	1697	104	179	55	1110	925
Base: All	2035	1707	98	173	57	1050	985
Strongly support	56%	54%	59%	62%	68%	60%	51%
				K.M.P.R	K.M.O.P.R*	Y	
Slightly support	23%	24%	19%	20%	15%	23%	23%
					*		
Slightly oppose	7%	7%	5%	7%	9%	5%	8%
					*		X
Strongly oppose	5%	5%	6%	5%	2%	4%	6%
		N	N		*		
Don't know	10%	10%	12%	5%	6%	7%	13%
		T	T		*		X
Net: Support	79%	78%	78%	82%	83%	84%	74%
				M	*	Y	
Net: Oppose	12%	12%	11%	13%	11%	10%	14%
					*		X

p3_4. Online news from established publishers (e.g. Dailymail.com, theguardian.com, thetimes.com)

Unweighted base	2035	1697	104	179	55	1110	925
Base: All	2035	1707	98	173	57	1050	985
Strongly support	56%	55%	51%	60%	64%	61%	50%
					*	Y	
Slightly support	24%	24%	26%	22%	16%	23%	25%
					*		
Slightly oppose	6%	6%	7%	7%	11%	6%	6%
					*		
Strongly oppose	5%	5%	3%	4%	2%	4%	5%
		N		N	*		
Don't know	10%	10%	13%	7%	7%	7%	13%
					*		X
Net: Support	80%	79%	77%	82%	80%	84%	75%
					*	Y	
Net: Oppose	11%	11%	10%	11%	13%	10%	12%
					*		

YouGov Survey Results
Sample size: 2,035 adults
Fieldwork: 30th September - 12th October 2025



Total	Gender		Age					
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
	A	B	C	D	E	F	G	H

p3_5. Online-only news sites (e.g. Pink News, Novara Media, LadBible)

Unweighted base	2035	977	1058	182	429	344	330	313	437
Base: All	2035	997	1038	204	346	346	326	326	488
Strongly support	47%	48%	46%	29%	45%	47%	49%	52%	50%
					C	C	C	C.D	C
Slightly support	22%	23%	22%	36%	28%	25%	20%	15%	18%
				E.F.G.H	F.G.H	G.H			
Slightly oppose	8%	9%	8%	11%	8%	9%	9%	9%	6%
				H					
Strongly oppose	7%	9%	5%	9%	5%	4%	7%	7%	9%
		B		E					D.E
Don't know	15%	11%	19%	15%	14%	15%	14%	16%	17%
			A						
Net: Support	69%	71%	68%	65%	73%	71%	69%	68%	68%
Net: Oppose	15%	18%	13%	20%	13%	14%	17%	16%	15%
		B							

p3_6. Social media platforms (e.g. Facebook, X/Twitter, Tiktok)

Unweighted base	2035	977	1058	182	429	344	330	313	437
Base: All	2035	997	1038	204	346	346	326	326	488
Strongly support	51%	52%	50%	31%	49%	49%	51%	59%	58%
					C	C	C	C.D.E.F	C.D.E.F
Slightly support	21%	21%	22%	37%	27%	23%	19%	15%	16%
				D.E.F.G.H	F.G.H	G.H			
Slightly oppose	8%	9%	8%	13%	8%	10%	6%	8%	7%
				F.H					
Strongly oppose	9%	10%	8%	9%	7%	6%	12%	8%	11%
							D.E		D.E
Don't know	10%	8%	12%	11%	9%	12%	11%	9%	7%
			A			H			
Net: Support	73%	73%	72%	68%	76%	72%	70%	74%	74%
					C				
Net: Oppose	17%	19%	16%	21%	15%	16%	19%	16%	18%
		B							

YouGov Survey Results
Sample size: 2,035 adults
Fieldwork: 30th September - 12th October 2025



Total	Region								
	North East	North West	Yorkshire & the Humber	East Midlands	West Midlands	East of England	London	South East	South West
	I	J	K	L	M	N	O	P	Q

p3_5. Online-only news sites (e.g. Pink News, Novara Media, LadBible)

Unweighted base	2035	89	215	176	154	185	174	268	255	181
Base: All	2035	83	224	169	147	179	189	265	279	173
Strongly support	47%	51% *	46%	47%	43%	48%	46%	47%	44%	50%
Slightly support	22%	10% *	23% I	20% I	20% I	20% I	27% I	26% I	29% I.K.L.M.Q.R.T.U	19% I
Slightly oppose	8%	8% *	8%	7%	8%	6%	8%	9%	8%	6%
Strongly oppose	7%	10% *	7%	8%	8%	7%	5%	6%	7%	8%
Don't know	15%	21% O.P.T*	16%	18%	21% O.P.T	18% O	14%	11%	12%	17%
Net: Support	69%	61% *	69%	67%	63%	68%	73% I	74% I.L	73% I.L	69%
Net: Oppose	15%	18% *	15%	15%	16%	14%	13%	15%	15%	14%

p3_6. Social media platforms (e.g. Facebook, X/Twitter, Tiktok)

Unweighted base	2035	89	215	176	154	185	174	268	255	181
Base: All	2035	83	224	169	147	179	189	265	279	173
Strongly support	51%	50% *	51%	49%	45%	53%	59% L.P.R	52%	47%	53%
Slightly support	21%	16% *	23%	22%	19%	20%	18%	24%	25%	22%
Slightly oppose	8%	11% *	7%	9%	10%	8%	7%	7%	9%	7%
Strongly oppose	9%	15% N.S*	9%	9%	11% N.S	9%	4%	9%	10% N	8%
Don't know	10%	9% *	9%	11%	14% O.T	10%	12%	8%	9%	10%
Net: Support	73%	66% *	74% L	71%	64%	73%	77% L	76% L	72% L	75% L
Net: Oppose	17%	25% N.O.Q.R*	17%	18%	22% N	17%	11%	16%	20% N	15%

YouGov Survey Results
Sample size: 2,035 adults
Fieldwork: 30th September - 12th October 2025



Total					Social grade	
	England	Wales	Scotland	Northern Ireland	ABC1	C2DE
	R	S	T	U	X	Y

p3_5. Online-only news sites (e.g. Pink News, Novara Media, LadBible)

Unweighted base	2035	1697	104	179	55	1110	925
Base: All	2035	1707	98	173	57	1050	985
Strongly support	47%	46%	42%	50%	56% *	51% Y	42%
Slightly support	22%	23% I	23% I	19% I	16% *	24% Y	20%
Slightly oppose	8%	8%	9%	13% M.Q.R	15% Q*	7%	10%
Strongly oppose	7%	7%	5%	7%	4% *	6%	8%
Don't know	15%	16% O	22% O.P.T	11%	10% *	11%	20% X
Net: Support	69%	70%	64%	69%	72% *	76% Y	62%
Net: Oppose	15%	15%	14%	20%	18% *	13%	18% X

p3_6. Social media platforms (e.g. Facebook, X/Twitter, Tiktok)

Unweighted base	2035	1697	104	179	55	1110	925
Base: All	2035	1707	98	173	57	1050	985
Strongly support	51%	51%	51%	54%	59% *	57% Y	45%
Slightly support	21%	22%	19%	21%	14% *	22%	21%
Slightly oppose	8%	8%	12%	9%	11% *	7%	10%
Strongly oppose	9%	9% N	4%	9%	6% *	7%	11% X
Don't know	10%	10%	13%	6%	10% *	7%	13% X
Net: Support	73%	73% L	70%	75% L	73% *	79% Y	67%
Net: Oppose	17%	17% N	17%	18%	17% *	15%	20% X

YouGov Survey Results

Sample size: 2,035 adults

Fieldwork: 30th September - 12th October 2025



Total	Gender		Age					
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
	A	B	C	D	E	F	G	H

p3_7. Blogs or independent websites (e.g. individual commentators, community news blogs)

Unweighted base	2035	977	1058	182	429	344	330	313	437
Base: All	2035	997	1038	204	346	346	326	326	488
Strongly support	39%	39%	38%	20%	32%	38%	39%	47%	47%
					C	C	C.D	C.D.E	C.D.E.F
Slightly support	24%	23%	26%	39%	28%	25%	25%	16%	20%
				D.E.F.G.H	G.H	G	G		
Slightly oppose	13%	14%	13%	18%	18%	14%	11%	13%	10%
				F.H	F.H				
Strongly oppose	10%	12%	7%	9%	7%	7%	12%	11%	10%
		B					D.E	D	
Don't know	14%	12%	16%	14%	16%	15%	13%	12%	13%
			A						
Net: Support	63%	62%	65%	59%	60%	63%	64%	63%	67%
									D
Net: Oppose	23%	26%	20%	26%	24%	21%	23%	25%	20%
		B							

p3_8. AI-generated news (e.g. Grok on X, Google AI Overviews, chatbots providing news summaries)

Unweighted base	2035	977	1058	182	429	344	330	313	437
Base: All	2035	997	1038	204	346	346	326	326	488
Strongly support	59%	59%	59%	46%	60%	57%	59%	61%	63%
					C	C	C	C	C
Slightly support	14%	14%	13%	20%	14%	16%	14%	12%	9%
				G.H	H	H	H		
Slightly oppose	6%	6%	7%	10%	7%	7%	7%	4%	5%
				G.H					
Strongly oppose	9%	10%	8%	11%	7%	7%	9%	10%	9%
Don't know	13%	11%	14%	13%	11%	14%	11%	13%	14%
			A						
Net: Support	72%	73%	71%	66%	74%	73%	73%	73%	73%
					C				
Net: Oppose	15%	16%	14%	21%	15%	13%	16%	14%	14%
				E.H					

YouGov Survey Results
Sample size: 2,035 adults
Fieldwork: 30th September - 12th October 2025



Total	Region								
	North East	North West	Yorkshire & the Humber	East Midlands	West Midlands	East of England	London	South East	South West
	I	J	K	L	M	N	O	P	Q

p3_7. Blogs or independent websites (e.g. individual commentators, community news blogs)

Unweighted base	2035	89	215	176	154	185	174	268	255	181
Base: All	2035	83	224	169	147	179	189	265	279	173
Strongly support	39%	45% *	38%	36%	34%	43%	44%	36%	36%	40%
Slightly support	24%	19% *	27%	26%	23%	23%	25%	29% T	27%	22%
Slightly oppose	13%	12% *	11%	10%	14%	13%	12%	13%	14%	14%
Strongly oppose	10%	12% N*	12% N	10%	12% N	8%	5%	9%	9%	11%
Don't know	14%	12% *	12%	18%	18%	12%	15%	13%	14%	14%
Net: Support	63%	64% *	65%	62%	57%	66%	68% L.S	65%	63%	62%
Net: Oppose	23%	23% *	24%	20%	26%	21%	17%	22%	23%	24%

p3_8. AI-generated news (e.g. Grok on X, Google AI Overviews, chatbots providing news summaries)

Unweighted base	2035	89	215	176	154	185	174	268	255	181
Base: All	2035	83	224	169	147	179	189	265	279	173
Strongly support	59%	55% *	61%	58%	53%	57%	63%	58%	56%	61%
Slightly support	14%	7% *	14%	9%	16%	14%	13%	19% I.K.Q.R.T	15%	11%
Slightly oppose	6%	5% *	6%	6%	6%	7%	5%	5%	7%	7%
Strongly oppose	9%	14% N*	8%	11%	12% N	9%	5%	8%	8%	9%
Don't know	13%	20% O.T*	11%	16% T	14%	12%	13%	10%	13%	12%
Net: Support	72%	62% *	75% I	68%	69%	71%	77% I	77% I.K	71%	72%
Net: Oppose	15%	18% *	14%	16%	18%	16%	10%	13%	15%	16%

YouGov Survey Results
Sample size: 2,035 adults
Fieldwork: 30th September - 12th October 2025



Total					Social grade	
	England	Wales	Scotland	Northern Ireland	ABC1	C2DE
	R	S	T	U	X	Y

p3_7. Blogs or independent websites (e.g. individual commentators, community news blogs)

Unweighted base	2035	1697	104	179	55	1110	925
Base: All	2035	1707	98	173	57	1050	985
Strongly support	39%	39%	35%	43%	43% *	42% Y	36%
Slightly support	24%	25%	20%	20%	19% *	26% Y	22%
Slightly oppose	13%	13%	21% J.K.R	17%	13% *	13%	14%
Strongly oppose	10%	10% N	10%	9%	11% *	9%	10%
Don't know	14%	14%	15%	11%	14% *	10%	18% X
Net: Support	63%	64%	55%	63%	62% *	68% Y	58%
Net: Oppose	23%	22%	30% N	26% N	24% *	21%	25%

p3_8. AI-generated news (e.g. Grok on X, Google AI Overviews, chatbots providing news summaries)

Unweighted base	2035	1697	104	179	55	1110	925
Base: All	2035	1707	98	173	57	1050	985
Strongly support	59%	58%	58%	62%	65% *	64% Y	53%
Slightly support	14%	14%	15%	10%	11% *	14%	13%
Slightly oppose	6%	6%	7%	10% O	7% *	6%	6%
Strongly oppose	9%	9%	6%	10%	8% *	7%	10% X
Don't know	13%	13%	15%	8%	10% *	9%	17% X
Net: Support	72%	72% I	72%	72%	76% *	78% Y	66%
Net: Oppose	15%	15%	13%	20% N.O	15% *	14%	17%



Total	Gender		Age					
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
	A	B	C	D	E	F	G	H

p3_9. News sharing in messaging apps (WhatsApp, Telegram channels)

Unweighted base	2035	977	1058	182	429	344	330	313	437
Base: All	2035	997	1038	204	346	346	326	326	488
Strongly support	41%	42%	40%	25%	33%	37%	45%	48%	48%
					C	C.D	C.D.E	C.D.E	
Slightly support	21%	19%	22%	32%	23%	20%	18%	16%	20%
			D.E.F.G.H	G					
Slightly oppose	12%	12%	12%	14%	17%	12%	10%	10%	10%
				F.G.H					
Strongly oppose	11%	14%	8%	15%	10%	9%	13%	11%	10%
		B							
Don't know	16%	12%	19%	14%	17%	21%	14%	15%	13%
		A			C.F.G.H				
Net: Support	61%	61%	62%	57%	56%	58%	63%	64%	68%
							D	C.D.E	
Net: Oppose	23%	27%	20%	29%	27%	21%	24%	22%	20%
		B	H	H					



Total	Region								
	North East	North West	Yorkshire & the Humber	East Midlands	West Midlands	East of England	London	South East	South West
	I	J	K	L	M	N	O	P	Q

p3_9. News sharing in messaging apps (WhatsApp, Telegram channels)

Unweighted base	2035	89	215	176	154	185	174	268	255	181
Base: All	2035	83	224	169	147	179	189	265	279	173
Strongly support	41%	46% *	41%	42%	34%	47% L.O.S	44%	37%	38%	41%
Slightly support	21%	17% *	24%	18%	25%	19%	23%	25% T	20%	19%
Slightly oppose	12%	9% *	8%	10%	12%	8%	12%	14% J.M	14%	13%
Strongly oppose	11%	13% U*	13% N.U	12% U	12% U	10%	6%	11% U	12% U	12% U
Don't know	16%	15% *	14%	17%	18%	17%	15%	14%	16%	16%
Net: Support	61%	63% *	65% S	60%	58%	66% S	67% S	62%	58%	60%
Net: Oppose	23%	22% *	21%	22%	24%	17%	19%	25%	25% M	25%



Total					Social grade	
	England	Wales	Scotland	Northern Ireland	ABC1	C2DE
	R	S	T	U	X	Y

p3_9. News sharing in messaging apps (WhatsApp, Telegram channels)

Unweighted base	2035	1697	104	179	55	1110	925
Base: All	2035	1707	98	173	57	1050	985
Strongly support	41%	41%	34%	44%	49% *	43% Y	38%
Slightly support	21%	21%	19%	16%	16% *	22%	20%
Slightly oppose	12%	11%	17% J.M	12%	18% J.M*	12%	12%
Strongly oppose	11%	11% N.U	10%	14% N.U	2% *	11%	11%
Don't know	16%	16%	19%	13%	15% *	12%	20% X
Net: Support	61%	62%	53%	60%	65% *	65% Y	57%
Net: Oppose	23%	22%	28% M	27% M	20% *	23%	23%

YouGov Survey Results
Sample size: 2,035 adults
 Fieldwork: 30th September - 12th October 2025



Total	Gender		Age					
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
	A	B	C	D	E	F	G	H

P4a. How, if at all, should the press be regulated? Please select one option.

Unweighted base	2035	977	1058	182	429	344	330	313	437
Base: All	2035	997	1038	204	346	346	326	326	488
N/A - I don't think the press should be regulated	5%	8%	4%	7%	3%	5%	8%	5%	5%
		B		D			D		
Each news organisation should regulate itself	6%	7%	5%	12%	8%	6%	3%	5%	5%
				E.F.G.H	F				
By a group run by the news industry	3%	3%	4%	7%	2%	4%	2%	3%	4%
				D.F.G					
By an independent body (not linked to government or the press)	54%	53%	54%	42%	50%	54%	54%	57%	59%
						C	C	C.D	C.D
By a legal or government-backed regulator (like Ofcom)	22%	22%	22%	14%	23%	21%	25%	25%	21%
					C		C	C	C
By someone else	1%	1%	1%	3%	1%	1%	2%	0%	1%
				G			G		
Don't know	8%	6%	10%	15%	14%	9%	7%	5%	5%
			A	E.F.G.H	E.F.G.H	H			
Net: Any	86%	86%	86%	78%	84%	86%	85%	89%	90%
						C	C	C.D	C.D



Total	Region								
	North East	North West	Yorkshire & the Humber	East Midlands	West Midlands	East of England	London	South East	South West
	I	J	K	L	M	N	O	P	Q

P4a. How, if at all, should the press be regulated? Please select one option.

Unweighted base	2035	89	215	176	154	185	174	268	255	181
Base: All	2035	83	224	169	147	179	189	265	279	173
N/A - I don't think the press should be regulated	5%	7% *	5%	8%	6%	7%	5%	7%	5%	5%
Each news organisation should regulate itself	6%	1% *	8%	5%	2%	6%	4%	10%	7%	8%
By a group run by the news industry	3%	3% *	2%	3%	3%	4%	3%	4%	4%	3%
By an independent body (not linked to government or the press)	54%	62% K.M.Q.*	53%	49%	61%	48%	56%	51%	54%	48%
By a legal or government-backed regulator (like Ofcom)	22%	20% *	21%	23%	19%	22%	24%	18%	20%	25%
By someone else	1%	- *	1%	2%	2%	5%	-	-	1%	2%
Don't know	8%	7% *	9%	10%	7%	8%	8%	10%	9%	9%
Net: Any	86%	86% *	85%	82%	87%	84%	88%	84%	86%	86%

YouGov Survey Results
Sample size: 2,035 adults
Fieldwork: 30th September - 12th October 2025



Total					Social grade	
	England	Wales	Scotland	Northern Ireland	ABC1	C2DE
	R	S	T	U	X	Y

P4a. How, if at all, should the press be regulated? Please select one option.

Unweighted base	2035	1697	104	179	55	1110	925
Base: All	2035	1707	98	173	57	1050	985
N/A - I don't think the press should be regulated	5%	6%	2%	4%	2% *	5%	6%
Each news organisation should regulate itself	6%	6% I.L	3%	3%	8% I*	5%	8% X
By a group run by the news industry	3%	3%	1%	6% J.S	2% *	3%	4%
By an independent body (not linked to government or the press)	54%	53%	68% J.K.M.O.P.Q.R.T	52%	56% *	57% Y	50%
By a legal or government-backed regulator (like Ofcom)	22%	21%	17%	28% O	25% *	24% Y	20%
By someone else	1%	1% O	1%	1%	2% O*	1%	2%
Don't know	8%	9%	8%	6%	6% *	6%	11% X
Net: Any	86%	85%	90%	90% K	92% *	89% Y	83%

YouGov Survey Results
Sample size: 2,035 adults
Fieldwork: 30th September - 12th October 2025



Total	Gender		Age					
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
	A	B	C	D	E	F	G	H

Overall, do you think the following care more about attracting as many readers or viewers as possible, getting the facts of the story right, or both equally?

p5_1. Television news (e.g. BBC, ITV, Sky)

Unweighted base	2035	977	1058	182	429	344	330	313	437
Base: All	2035	997	1038	204	346	346	326	326	488
Much more about attracting as many readers or viewers as possible	20%	23%	17%	19%	21%	20%	22%	19%	20%
B									
A bit more about attracting as many readers or viewers as possible	16%	15%	17%	17%	17%	17%	16%	17%	13%
About both equally	26%	26%	27%	29%	26%	27%	25%	29%	25%
A bit more about getting the facts of the story right	18%	18%	18%	19%	22%	17%	19%	16%	16%
G.H									
Much more about getting the facts of the story right	15%	15%	15%	11%	9%	14%	13%	17%	22%
D									
Don't know	4%	3%	5%	5%	5%	4%	6%	3%	4%
A									
Net: More about attracting as many readers or viewers as possible	36%	38%	34%	36%	38%	38%	38%	36%	34%
Net: More about getting the facts of the story right	33%	33%	33%	30%	31%	31%	32%	33%	38%
D.E									

p5_2. Radio news (e.g. BBC Radio 4, LBC)

Unweighted base	2035	977	1058	182	429	344	330	313	437
Base: All	2035	997	1038	204	346	346	326	326	488
Much more about attracting as many readers or viewers as possible	16%	18%	14%	13%	16%	15%	19%	14%	18%
B									
A bit more about attracting as many readers or viewers as possible	16%	15%	17%	15%	17%	16%	16%	17%	14%
About both equally	27%	26%	29%	31%	25%	31%	27%	29%	25%
A bit more about getting the facts of the story right	20%	20%	20%	25%	22%	20%	20%	19%	18%
Much more about getting the facts of the story right	14%	16%	13%	8%	12%	11%	12%	17%	21%
B									
Don't know	6%	5%	7%	8%	8%	6%	6%	4%	5%
A									
G.H									
Net: More about attracting as many readers or viewers as possible	32%	33%	31%	28%	33%	31%	34%	31%	32%
Net: More about getting the facts of the story right	35%	36%	33%	33%	34%	32%	33%	36%	38%

YouGov Survey Results

Sample size: 2,035 adults

Fieldwork: 30th September - 12th October 2025



Total	Region								
	North East	North West	Yorkshire & the Humber	East Midlands	West Midlands	East of England	London	South East	South West
	I	J	K	L	M	N	O	P	Q

Overall, do you think the following care more about attracting as many readers or viewers as possible, getting the facts of the story right, or both equally?

p5_1. Television news (e.g. BBC, ITV, Sky)

Unweighted base	2035	89	215	176	154	185	174	268	255	181
Base: All	2035	83	224	169	147	179	189	265	279	173
Much more about attracting as many readers or viewers as possible	20%	28%	25%	20%	23%	20%	20%	23%	15%	17%
		P.S*	P.S		P.S			P.S		
A bit more about attracting as many readers or viewers as possible	16%	11%	15%	10%	21%	19%	14%	15%	17%	20%
		*			K	K				K
About both equally	26%	28%	27%	25%	24%	24%	27%	27%	30%	29%
		*								
A bit more about getting the facts of the story right	18%	22%	15%	20%	20%	17%	17%	16%	20%	15%
		*								
Much more about getting the facts of the story right	15%	8%	14%	18%	8%	17%	16%	14%	14%	15%
		*		I.L		I.L	L			
Don't know	4%	3%	4%	7%	4%	3%	5%	4%	5%	4%
		*								
Net: More about attracting as many readers or viewers as possible	36%	39%	40%	30%	43%	39%	35%	39%	32%	37%
		*	K.P.S		K.P.S		S			
Net: More about getting the facts of the story right	33%	30%	29%	37%	28%	34%	33%	30%	34%	30%
		*								

p5_2. Radio news (e.g. BBC Radio 4, LBC)

Unweighted base	2035	89	215	176	154	185	174	268	255	181
Base: All	2035	83	224	169	147	179	189	265	279	173
Much more about attracting as many readers or viewers as possible	16%	26%	21%	16%	16%	17%	20%	17%	10%	12%
		L.O.P.Q.R.S*	P.Q			P	P.Q	P		
A bit more about attracting as many readers or viewers as possible	16%	13%	12%	12%	19%	18%	16%	16%	18%	19%
		*								
About both equally	27%	21%	29%	25%	25%	24%	25%	28%	31%	33%
		*								I
A bit more about getting the facts of the story right	20%	25%	20%	19%	23%	19%	21%	17%	21%	17%
		*								
Much more about getting the facts of the story right	14%	9%	13%	19%	9%	17%	13%	17%	14%	13%
		*		I.L		L		L		
Don't know	6%	6%	5%	8%	8%	5%	6%	5%	6%	6%
		*								
Net: More about attracting as many readers or viewers as possible	32%	39%	33%	29%	35%	35%	36%	33%	28%	31%
		*								
Net: More about getting the facts of the story right	35%	35%	33%	38%	32%	36%	33%	34%	35%	30%

YouGov Survey Results

Sample size: 2,035 adults

Fieldwork: 30th September - 12th October 2025



Total					Social grade	
	England	Wales	Scotland	Northern Ireland	ABC1	C2DE
	R	S	T	U	X	Y

Overall, do you think the following care more about attracting as many readers or viewers as possible, getting the facts of the story right, or both equally?

p5_1. Television news (e.g. BBC, ITV, Sky)

Unweighted base	2035	1697	104	179	55	1110	925
Base: All	2035	1707	98	173	57	1050	985
Much more about attracting as many readers or viewers as possible	20%	21%	13%	21%	20%	18%	23%
		P			*		X
A bit more about attracting as many readers or viewers as possible	16%	16%	15%	15%	16%	16%	16%
		K			*		
About both equally	26%	27%	25%	22%	23%	23%	30%
				*		X	
A bit more about getting the facts of the story right	18%	18%	20%	20%	14%	22%	13%
				*	Y		
Much more about getting the facts of the story right	15%	14%	20%	18%	25%	18%	12%
		L	I.L	I.L	I.L.O.R*	Y	
Don't know	4%	4%	7%	3%	2%	3%	6%
				*		X	
Net: More about attracting as many readers or viewers as possible	36%	37%	27%	37%	36%	34%	39%
				*		X	
Net: More about getting the facts of the story right	33%	32%	40%	37%	39%	40%	25%
		J.L		*	Y		

p5_2. Radio news (e.g. BBC Radio 4, LBC)

Unweighted base	2035	1697	104	179	55	1110	925
Base: All	2035	1707	98	173	57	1050	985
Much more about attracting as many readers or viewers as possible	16%	16%	12%	18%	13%	14%	19%
		P		P	*		X
A bit more about attracting as many readers or viewers as possible	16%	16%	15%	12%	17%	16%	16%
				*			
About both equally	27%	27%	29%	28%	27%	25%	30%
				*		X	
A bit more about getting the facts of the story right	20%	20%	21%	24%	18%	22%	18%
				*	Y		
Much more about getting the facts of the story right	14%	14%	13%	14%	20%	18%	10%
				L*	Y		
Don't know	6%	6%	9%	5%	5%	4%	8%
				*		X	
Net: More about attracting as many readers or viewers as possible	32%	32%	27%	29%	30%	30%	34%
				*		X	
Net: More about getting the facts of the story right	35%	34%	35%	38%	38%	41%	28%

YouGov Survey Results
Sample size: 2,035 adults
Fieldwork: 30th September - 12th October 2025



Total	Gender		Age					
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
	A	B	C	D	E	F	G	H



Total	Region								
	North East	North West	Yorkshire & the Humber	East Midlands	West Midlands	East of England	London	South East	South West
	I	J	K	L	M	N	O	P	Q
	.								



Total					Social grade	
	England	Wales	Scotland	Northern Ireland	ABC1	C2DE
	R	S	T	U	X	Y
				*	Y	

YouGov Survey Results

Sample size: 2,035 adults

Fieldwork: 30th September - 12th October 2025



Total	Gender		Age					
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
	A	B	C	D	E	F	G	H

p5_3. Print newspapers and magazines (e.g. The Daily Mail, The Guardian, The Times)

Unweighted base	2035	977	1058	182	429	344	330	313	437
Base: All	2035	997	1038	204	346	346	326	326	488
Much more about attracting as many readers or viewers as possible	28%	30%	25%	25%	27%	29%	29%	29%	27%
A bit more about attracting as many readers or viewers as possible	24%	23%	24%	28%	25%	23%	25%	24%	21%
About both equally	25%	24%	26%	23%	23%	24%	23%	24%	28%
A bit more about getting the facts of the story right	12%	12%	12%	12%	12%	13%	9%	12%	13%
Much more about getting the facts of the story right	7%	6%	7%	5%	6%	6%	7%	7%	8%
Don't know	5%	4%	6%	7%	7%	5%	7%	4%	3%
Net: More about attracting as many readers or viewers as possible	51%	54%	49%	53%	52%	52%	54%	53%	48%
Net: More about getting the facts of the story right	19%	19%	19%	17%	18%	19%	17%	19%	21%

p5_4. Online news from established publishers (e.g. Dailymail.com, theguardian.com, thetimes.com)

Unweighted base	2035	977	1058	182	429	344	330	313	437
Base: All	2035	997	1038	204	346	346	326	326	488
Much more about attracting as many readers or viewers as possible	31%	34%	29%	27%	34%	35%	33%	32%	28%
A bit more about attracting as many readers or viewers as possible	27%	27%	26%	31%	30%	26%	31%	23%	23%
About both equally	21%	20%	23%	21%	18%	21%	16%	26%	25%
A bit more about getting the facts of the story right	10%	10%	10%	11%	8%	9%	7%	11%	13%
Much more about getting the facts of the story right	5%	4%	6%	4%	4%	4%	5%	5%	7%
Don't know	6%	5%	7%	7%	7%	5%	8%	4%	5%
Net: More about attracting as many readers or viewers as possible	58%	62%	54%	58%	63%	61%	64%	55%	51%
Net: More about getting the facts of the story right	15%	14%	15%	14%	11%	13%	13%	16%	19%

YouGov Survey Results

Sample size: 2,035 adults

Fieldwork: 30th September - 12th October 2025



Total	Region								
	North East	North West	Yorkshire & the Humber	East Midlands	West Midlands	East of England	London	South East	South West
	I	J	K	L	M	N	O	P	Q

p5_3. Print newspapers and magazines (e.g. The Daily Mail, The Guardian, The Times)

Unweighted base	2035	89	215	176	154	185	174	268	255	181
Base: All	2035	83	224	169	147	179	189	265	279	173
Much more about attracting as many readers or viewers as possible	28%	37%	33%	26%	29%	30%	26%	25%	28%	26%
		O.S*								
A bit more about attracting as many readers or viewers as possible	24%	19%	21%	21%	30%	24%	17%	21%	24%	33%
		*			J.N.O.R					I.J.K.N.O.P.R
About both equally	25%	21%	26%	27%	22%	22%	28%	25%	26%	24%
		*								
A bit more about getting the facts of the story right	12%	16%	10%	9%	8%	11%	14%	14%	14%	8%
		Q*					Q	Q		
Much more about getting the facts of the story right	7%	3%	7%	9%	7%	9%	8%	9%	4%	6%
		*		P		I.P		P		
Don't know	5%	4%	4%	8%	5%	3%	6%	6%	5%	4%
		*								
Net: More about attracting as many readers or viewers as possible	51%	56%	53%	47%	59%	54%	44%	46%	51%	59%
		*			K.N.O					K.N.O.R
Net: More about getting the facts of the story right	19%	19%	17%	18%	15%	20%	22%	22%	18%	14%
		*				Q	Q			

p5_4. Online news from established publishers (e.g. Dailymail.com, theguardian.com, thetimes.com)

Unweighted base	2035	89	215	176	154	185	174	268	255	181
Base: All	2035	83	224	169	147	179	189	265	279	173
Much more about attracting as many readers or viewers as possible	31%	37%	35%	35%	32%	27%	30%	30%	30%	31%
		S*	S	S						
A bit more about attracting as many readers or viewers as possible	27%	20%	25%	19%	29%	28%	24%	28%	29%	30%
		*			K	K		K	K	K
About both equally	21%	21%	22%	22%	19%	21%	21%	24%	25%	20%
		*								
A bit more about getting the facts of the story right	10%	12%	10%	9%	10%	13%	13%	7%	7%	9%
		*				O	O			
Much more about getting the facts of the story right	5%	4%	3%	5%	3%	7%	7%	6%	3%	5%
		*				J.P				
Don't know	6%	7%	5%	10%	7%	3%	6%	5%	5%	4%
		*		M.Q.R						
Net: More about attracting as many readers or viewers as possible	58%	57%	60%	54%	61%	56%	54%	59%	59%	62%
		*								
Net: More about getting the facts of the story right	15%	15%	12%	14%	14%	20%	19%	13%	11%	14%
		*				J.O.P.R	P			

YouGov Survey Results

Sample size: 2,035 adults

Fieldwork: 30th September - 12th October 2025



Total					Social grade	
	England	Wales	Scotland	Northern Ireland	ABC1	C2DE
	R	S	T	U	X	Y

p5_3. Print newspapers and magazines (e.g. The Daily Mail, The Guardian, The Times)

Unweighted base	2035	1697	104	179	55	1110	925
Base: All	2035	1707	98	173	57	1050	985
Much more about attracting as many readers or viewers as possible	28%	28%	23%	29%	22%	25%	31%
					*		X
A bit more about attracting as many readers or viewers as possible	24%	23%	26%	24%	27%	24%	23%
					*		
About both equally	25%	25%	19%	23%	29%	25%	24%
					*		
A bit more about getting the facts of the story right	12%	12%	13%	16%	11%	14%	10%
				L.Q	*	Y	
Much more about getting the facts of the story right	7%	7%	9%	4%	5%	8%	5%
		P	P		*	Y	
Don't know	5%	5%	10%	3%	5%	3%	7%
			J.M.Q.R.T		*		X
Net: More about attracting as many readers or viewers as possible	51%	51%	49%	53%	49%	50%	53%
		N			*		
Net: More about getting the facts of the story right	19%	18%	22%	20%	17%	22%	15%
					*	Y	

p5_4. Online news from established publishers (e.g. Dailymail.com, theguardian.com, thetimes.com)

Unweighted base	2035	1697	104	179	55	1110	925
Base: All	2035	1707	98	173	57	1050	985
Much more about attracting as many readers or viewers as possible	31%	32%	24%	34%	29%	30%	34%
					*		
A bit more about attracting as many readers or viewers as possible	27%	26%	33%	25%	25%	28%	25%
		K	I.K		*		
About both equally	21%	22%	18%	18%	23%	21%	21%
					*		
A bit more about getting the facts of the story right	10%	10%	8%	13%	10%	10%	9%
				O.P	*		
Much more about getting the facts of the story right	5%	5%	6%	3%	9%	6%	4%
				J.P*		Y	
Don't know	6%	6%	10%	6%	3%	5%	7%
			M		*		X
Net: More about attracting as many readers or viewers as possible	58%	58%	57%	59%	54%	58%	58%
					*		
Net: More about getting the facts of the story right	15%	14%	14%	17%	19%	16%	13%
					*		

YouGov Survey Results

Sample size: 2,035 adults

Fieldwork: 30th September - 12th October 2025



Total	Gender		Age					
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
	A	B	C	D	E	F	G	H

p5_5. Online-only news sites (e.g. Pink News, Novara Media, LadBible)

Unweighted base	2035	977	1058	182	429	344	330	313	437
Base: All	2035	997	1038	204	346	346	326	326	488
Much more about attracting as many readers or viewers as possible	47%	48%	46%	31%	49%	51%	49%	48%	47%
					C	C	C	C	C
A bit more about attracting as many readers or viewers as possible	22%	22%	22%	31%	23%	22%	19%	21%	21%
				D.E.F.G.H					
About both equally	12%	13%	11%	18%	14%	12%	11%	13%	6%
				F.H	H	H	H	H	
A bit more about getting the facts of the story right	4%	4%	3%	5%	4%	4%	4%	3%	3%
Much more about getting the facts of the story right	2%	4%	1%	4%	2%	2%	3%	2%	2%
		B							
Don't know	13%	10%	16%	11%	8%	8%	13%	13%	22%
			A				D.E	E	C.D.E.F.G
Net: More about attracting as many readers or viewers as possible	69%	70%	68%	62%	71%	74%	68%	69%	67%
					C	C			
Net: More about getting the facts of the story right	6%	8%	5%	9%	7%	6%	8%	5%	5%
		B							

p5_6. Social media platforms (e.g. Facebook, X/Twitter, TikTok)

Unweighted base	2035	977	1058	182	429	344	330	313	437
Base: All	2035	997	1038	204	346	346	326	326	488
Much more about attracting as many readers or viewers as possible	66%	67%	65%	55%	68%	73%	63%	68%	65%
					C	C.F.H		C	C
A bit more about attracting as many readers or viewers as possible	14%	13%	15%	17%	13%	9%	12%	15%	17%
				E				E	E.F
About both equally	9%	11%	8%	15%	8%	9%	13%	8%	6%
		B		D.G.H			G.H		
A bit more about getting the facts of the story right	3%	2%	3%	5%	3%	1%	4%	3%	2%
				E.H					
Much more about getting the facts of the story right	2%	2%	2%	3%	2%	2%	3%	1%	1%
							G.H		
Don't know	6%	5%	7%	5%	6%	5%	6%	5%	8%
			A						
Net: More about attracting as many readers or viewers as possible	80%	80%	80%	71%	81%	83%	74%	83%	83%
					C.F	C.F		C.F	C.F
Net: More about getting the facts of the story right	5%	4%	5%	8%	4%	3%	7%	4%	3%
				E.G.H			E.H		

YouGov Survey Results

Sample size: 2,035 adults

Fieldwork: 30th September - 12th October 2025



Total	Region								
	North East	North West	Yorkshire & the Humber	East Midlands	West Midlands	East of England	London	South East	South West
	I	J	K	L	M	N	O	P	Q

p5_5. Online-only news sites (e.g. Pink News, Novara Media, LadBible)

Unweighted base	2035	89	215	176	154	185	174	268	255	181
Base: All	2035	83	224	169	147	179	189	265	279	173
Much more about attracting as many readers or viewers as possible	47%	48% *	49%	53% M	45%	42%	45%	44%	51%	50%
A bit more about attracting as many readers or viewers as possible	22%	21% *	21%	14%	23%	28%	23%	21%	23%	22%
About both equally	12%	10% *	12%	11%	12%	11%	13%	16% T	10%	10%
A bit more about getting the facts of the story right	4%	4% *	3%	6%	5%	5%	4%	5% T	3%	4%
Much more about getting the facts of the story right	2%	1% *	2%	3%	3%	4%	2%	3%	2%	2%
Don't know	13%	16% *	13%	13%	13%	10%	14%	11%	12%	13%
Net: More about attracting as many readers or viewers as possible	69%	69% *	70%	67%	68%	70%	67%	65% O	73%	72%
Net: More about getting the facts of the story right	6%	5% *	5%	9% T	8%	9% T	5%	9% T	5%	5%

p5_6. Social media platforms (e.g. Facebook, X/Twitter, TikTok)

Unweighted base	2035	89	215	176	154	185	174	268	255	181
Base: All	2035	83	224	169	147	179	189	265	279	173
Much more about attracting as many readers or viewers as possible	66%	66% *	67%	66%	57%	59%	67%	62%	68%	71%
A bit more about attracting as many readers or viewers as possible	14%	14% *	14%	12%	15%	16%	17%	13%	16%	11%
About both equally	9%	9% *	10% N	9%	14% N.P.T	10% N	5%	15% N.P.R.T	6%	10% N
A bit more about getting the facts of the story right	3%	3% *	3%	2%	2%	6% O.P.Q.R.T	3%	2%	2%	2%
Much more about getting the facts of the story right	2%	1% *	0%	5% J.P.Q.R.T	2%	3% T	2%	4% J.Q.T	1%	0%
Don't know	6%	7% *	5%	6%	10% J.O.R	6%	6%	4%	7%	6%
Net: More about attracting as many readers or viewers as possible	80%	80% *	81% L	78%	72%	75%	84% L.M.O	76%	84% L.M.O.R	82% L
Net: More about getting the facts of the story right	5%	4% *	4%	7% P.Q.T	4%	9% J.P.Q.R.T	5%	6% T	3%	2%

YouGov Survey Results

Sample size: 2,035 adults

Fieldwork: 30th September - 12th October 2025



Total					Social grade	
	England	Wales	Scotland	Northern Ireland	ABC1	C2DE
	R	S	T	U	X	Y

p5_5. Online-only news sites (e.g. Pink News, Novara Media, LadBible)

Unweighted base	2035	1697	104	179	55	1110	925
Base: All	2035	1707	98	173	57	1050	985
Much more about attracting as many readers or viewers as possible	47%	47%	41%	50%	40%	50%	44%
					*	Y	
A bit more about attracting as many readers or viewers as possible	22%	22%	22%	24%	26%	23%	21%
		K		K	K*		
About both equally	12%	12%	14%	8%	10%	10%	13%
				*	*	X	
A bit more about getting the facts of the story right	4%	4%	1%	1%	5%	4%	3%
				*	*		
Much more about getting the facts of the story right	2%	2%	4%	2%	2%	2%	3%
				*	*		
Don't know	13%	13%	17%	15%	17%	10%	16%
				*	*	X	
Net: More about attracting as many readers or viewers as possible	69%	69%	64%	74%	66%	73%	65%
				*	Y		
Net: More about getting the facts of the story right	6%	7%	5%	3%	7%	6%	6%
				*	*		

p5_6. Social media platforms (e.g. Facebook, X/Twitter, TikTok)

Unweighted base	2035	1697	104	179	55	1110	925
Base: All	2035	1707	98	173	57	1050	985
Much more about attracting as many readers or viewers as possible	66%	65%	66%	73%	74%	72%	60%
		L		L.M.O.R	LM*	Y	
A bit more about attracting as many readers or viewers as possible	14%	14%	11%	15%	9%	12%	16%
				*	*	X	
About both equally	9%	10%	8%	6%	8%	8%	11%
		N.P		*	*	X	
A bit more about getting the facts of the story right	3%	3%	5%	2%	2%	2%	4%
				*	*	X	
Much more about getting the facts of the story right	2%	2%	1%	-	-	2%	1%
				*	*		
Don't know	6%	6%	8%	5%	7%	4%	8%
				*	*	X	
Net: More about attracting as many readers or viewers as possible	80%	79%	77%	88%	83%	84%	76%
		L		K.L.M.O.R.S	*	Y	
Net: More about getting the facts of the story right	5%	5%	6%	2%	2%	4%	5%
		T		*	*		

YouGov Survey Results
Sample size: 2,035 adults
Fieldwork: 30th September - 12th October 2025



Total	Gender		Age					
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
	A	B	C	D	E	F	G	H

p5_7. Blogs or independent websites (e.g. individual commentators, community news blogs)

Unweighted base	2035	977	1058	182	429	344	330	313	437
Base: All	2035	997	1038	204	346	346	326	326	488
Much more about attracting as many readers or viewers as possible	47%	47%	47%	27%	37%	50%	48%	55%	53%
				C	C.D	C.D	C.D	C.D	C.D
A bit more about attracting as many readers or viewers as possible	23%	22%	24%	32%	27%	21%	19%	21%	23%
			E.F.G.H	E.F					
About both equally	13%	14%	12%	18%	16%	15%	13%	10%	9%
			G.H	G.H	G.H				
A bit more about getting the facts of the story right	6%	6%	5%	10%	8%	6%	5%	5%	3%
			F.G.H	H					
Much more about getting the facts of the story right	3%	4%	2%	3%	4%	2%	6%	3%	2%
		B		E.H		E.G.H			
Don't know	8%	7%	10%	10%	7%	6%	9%	7%	10%
		A							
Net: More about attracting as many readers or viewers as possible	70%	69%	71%	59%	64%	71%	67%	76%	76%
					C		C.D.F	C.D.F	C.D.F
Net: More about getting the facts of the story right	9%	10%	7%	14%	12%	7%	11%	7%	5%
		B	E.G.H	E.G.H	H				



Total	Region								
	North East	North West	Yorkshire & the Humber	East Midlands	West Midlands	East of England	London	South East	South West
	I	J	K	L	M	N	O	P	Q

p5_7. Blogs or independent websites (e.g. individual commentators, community news blogs)

Unweighted base	2035	89	215	176	154	185	174	268	255	181
Base: All	2035	83	224	169	147	179	189	265	279	173
Much more about attracting as many readers or viewers as possible	47%	51%	48%	52%	40%	50%	51%	39%	44%	49%
		*	O	L.O		O	L.O			O
A bit more about attracting as many readers or viewers as possible	23%	19%	22%	18%	27%	19%	25%	25%	27%	25%
		*			U		U		K.U	
About both equally	13%	12%	13%	11%	13%	14%	12%	19%	11%	13%
		*					K.P.R.T			
A bit more about getting the facts of the story right	6%	6%	6%	3%	6%	9%	2%	6%	7%	2%
		*	Q			K.N.Q.R		Q	N.Q	
Much more about getting the facts of the story right	3%	2%	3%	4%	3%	3%	1%	6%	3%	1%
		*						N.Q.R.S		
Don't know	8%	9%	8%	11%	11%	5%	8%	6%	7%	10%
		*		M.O	M.O					
Net: More about attracting as many readers or viewers as possible	70%	70%	70%	70%	67%	69%	76%	64%	72%	74%
		*					O			O
Net: More about getting the facts of the story right	9%	9%	9%	7%	8%	13%	4%	11%	10%	3%
		*	N.Q		Q	N.Q.R		N.Q	N.Q	

YouGov Survey Results
Sample size: 2,035 adults
Fieldwork: 30th September - 12th October 2025



Total					Social grade	
	England	Wales	Scotland	Northern Ireland	ABC1	C2DE
	R	S	T	U	X	Y

p5_7. Blogs or independent websites (e.g. individual commentators, community news blogs)

Unweighted base	2035	1697	104	179	55	1110	925
Base: All	2035	1707	98	173	57	1050	985
Much more about attracting as many readers or viewers as possible	47%	47%	46%	48%	55%	50%	44%
		O			O*	Y	
A bit more about attracting as many readers or viewers as possible	23%	24%	20%	25%	13%	23%	23%
					*		
About both equally	13%	13%	16%	9%	13%	12%	14%
					*		
A bit more about getting the facts of the story right	6%	5%	7%	7%	7%	6%	5%
		Q	Q	N.Q	*		
Much more about getting the facts of the story right	3%	3%	1%	2%	4%	3%	3%
					*		
Don't know	8%	8%	10%	9%	8%	6%	11%
					*		X
Net: More about attracting as many readers or viewers as possible	70%	70%	66%	72%	68%	73%	67%
		O			*	Y	
Net: More about getting the facts of the story right	9%	9%	8%	10%	11%	9%	8%
		N.Q		N.Q	N.Q*		



Total	Gender		Age					
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
	A	B	C	D	E	F	G	H

How often, if ever, do you think each of the following
happen in the press today?
p6_1. Invasion of privacy by journalists

Unweighted base	2035	977	1058	182	429	344	330	313	437
Base: All	2035	997	1038	204	346	346	326	326	488
Very often	36%	36%	36%	24%	33%	34%	40%	37%	40%
				C	C	C.D	C	C.D	
Quite often	44%	44%	44%	44%	41%	44%	43%	44%	47%
Not very often	11%	11%	10%	17%	14%	9%	7%	11%	9%
				E.F.G.H	E.F.H				
Never	1%	2%	1%	4%	2%	1%	1%	0%	0%
				E.F.G.H	G.H	H			
Don't know	8%	8%	9%	10%	9%	11%	9%	8%	5%
				H	H	H	H		
Net: Very / quite often	80%	79%	80%	68%	74%	78%	83%	81%	86%
					C	C	C.D	C.D	C.D.E
Net: Not very often / never	12%	13%	11%	22%	17%	10%	7%	11%	9%
				E.F.G.H	E.F.G.H				



Total	Region								
	North East	North West	Yorkshire & the Humber	East Midlands	West Midlands	East of England	London	South East	South West
	I	J	K	L	M	N	O	P	Q

How often, if ever, do you think each of the following happen in the press today?
p6_1. Invasion of privacy by journalists

Unweighted base	2035	89	215	176	154	185	174	268	255	181
Base: All	2035	83	224	169	147	179	189	265	279	173
Very often	36%	42% *	38%	36%	36%	36%	37%	33%	36%	34%
Quite often	44%	46% *	43%	46%	46%	45%	41%	43%	43%	50%
Not very often	11%	5% *	10%	8%	12%	8%	11%	12%	11%	9%
Never	1%	- *	1%	2%	1%	1%	1%	1%	0%	1%
Don't know	8%	7% *	8%	8%	6%	9%	10%	11% T	9%	6%
Net: Very / quite often	80%	87% O.U*	81%	82%	81%	81%	78%	76%	79%	84% O.U
Net: Not very often / never	12%	5% *	11%	11%	13%	10%	12%	13% I	12%	10%



Total					Social grade	
	England	Wales	Scotland	Northern Ireland	ABC1	C2DE
	R	S	T	U	X	Y

How often, if ever, do you think each of the following happen in the press today?
p6_1. Invasion of privacy by journalists

Unweighted base	2035	1697	104	179	55	1110	925
Base: All	2035	1707	98	173	57	1050	985
Very often	36%	36%	32%	38%	29% *	35%	36%
Quite often	44%	44%	46%	41%	42% *	44%	44%
Not very often	11%	10%	9%	12%	17% I*	13% Y	8%
Never	1%	1%	2%	3% P.R	1% *	1%	1%
Don't know	8%	8%	11%	5%	11% *	6%	11% X
Net: Very / quite often	80%	80% O	78%	79%	71% *	80%	80%
Net: Not very often / never	12%	11%	11%	15% I	18% I*	14% Y	9%



Total	Gender		Age					
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
	A	B	C	D	E	F	G	H

p6_2. Political bias

Unweighted base	2035	977	1058	182	429	344	330	313	437
Base: All	2035	997	1038	204	346	346	326	326	488
Very often	59%	64%	54%	51%	57%	57%	66%	62%	60%
		B					C.D.E	C	C
Quite often	32%	28%	36%	40%	32%	32%	27%	29%	34%
		A		F.G					F
Not very often	3%	3%	2%	3%	4%	4%	2%	3%	1%
					H	H			
Never	1%	0%	1%	1%	1%	1%	1%	0%	0%
Don't know	5%	4%	7%	6%	6%	7%	5%	6%	4%
		A							
Net: Very / quite often	91%	92%	90%	91%	89%	88%	93%	90%	94%
		B							D.E
Net: Not very often / never	3%	4%	3%	4%	5%	5%	2%	4%	2%
				H	H				

p6_3. Publishing false or misleading information

Unweighted base	2035	977	1058	182	429	344	330	313	437
Base: All	2035	997	1038	204	346	346	326	326	488
Very often	31%	34%	28%	30%	32%	29%	39%	26%	28%
		B					E.G.H		
Quite often	43%	41%	45%	45%	44%	45%	38%	43%	43%
Not very often	18%	18%	17%	14%	17%	15%	15%	21%	22%
								C.E.F	C.E.F
Never	1%	1%	1%	3%	1%	1%	1%	1%	1%
				D.F.G.H					
Don't know	7%	6%	9%	7%	6%	9%	8%	9%	5%
		A				H			
Net: Very / quite often	74%	75%	73%	76%	76%	74%	76%	70%	72%
					G				
Net: Not very often / never	19%	20%	18%	17%	18%	16%	15%	22%	23%
							F		E.F



Total	Region								
	North East	North West	Yorkshire & the Humber	East Midlands	West Midlands	East of England	London	South East	South West
	I	J	K	L	M	N	O	P	Q

p6_2. Political bias

Unweighted base	2035	89	215	176	154	185	174	268	255	181
Base: All	2035	83	224	169	147	179	189	265	279	173
Very often	59%	75%	63%	60%	58%	56%	61%	56%	57%	63%
		L.M.N.O.P.R.S.T.U*								
Quite often	32%	16%	28%	29%	32%	34%	32%	34%	33%	32%
		*	I	I	I	I	I	I	I	I
Not very often	3%	-	3%	3%	5%	2%	1%	4%	4%	2%
		*		I.N.T						
Never	1%	1%	1%	-	-	0%	1%	-	-	1%
		*	R							
Don't know	5%	8%	4%	7%	5%	7%	5%	6%	6%	2%
		Q.T*		Q.T	T	T	T	T	T	
Net: Very / quite often	91%	91%	92%	90%	90%	90%	93%	90%	90%	95%
		*					S			S.U
Net: Not very often / never	3%	1%	5%	3%	5%	3%	2%	4%	4%	3%
		*								

p6_3. Publishing false or misleading information

Unweighted base	2035	89	215	176	154	185	174	268	255	181
Base: All	2035	83	224	169	147	179	189	265	279	173
Very often	31%	34%	33%	31%	29%	30%	27%	36%	26%	31%
		*						P.R.S		
Quite often	43%	48%	39%	46%	46%	40%	44%	38%	49%	44%
		*							J.O.U	
Not very often	18%	15%	19%	12%	19%	18%	19%	17%	17%	19%
		*								
Never	1%	-	2%	1%	1%	1%	1%	0%	1%	1%
		*								
Don't know	7%	2%	6%	10%	5%	10%	9%	9%	7%	6%
		*		I		I		I		
Net: Very / quite often	74%	83%	73%	78%	75%	71%	72%	74%	75%	75%
		M.S.U*		S						
Net: Not very often / never	19%	15%	21%	13%	19%	19%	20%	17%	18%	20%
		*	K							



Total					Social grade	
	England	Wales	Scotland	Northern Ireland	ABC1	C2DE
	R	S	T	U	X	Y

p6_2. Political bias

Unweighted base	2035	1697	104	179	55	1110	925
Base: All	2035	1707	98	173	57	1050	985
Very often	59%	60%	57%	54%	55%	61%	57%
					*	Y	
Quite often	32%	31%	28%	42%	30%	33%	31%
		I		I.J.K.N.R.S	I*		
Not very often	3%	3%	4%	1%	4%	3%	3%
					*		
Never	1%	0%	1%	2%	-	1%	1%
				O.P	*		
Don't know	5%	5%	11%	1%	11%	3%	8%
		T	J.Q.R.T		J.Q.T*		X
Net: Very / quite often	91%	91%	85%	96%	85%	94%	88%
		S		K.L.M.O.P.R.S.U	*	Y	
Net: Not very often / never	3%	3%	5%	3%	4%	3%	4%
					*		

p6_3. Publishing false or misleading information

Unweighted base	2035	1697	104	179	55	1110	925
Base: All	2035	1707	98	173	57	1050	985
Very often	31%	31%	24%	34%	32%	31%	30%
					*		
Quite often	43%	43%	42%	41%	33%	45%	41%
		O			*		
Not very often	18%	17%	23%	19%	26%	19%	17%
		K	K		K*		
Never	1%	1%	1%	1%	1%	1%	1%
					*		
Don't know	7%	7%	10%	5%	8%	4%	11%
			I		*		X
Net: Very / quite often	74%	74%	66%	75%	65%	76%	71%
					*	Y	
Net: Not very often / never	19%	18%	24%	20%	27%	20%	18%
		K	K		K*		



Total	Gender		Age					
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
	A	B	C	D	E	F	G	H

p6_4. Using unethical newsgathering techniques (e.g. hacking, hidden cameras)

Unweighted base	2035	977	1058	182	429	344	330	313	437
Base: All	2035	997	1038	204	346	346	326	326	488
Very often	22%	25%	20%	17%	20%	24%	24%	22%	24%
		B							
Quite often	42%	40%	44%	46%	39%	42%	39%	43%	44%
Not very often	22%	22%	21%	20%	28%	18%	19%	22%	22%
				C.E.F.H					
Never	1%	1%	1%	1%	2%	1%	1%	1%	1%
Don't know	13%	11%	14%	16%	11%	14%	16%	11%	10%
		A	H				H		
Net: Very / quite often	65%	65%	64%	63%	59%	66%	64%	66%	67%
					D				D
Net: Not very often / never	23%	24%	22%	21%	30%	19%	20%	23%	23%
				C.E.F.G.H					

p6_5. Failing to correct mistakes

Unweighted base	2035	977	1058	182	429	344	330	313	437
Base: All	2035	997	1038	204	346	346	326	326	488
Very often	30%	35%	25%	26%	30%	27%	34%	26%	33%
		B					E.G		
Quite often	42%	39%	45%	43%	41%	46%	38%	47%	39%
		A				F.H		F.H	
Not very often	17%	17%	18%	14%	18%	16%	16%	16%	20%
Never	1%	1%	1%	3%	2%	1%	1%	1%	1%
Don't know	9%	8%	11%	14%	9%	9%	11%	9%	7%
		A	H						
Net: Very / quite often	72%	74%	70%	69%	71%	74%	72%	74%	71%
Net: Not very often / never	19%	18%	19%	17%	20%	17%	17%	17%	21%



Total	Region								
	North East	North West	Yorkshire & the Humber	East Midlands	West Midlands	East of England	London	South East	South West
	I	J	K	L	M	N	O	P	Q

p6_4. Using unethical newsgathering techniques (e.g. hacking, hidden cameras)

Unweighted base	2035	89	215	176	154	185	174	268	255	181
Base: All	2035	83	224	169	147	179	189	265	279	173
Very often	22%	22% *	27%	19%	23%	24%	22%	26%	19%	22%
Quite often	42%	50% J.O*	36%	50% J.O.R.U	43%	41%	41%	37%	45%	48% J.O
Not very often	22%	18% *	23% K	13%	23% K	20%	22% K	25% K	23% K	20%
Never	1%	1% *	1%	1%	0%	2% P	1%	1%	0%	2%
Don't know	13%	9% *	14%	16% Q	11%	13%	13%	12%	13%	9%
Net: Very / quite often	65%	71% *	63%	69%	66%	65%	64%	62%	64%	70%
Net: Not very often / never	23%	20% *	24% K	15%	24% K	23%	23% K	26% K	24% K	22%

p6_5. Failing to correct mistakes

Unweighted base	2035	89	215	176	154	185	174	268	255	181
Base: All	2035	83	224	169	147	179	189	265	279	173
Very often	30%	40% K.P.Q.R.U*	30%	27%	31%	33%	30%	31%	27%	24%
Quite often	42%	36% *	47% M	41%	43%	37%	43%	40%	39%	51% I.M.O.P.R
Not very often	17%	16% *	13%	20% J	16%	19%	16%	18%	22% J.R.T	16%
Never	1%	1% *	2% K.N	-	1%	3% K.N	-	2%	1%	1%
Don't know	9%	7% *	8%	12% T	10%	9%	11%	9%	10%	9%
Net: Very / quite often	72%	76% *	77% P	68%	73%	70%	73%	71%	66%	75%
Net: Not very often / never	19%	17% *	15%	20%	17%	21%	16%	20%	24% J.R	16%



Total					Social grade	
	England	Wales	Scotland	Northern Ireland	ABC1	C2DE
	R	S	T	U	X	Y

p6_4. Using unethical newsgathering techniques (e.g. hacking, hidden cameras)

Unweighted base	2035	1697	104	179	55	1110	925
Base: All	2035	1707	98	173	57	1050	985
Very often	22%	23%	20%	22%	22% *	23%	22%
Quite often	42%	42% J.O	42%	41%	34% *	42%	42%
Not very often	22%	21% K	19%	20%	33% K.R*	25% Y	18%
Never	1%	1%	1%	2%	- *	1%	1%
Don't know	13%	12% Q	18%	15%	11% *	9%	16% X
Net: Very / quite often	65%	65%	62%	63%	56% *	65%	64%
Net: Not very often / never	23%	23% K	20%	22%	33% K*	26% Y	20%

p6_5. Failing to correct mistakes

Unweighted base	2035	1697	104	179	55	1110	925
Base: All	2035	1707	98	173	57	1050	985
Very often	30%	30%	28%	34% Q	23% *	30%	30%
Quite often	42%	42%	39%	44%	48% *	45% Y	39%
Not very often	17%	18% J	18%	15%	20% *	17%	18%
Never	1%	1% N	2%	2%	- *	1%	1%
Don't know	9%	10% T	14%	5%	9% *	7%	12% X
Net: Very / quite often	72%	72% P	66%	78% K.P.S	70% *	75% Y	69%
Net: Not very often / never	19%	19%	20%	16%	20% *	19%	19%



Total	Gender		Age					
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
	A	B	C	D	E	F	G	H

p6_6. Publishing exaggerated stories just to get attention

Unweighted base	2035	977	1058	182	429	344	330	313	437
Base: All	2035	997	1038	204	346	346	326	326	488
Very often	51%	53%	48%	45%	54%	54%	58%	45%	47%
		B			C.G	G	C.G.H		
Quite often	37%	35%	38%	37%	35%	33%	30%	41%	42%
								E.F	D.E.F
Not very often	7%	7%	7%	11%	6%	6%	6%	8%	7%
				E					
Never	1%	1%	1%	-	0%	1%	1%	0%	1%
Don't know	5%	4%	6%	7%	5%	6%	6%	6%	3%
			A	H		H	H	H	
Net: Very / quite often	87%	88%	86%	82%	89%	87%	87%	86%	90%
					C				C
Net: Not very often / never	7%	8%	7%	11%	6%	7%	7%	8%	7%

p6_7. Blurring of news and opinion

Unweighted base	2035	977	1058	182	429	344	330	313	437
Base: All	2035	997	1038	204	346	346	326	326	488
Very often	40%	43%	38%	33%	41%	38%	46%	40%	41%
		B					C.E		
Quite often	41%	40%	42%	41%	40%	41%	38%	43%	44%
Not very often	9%	9%	8%	15%	8%	10%	8%	6%	9%
				D.F.G.H					
Never	1%	2%	1%	3%	2%	1%	1%	1%	1%
Don't know	8%	6%	10%	8%	9%	10%	7%	10%	5%
			A			H		H	
Net: Very / quite often	82%	83%	80%	74%	81%	79%	84%	84%	85%
							C	C	C.E
Net: Not very often / never	10%	11%	9%	18%	10%	11%	9%	6%	10%
				D.E.F.G.H		G			



Total	Region								
	North East	North West	Yorkshire & the Humber	East Midlands	West Midlands	East of England	London	South East	South West
	I	J	K	L	M	N	O	P	Q

p6_6. Publishing exaggerated stories just to get attention

Unweighted base	2035	89	215	176	154	185	174	268	255	181
Base: All	2035	83	224	169	147	179	189	265	279	173
Very often	51%	55% U*	56% S.U	51%	46%	51%	50%	51%	50%	52% U
Quite often	37%	36% *	30%	37%	43% J.O	36%	36%	32%	40% J	39%
Not very often	7%	5% *	7%	4%	7%	7%	8%	11% K.P.Q.R	4%	4%
Never	1%	1% *	1%	1%	1%	0%	1%	-	0%	1%
Don't know	5%	2% *	6%	7% T	3%	6%	5%	6%	5%	4%
Net: Very / quite often	87%	91% U*	86% U	88% U	89% U	87% U	86% U	83%	91% O.U	91% O.U
Net: Not very often / never	7%	7% *	9%	5%	8%	7%	9%	11% K.P.Q.R	5%	5%

p6_7. Blurring of news and opinion

Unweighted base	2035	89	215	176	154	185	174	268	255	181
Base: All	2035	83	224	169	147	179	189	265	279	173
Very often	40%	46% P*	43% P	41%	40%	38%	40%	45% P	32%	47% P
Quite often	41%	42% *	40%	40%	40%	39%	42%	36%	49% M.O.Q.R	38%
Not very often	9%	6% *	8%	8%	11%	11%	7%	8%	11%	7%
Never	1%	- *	2% P	1%	1%	2% P	2% P	1%	-	1%
Don't know	8%	6% *	6%	10%	7%	10%	10%	9%	8%	8%
Net: Very / quite often	82%	88% M*	83%	81%	80%	77%	81%	81%	82%	84%
Net: Not very often / never	10%	6% *	11%	8%	13%	13%	9%	10%	11%	8%



Total					Social grade	
	England	Wales	Scotland	Northern Ireland	ABC1	C2DE
	R	S	T	U	X	Y

p6_6. Publishing exaggerated stories just to get attention

Unweighted base	2035	1697	104	179	55	1110	925
Base: All	2035	1707	98	173	57	1050	985
Very often	51%	51%	42%	54%	36%	53%	48%
		U		U	*		
Quite often	37%	36%	43%	37%	37%	37%	37%
		J	J		*		
Not very often	7%	7%	5%	6%	19%	7%	6%
				I.J.K.L.M.N.P.Q.R.S.T*			
Never	1%	1%	1%	1%	-	0%	1%
					*		
Don't know	5%	5%	9%	2%	8%	3%	8%
			T		*		X
Net: Very / quite often	87%	87%	85%	91%	74%	89%	85%
		O.U		O.U	*	Y	
Net: Not very often / never	7%	7%	6%	6%	19%	8%	7%
				I.J.K.L.M.N.P.Q.R.S.T*			

p6_7. Blurring of news and opinion

Unweighted base	2035	1697	104	179	55	1110	925
Base: All	2035	1707	98	173	57	1050	985
Very often	40%	41%	38%	39%	33%	42%	38%
		P			*		
Quite often	41%	41%	46%	44%	43%	42%	40%
					*		
Not very often	9%	9%	6%	9%	15%	9%	9%
					*		
Never	1%	1%	1%	2%	2%	1%	1%
		P		P	P*		
Don't know	8%	8%	9%	5%	7%	5%	11%
					*		X
Net: Very / quite often	82%	82%	84%	84%	75%	85%	78%
					*	Y	
Net: Not very often / never	10%	10%	7%	11%	17%	10%	10%
				I.S*			



Total	Gender		Age					
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
	A	B	C	D	E	F	G	H

p6_8. Failing to represent people and groups fairly

Unweighted base	2035	977	1058	182	429	344	330	313	437
Base: All	2035	997	1038	204	346	346	326	326	488
Very often	39%	43%	36%	36%	41%	38%	48%	36%	37%
		B				C.D.E.G.H			
Quite often	42%	40%	45%	45%	42%	40%	35%	46%	45%
		A	F	F	F		F	F	F
Not very often	10%	10%	9%	9%	10%	10%	7%	10%	11%
Never	1%	1%	1%	2%	1%	1%	1%	-	0%
				G.H	G	G			
Don't know	8%	7%	9%	8%	6%	11%	9%	9%	6%
		A			D.H				
Net: Very / quite often	82%	82%	81%	81%	83%	78%	84%	82%	82%
Net: Not very often / never	10%	11%	10%	11%	11%	11%	8%	10%	11%

p6_9. Using AI-generated content (e.g. to write a full article or create an image for a story)

Unweighted base	2035	977	1058	182	429	344	330	313	437
Base: All	2035	997	1038	204	346	346	326	326	488
Very often	22%	21%	23%	23%	21%	22%	27%	19%	23%
						G			
Quite often	38%	37%	39%	38%	44%	37%	32%	43%	36%
					E.F.H			F.H	
Not very often	15%	17%	13%	20%	18%	17%	17%	12%	10%
		B		G.H	G.H	G.H	H		
Never	2%	3%	1%	3%	1%	3%	1%	1%	2%
		B							
Don't know	22%	22%	23%	17%	15%	21%	23%	25%	29%
						D	C.D	C.D.E	
Net: Very / quite often	61%	59%	63%	60%	65%	59%	59%	63%	60%
Net: Not very often / never	17%	20%	14%	23%	20%	21%	18%	13%	11%
		B		G.H	G.H	G.H	H		



Total	Region								
	North East	North West	Yorkshire & the Humber	East Midlands	West Midlands	East of England	London	South East	South West
	I	J	K	L	M	N	O	P	Q

p6_8. Failing to represent people and groups fairly

Unweighted base	2035	89	215	176	154	185	174	268	255	181
Base: All	2035	83	224	169	147	179	189	265	279	173
Very often	39%	41% *	39%	43% U	40%	37%	37%	46% P,R,U	33%	42% U
Quite often	42%	41% *	43%	41%	40%	41%	42%	35%	48% O,R	42%
Not very often	10%	8% *	11%	7%	10%	12%	9%	10%	10%	8%
Never	1%	- *	1%	-	1%	1%	1%	2% P,R	-	1%
Don't know	8%	9% *	6%	10%	9%	8%	10%	7%	9%	7%
Net: Very / quite often	82%	83% U*	82% U	83% U	80% U	79% U	80% U	81% U	81% U	84% U
Net: Not very often / never	10%	8% *	12%	7%	11% K	13%	11%	12%	10%	9%

p6_9. Using AI-generated content (e.g. to write a full article or create an image for a story)

Unweighted base	2035	89	215	176	154	185	174	268	255	181
Base: All	2035	83	224	169	147	179	189	265	279	173
Very often	22%	20% *	18%	22%	18%	21%	25%	23%	23%	23%
Quite often	38%	42% U*	39% U	43% U	45% U	44% U	35% U	36% U	38% U	37% U
Not very often	15%	9% *	16% K	9%	13%	16%	15% K	18% K	17% K	15%
Never	2%	1% *	2%	1%	3%	1%	2%	1%	2%	2%
Don't know	22%	27% *	25%	26%	22%	18%	23%	22%	20%	23%
Net: Very / quite often	61%	63% *	57%	65%	63%	65%	60%	59%	62%	60%
Net: Not very often / never	17%	10% *	18% K	10%	16%	17% K	17% K	19% K	19% K	17% K



Total					Social grade	
	England	Wales	Scotland	Northern Ireland	ABC1	C2DE
	R	S	T	U	X	Y

p6_8. Failing to represent people and groups fairly

Unweighted base	2035	1697	104	179	55	1110	925
Base: All	2035	1707	98	173	57	1050	985
Very often	39%	40%	42%	39%	27%	41%	37%
		P			*		
Quite often	42%	42%	43%	47%	39%	43%	41%
		O		O	*		
Not very often	10%	10%	8%	8%	19%	9%	10%
				K.N.P.Q.R.S.T*			
Never	1%	1%	1%	1%	-	1%	1%
					*		
Don't know	8%	8%	6%	5%	15%	5%	11%
					J.O.T*		X
Net: Very / quite often	82%	81%	85%	86%	66%	84%	79%
		U	U	U	*	Y	
Net: Not very often / never	10%	10%	9%	9%	19%	10%	11%
					K.P.Q.R.T*		

p6_9. Using AI-generated content (e.g. to write a full article or create an image for a story)

Unweighted base	2035	1697	104	179	55	1110	925
Base: All	2035	1707	98	173	57	1050	985
Very often	22%	22%	22%	22%	41%	23%	22%
				I.J.K.L.M.N.O.P.Q.R.S.T*			
Quite often	38%	39%	37%	38%	18%	40%	37%
		U	U	U	*		
Not very often	15%	15%	18%	13%	18%	16%	14%
		K	K		*		
Never	2%	2%	1%	3%	2%	2%	2%
					*		
Don't know	22%	22%	23%	24%	21%	19%	26%
					*		X
Net: Very / quite often	61%	61%	59%	60%	59%	63%	59%
					*		
Net: Not very often / never	17%	17%	19%	16%	20%	18%	16%
		K	K		K*		

YouGov Survey Results
Sample size: 2,035 adults
Fieldwork: 30th September - 12th October 2025



Total	Gender		Age					
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
	A	B	C	D	E	F	G	H

Thinking about the press today... In general, do you think the following are becoming more or less common, or has there been no change?

p7_1. Invasion of privacy by journalists

Unweighted base	2035	977	1058	182	429	344	330	313	437
Base: All	2035	997	1038	204	346	346	326	326	488
Much more common	21%	22%	21%	17%	19%	15%	20%	22%	29%
								E	C.D.E.F
A bit more common	24%	25%	24%	33%	20%	21%	23%	22%	28%
				D.E.F.G					D.E
No change	31%	33%	30%	24%	33%	38%	33%	32%	26%
					C.H	C.H	C.H		
A bit less common	13%	11%	14%	10%	16%	12%	14%	15%	11%
			A		H				
Much less common	1%	1%	1%	3%	1%	1%	1%	0%	0%
				E.G.H					
Don't know	10%	9%	11%	14%	10%	13%	10%	9%	6%
				H	H	H	H		
Net: More common	45%	47%	44%	50%	39%	36%	43%	45%	57%
				D.E				E	D.E.F.G
Net: Less common	14%	12%	15%	13%	17%	12%	14%	15%	11%
					H				



Total	Region								
	North East	North West	Yorkshire & the Humber	East Midlands	West Midlands	East of England	London	South East	South West
	I	J	K	L	M	N	O	P	Q

Thinking about the press today... In general, do you think the following are becoming more or less common, or has there been no change?

p7_1. Invasion of privacy by journalists

Unweighted base	2035	89	215	176	154	185	174	268	255	181
Base: All	2035	83	224	169	147	179	189	265	279	173
Much more common	21%	30% P,R*	21%	20%	21%	23%	19%	22%	18%	22%
A bit more common	24%	24% *	24%	31% R,T	21%	24%	22%	26%	23%	26%
No change	31%	21% *	33% I	28% I,M,O,Q,R	38%	28%	34% I	27%	34% I	27%
A bit less common	13%	14% *	12%	11%	10%	14%	14%	14%	14%	11%
Much less common	1%	- *	0%	1%	1%	0%	1%	1%	1%	2% R
Don't know	10%	11% *	9%	9%	9%	10%	10%	9%	10%	12%
Net: More common	45%	54% P*	46%	51% P	42%	47%	41%	48%	41%	48%
Net: Less common	14%	14% *	12%	12%	11%	15%	15%	15%	15%	13%



Total					Social grade	
	England	Wales	Scotland	Northern Ireland	ABC1	C2DE
	R	S	T	U	X	Y

Thinking about the press today... In general, do you think the following are becoming more or less common, or has there been no change?

p7_1. Invasion of privacy by journalists

Unweighted base	2035	1697	104	179	55	1110	925
Base: All	2035	1707	98	173	57	1050	985
Much more common	21%	21%	20%	22%	19% *	20%	23%
A bit more common	24%	25%	24%	20%	25% *	24%	25%
No change	31%	30% I	32%	36% I	30% *	32%	30%
A bit less common	13%	13%	9%	13%	15% *	16% Y	9%
Much less common	1%	1%	1%	1%	- *	1%	1%
Don't know	10%	10%	14%	8%	11% *	8%	12% X
Net: More common	45%	46%	44%	42%	44% *	44%	47%
Net: Less common	14%	14%	10%	14%	15% *	17% Y	10%



Total	Gender		Age					
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
	A	B	C	D	E	F	G	H

p7_2. Political bias

Unweighted base	2035	977	1058	182	429	344	330	313	437
Base: All	2035	997	1038	204	346	346	326	326	488
Much more common	40%	45%	36%	33%	37%	37%	45%	41%	46%
		B					C.D.E		C.D.E
A bit more common	29%	29%	28%	39%	31%	29%	26%	25%	26%
				E.F.G.H					
No change	23%	19%	27%	19%	21%	25%	24%	25%	23%
		A							
A bit less common	1%	1%	1%	1%	2%	1%	0%	3%	1%
							F		
Much less common	0%	1%	0%	1%	1%	0%	-	-	0%
					F.G.H				
Don't know	6%	5%	7%	7%	8%	7%	6%	6%	4%
		A			H	H			
Net: More common	69%	74%	64%	72%	68%	66%	70%	66%	71%
		B							
Net: Less common	2%	2%	2%	2%	3%	1%	0%	3%	1%
				F	F		F		

p7_3. Publishing false or misleading information

Unweighted base	2035	977	1058	182	429	344	330	313	437
Base: All	2035	997	1038	204	346	346	326	326	488
Much more common	31%	34%	28%	22%	34%	27%	37%	28%	33%
		B			C.E		C.E.G		C
A bit more common	32%	33%	31%	43%	35%	33%	27%	30%	29%
				E.F.G.H	F.H				
No change	24%	22%	25%	22%	17%	26%	24%	27%	26%
					D	D	D	D	D
A bit less common	5%	4%	6%	5%	2%	3%	4%	8%	8%
							D.E	D.E.F	
Much less common	1%	1%	1%	1%	2%	1%	1%	2%	1%
Don't know	7%	6%	8%	9%	9%	9%	7%	6%	4%
				H	H	H	H		
Net: More common	63%	66%	59%	65%	69%	61%	64%	58%	62%
		B			E.G.H				
Net: Less common	6%	5%	7%	5%	4%	4%	5%	9%	9%
							D.E.F	D.E.F	



Total	Region								
	North East	North West	Yorkshire & the Humber	East Midlands	West Midlands	East of England	London	South East	South West
	I	J	K	L	M	N	O	P	Q

p7_2. Political bias

Unweighted base	2035	89	215	176	154	185	174	268	255	181
Base: All	2035	83	224	169	147	179	189	265	279	173
Much more common	40%	59%	45%	41%	39%	35%	39%	43%	35%	41%
		.M.N.O.P.Q.R.S	M.P.U	U				U		
A bit more common	29%	17%	28%	27%	24%	35%	22%	30%	32%	21%
		*				I.L.N.Q.R		I.Q	I.N.Q	
No change	23%	10%	21%	20%	30%	22%	28%	18%	24%	33%
		*	I	I	I.O	I	I.O		I	I.J.K.M.O.R.S.T
A bit less common	1%	3%	0%	2%	1%	2%	3%	1%	2%	1%
		J.T*				J.T				
Much less common	0%	1%	-	1%	1%	1%	-	1%	0%	-
		*								
Don't know	6%	9%	4%	9%	5%	6%	7%	6%	6%	5%
		T*		T			T			
Net: More common	69%	76%	74%	69%	63%	70%	62%	74%	67%	62%
		L.N.Q.U*	L.N.Q					L.N.Q		
Net: Less common	2%	5%	0%	2%	2%	2%	3%	2%	2%	1%
		J.Q.T*			T	J.T				

p7_3. Publishing false or misleading information

Unweighted base	2035	89	215	176	154	185	174	268	255	181
Base: All	2035	83	224	169	147	179	189	265	279	173
Much more common	31%	41%	33%	38%	31%	31%	26%	35%	25%	29%
		N.P.Q.R.S*		N.P.R				N.P		
A bit more common	32%	28%	30%	25%	30%	33%	30%	33%	39%	31%
		*							J.K.L.N.R	
No change	24%	15%	27%	20%	26%	22%	31%	20%	24%	23%
		*	I		I		I.K.O.R			
A bit less common	5%	5%	5%	6%	7%	6%	5%	3%	6%	9%
		*		S	S				S	O.R.S.T
Much less common	1%	5%	0%	1%	-	1%	0%	2%	1%	1%
		J.L.M.N.P.R.T*								
Don't know	7%	7%	6%	10%	6%	8%	8%	7%	5%	7%
		*								
Net: More common	63%	69%	63%	63%	61%	64%	55%	68%	64%	60%
		N*						N		
Net: Less common	6%	9%	5%	7%	7%	6%	6%	5%	7%	10%
		S.T*		S				S		J.O.S.T



Total					Social grade	
	England	Wales	Scotland	Northern Ireland	ABC1	C2DE
	R	S	T	U	X	Y

p7_2. Political bias

Unweighted base	2035	1697	104	179	55	1110	925
Base: All	2035	1707	98	173	57	1050	985
Much more common	40%	41%	44%	39%	26%	41%	40%
		P.U	U		*		
A bit more common	29%	28%	28%	35%	34%	31%	26%
		I.Q		I.L.N.Q.R	I.Q*	Y	
No change	23%	23%	19%	23%	27%	23%	23%
		I.O		I	I*		
A bit less common	1%	2%	-	-	-	1%	1%
					*		
Much less common	0%	0%	1%	-	2%	0%	1%
					*		
Don't know	6%	6%	9%	2%	11%	4%	9%
		T	T		T*		X
Net: More common	69%	68%	72%	75%	60%	72%	66%
		N.Q		L.N.Q.U	*	Y	
Net: Less common	2%	2%	1%	-	2%	2%	2%
					*		

p7_3. Publishing false or misleading information

Unweighted base	2035	1697	104	179	55	1110	925
Base: All	2035	1707	98	173	57	1050	985
Much more common	31%	31%	27%	31%	27%	33%	29%
		P			*		
A bit more common	32%	32%	36%	33%	29%	33%	30%
		K			*		
No change	24%	23%	28%	25%	29%	23%	25%
		I	I		I*		
A bit less common	5%	6%	1%	2%	8%	5%	5%
		O.S			S*		
Much less common	1%	1%	1%	1%	4%	1%	1%
					J.L.N*		
Don't know	7%	7%	8%	8%	4%	5%	9%
					*		X
Net: More common	63%	63%	63%	65%	56%	66%	59%
		N			*	Y	
Net: Less common	6%	7%	2%	3%	12%	6%	7%
		S.T			S.T*		



Total	Gender		Age					
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
	A	B	C	D	E	F	G	H

p7_4. Using unethical newsgathering techniques (e.g. hacking, hidden cameras)

Unweighted base	2035	977	1058	182	429	344	330	313	437
Base: All	2035	997	1038	204	346	346	326	326	488
Much more common	19%	20%	18%	16%	15%	15%	19%	19%	26%
A bit more common	24%	24%	24%	23%	23%	24%	20%	26%	24%
No change	26%	28%	24%	25%	28%	30%	25%	24%	22%
A bit less common	17%	16%	18%	15%	19%	14%	19%	18%	16%
Much less common	3%	2%	3%	3%	3%	2%	2%	3%	4%
Don't know	12%	11%	13%	17%	12%	15%	15%	10%	8%
Net: More common	42%	43%	41%	39%	38%	39%	39%	45%	50%
Net: Less common	20%	18%	22%	19%	22%	16%	22%	21%	20%

p7_5. Failing to correct mistakes

Unweighted base	2035	977	1058	182	429	344	330	313	437
Base: All	2035	997	1038	204	346	346	326	326	488
Much more common	23%	26%	21%	17%	23%	20%	26%	22%	27%
A bit more common	26%	27%	25%	34%	29%	24%	21%	27%	25%
No change	33%	33%	32%	27%	26%	38%	33%	36%	33%
A bit less common	6%	5%	8%	7%	8%	5%	7%	5%	6%
Much less common	1%	1%	1%	1%	2%	0%	1%	0%	1%
Don't know	11%	8%	13%	15%	12%	13%	12%	9%	8%
Net: More common	49%	53%	46%	51%	52%	44%	46%	49%	52%
Net: Less common	7%	6%	9%	7%	10%	5%	8%	5%	7%



Total	Region								
	North East	North West	Yorkshire & the Humber	East Midlands	West Midlands	East of England	London	South East	South West
	I	J	K	L	M	N	O	P	Q

p7_4. Using unethical newsgathering techniques (e.g. hacking, hidden cameras)

Unweighted base	2035	89	215	176	154	185	174	268	255	181
Base: All	2035	83	224	169	147	179	189	265	279	173
Much more common	19%	23% *	22%	18%	22%	20%	16%	19%	17%	19%
A bit more common	24%	28% T*	22% T	24% T	21% T	26% T	21% T	27% T	23% T	25% T
No change	26%	15% *	25%	30% I.Q	30% I.Q	22%	27% I	23% I.Q	29% I.Q	20%
A bit less common	17%	23% *	14%	14%	14%	14%	21%	16%	17%	20%
Much less common	3%	2% *	4%	1%	1%	4% K.L	3%	5% K.L,P,R	2%	5% K.L,P
Don't know	12%	9% *	12%	13%	12%	13%	13%	11%	12%	11%
Net: More common	42%	51% N.T*	44% T	41%	44% T	47% T	37%	46% T	40%	44% T
Net: Less common	20%	25% K.L*	18%	15%	14%	18%	23% K.L	21%	19%	25% K.L

p7_5. Failing to correct mistakes

Unweighted base	2035	89	215	176	154	185	174	268	255	181
Base: All	2035	83	224	169	147	179	189	265	279	173
Much more common	23%	32% J.N.P.R.S.U*	21%	22%	28% N.P.S.U	27% P.S	18%	28% N.P.R.S.U	18%	22%
A bit more common	26%	20% *	28%	28%	21%	28%	20%	26%	28%	28%
No change	33%	28% *	32%	29%	33%	30%	39% O	27%	35%	35%
A bit less common	6%	9% *	7%	6%	8%	4%	10% M.R.S	5%	7%	5%
Much less common	1%	1% *	1%	1%	-	1%	-	3% L.N.P.Q.R	0%	-
Don't know	11%	10% *	11%	14% T	9%	10%	12%	10%	13%	10%
Net: More common	49%	52% N*	49% N	50% N	50% N	55% N	38%	54% N.P	45%	50% N
Net: Less common	7%	10% *	8%	7%	8%	6%	10%	8%	7%	5%



Total					Social grade	
	England	Wales	Scotland	Northern Ireland	ABC1	C2DE
	R	S	T	U	X	Y

p7_4. Using unethical newsgathering techniques (e.g. hacking, hidden cameras)

Unweighted base	2035	1697	104	179	55	1110	925
Base: All	2035	1707	98	173	57	1050	985
Much more common	19%	19%	15%	18%	18% *	19%	19%
A bit more common	24%	24% T	34% J.L.N.P.R.T.U	14%	18% *	23%	24%
No change	26%	25% I	24%	30% I.Q	28% *	26%	25%
A bit less common	17%	17%	12%	21%	24% *	19% Y	14%
Much less common	3%	3% K	3%	3%	- *	4% Y	2%
Don't know	12%	12%	13%	13%	11% *	9%	16% X
Net: More common	42%	43% T	49% T	32%	36% *	42%	43%
Net: Less common	20%	20%	15%	25% K.L	24% *	23% Y	16%

p7_5. Failing to correct mistakes

Unweighted base	2035	1697	104	179	55	1110	925
Base: All	2035	1707	98	173	57	1050	985
Much more common	23%	23% P	15%	28% N.P.S.U	14% *	23%	23%
A bit more common	26%	26%	37% I.L.N.R.T	22%	33% N*	28%	24%
No change	33%	32%	33%	38% O	30% *	32%	33%
A bit less common	6%	7%	3%	5%	10% *	8% Y	5%
Much less common	1%	1%	1%	0%	- *	1%	1%
Don't know	11%	11%	11%	7%	13% *	9%	13% X
Net: More common	49%	49% N	52% N	50% N	47% *	51%	47%
Net: Less common	7%	8%	4%	5%	10% *	8% Y	6%



Total	Gender		Age					
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
	A	B	C	D	E	F	G	H

p7_6. Publishing exaggerated stories just to get attention

Unweighted base	2035	977	1058	182	429	344	330	313	437
Base: All	2035	997	1038	204	346	346	326	326	488
Much more common	41%	45%	38%	36%	43%	39%	46%	39%	42%
		B					C		
A bit more common	31%	31%	31%	35%	32%	32%	27%	30%	30%
No change	19%	17%	21%	20%	15%	18%	18%	21%	21%
		A					D		D
A bit less common	3%	2%	3%	1%	2%	4%	2%	4%	3%
						C		C	
Much less common	0%	0%	1%	2%	1%	0%	-	0%	0%
			F						
Don't know	6%	5%	7%	7%	7%	7%	7%	5%	4%
				H	H	H			
Net: More common	72%	75%	69%	71%	75%	71%	73%	70%	72%
		B							
Net: Less common	3%	3%	4%	2%	3%	4%	2%	4%	3%

p7_7. Blurring of news and opinion

Unweighted base	2035	977	1058	182	429	344	330	313	437
Base: All	2035	997	1038	204	346	346	326	326	488
Much more common	35%	37%	32%	25%	36%	31%	40%	36%	35%
		B			C		C.E	C	C
A bit more common	33%	34%	32%	40%	31%	35%	30%	31%	33%
				F.G					
No change	22%	20%	24%	22%	18%	22%	21%	21%	25%
		A							D
A bit less common	2%	2%	2%	2%	2%	1%	2%	3%	2%
Much less common	0%	1%	0%	1%	2%	0%	0%	-	-
				H	G.H				
Don't know	8%	7%	10%	10%	11%	10%	7%	9%	5%
			A	H	H	H			
Net: More common	67%	71%	64%	65%	67%	66%	70%	67%	68%
		B							
Net: Less common	3%	3%	2%	3%	4%	2%	2%	3%	2%



Total	Region								
	North East	North West	Yorkshire & the Humber	East Midlands	West Midlands	East of England	London	South East	South West
	I	J	K	L	M	N	O	P	Q

p7_6. Publishing exaggerated stories just to get attention

Unweighted base	2035	89	215	176	154	185	174	268	255	181
Base: All	2035	83	224	169	147	179	189	265	279	173
Much more common	41%	45% *	48% P.S	48% S	40%	39%	38%	41%	39%	42%
A bit more common	31%	31% *	30%	24%	33%	35% K	32%	30%	32%	26%
No change	19%	12% *	14%	20%	19%	17%	21%	18%	21% I.J	21%
A bit less common	3%	6% J.S*	1%	2%	3%	3%	3%	3%	3%	4% S
Much less common	0%	- *	0%	-	-	1%	1%	1%	0%	-
Don't know	6%	6% *	6%	7%	6%	5%	5%	6%	5%	7%
Net: More common	72%	76% *	78% Q.R.U	71%	72%	73%	70%	71%	71%	69%
Net: Less common	3%	6% S*	2%	2%	3%	5% S	4%	4% S	3%	4% S

p7_7. Blurring of news and opinion

Unweighted base	2035	89	215	176	154	185	174	268	255	181
Base: All	2035	83	224	169	147	179	189	265	279	173
Much more common	35%	50% .K.L.M.N.P.R.T.U*	37%	34%	34%	30%	28%	41% M.N.P.R.U	29%	37%
A bit more common	33%	26% *	31%	37%	28%	37%	35%	29%	38% I.L.O	29%
No change	22%	10% *	23% I	17%	28% I.K.R	22% I	25% I	20% I	22% I	22% I
A bit less common	2%	3% M*	3% M	1%	2% M	-	2%	3% M	2% M	2%
Much less common	0%	- *	1%	0%	1%	1%	1%	0%	-	1%
Don't know	8%	10% *	6%	11% J.T	8%	10%	10%	7%	9%	9%
Net: More common	67%	76% L.N.U*	68%	71%	62%	67%	63%	70%	67%	67%
Net: Less common	3%	3% *	4%	1%	3%	1%	2%	3%	2%	2%



Total					Social grade	
	England	Wales	Scotland	Northern Ireland	ABC1	C2DE
	R	S	T	U	X	Y

p7_6. Publishing exaggerated stories just to get attention

Unweighted base	2035	1697	104	179	55	1110	925
Base: All	2035	1707	98	173	57	1050	985
Much more common	41%	42%	34%	42%	33% *	44% Y	39%
A bit more common	31%	30% K	36% K	31%	30% *	33%	29%
No change	19%	19%	23% I	19%	23% *	17%	22% X
A bit less common	3%	3%	-	3%	6% J.S*	3%	3%
Much less common	0%	1%	-	-	- *	1%	0%
Don't know	6%	6%	6%	5%	8% *	3%	8% X
Net: More common	72%	72%	71%	73%	64% *	76% Y	67%
Net: Less common	3%	3%	-	3%	6% S*	3%	3%

p7_7. Blurring of news and opinion

Unweighted base	2035	1697	104	179	55	1110	925
Base: All	2035	1707	98	173	57	1050	985
Much more common	35%	35% P	38%	34%	26% *	37% Y	32%
A bit more common	33%	33%	35%	34%	31% *	33%	32%
No change	22%	22% I	17%	23% I	29% I*	21%	23%
A bit less common	2%	2% M	1%	3% M	4% M*	2%	2%
Much less common	0%	0%	1%	1%	- *	1%	0%
Don't know	8%	9%	9%	5%	9% *	6%	11% X
Net: More common	67%	67%	73%	68%	57% *	71% Y	64%
Net: Less common	3%	2%	1%	4%	4% *	2%	3%



Total	Gender		Age					
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
	A	B	C	D	E	F	G	H

p7_8. Failing to represent people and groups fairly

Unweighted base	2035	977	1058	182	429	344	330	313	437
Base: All	2035	997	1038	204	346	346	326	326	488
Much more common	31%	33%	28%	25%	29%	26%	37%	29%	34%
		B					C.D.E.G		C.E
A bit more common	30%	31%	29%	36%	31%	28%	25%	31%	29%
				F	F				
No change	25%	24%	27%	21%	23%	30%	23%	28%	26%
					F				
A bit less common	6%	5%	6%	7%	7%	5%	6%	5%	5%
Much less common	1%	1%	1%	1%	2%	0%	1%	1%	0%
Don't know	8%	7%	9%	9%	8%	11%	9%	6%	5%
					G.H		H		
Net: More common	60%	64%	57%	61%	60%	54%	62%	60%	63%
		B							E
Net: Less common	7%	6%	7%	8%	9%	5%	7%	7%	5%
					H				

p7_9. Using AI-generated content (e.g. to write a full article or create an image for a story)

Unweighted base	2035	977	1058	182	429	344	330	313	437
Base: All	2035	997	1038	204	346	346	326	326	488
Much more common	44%	43%	44%	47%	52%	43%	44%	41%	39%
					E.F.G.H				
A bit more common	31%	30%	31%	30%	29%	33%	26%	33%	32%
					F				
No change	7%	8%	5%	8%	6%	7%	7%	6%	7%
		B							
A bit less common	2%	2%	1%	3%	2%	1%	2%	1%	1%
				H					
Much less common	1%	1%	0%	1%	1%	0%	-	0%	1%
					F				
Don't know	16%	15%	18%	10%	10%	14%	21%	18%	21%
							C.D.E	C.D	C.D.E
Net: More common	75%	74%	75%	77%	81%	77%	70%	74%	71%
					F.G.H				
Net: Less common	2%	3%	2%	4%	3%	2%	2%	1%	2%
				G.H					



Total	Region								
	North East	North West	Yorkshire & the Humber	East Midlands	West Midlands	East of England	London	South East	South West
	I	J	K	L	M	N	O	P	Q

p7_8. Failing to represent people and groups fairly

Unweighted base	2035	89	215	176	154	185	174	268	255	181
Base: All	2035	83	224	169	147	179	189	265	279	173
Much more common	31%	41% N.P.R*	29%	35% P	31%	31%	25%	34% P	25%	31%
A bit more common	30%	27% *	31%	28%	28%	33%	28%	32%	27%	26%
No change	25%	12% *	25% I	24% I	25% I	25% I	31% I.O.S	20% I.J.K.O.R.S	33% I	27% I
A bit less common	6%	7% *	5%	3%	4%	4%	7%	7%	7%	7%
Much less common	1%	1% *	0%	0%	2%	1%	1%	1%	0%	2%
Don't know	8%	12% T*	9%	10% T	10% T	6%	8%	6%	7%	8%
Net: More common	60%	68% N.P*	61%	62% P	58%	64% N.P	53%	66% N.P.R	53%	57%
Net: Less common	7%	8% *	6%	3%	6%	5%	8%	8%	7%	9% K

p7_9. Using AI-generated content (e.g. to write a full article or create an image for a story)

Unweighted base	2035	89	215	176	154	185	174	268	255	181
Base: All	2035	83	224	169	147	179	189	265	279	173
Much more common	44%	42% *	46%	44%	38%	44%	38%	47%	44%	50% L.N
A bit more common	31%	30% *	28%	30%	30%	32%	34% U	27%	32%	28%
No change	7%	5% *	7%	7%	8%	7%	8%	7%	8%	4%
A bit less common	2%	5% K.M.P.R.T*	1%	1%	5% J.K.M.P.R.T	0%	2%	2%	1%	2%
Much less common	1%	1% *	1%	-	-	1%	1%	1%	-	-
Don't know	16%	16% *	17%	18%	19%	16%	17%	16%	15%	16%
Net: More common	75%	72% *	74%	74%	68%	76%	73%	74%	76%	78% L
Net: Less common	2%	6% K.M.P.R.T*	2%	1%	5% K.P.R	1%	2%	3%	1%	2%



Total					Social grade	
	England	Wales	Scotland	Northern Ireland	ABC1	C2DE
	R	S	T	U	X	Y

p7_8. Failing to represent people and groups fairly

Unweighted base	2035	1697	104	179	55	1110	925
Base: All	2035	1707	98	173	57	1050	985
Much more common	31%	31%	35%	31%	26% *	31%	30%
A bit more common	30%	29%	31%	32%	34% *	32%	28%
No change	25%	26% I.O	18%	29% I.O	25% *	25%	26%
A bit less common	6%	6%	8%	5%	8% *	6%	5%
Much less common	1%	1%	-	0%	- *	1%	1%
Don't know	8%	8%	8%	4%	8% *	6%	10% X
Net: More common	60%	60% P	66% N,P	62% P	60% *	62%	58%
Net: Less common	7%	7%	8%	5%	8% *	7%	6%

p7_9. Using AI-generated content (e.g. to write a full article or create an image for a story)

Unweighted base	2035	1697	104	179	55	1110	925
Base: All	2035	1707	98	173	57	1050	985
Much more common	44%	44%	38%	42%	49% *	48% Y	39%
A bit more common	31%	30%	39% O.U	37% O.U	19% *	30%	31%
No change	7%	7%	7%	5%	7% *	7%	7%
A bit less common	2%	2%	1%	-	2% *	1%	2% X
Much less common	1%	1%	-	1%	2% P*	1%	1%
Don't know	16%	17%	16%	14%	21% *	13%	20% X
Net: More common	75%	74%	76%	79% L	68% *	78% Y	70%
Net: Less common	2%	2%	1%	1%	4% *	2%	3%



Total	Gender		Age					
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
	A	B	C	D	E	F	G	H

How much influence, if any, do you think the following have on the press?

p8_1. The general public

Unweighted base	2035	977	1058	182	429	344	330	313	437
Base: All	2035	997	1038	204	346	346	326	326	488
A very big influence	5%	5%	4%	6%	7%	6%	6%	3%	2%
				H	G.H	H	G.H		
Quite a big influence	21%	21%	21%	37%	28%	25%	15%	17%	15%
				D.E.F.G.H	F.G.H	F.G.H			
Not much influence	47%	43%	50%	40%	42%	43%	42%	51%	57%
			A					C.D.E.F	C.D.E.F
No influence at all	23%	26%	19%	8%	18%	23%	31%	25%	25%
		B			C	C	C.D.E	C.D	C.D
Don't know	5%	4%	5%	9%	6%	4%	5%	4%	2%
				E.G.H	H	H	H		
Net: Very / quite a big influence	26%	27%	25%	42%	35%	30%	22%	20%	17%
				E.F.G.H	F.G.H	F.G.H			
Net: Not much / no influence	70%	70%	69%	49%	59%	65%	73%	76%	82%
					C	C	C.D.E	C.D.E	C.D.E.F

p8_2. Celebrities

Unweighted base	2035	977	1058	182	429	344	330	313	437
Base: All	2035	997	1038	204	346	346	326	326	488
A very big influence	16%	15%	17%	18%	15%	13%	17%	16%	17%
Quite a big influence	46%	42%	49%	50%	44%	48%	38%	47%	46%
			A	F		F		F	F
Not much influence	29%	33%	24%	20%	31%	30%	32%	28%	27%
		B			C	C	C		
No influence at all	4%	5%	3%	2%	3%	3%	6%	3%	5%
		B					C		
Don't know	6%	5%	7%	10%	7%	6%	6%	5%	4%
				H	H				
Net: Very / quite a big influence	62%	57%	66%	68%	59%	62%	56%	63%	64%
			A	D.F					F
Net: Not much / no influence	32%	38%	27%	22%	34%	32%	38%	31%	33%
		B			C	C	C	C	C



Total	Region								
	North East	North West	Yorkshire & the Humber	East Midlands	West Midlands	East of England	London	South East	South West
	I	J	K	L	M	N	O	P	Q

How much influence, if any, do you think the following have on the press?

p8_1. The general public

Unweighted base	2035	89	215	176	154	185	174	268	255	181
Base: All	2035	83	224	169	147	179	189	265	279	173
A very big influence	5%	3% *	5%	2%	4%	6%	5%	4%	6%	2%
Quite a big influence	21%	13% *	20% K	12%	21% K	23% K	22% K	31% J.K.L.N.P.R.S.T.	23% I.K	25% I.K
Not much influence	47%	52% *	42%	50%	46%	44%	47%	48%	47%	49%
No influence at all	23%	27% O*	26% O	30% N.O.P.R	25% O	23% O	20% O	12%	20% O	22% O
Don't know	5%	6% *	7% Q	5%	3%	4%	5%	5%	5%	2%
Net: Very / quite a big influence	26%	16% *	25% K	14%	26% K	29% I.K	27% I.K	35% I.J.K.L.R.S.T	29% I.K	27% I.K
Net: Not much / no influence	70%	79% O.P.R*	68%	81% J.M.N.O.P.Q.R	72% O	67%	68%	60%	66%	71% O

p8_2. Celebrities

Unweighted base	2035	89	215	176	154	185	174	268	255	181
Base: All	2035	83	224	169	147	179	189	265	279	173
A very big influence	16%	21% *	19%	15%	13%	15%	16%	19%	15%	15%
Quite a big influence	46%	37% *	41%	45%	53% I.J.R.S	51% I.J	43%	43%	49%	46%
Not much influence	29%	31% *	30%	28%	27%	25%	30%	31%	25%	32%
No influence at all	4%	4% *	5% O	6% O	3%	4%	3%	2%	4%	3%
Don't know	6%	6% *	5%	5%	3%	5%	8% L	6%	7%	5%
Net: Very / quite a big influence	62%	58% *	60%	60%	67%	66%	59%	62%	64%	60%
Net: Not much / no influence	32%	36% *	35%	34%	31%	29%	33%	32%	28%	34%



Total					Social grade	
	England	Wales	Scotland	Northern Ireland	ABC1	C2DE
	R	S	T	U	X	Y

How much influence, if any, do you think the following have on the press?
p8_1. The general public

Unweighted base	2035	1697	104	179	55	1110	925
Base: All	2035	1707	98	173	57	1050	985
A very big influence	5%	4%	6%	5%	7% *	5%	4%
Quite a big influence	21%	22% I.K	17%	17%	17% *	25% Y	18%
Not much influence	47%	47%	43%	49%	47% *	46%	48%
No influence at all	23%	22% O	28% O	26% O	28% O*	22%	23%
Don't know	5%	5%	6%	3%	2% *	3%	6% X
Net: Very / quite a big influence	26%	27% I.K	23%	22%	24% *	29% Y	22%
Net: Not much / no influence	70%	69% O	71% O	75% O	74% *	68%	71%

p8_2. Celebrities

Unweighted base	2035	1697	104	179	55	1110	925
Base: All	2035	1707	98	173	57	1050	985
A very big influence	16%	16%	15%	13%	16% *	15%	17%
Quite a big influence	46%	46%	39%	47%	49% *	47%	44%
Not much influence	29%	29%	30%	28%	28% *	30%	27%
No influence at all	4%	4%	5%	6% O	4% *	3%	5%
Don't know	6%	6%	10% L	6%	4% *	5%	7% X
Net: Very / quite a big influence	62%	62%	55%	60%	65% *	62%	61%
Net: Not much / no influence	32%	32%	35%	34%	32% *	33%	31%



Total	Gender		Age					
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
	A	B	C	D	E	F	G	H

p8_3. Politicians

Unweighted base	2035	977	1058	182	429	344	330	313	437
Base: All	2035	997	1038	204	346	346	326	326	488
A very big influence	32%	32%	31%	38%	38%	29%	34%	30%	26%
				H	E.G.H		H		
Quite a big influence	45%	44%	46%	47%	43%	50%	41%	42%	48%
					F				
Not much influence	16%	19%	14%	8%	12%	16%	18%	20%	20%
		B			C	C.D	C.D	C.D	C.D
No influence at all	2%	2%	2%	2%	2%	1%	3%	2%	3%
Don't know	5%	3%	7%	5%	6%	4%	4%	5%	4%
			A						
Net: Very / quite a big influence	77%	76%	77%	85%	80%	79%	75%	72%	74%
				F.G.H	G.H				
Net: Not much / no influence	18%	21%	16%	10%	14%	17%	21%	22%	22%
		B			C	C.D	C.D	C.D	C.D

p8_4. Rich people

Unweighted base	2035	977	1058	182	429	344	330	313	437
Base: All	2035	997	1038	204	346	346	326	326	488
A very big influence	46%	48%	45%	44%	56%	48%	49%	46%	37%
					C.E.G.H	H	H	H	
Quite a big influence	37%	36%	38%	37%	31%	37%	33%	42%	41%
								D.F	D.F
Not much influence	9%	10%	9%	8%	6%	9%	10%	6%	15%
							D.G		C.D.E.F.G
No influence at all	2%	2%	2%	4%	1%	1%	2%	1%	2%
				D.E.G					
Don't know	5%	4%	7%	6%	6%	5%	5%	6%	4%
			A						
Net: Very / quite a big influence	83%	84%	83%	81%	87%	85%	82%	88%	78%
					H	H		C.F.H	
Net: Not much / no influence	11%	12%	11%	12%	7%	10%	12%	6%	17%
				D.G		D.G	D.G		D.E.G



Total	Region								
	North East	North West	Yorkshire & the Humber	East Midlands	West Midlands	East of England	London	South East	South West
	I	J	K	L	M	N	O	P	Q

p8_3. Politicians

Unweighted base	2035	89	215	176	154	185	174	268	255	181
Base: All	2035	83	224	169	147	179	189	265	279	173
A very big influence	32%	39% *	34%	34%	30%	31%	27%	31%	33%	30%
Quite a big influence	45%	40% *	45%	46%	50%	47%	50%	48%	43%	42%
Not much influence	16%	14% *	14%	13%	9%	14%	17% L	17% L	16% L	22% J.K.L.R
No influence at all	2%	2% *	2%	2%	5% O.R	4% O.R	2%	1%	2%	2%
Don't know	5%	5% *	5%	5%	6%	3%	4%	4%	6%	4%
Net: Very / quite a big influence	77%	79% *	79%	80% T	80%	78%	77%	78%	76%	73%
Net: Not much / no influence	18%	16% *	15%	15%	14%	19%	19%	18%	18%	24% J.K.L.R

p8_4. Rich people

Unweighted base	2035	89	215	176	154	185	174	268	255	181
Base: All	2035	83	224	169	147	179	189	265	279	173
A very big influence	46%	53% *	45%	46%	49%	45%	44%	47%	43%	46%
Quite a big influence	37%	37% *	41%	36%	33%	37%	36%	34%	39%	39%
Not much influence	9%	4% *	8%	11%	10%	12%	8%	13% I.T	10%	10%
No influence at all	2%	1% *	2%	2%	2%	3%	2%	1%	2%	1%
Don't know	5%	4% *	4%	4%	6%	4%	9% J.M.Q.R	5%	7%	4%
Net: Very / quite a big influence	83%	90% N*	86%	82%	82%	82%	80%	82%	82%	85%
Net: Not much / no influence	11%	5% *	10%	14% I	11%	14% I	11%	14% I	12%	11%



Total					Social grade	
	England	Wales	Scotland	Northern Ireland	ABC1	C2DE
	R	S	T	U	X	Y

p8_3. Politicians

Unweighted base	2035	1697	104	179	55	1110	925
Base: All	2035	1707	98	173	57	1050	985
A very big influence	32%	32%	34%	30%	26% *	32%	32%
Quite a big influence	45%	46%	38%	41%	52% *	46%	45%
Not much influence	16%	15% L	18% L	23% J.K.L.M.R	19% L*	18%	15%
No influence at all	2%	2% O	2%	2%	- *	2%	2%
Don't know	5%	5%	9% M.O.R	4%	3% *	3%	6% X
Net: Very / quite a big influence	77%	78% T	71%	71%	78% *	77%	76%
Net: Not much / no influence	18%	18%	20%	25% J.K.L.R	19% *	19%	17%

p8_4. Rich people

Unweighted base	2035	1697	104	179	55	1110	925
Base: All	2035	1707	98	173	57	1050	985
A very big influence	46%	46%	49%	52%	40% *	49% Y	44%
Quite a big influence	37%	37%	34%	35%	47% *	37%	38%
Not much influence	9%	10%	7%	6%	7% *	10%	9%
No influence at all	2%	2%	3%	3%	- *	2%	2%
Don't know	5%	5%	6%	4%	6% *	4%	7% X
Net: Very / quite a big influence	83%	83%	83%	87%	87% *	85% Y	81%
Net: Not much / no influence	11%	12% I	10%	9%	7% *	11%	11%



Total	Gender		Age					
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
	A	B	C	D	E	F	G	H

How much attention, if at all, do you think the press pay to complaints from the following?
p9_1. The general public

Unweighted base	2035	977	1058	182	429	344	330	313	437
Base: All	2035	997	1038	204	346	346	326	326	488
A lot of attention	6%	7%	5%	8% F.G	10% E.F.G.H	6%	3%	3%	4%
A little attention	19%	18%	21%	32% D.E.F.G.H	23% F.G.H	19%	15%	15%	17%
Not very much attention	41%	40%	43%	38%	33%	37%	39%	46% D.E	50% C.D.E.F
No attention at all	29%	31% B	26%	15%	27% C	33% C.H	37% C.D.H	31% C	26% C
Don't know	5%	4%	6% A	7% H	7% H	5% H	5% H	5% H	2%
Net: A lot of / a little attention	25%	25%	25%	39% E.F.G.H	34% E.F.G.H	25% G	19%	18%	22%
Net: No very much / no attention	70%	72%	69%	53%	60%	70% C.D	76% C.D	77% C.D	76% C.D

p9_2. Celebrities

Unweighted base	2035	977	1058	182	429	344	330	313	437
Base: All	2035	997	1038	204	346	346	326	326	488
A lot of attention	28%	30%	26%	29%	30% E	23%	29%	25%	30% E
A little attention	39%	37%	42% A	43%	34% D.F.H	45%	34%	43% D.F	38%
Not very much attention	20%	21%	20%	14%	21% C	19%	23% C	22% C	21% C
No attention at all	7%	8%	6%	7%	7%	8%	9% G	5%	7%
Don't know	5%	4%	7% A	7% H	8% H	6%	5%	5%	4%
Net: A lot of / a little attention	67%	67%	68%	72%	64%	68%	63%	68%	69%
Net: No very much / no attention	27%	29%	26%	21%	28%	27% C	32% C	27%	28%



Total	Region								
	North East	North West	Yorkshire & the Humber	East Midlands	West Midlands	East of England	London	South East	South West
	I	J	K	L	M	N	O	P	Q

How much attention, if at all, do you think the press pay to complaints from the following?

p9_1. The general public

Unweighted base	2035	89	215	176	154	185	174	268	255	181
Base: All	2035	83	224	169	147	179	189	265	279	173
A lot of attention	6%	3% *	5%	3%	4%	5%	3%	14%	5%	2%
A little attention	19%	17% *	22% K	14%	22% K	20%	20%	22% K	18%	18%
Not very much attention	41%	37% *	40%	41%	39%	41%	37%	42%	43%	48% N
No attention at all	29%	36% O*	29% O	36% O.P.R	29% O	29% O	35% O	19%	26% O	29% O
Don't know	5%	7% *	4%	6%	5%	5%	6%	3%	7%	3%
Net: A lot of / a little attention	25%	21% *	27% K	17%	27% K	25%	23%	36%	24%	20%
Net: No very much / no attention	70%	73% O*	69% O.R	77%	68%	70%	71% O	61%	69% O	77% O.R

p9_2. Celebrities

Unweighted base	2035	89	215	176	154	185	174	268	255	181
Base: All	2035	83	224	169	147	179	189	265	279	173
A lot of attention	28%	36% K.Q*	25%	23%	28%	30%	26%	36%	28%	23%
A little attention	39%	32% *	41%	38%	39%	37%	41%	35%	41%	42%
Not very much attention	20%	18% *	20%	24% U	21%	21%	19%	19%	18%	25% U
No attention at all	7%	5% *	10% O	9%	5%	6%	8%	5%	7%	7%
Don't know	5%	9% *	4%	7%	6%	5%	6%	5%	6%	4%
Net: A lot of / a little attention	67%	68% *	66%	61%	67%	67%	68%	71% K	69%	65%
Net: No very much / no attention	27%	24% *	30%	33%	26%	27%	27%	24%	24%	32%



Total					Social grade	
	England	Wales	Scotland	Northern Ireland	ABC1	C2DE
	R	S	T	U	X	Y

How much attention, if at all, do you think the press pay to complaints from the following?
p9_1. The general public

Unweighted base	2035	1697	104	179	55	1110	925
Base: All	2035	1707	98	173	57	1050	985
A lot of attention	6%	6%	5%	6%	5%	6%	5%
		Q		Q	*		
A little attention	19%	20%	20%	17%	19%	20%	19%
		K			*		
Not very much attention	41%	41%	39%	45%	43%	44%	39%
					*	Y	
No attention at all	29%	29%	31%	28%	27%	27%	30%
		O	O	O	*		
Don't know	5%	5%	6%	3%	5%	3%	7%
					*		X
Net: A lot of / a little attention	25%	25%	24%	23%	24%	26%	24%
		K			*		
Net: No very much / no attention	70%	70%	70%	73%	70%	71%	69%
		O		O	*		

p9_2. Celebrities

Unweighted base	2035	1697	104	179	55	1110	925
Base: All	2035	1707	98	173	57	1050	985
A lot of attention	28%	28%	26%	25%	27%	28%	27%
					*		
A little attention	39%	39%	36%	43%	46%	41%	38%
					*		
Not very much attention	20%	20%	23%	22%	11%	21%	20%
					*		
No attention at all	7%	7%	8%	7%	11%	6%	8%
					*		
Don't know	5%	6%	8%	4%	5%	4%	7%
					*		X
Net: A lot of / a little attention	67%	67%	62%	67%	73%	69%	65%
					*		
Net: No very much / no attention	27%	27%	30%	29%	22%	27%	28%
					*		



Total	Gender		Age					
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
	A	B	C	D	E	F	G	H

p9_3. Politicians

Unweighted base	2035	977	1058	182	429	344	330	313	437
Base: All	2035	997	1038	204	346	346	326	326	488
A lot of attention	38%	40%	35%	48%	44%	35%	31%	35%	37%
		B		E.F.G.H	E.F.G.H				
A little attention	37%	38%	37%	31%	34%	41%	41%	35%	38%
						C.D	C.D		
Not very much attention	16%	14%	17%	9%	13%	14%	17%	19%	18%
							C	C.D	C.D
No attention at all	4%	4%	4%	3%	2%	4%	5%	4%	5%
Don't know	6%	4%	7%	8%	7%	5%	6%	7%	3%
			A	H	H			H	
Net: A lot of / a little attention	75%	78%	72%	80%	78%	76%	73%	70%	74%
		B		G	G				
Net: No very much / no attention	20%	19%	21%	12%	15%	19%	21%	23%	23%
						C.D	C.D	C.D	

p9_4. Rich people

Unweighted base	2035	977	1058	182	429	344	330	313	437
Base: All	2035	997	1038	204	346	346	326	326	488
A lot of attention	52%	55%	49%	47%	58%	52%	51%	50%	50%
		B			C.G.H				
A little attention	28%	28%	28%	32%	23%	29%	27%	30%	28%
				D				D	
Not very much attention	10%	9%	12%	9%	9%	9%	10%	9%	14%
			A						D
No attention at all	4%	3%	4%	4%	2%	4%	4%	3%	5%
									D
Don't know	6%	5%	8%	7%	8%	6%	8%	7%	4%
			A		H		H		
Net: A lot of / a little attention	80%	83%	77%	79%	82%	81%	78%	80%	78%
		B							
Net: No very much / no attention	14%	12%	16%	14%	11%	13%	14%	12%	18%
			A						D.E.G



Total	Region								
	North East	North West	Yorkshire & the Humber	East Midlands	West Midlands	East of England	London	South East	South West
	I	J	K	L	M	N	O	P	Q

p9_3. Politicians

Unweighted base	2035	89	215	176	154	185	174	268	255	181
Base: All	2035	83	224	169	147	179	189	265	279	173
A lot of attention	38%	44% N.Q*	37%	34%	38%	40%	30%	48% J.K.L.N.P.Q.R.S.T	39%	31%
A little attention	37%	30% *	35%	44% I.O	37%	38%	40%	33%	35%	44% I.O.R
Not very much attention	16%	14% *	19%	11%	14%	14%	21% K.O.R	12%	13%	17%
No attention at all	4%	4% *	5%	4%	4%	4%	3%	3%	4%	4%
Don't know	6%	9% *	4%	7%	7%	4%	6%	4% O.Q	8%	3%
Net: A lot of / a little attention	75%	73% *	72%	78%	75%	79%	70%	81% J.N.R.T	75%	76%
Net: No very much / no attention	20%	18% *	24% K.O.R	15%	18%	18%	24% O	15%	17%	21%

p9_4. Rich people

Unweighted base	2035	89	215	176	154	185	174	268	255	181
Base: All	2035	83	224	169	147	179	189	265	279	173
A lot of attention	52%	54% *	49%	50%	49%	46%	53%	60% J.K.L.M.P.R.U	51%	53%
A little attention	28%	23% *	30%	29%	26%	30%	22%	25%	29%	30%
Not very much attention	10%	8% *	10%	8%	13%	14%	15% O	8%	9%	10%
No attention at all	4%	4% *	5%	4%	6% N.T	5%	2% T	2%	4%	3%
Don't know	6%	10% O.Q*	6%	8%	6%	6%	8%	4%	8%	4%
Net: A lot of / a little attention	80%	78% *	78%	80%	75%	75%	75%	85% L.M.N.R	79%	83%
Net: No very much / no attention	14%	12% *	15%	13%	19% O	19% O	16%	11%	13%	13%



Total					Social grade	
	England	Wales	Scotland	Northern Ireland	ABC1	C2DE
	R	S	T	U	X	Y

p9_3. Politicians

Unweighted base	2035	1697	104	179	55	1110	925
Base: All	2035	1707	98	173	57	1050	985
A lot of attention	38%	38%	35%	35%	39%	37%	39%
		N.Q			*		
A little attention	37%	37%	38%	34%	38%	41%	33%
					*	Y	
Not very much attention	16%	15%	14%	24%	11%	16%	16%
				I.K.L.M.O.P.R.S.U	*		
No attention at all	4%	4%	6%	3%	8%	3%	5%
					*		X
Don't know	6%	6%	8%	4%	3%	4%	7%
					*		X
Net: A lot of / a little attention	75%	76%	73%	69%	77%	78%	72%
					*	Y	
Net: No very much / no attention	20%	19%	19%	27%	19%	18%	21%
				K.L.M.O.P.R	*		

p9_4. Rich people

Unweighted base	2035	1697	104	179	55	1110	925
Base: All	2035	1707	98	173	57	1050	985
A lot of attention	52%	52%	51%	54%	40%	55%	48%
					*	Y	
A little attention	28%	27%	26%	30%	45%	28%	28%
				I.J.K.L.M.N.O.P.R.S.T*			
Not very much attention	10%	11%	8%	11%	7%	10%	11%
					*		
No attention at all	4%	4%	6%	1%	4%	3%	5%
			T		*		
Don't know	6%	6%	10%	4%	5%	4%	9%
			O.Q		*		X
Net: A lot of / a little attention	80%	79%	77%	83%	84%	83%	76%
					*	Y	
Net: No very much / no attention	14%	14%	13%	12%	10%	13%	15%
					*		

YouGov Survey Results

Sample size: 2,035 adults

Fieldwork: 30th September - 12th October 2025



Total	Gender		Age					
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
	A	B	C	D	E	F	G	H

If a member of the public felt they were mistreated by the press, how likely do you think it is that they would receive the following outcomes, if at all?

p10_1. A correction to a misleading or false story

Unweighted base	2035	977	1058	182	429	344	330	313	437
Base: All	2035	997	1038	204	346	346	326	326	488
Very likely	4%	4%	3%	8%	8%	4%	1%	2%	2%
				F.G.H	E.F.G.H	F			
Fairly likely	17%	19%	16%	19%	23%	17%	16%	18%	14%
		B			E.F.H				
Not very likely	42%	39%	44%	42%	35%	40%	39%	41%	50%
		A							D.E.F.G
Not at all likely	31%	31%	30%	22%	28%	31%	35%	33%	31%
					C	C.D	C		C
Don't know	6%	6%	7%	10%	6%	8%	8%	6%	3%
				H	H	H	H	H	
Net: Likely	21%	23%	19%	27%	31%	21%	17%	19%	16%
		B		F.H	E.F.G.H				
Net: Unlikely	73%	71%	74%	64%	64%	71%	75%	75%	81%
					D	C.D	C.D		C.D.E.F

p10_2. A private apology

Unweighted base	2035	977	1058	182	429	344	330	313	437
Base: All	2035	997	1038	204	346	346	326	326	488
Very likely	5%	6%	4%	10%	9%	5%	2%	4%	3%
				E.F.G.H	E.F.G.H				
Fairly likely	24%	25%	24%	29%	32%	27%	21%	22%	19%
				H	F.G.H	H			
Not very likely	33%	31%	36%	30%	28%	31%	33%	34%	40%
		A							C.D.E.F
Not at all likely	28%	29%	26%	18%	24%	27%	32%	30%	30%
					C	C.D	C		C
Don't know	10%	9%	10%	13%	7%	10%	12%	9%	8%
				D.H		D			
Net: Likely	30%	31%	28%	39%	41%	32%	23%	26%	23%
				F.G.H	E.F.G.H	F.H			
Net: Unlikely	61%	60%	62%	48%	52%	58%	65%	65%	70%
					C	C.D	C.D		C.D.E

YouGov Survey Results
Sample size: 2,035 adults
Fieldwork: 30th September - 12th October 2025



Total	Region								
	North East	North West	Yorkshire & the Humber	East Midlands	West Midlands	East of England	London	South East	South West
	I	J	K	L	M	N	O	P	Q

If a member of the public felt they were mistreated by the press, how likely do you think it is that they would receive the following outcomes, if at all?

p10_1. A correction to a misleading or false story

Unweighted base	2035	89	215	176	154	185	174	268	255	181
Base: All	2035	83	224	169	147	179	189	265	279	173
Very likely	4%	-	3%	1%	2%	2%	3%	11%	3%	2%
		*					I.J.K.L.M.N.P.Q.R.S.T			
Fairly likely	17%	14%	18%	19%	19%	18%	14%	22%	16%	14%
		*					N.Q.R			
Not very likely	42%	42%	43%	42%	41%	45%	45%	35%	43%	47%
		*	S			O.S	S		S	O.S
Not at all likely	31%	40%	32%	30%	31%	28%	33%	26%	30%	28%
		O.R*								
Don't know	6%	5%	4%	8%	6%	6%	6%	6%	7%	8%
		*		T						T
Net: Likely	21%	14%	21%	20%	21%	20%	17%	33%	19%	16%
		*					I.J.K.L.M.N.P.Q.R.S.T			
Net: Unlikely	73%	82%	75%	72%	72%	73%	78%	61%	73%	76%
		O.R.S*	O	O	O	O	O		O	O

p10_2. A private apology

Unweighted base	2035	89	215	176	154	185	174	268	255	181
Base: All	2035	83	224	169	147	179	189	265	279	173
Very likely	5%	5%	3%	3%	3%	5%	3%	11%	5%	3%
		*					J.K.L.M.N.P.Q.R.T			
Fairly likely	24%	18%	23%	21%	25%	27%	25%	28%	25%	21%
		*								
Not very likely	33%	32%	38%	36%	34%	31%	34%	26%	34%	38%
		*	O	O						O
Not at all likely	28%	37%	31%	26%	29%	29%	27%	22%	24%	30%
		O.P.R*	O							
Don't know	10%	8%	5%	14%	9%	8%	9%	12%	12%	9%
		*		J			J	J		
Net: Likely	30%	23%	26%	24%	28%	32%	29%	39%	30%	24%
		*					I.J.K.L.N.P.Q.R			
Net: Unlikely	61%	69%	69%	62%	63%	60%	62%	48%	58%	67%
		O*	O.P.R	O	O	O	O		O	O



Total					Social grade	
	England	Wales	Scotland	Northern Ireland	ABC1	C2DE
	R	S	T	U	X	Y

If a member of the public felt they were mistreated by the press, how likely do you think it is that they would receive the following outcomes, if at all?

p10_1. A correction to a misleading or false story

Unweighted base	2035	1697	104	179	55	1110	925
Base: All	2035	1707	98	173	57	1050	985
Very likely	4%	4%	3%	4%	7% I.K*	4%	3%
Fairly likely	17%	17%	19%	16%	16% *	18%	17%
Not very likely	42%	42% O.S	31%	43% S	44% *	42%	42%
Not at all likely	31%	30%	37% O	34%	26% *	32%	30%
Don't know	6%	6%	11% J.T	3%	8% *	5%	8% X
Net: Likely	21%	21%	22%	20%	22% *	22%	20%
Net: Unlikely	73%	73% O	67%	77% O	70% *	73%	71%

p10_2. A private apology

Unweighted base	2035	1697	104	179	55	1110	925
Base: All	2035	1707	98	173	57	1050	985
Very likely	5%	5%	5%	4%	14% J.K.L.M.N.P.Q.R.S.T*	6%	4%
Fairly likely	24%	24%	25%	27%	19% *	26%	23%
Not very likely	33%	33% O	31%	33%	33% *	34%	33%
Not at all likely	28%	27% O	30%	28%	24% *	27%	29%
Don't know	10%	10% J	9%	8%	10% *	8%	12% X
Net: Likely	30%	29%	30%	31%	33% *	32% Y	27%
Net: Unlikely	61%	61% O	61% O	61% O	57% *	61%	61%



Total	Gender		Age					
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
	A	B	C	D	E	F	G	H

p10_3. A public apology

Unweighted base	2035	977	1058	182	429	344	330	313	437
Base: All	2035	997	1038	204	346	346	326	326	488
Very likely	3%	3%	2%	7%	7%	3%	1%	0%	1%
				E.F.G.H	E.F.G.H	G.H			
Fairly likely	11%	13%	9%	20%	12%	10%	7%	12%	9%
		B		D.E.F.G.H	F		F		
Not very likely	37%	34%	40%	31%	31%	36%	34%	39%	46%
		A					D		C.D.E.F
Not at all likely	43%	43%	43%	33%	44%	44%	49%	42%	42%
				C	C		C.H		
Don't know	6%	6%	6%	9%	6%	7%	8%	7%	3%
				H	H	H	H	H	
Net: Likely	14%	17%	11%	27%	19%	13%	8%	13%	10%
		B		D.E.F.G.H	E.F.G.H				
Net: Unlikely	80%	78%	82%	64%	75%	81%	84%	81%	87%
		A		C	C	C.D	C		C.D.E.G

p10_4. Financial compensation

Unweighted base	2035	977	1058	182	429	344	330	313	437
Base: All	2035	997	1038	204	346	346	326	326	488
Very likely	3%	3%	2%	7%	5%	3%	1%	1%	1%
				E.F.G.H	F.G.H	G			
Fairly likely	11%	13%	10%	18%	19%	13%	8%	9%	6%
		B		F.G.H	E.F.G.H	F.H			
Not very likely	39%	35%	43%	32%	35%	36%	38%	44%	44%
		A					C.D		C.D.E
Not at all likely	39%	41%	37%	28%	35%	38%	44%	39%	44%
					C		C.D	C	C.D
Don't know	8%	8%	8%	15%	6%	9%	9%	8%	5%
				D.E.F.G.H		H			
Net: Likely	14%	16%	12%	25%	24%	17%	9%	9%	7%
		B		E.F.G.H	E.F.G.H	F.G.H			
Net: Unlikely	78%	76%	80%	60%	70%	75%	82%	83%	88%
				C	C		C.D.E	C.D.E	C.D.E.F.G



Total	Region								
	North East	North West	Yorkshire & the Humber	East Midlands	West Midlands	East of England	London	South East	South West
	I	J	K	L	M	N	O	P	Q

p10_3. A public apology

Unweighted base	2035	89	215	176	154	185	174	268	255	181
Base: All	2035	83	224	169	147	179	189	265	279	173
Very likely	3%	-	2%	1%	2%	5%	0%	8%	2%	1%
		*				I.N.Q.S		I.J.K.L.N.P.Q.R.S.T		
Fairly likely	11%	9%	10%	10%	9%	11%	13%	17%	12%	9%
		*						J.L.Q.R.T		
Not very likely	37%	43%	35%	39%	39%	35%	37%	33%	38%	45%
		*								O.R
Not at all likely	43%	43%	49%	42%	44%	43%	45%	35%	41%	39%
		*	O.R				O			
Don't know	6%	6%	3%	7%	6%	5%	5%	7%	7%	6%
		*								
Net: Likely	14%	9%	12%	11%	11%	16%	13%	25%	14%	10%
		*						I.J.K.L.M.N.P.Q.R.S.T		
Net: Unlikely	80%	86%	84%	81%	83%	79%	82%	68%	79%	84%
		O*	O	O	O	O	O		O	O

p10_4. Financial compensation

Unweighted base	2035	89	215	176	154	185	174	268	255	181
Base: All	2035	83	224	169	147	179	189	265	279	173
Very likely	3%	1%	2%	-	2%	6%	2%	5%	3%	-
		*				J.K.Q.R.T	K.Q	J.K.Q.R.T	K.Q	
Fairly likely	11%	13%	13%	10%	11%	10%	12%	15%	11%	10%
		*						T		
Not very likely	39%	37%	39%	41%	43%	40%	37%	41%	37%	43%
		*								S
Not at all likely	39%	45%	41%	39%	37%	38%	43%	29%	40%	39%
		O*	O	O			O		O	O
Don't know	8%	3%	6%	9%	6%	7%	7%	9%	9%	9%
		*								
Net: Likely	14%	14%	14%	10%	14%	16%	14%	21%	14%	10%
		*				T		K.Q.R.T		
Net: Unlikely	78%	82%	79%	80%	80%	77%	79%	70%	77%	82%
		O*	O	O	O		O			O



Total					Social grade	
	England	Wales	Scotland	Northern Ireland	ABC1	C2DE
	R	S	T	U	X	Y

p10_3. A public apology

Unweighted base	2035	1697	104	179	55	1110	925
Base: All	2035	1707	98	173	57	1050	985
Very likely	3%	3%	-	2%	10%	3%	3%
		N			I.J.K.L.N.P.Q.R.S.T*		
Fairly likely	11%	12%	10%	8%	8%	11%	11%
					*		
Not very likely	37%	38%	33%	37%	32%	37%	38%
					*		
Not at all likely	43%	42%	47%	48%	43%	45%	41%
		O	O	O	*	Y	
Don't know	6%	6%	10%	5%	8%	4%	8%
			J		*		X
Net: Likely	14%	14%	10%	10%	17%	14%	14%
					*		
Net: Unlikely	80%	80%	80%	85%	75%	82%	78%
		O	O	O	*		

p10_4. Financial compensation

Unweighted base	2035	1697	104	179	55	1110	925
Base: All	2035	1707	98	173	57	1050	985
Very likely	3%	3%	1%	1%	7%	3%	3%
		K.Q			J.K.Q.T*		
Fairly likely	11%	12%	14%	7%	7%	11%	12%
					*		
Not very likely	39%	40%	31%	40%	32%	40%	38%
					*		
Not at all likely	39%	38%	46%	44%	40%	41%	38%
		O	O	O	*		
Don't know	8%	8%	8%	7%	14%	6%	10%
					I*		X
Net: Likely	14%	14%	15%	9%	14%	13%	14%
		T			*		
Net: Unlikely	78%	78%	77%	85%	73%	81%	75%
		O		O.R.U	*	Y	



Total	Gender		Age					
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
	A	B	C	D	E	F	G	H

If a celebrity were mistreated by the press, how likely do you think it is that they would receive the following outcomes, if at all?

p11_1. A correction to a misleading or false story

Unweighted base	2035	977	1058	182	429	344	330	313	437
Base: All	2035	997	1038	204	346	346	326	326	488
Very likely	18%	19%	16%	20%	24%	14%	15%	18%	17%
					E.F.H				
Fairly likely	44%	44%	44%	39%	37%	46%	50%	45%	45%
					D		C.D	D	D
Not very likely	25%	25%	24%	25%	23%	25%	22%	26%	26%
Not at all likely	5%	4%	6%	6%	8%	6%	4%	2%	5%
				G	F.G	G			G
Don't know	8%	7%	9%	11%	8%	10%	8%	9%	6%
Net: Likely	62%	63%	60%	59%	61%	60%	65%	63%	62%
Net: Unlikely	30%	29%	30%	30%	31%	30%	26%	28%	32%

p11_2. A private apology

Unweighted base	2035	977	1058	182	429	344	330	313	437
Base: All	2035	997	1038	204	346	346	326	326	488
Very likely	21%	24%	19%	28%	26%	19%	20%	20%	19%
		B		E.F.H	E.H				
Fairly likely	39%	38%	40%	37%	36%	42%	39%	40%	40%
Not very likely	20%	20%	20%	13%	21%	19%	21%	18%	23%
					C		C		C
Not at all likely	6%	6%	6%	6%	6%	6%	6%	6%	5%
Don't know	14%	13%	15%	16%	11%	14%	15%	16%	13%
Net: Likely	60%	62%	59%	65%	62%	61%	58%	60%	59%
Net: Unlikely	25%	25%	26%	19%	27%	25%	26%	24%	28%
					C				C



Total	Region								
	North East	North West	Yorkshire & the Humber	East Midlands	West Midlands	East of England	London	South East	South West
	I	J	K	L	M	N	O	P	Q

If a celebrity were mistreated by the press, how likely do you think it is that they would receive the following outcomes, if at all?

p11_1. A correction to a misleading or false story

Unweighted base	2035	89	215	176	154	185	174	268	255	181
Base: All	2035	83	224	169	147	179	189	265	279	173
Very likely	18%	23% P*	18% P	20% P	15% P	17% P	18% P	20% P	11% P	20% P
Fairly likely	44%	40% *	47% S	40% P	44% Q.S	49% Q.S	47% S	43% K.Q.S	51% K.Q.S	38% K.Q.S
Not very likely	25%	23% *	22%	21%	28%	23%	22%	25%	24%	31% K.N.R
Not at all likely	5%	6% *	6%	6%	5%	5%	4%	6%	5%	4%
Don't know	8%	8% *	7%	14% J.M.O.R.T	8%	6%	9%	6%	10%	8%
Net: Likely	62%	63% *	65%	60%	59%	66%	65%	63%	61%	57%
Net: Unlikely	30%	29% *	28%	27%	33%	28%	26%	31%	28%	35%

p11_2. A private apology

Unweighted base	2035	89	215	176	154	185	174	268	255	181
Base: All	2035	83	224	169	147	179	189	265	279	173
Very likely	21%	24% P*	24% P	24% P	26% P	22% P	21% P	24% P	14% P	18% P
Fairly likely	39%	40% *	35%	33%	41%	41%	40%	37%	44% K	41% K
Not very likely	20%	17% *	21%	23%	15%	18%	16%	21%	23% L	20% L
Not at all likely	6%	9% K*	6% K	2%	5%	9% K.P	8% K	5%	4%	6% K
Don't know	14%	10% *	13%	18%	13%	11%	15%	13%	15%	15%
Net: Likely	60%	64% *	59%	57%	67%	62%	61%	61%	57%	59%
Net: Unlikely	25%	26% *	27%	25%	20%	26%	23%	26%	27%	26%



Total					Social grade	
	England	Wales	Scotland	Northern Ireland	ABC1	C2DE
	R	S	T	U	X	Y

If a celebrity were mistreated by the press, how likely do you think it is that they would receive the following outcomes, if at all?

p11_1. A correction to a misleading or false story

Unweighted base	2035	1697	104	179	55	1110	925
Base: All	2035	1707	98	173	57	1050	985
Very likely	18%	18% P	21% P	16%	25% P*	18%	18%
Fairly likely	44%	45% S	34%	41%	47% *	47% Y	41%
Not very likely	25%	24%	25%	33% J.K.M.N.P.R	19% *	25%	25%
Not at all likely	5%	5%	8%	5%	4% *	5%	6%
Don't know	8%	8%	13% M.O.T	6%	6% *	6%	11% X
Net: Likely	62%	62%	55%	57%	72% S*	64% Y	59%
Net: Unlikely	30%	29%	32%	37% K.N.R.U	23% *	30%	30%

p11_2. A private apology

Unweighted base	2035	1697	104	179	55	1110	925
Base: All	2035	1707	98	173	57	1050	985
Very likely	21%	21% P	22%	19%	27% P*	22%	21%
Fairly likely	39%	39%	35%	45% K	30% *	42% Y	37%
Not very likely	20%	20%	19%	18%	16% *	19%	20%
Not at all likely	6%	6% K	7% K	6% K	10% K*	6%	6%
Don't know	14%	14%	18%	12%	17% *	11%	17% X
Net: Likely	60%	60%	57%	64%	57% *	63% Y	58%
Net: Unlikely	25%	25%	25%	24%	26% *	25%	25%



Total	Gender		Age					
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
	A	B	C	D	E	F	G	H

p11_3. A public apology

Unweighted base	2035	977	1058	182	429	344	330	313	437
Base: All	2035	997	1038	204	346	346	326	326	488
Very likely	18%	19%	17%	22%	22%	13%	18%	19%	17%
				E	E			E	
Fairly likely	40%	42%	39%	40%	36%	43%	39%	43%	41%
Not very likely	26%	25%	28%	21%	24%	27%	29%	26%	30%
							C		C.D
Not at all likely	7%	7%	8%	6%	11%	9%	6%	5%	7%
					F.G.H	G			
Don't know	8%	7%	8%	11%	7%	8%	8%	8%	6%
				H					
Net: Likely	59%	61%	56%	62%	58%	56%	57%	62%	58%
		B							
Net: Unlikely	34%	32%	35%	27%	35%	36%	35%	30%	36%
					C				C

p11_4. Financial compensation

Unweighted base	2035	977	1058	182	429	344	330	313	437
Base: All	2035	997	1038	204	346	346	326	326	488
Very likely	20%	21%	19%	18%	19%	16%	21%	21%	22%
								E	
Fairly likely	40%	42%	38%	37%	38%	41%	42%	41%	39%
		B							
Not very likely	23%	22%	24%	25%	25%	23%	20%	22%	24%
Not at all likely	8%	7%	8%	7%	8%	9%	8%	6%	8%
Don't know	10%	8%	12%	14%	9%	11%	9%	9%	8%
			A	H					
Net: Likely	59%	63%	56%	55%	57%	57%	63%	62%	61%
		B							
Net: Unlikely	31%	29%	32%	32%	34%	32%	28%	28%	31%



Total	Region								
	North East	North West	Yorkshire & the Humber	East Midlands	West Midlands	East of England	London	South East	South West
	I	J	K	L	M	N	O	P	Q

p11_3. A public apology

Unweighted base	2035	89	215	176	154	185	174	268	255	181
Base: All	2035	83	224	169	147	179	189	265	279	173
Very likely	18%	22% *	19%	21%	18%	17%	18%	18%	14%	18%
Fairly likely	40%	36% *	42%	34%	42%	43% T	45% K.T	40%	46% K.T	37%
Not very likely	26%	25% *	25%	28%	26%	24%	21%	27%	27%	32% N.U
Not at all likely	7%	10% P*	11% P.Q.R	7%	7%	7%	8% P	8% P	3%	5%
Don't know	8%	7% *	4%	10% J	8%	8%	7%	6%	10% J	7%
Net: Likely	59%	58% *	60%	55%	59%	61%	64% T	58%	60%	56%
Net: Unlikely	34%	35% *	36%	35%	33%	31%	29%	35%	31%	37% U

p11_4. Financial compensation

Unweighted base	2035	89	215	176	154	185	174	268	255	181
Base: All	2035	83	224	169	147	179	189	265	279	173
Very likely	20%	31% J.N.P.Q.R.S.T*	19%	22%	20%	24%	18%	21%	16%	18%
Fairly likely	40%	40% *	43%	38%	47% Q.T	40%	42%	37%	42%	35%
Not very likely	23%	17% *	18%	20%	21%	22%	24%	25%	23%	32% I.J.K.L.P.R
Not at all likely	8%	6% *	13% K.L.O.Q.R	5%	4%	7%	8%	7%	9%	7%
Don't know	10%	6% *	7%	15% I.J.L.M.N.R	8%	7%	8%	11%	11%	9%
Net: Likely	59%	71% O.P.Q.R.S.T*	62%	60%	67% Q.T	63% Q	60%	58%	58%	53%
Net: Unlikely	31%	23% *	31%	25%	25%	30%	32%	32%	31%	38% I.K.L.R



Total					Social grade	
	England	Wales	Scotland	Northern Ireland	ABC1	C2DE
	R	S	T	U	X	Y

p11_3. A public apology

Unweighted base	2035	1697	104	179	55	1110	925
Base: All	2035	1707	98	173	57	1050	985
Very likely	18%	18%	15%	19%	27% P*	18%	18%
Fairly likely	40%	41% K.T	43%	32%	41% *	41%	40%
Not very likely	26%	26%	23%	35% J.M.N.R.S.U	15% *	28%	25%
Not at all likely	7%	7% P	7%	9% P	8% *	7%	8%
Don't know	8%	7% J	13% J.O.R.T	5%	10% *	6%	10% X
Net: Likely	59%	59% T	57%	51%	68% T*	60%	58%
Net: Unlikely	34%	33%	30%	44% L.M.N.P.R.S.U	23% *	35%	33%

p11_4. Financial compensation

Unweighted base	2035	1697	104	179	55	1110	925
Base: All	2035	1707	98	173	57	1050	985
Very likely	20%	20%	17%	18%	16% *	18%	21%
Fairly likely	40%	40%	38%	35%	48% *	41%	39%
Not very likely	23%	23%	21%	28% J	18% *	25% Y	21%
Not at all likely	8%	8%	10%	8%	8% *	8%	7%
Don't know	10%	9%	14%	11%	10% *	7%	12% X
Net: Likely	59%	60% Q	55%	53%	64% *	59%	60%
Net: Unlikely	31%	30%	31%	36% I.K.L	26% *	33% Y	28%



Total	Gender		Age					
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
	A	B	C	D	E	F	G	H

If a politician were mistreated by the press, how likely do you think it is that they would receive the following outcomes, if at all?

p12_1. A correction to a misleading or false story

Unweighted base	2035	977	1058	182	429	344	330	313	437
Base: All	2035	997	1038	204	346	346	326	326	488
Very likely	21%	21%	20%	26% E.H	27% E.H	16%	21%	22%	18%
Fairly likely	45%	45%	44%	41%	39%	47% D	45%	45%	47% D
Not very likely	22%	22%	21%	19%	20%	21%	20%	24%	24%
Not at all likely	5%	5%	5%	4%	7% G	5% G	6% G	2%	7% G
Don't know	8%	6%	9% A	11% H	7% H	11% H	8% H	8% H	4%
Net: Likely	65%	67%	64%	66%	66%	64%	66%	66%	65%
Net: Unlikely	27%	27%	26%	23%	27%	26%	26%	26%	30%

p12_2. A private apology

Unweighted base	2035	977	1058	182	429	344	330	313	437
Base: All	2035	997	1038	204	346	346	326	326	488
Very likely	23%	25% B	20%	29% H	27% H	22%	21%	23%	18%
Fairly likely	38%	37%	39%	36%	41%	39%	40%	35%	36%
Not very likely	19%	19%	19%	12%	17%	18%	14%	23% C.D.F	25% C.D.E.F
Not at all likely	6%	6%	6%	8% G	5%	6%	7%	4%	8% G
Don't know	14%	13%	16% A	15%	10%	16% D	17% D	16% D	13%
Net: Likely	60%	62%	59%	65% H	68% E.G.H	61%	62%	57%	55%
Net: Unlikely	25%	26%	25%	20%	22%	24%	21%	27%	32% C.D.E.F



Total	Region								
	North East	North West	Yorkshire & the Humber	East Midlands	West Midlands	East of England	London	South East	South West
	I	J	K	L	M	N	O	P	Q

If a politician were mistreated by the press, how likely do you think it is that they would receive the following outcomes, if at all?

p12_1. A correction to a misleading or false story

Unweighted base	2035	89	215	176	154	185	174	268	255	181
Base: All	2035	83	224	169	147	179	189	265	279	173
Very likely	21%	23% *	19%	21%	18%	19%	20%	31% J.K.L.M.N.P.Q.R.T	18%	17%
Fairly likely	45%	44% *	49% O.U	45%	50% O.U	50% O.U	42%	38% O	47%	44%
Not very likely	22%	20% *	19%	17%	19%	20%	26%	21%	23%	25%
Not at all likely	5%	4% *	5%	5%	6%	5%	4%	4%	3%	7%
Don't know	8%	9% *	7%	11%	7%	5%	7%	7%	8%	7%
Net: Likely	65%	67% *	68%	66%	68%	69%	62%	69%	65%	61%
Net: Unlikely	27%	24% *	24%	23%	24%	25%	31%	24%	26%	32%

p12_2. A private apology

Unweighted base	2035	89	215	176	154	185	174	268	255	181
Base: All	2035	83	224	169	147	179	189	265	279	173
Very likely	23%	28% P*	20%	23%	24%	23%	21%	27% P.Q.R	18%	18%
Fairly likely	38%	29% *	40%	40%	38%	44% I	35%	38%	40%	34%
Not very likely	19%	22% U*	20% U	17%	20% U	20% U	19% U	15%	20% U	24% O.U
Not at all likely	6%	6% *	6% K	2%	3%	5%	10% K.L.R	5% K	7% K	7% K
Don't know	14%	14% *	14%	19% M	14%	9%	14%	14%	14%	17% M
Net: Likely	60%	57% *	60%	63% Q	63%	67% N.Q	56%	65% Q	59%	52%
Net: Unlikely	25%	28% *	26%	18%	24%	24%	30% K.O.U	21% K	28% K	31% K.O.U



Total					Social grade	
	England	Wales	Scotland	Northern Ireland	ABC1	C2DE
	R	S	T	U	X	Y

If a politician were mistreated by the press, how likely do you think it is that they would receive the following outcomes, if at all?

p12_1. A correction to a misleading or false story

Unweighted base	2035	1697	104	179	55	1110	925
Base: All	2035	1707	98	173	57	1050	985
Very likely	21%	21%	23%	19%	27% *	21%	21%
Fairly likely	45%	45% O	38%	43%	34% *	47% Y	42%
Not very likely	22%	21%	20%	25%	22% *	22%	22%
Not at all likely	5%	5%	8%	8%	6% *	5%	5%
Don't know	8%	8%	11%	6%	11% *	6%	10% X
Net: Likely	65%	66%	61%	61%	61% *	68% Y	63%
Net: Unlikely	27%	26%	28%	33% K	28% *	27%	27%

p12_2. A private apology

Unweighted base	2035	1697	104	179	55	1110	925
Base: All	2035	1707	98	173	57	1050	985
Very likely	23%	22%	25%	22%	35% J.N.P.Q.R*	22%	23%
Fairly likely	38%	38%	32%	36%	35% *	40%	36%
Not very likely	19%	19% U	20% U	19% U	7% *	19%	19%
Not at all likely	6%	6% K	7% K	6% K	8% K*	6%	6%
Don't know	14%	14% M	16%	16%	15% *	12%	17% X
Net: Likely	60%	61% Q	57%	59%	70% Q*	62%	59%
Net: Unlikely	25%	25% K	27%	26%	15% *	25%	25%



Total	Gender		Age					
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
	A	B	C	D	E	F	G	H

p12_3. A public apology

Unweighted base	2035	977	1058	182	429	344	330	313	437
Base: All	2035	997	1038	204	346	346	326	326	488
Very likely	20%	21%	19%	24%	27%	16%	19%	21%	17%
				E.H	E.F.G.H				
Fairly likely	37%	37%	37%	39%	31%	41%	39%	37%	38%
					D	D			D
Not very likely	27%	27%	26%	17%	25%	26%	26%	30%	31%
					C	C	C	C	C
Not at all likely	8%	9%	8%	10%	9%	8%	8%	5%	10%
				G					G
Don't know	8%	6%	10%	10%	8%	9%	8%	8%	5%
			A	H	H				
Net: Likely	57%	58%	57%	63%	58%	57%	58%	57%	55%
Net: Unlikely	35%	36%	34%	27%	34%	34%	34%	35%	40%
									C.D

p12_4. Financial compensation

Unweighted base	2035	977	1058	182	429	344	330	313	437
Base: All	2035	997	1038	204	346	346	326	326	488
Very likely	16%	16%	15%	17%	18%	12%	19%	16%	14%
					E		E		
Fairly likely	29%	29%	29%	28%	29%	33%	28%	32%	26%
					H				
Not very likely	29%	29%	28%	26%	28%	28%	22%	29%	35%
								F	C.D.F
Not at all likely	13%	15%	12%	11%	13%	12%	16%	11%	15%
Don't know	13%	11%	15%	18%	12%	15%	15%	12%	10%
			A	H					
Net: Likely	45%	46%	44%	45%	47%	45%	47%	48%	40%
					H		H	H	
Net: Unlikely	42%	44%	40%	37%	41%	41%	38%	40%	50%
									C.D.E.F.G



Total	Region								
	North East	North West	Yorkshire & the Humber	East Midlands	West Midlands	East of England	London	South East	South West
	I	J	K	L	M	N	O	P	Q

p12_3. A public apology

Unweighted base	2035	89	215	176	154	185	174	268	255	181
Base: All	2035	83	224	169	147	179	189	265	279	173
Very likely	20%	22% *	20%	21%	17%	21%	17%	24% Q	18%	16%
Fairly likely	37%	35% *	35%	41%	47% J.N.O.R.S.T	42% S.T	35%	35%	38%	39%
Not very likely	27%	24% *	29% K	20%	22%	25%	33% K.L.S.U	28%	28%	25%
Not at all likely	8%	10% *	9%	8%	8%	6%	8%	8%	7%	12%
Don't know	8%	9% *	7%	10%	7%	6%	7%	6%	9%	9%
Net: Likely	57%	57% *	55%	61%	63% N	63% N.T	52%	59%	56%	55%
Net: Unlikely	35%	34% *	38% K	28%	30%	31%	41% K.L.U	36%	35%	36%

p12_4. Financial compensation

Unweighted base	2035	89	215	176	154	185	174	268	255	181
Base: All	2035	83	224	169	147	179	189	265	279	173
Very likely	16%	24% P.Q.R.S.*	18%	18%	14%	19% P	15%	16%	12%	13%
Fairly likely	29%	19% *	25%	32% I	41% I.J.N.O.P.Q.R.T	32% I	28%	30%	29%	25%
Not very likely	29%	31% K*	28% K	17%	25%	27% K	30% K	29% K	32% K	33% K
Not at all likely	13%	14% *	16% L	14%	8%	10%	15%	13%	13%	16% L
Don't know	13%	11% *	13%	20% L.N.O.R	11%	12%	12%	12%	14%	12%
Net: Likely	45%	43% *	43%	49% Q	55% J.N.P.Q.R.T	50% Q	43%	46%	41%	38%
Net: Unlikely	42%	46% K*	44% K.L	31%	33%	37%	45% K.L	42% K	45% K.L	50% K.L.M.R



Total					Social grade	
	England	Wales	Scotland	Northern Ireland	ABC1	C2DE
	R	S	T	U	X	Y

p12_3. A public apology

Unweighted base	2035	1697	104	179	55	1110	925
Base: All	2035	1707	98	173	57	1050	985
Very likely	20%	20%	21%	21%	34%	19%	21%
					J.L.N.P.Q.R*		
Fairly likely	37%	38%	30%	32%	32%	38%	36%
					*		
Not very likely	27%	27%	21%	33%	17%	29%	24%
		K		K.L.S.U	*	Y	
Not at all likely	8%	8%	14%	8%	8%	8%	9%
			M.P		*		
Don't know	8%	8%	14%	6%	10%	5%	10%
			J.M.O.R.T		*		X
Net: Likely	57%	58%	51%	53%	66%	58%	57%
					*		
Net: Unlikely	35%	35%	35%	42%	24%	37%	33%
				K.L.M.U	*		

p12_4. Financial compensation

Unweighted base	2035	1697	104	179	55	1110	925
Base: All	2035	1707	98	173	57	1050	985
Very likely	16%	16%	11%	16%	20%	13%	19%
					*		X
Fairly likely	29%	29%	37%	25%	31%	29%	30%
		I	I.J.Q.T		*		
Not very likely	29%	28%	24%	32%	31%	33%	23%
		K		K	K*	Y	
Not at all likely	13%	14%	14%	15%	6%	14%	12%
		L			*		
Don't know	13%	13%	14%	12%	11%	11%	16%
					*		X
Net: Likely	45%	45%	49%	41%	52%	42%	49%
		Q			*		X
Net: Unlikely	42%	42%	38%	47%	37%	48%	36%
		K.L		K.L	*	Y	

YouGov Survey Results

Sample size: 2,035 adults

Fieldwork: 30th September - 12th October 2025



Total	Gender		Age					
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
	A	B	C	D	E	F	G	H

How often, if ever, do you think each of the following situations occur in the relationship between politicians and the press?

p13_1. Politicians make informal arrangements or 'deals' with the press in exchange for more favourable coverage

Unweighted base	2035	977	1058	182	429	344	330	313	437
Base: All	2035	997	1038	204	346	346	326	326	488
Very often	36%	39% B	32%	33%	41% H	39% H	40% H	35% H	28%
Quite often	43%	41%	46%	45%	40%	42%	43%	41%	48% D
Not very often	8%	9% B	6%	7%	5%	7%	6%	10% D	9% D
Never	1%	1%	1%	2% G	2% G	1%	1%	-	1%
Don't know	12%	10%	15% A	12%	12%	11%	9%	14%	14%
Net: Often	79%	80%	78%	79%	81%	80%	83% G.H	76%	76%
Net: Not often/never	9%	10% B	7%	9%	7%	8%	7%	10%	10%

p13_2. Politicians offer financial or other incentives to the press in return for more favourable coverage

Unweighted base	2035	977	1058	182	429	344	330	313	437
Base: All	2035	997	1038	204	346	346	326	326	488
Very often	25%	26%	23%	H	E.G.H	H	G.H	21%	18%
Quite often	34%	32%	36% A	43% F.G.H	36% H	39% G.H	33%	29%	29%
Not very often	18%	21% B	16%	13%	15%	15%	17%	25% C.D.E.F	23% C.D.E.F
Never	4%	5%	3%	4%	2%	3%	3%	3%	7% D.E.F.G
Don't know	19%	17%	22% A	15%	15%	19%	18%	22% D	24% C.D
Net: Often	58%	58%	59%	68% G.H	68% G.H	63% G.H	62% G.H	51%	47%
Net: Not often/never	22%	26% B	19%	17%	17%	18%	20%	28% C.D.E.F	30% C.D.E.F

YouGov Survey Results

Sample size: 2,035 adults

Fieldwork: 30th September - 12th October 2025



Total	Region								
	North East	North West	Yorkshire & the Humber	East Midlands	West Midlands	East of England	London	South East	South West
	I	J	K	L	M	N	O	P	Q

How often, if ever, do you think each of the following situations occur in the relationship between politicians and the press?

p13_1. Politicians make informal arrangements or 'deals' with the press in exchange for more favourable coverage

Unweighted base	2035	89	215	176	154	185	174	268	255	181
Base: All	2035	83	224	169	147	179	189	265	279	173
Very often	36%	45% K.N.T*	38%	31%	35%	37%	31%	39%	38%	33%
Quite often	43%	33% *	47% I.P	47% I.P	42%	44%	45%	42%	35%	50% I.P
Not very often	8%	12% T*	8%	5%	5%	9%	7%	7%	11% K.T	7%
Never	1%	1% *	0%	-	2%	1%	0%	3% K.R	1%	1%
Don't know	12%	8% *	6%	16% J.O	16% J.O	9%	16% J.O	9%	16% J.O	10%
Net: Often	79%	78% *	85% L.N.P.R.U	79%	77%	81%	76%	82% P	73%	83% P
Net: Not often/never	9%	13% K.T*	9%	5%	7%	10%	8%	9%	12% K.T	7%

p13_2. Politicians offer financial or other incentives to the press in return for more favourable coverage

Unweighted base	2035	89	215	176	154	185	174	268	255	181
Base: All	2035	83	224	169	147	179	189	265	279	173
Very often	25%	35% N.P.Q.R.T*	28% P	26%	23%	27%	22%	26%	20%	23%
Quite often	34%	26% *	35%	37%	42% I.M.O.R	31%	35%	29%	37%	34%
Not very often	18%	19% *	18%	12%	13%	19%	19%	26% K.L.P.R	16%	19%
Never	4%	9% K.M.N.P.R.T*	4%	1%	3%	3%	3%	5%	3%	5% K
Don't know	19%	12% *	14%	23% I.J.O	18%	19%	21%	15%	24% I.J.O.R	19%
Net: Often	58%	61% *	64%	63%	65%	58%	57%	55%	57%	56%
Net: Not often/never	22%	28% K.L*	23% K	13%	17%	22% K	22%	30% K.L.P.R.T	19%	24% K

YouGov Survey Results

Sample size: 2,035 adults

Fieldwork: 30th September - 12th October 2025



Total					Social grade	
	England	Wales	Scotland	Northern Ireland	ABC1	C2DE
	R	S	T	U	X	Y

How often, if ever, do you think each of the following situations occur in the relationship between politicians and the press?

p13_1. Politicians make informal arrangements or 'deals' with the press in exchange for more favourable coverage

Unweighted base	2035	1697	104	179	55	1110	925
Base: All	2035	1707	98	173	57	1050	985
Very often	36%	36%	36%	32%	30% *	37%	34%
Quite often	43%	43% P	42%	49% I,P	43% *	45%	42%
Not very often	8%	8%	10%	4%	6% *	7%	8%
Never	1%	1%	-	1%	- *	1%	1%
Don't know	12%	12% J	12%	13% J	21% I,J,M,O,Q,R*	9%	15% X
Net: Often	79%	79% P	78%	81% P	73% *	82% Y	76%
Net: Not often/never	9%	9%	10%	6% 6%	6% *	8% 8%	9%

p13_2. Politicians offer financial or other incentives to the press in return for more favourable coverage

Unweighted base	2035	1697	104	179	55	1110	925
Base: All	2035	1707	98	173	57	1050	985
Very often	25%	25%	25%	21%	25% *	24%	26%
Quite often	34%	34%	30%	35%	28% *	35%	33%
Not very often	18%	18% K	18%	18%	24% K*	21% Y	16%
Never	4%	4%	8% K,P,R	3%	2% *	4%	3%
Don't know	19%	19% J	20%	23% I,J,O	21% *	16%	23% X
Net: Often	58%	59% K	55%	55%	53% *	58% Y	58%
Net: Not often/never	22%	22% K	26% K	21%	26% K*	25% Y	19%



Total	Gender		Age					
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
	A	B	C	D	E	F	G	H

p13_3. Politicians choose not to put pressure on the press, even when they could, to maintain a good relationship

Unweighted base	2035	977	1058	182	429	344	330	313	437
Base: All	2035	997	1038	204	346	346	326	326	488
Very often	24%	28%	19%	27%	27%	23%	26%	24%	18%
		B		H	H		H		
Quite often	37%	37%	37%	32%	34%	37%	36%	37%	42%
									C.D
Not very often	18%	18%	18%	18%	17%	18%	17%	18%	19%
Never	5%	4%	5%	5%	4%	5%	5%	5%	4%
Don't know	17%	13%	21%	18%	18%	16%	17%	17%	17%
			A						
Net: Often	61%	65%	57%	59%	61%	61%	61%	61%	60%
		B							
Net: Not often/never	22%	22%	23%	23%	21%	23%	22%	22%	23%

p13_4. The press offers favourable coverage or other incentives to politicians in return for political favours or influence

Unweighted base	2035	977	1058	182	429	344	330	313	437
Base: All	2035	997	1038	204	346	346	326	326	488
Very often	32%	37%	28%	31%	38%	32%	37%	32%	27%
		B			H		H		
Quite often	42%	40%	43%	42%	38%	43%	42%	40%	44%
Not very often	11%	12%	9%	10%	10%	10%	9%	12%	12%
		B							
Never	1%	1%	1%	3%	1%	1%	1%	1%	2%
				E.F					
Don't know	14%	10%	18%	14%	13%	15%	12%	15%	15%
			A						
Net: Often	74%	77%	72%	73%	76%	75%	78%	72%	71%
		B					H		
Net: Not often/never	12%	13%	10%	13%	11%	10%	9%	13%	13%

YouGov Survey Results

Sample size: 2,035 adults

Fieldwork: 30th September - 12th October 2025



Total	Region								
	North East	North West	Yorkshire & the Humber	East Midlands	West Midlands	East of England	London	South East	South West
	I	J	K	L	M	N	O	P	Q

p13_3. Politicians choose not to put pressure on the press, even when they could, to maintain a good relationship

Unweighted base	2035	89	215	176	154	185	174	268	255	181
Base: All	2035	83	224	169	147	179	189	265	279	173
Very often	24%	22% *	26% U	20%	23%	20%	19%	31% K.M.N.R.S.U	23%	23%
Quite often	37%	33% *	39%	38%	36%	43%	34%	34%	35%	39%
Not very often	18%	18% *	15%	20%	16%	16%	21% U	19%	18%	20%
Never	5%	11% J.K.N.P.Q.R.T*	4%	3%	6%	6%	4%	5%	4%	4%
Don't know	17%	17% *	16%	19% O	20% O	15%	22% O.T	12%	19% O	15%
Net: Often	61%	54% *	65% N	58%	58%	63%	53%	65% N	58%	61%
Net: Not often/never	22%	29% J.U*	18%	23%	22%	22%	25%	24%	23%	24%

p13_4. The press offers favourable coverage or other incentives to politicians in return for political favours or influence

Unweighted base	2035	89	215	176	154	185	174	268	255	181
Base: All	2035	83	224	169	147	179	189	265	279	173
Very often	32%	41% U*	36% U	30%	30%	34%	29%	35% U	30%	32%
Quite often	42%	30% *	45% I.O	48% I.M.O	44% I	36%	43% I	35%	42%	48% I.M.O
Not very often	11%	11% *	9%	7%	11%	12%	11%	17% J.K.P.Q.R	9%	7%
Never	1%	- *	2%	-	1%	1%	1%	2% K.T	2%	2% T
Don't know	14%	18% J*	7%	15% J	15% J	17% J	17% J	11%	18% J.O.T	11%
Net: Often	74%	71% *	81% I.M.N.O.P.R.U	78% U	74%	70%	72%	70%	71%	80% M.O.U
Net: Not often/never	12%	11% *	11%	7%	11%	13%	11%	19% J.K.L.N.P.Q.R.S.T	11%	9%

YouGov Survey Results
Sample size: 2,035 adults

Fieldwork: 30th September - 12th October 2025



Total					Social grade	
	England	Wales	Scotland	Northern Ireland	ABC1	C2DE
	R	S	T	U	X	Y

p13_3. Politicians choose not to put pressure on the press, even when they could, to maintain a good relationship

Unweighted base	2035	1697	104	179	55	1110	925
Base: All	2035	1707	98	173	57	1050	985
Very often	24%	23%	20%	30%	12%	26%	20%
				K.M.N.U	*	Y	
Quite often	37%	37%	40%	37%	43%	38%	37%
					*		
Not very often	18%	18%	23%	15%	9%	19%	17%
			U		*		
Never	5%	5%	4%	4%	4%	4%	6%
					*		X
Don't know	17%	17%	13%	14%	32%	14%	20%
		O		I.J.K.M.O.P.Q.R.S.T*		X	
Net: Often	61%	60%	60%	67%	55%	64%	57%
		N		I.N	*	Y	
Net: Not often/never	22%	23%	27%	19%	13%	22%	23%
		U			*		

p13_4. The press offers favourable coverage or other incentives to politicians in return for political favours or influence

Unweighted base	2035	1697	104	179	55	1110	925
Base: All	2035	1707	98	173	57	1050	985
Very often	32%	32%	37%	33%	20%	34%	31%
			U		*		
Quite often	42%	42%	37%	45%	44%	43%	40%
		I.O		I.O	*		
Not very often	11%	11%	10%	11%	12%	11%	10%
					*		
Never	1%	1%	-	-	2%	1%	1%
					*		
Don't know	14%	14%	16%	11%	23%	11%	17%
		J	J		J.O.Q.T*	X	
Net: Often	74%	74%	74%	79%	64%	77%	71%
				O.U	*	Y	
Net: Not often/never	12%	12%	10%	11%	14%	12%	12%
		K			*		

YouGov Survey Results
Sample size: 2,035 adults

Fieldwork: 30th September - 12th October 2025



Total	Gender		Age					
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
	A	B	C	D	E	F	G	H

p14_1. In the following set of questions, 'mistreated by the press' refers to any situation where a person believes they have been unfairly or inaccurately represented by the media. This could include publishing misleading stories, making a mistake or an invasion of someone's privacy (e.g. phone hacking). Now imagine an ordinary member of the public believing they have been mistreated by the press. For each statement below, please indicate where you would place yourself on the scale between the two opposing views.

Unweighted base	2035	977	1058	182	429	344	330	313	437
Base: All	2035	997	1038	204	346	346	326	326	488
1 - Taking the press to court would be more trouble than it is worth	39%	38%	40%	17%	32%	37%	47%	43%	47%
2	28%	28%	28%	30%	27%	32%	25%	28%	25%
3	13%	12%	13%	17%	14%	13%	11%	12%	12%
4	8%	10%	7%	12%	13%	8%	7%	6%	6%
5 - Taking the press to court would be worthwhile	4%	4%	3%	8%	5%	2%	2%	3%	3%
Don't know	9%	8%	10%	16%	9%	8%	9%	8%	6%
Net: More trouble than it's worth	67%	66%	67%	47%	59%	69%	72%	71%	72%
Net: Would be worthwhile	12%	14%	10%	20%	17%	11%	8%	9%	10%
		B		E.F.G.H	E.F.G.H				

YouGov Survey Results
Sample size: 2,035 adults

Fieldwork: 30th September - 12th October 2025



Total	Region								
	North East	North West	Yorkshire & the Humber	East Midlands	West Midlands	East of England	London	South East	South West
	I	J	K	L	M	N	O	P	Q

p14_1. In the following set of questions, 'mistreated by the press' refers to any situation where a person believes they have been unfairly or inaccurately represented by the media. This could include publishing misleading stories, making a mistake or an invasion of someone's privacy (e.g. phone hacking). Now imagine an ordinary member of the public believing they have been mistreated by the press. For each statement below, please indicate where you would place yourself on the scale between the two opposing views.

Unweighted base	2035	89	215	176	154	185	174	268	255	181
Base: All	2035	83	224	169	147	179	189	265	279	173
1 - Taking the press to court would be more trouble than it is worth	39%	52% J.K.L.N.O.Q.R.S*	40%	38%	35%	40%	37%	31%	45% O.Q.R	35%
2	28%	22% *	25%	29%	33%	24%	26%	26%	29%	34% I.J.M.R
3	13%	8% *	14% U	12% U	13% U	14% U	14% U	20% I.K.P.Q.R.S.T.U	9%	13% U
4	8%	6% *	11%	7%	6%	8%	9%	10%	7%	7%
5 - Taking the press to court would be worthwhile	4%	3% *	5%	2%	2%	5% P	3%	4%	2%	4%
Don't know	9%	9% *	6%	11%	10%	9%	11%	9%	8%	7%
Net: More trouble than it's worth	67%	74% O*	64%	67% O	68% O	64%	63%	57%	75% J.M.N.O.R	69% O
Net: Would be worthwhile	12%	9% *	16% L.P.R	9%	9%	14%	12%	14% P	9%	11%

YouGov Survey Results
Sample size: 2,035 adults

Fieldwork: 30th September - 12th October 2025



Total					Social grade	
	England	Wales	Scotland	Northern Ireland	ABC1	C2DE
	R	S	T	U	X	Y

p14_1. In the following set of questions, 'mistreated by the press' refers to any situation where a person believes they have been unfairly or inaccurately represented by the media. This could include publishing misleading stories, making a mistake or an invasion of someone's privacy (e.g. phone hacking). Now imagine an ordinary member of the public believing they have been mistreated by the press. For each statement below, please indicate where you would place yourself on the scale between the two opposing views.

Unweighted base	2035	1697	104	179	55	1110	925
Base: All	2035	1707	98	173	57	1050	985
1 - Taking the press to court would be more trouble than it is worth	39%	39% O	38%	42% O	43% *	42% Y	36%
2	28%	28%	30%	26%	28% *	29%	27%
3	13%	13% P.U	11% U	12% U	2% *	12%	13%
4	8%	8%	8%	8%	8% *	8%	8%
5 - Taking the press to court would be worthwhile	4%	3%	3%	5%	9% K.L.P.R*	3%	4%
Don't know	9%	9%	11%	7%	9% *	6%	12% X
Net: More trouble than it's worth	67%	66% O	67%	68% O	72% O*	70% Y	63%
Net: Would be worthwhile	12%	12%	11%	13%	18% P*	12%	12%

YouGov Survey Results
Sample size: 2,035 adults

Fieldwork: 30th September - 12th October 2025



Total	Gender		Age					
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
	A	B	C	D	E	F	G	H

p14_2. In the following set of questions, 'mistreated by the press' refers to any situation where a person believes they have been unfairly or inaccurately represented by the media. This could include publishing misleading stories, making a mistake or an invasion of someone's privacy (e.g. phone hacking). Now imagine an ordinary member of the public believing they have been mistreated by the press. For each statement below, please indicate where you would place yourself on the scale between the two opposing views.

Unweighted base	2035	977	1058	182	429	344	330	313	437
Base: All	2035	997	1038	204	346	346	326	326	488
1 - The issue would be resolved promptly and efficiently	2%	3%	2%	0%	2%	1%	4%	2%	4%
							C.E		C.E
2	3%	3%	3%	6% F	3%	3%	2%	4%	3%
3	10%	9%	10%	15% G.H	10%	11%	9%	8%	8%
4	25%	25%	25%	30% F	29% F.H	24%	21%	26%	23%
5 - The issue would take a lot of time and effort to resolve	51%	51%	51%	35% C	48% C	51% C	57% C.D	54% C	55% C.D
Don't know	9%	8%	9%	13% F.G.H	9%	9%	8%	7%	7%
Net: Would be resolved promptly / efficiently	6%	6%	5%	6%	5%	4%	6%	6%	7%
Net: Would take lots of time and effort to resolve	76%	76%	76%	65% C	77% C	76% C	78% C	79% C	77% C

YouGov Survey Results
Sample size: 2,035 adults

Fieldwork: 30th September - 12th October 2025



Total	Region								
	North East	North West	Yorkshire & the Humber	East Midlands	West Midlands	East of England	London	South East	South West
	I	J	K	L	M	N	O	P	Q

p14_2. In the following set of questions, 'mistreated by the press' refers to any situation where a person believes they have been unfairly or inaccurately represented by the media. This could include publishing misleading stories, making a mistake or an invasion of someone's privacy (e.g. phone hacking). Now imagine an ordinary member of the public believing they have been mistreated by the press. For each statement below, please indicate where you would place yourself on the scale between the two opposing views.

Unweighted base	2035	89	215	176	154	185	174	268	255	181
Base: All	2035	83	224	169	147	179	189	265	279	173
1 - The issue would be resolved promptly and efficiently	2%	9%	3%	2%	0%	1%	1%	4%	1%	3%
		◀L.M.N.O.P.Q.R.T*◻						M		
2	3%	-	4%	2%	4%	2%	2%	3%	4%	6%
		*								I
3	10%	5%	10%	8%	11%	13%	8%	15%	11%	8%
		*				I		I.K.N.Q.R.S.T		
4	25%	19%	26%	30%	21%	24%	26%	25%	28%	22%
		*		S						
5 - The issue would take a lot of time and effort to resolve	51%	58%	51%	48%	51%	53%	49%	46%	48%	57%
		O*								O
Don't know	9%	9%	6%	9%	13%	9%	14%	8%	8%	5%
		*			J.Q.T		J.Q.R.T			
Net: Would be resolved promptly / efficiently	6%	9%	7%	5%	4%	2%	3%	6%	6%	8%
		M*	M							M
Net: Would take lots of time and effort to resolve	76%	78%	77%	78%	72%	76%	75%	71%	75%	78%
		*								

YouGov Survey Results
Sample size: 2,035 adults

Fieldwork: 30th September - 12th October 2025



Total					Social grade	
	England	Wales	Scotland	Northern Ireland	ABC1	C2DE
	R	S	T	U	X	Y

p14_2. In the following set of questions, 'mistreated by the press' refers to any situation where a person believes they have been unfairly or inaccurately represented by the media. This could include publishing misleading stories, making a mistake or an invasion of someone's privacy (e.g. phone hacking). Now imagine an ordinary member of the public believing they have been mistreated by the press. For each statement below, please indicate where you would place yourself on the scale between the two opposing views.

Unweighted base	2035	1697	104	179	55	1110	925
Base: All	2035	1707	98	173	57	1050	985
1 - The issue would be resolved promptly and efficiently	2%	2%	3%	1%	4% *	3%	2%
2	3%	3%	5% I	3%	4% *	3%	4%
3	10%	10%	6%	7%	10% *	8%	11% X
4	25%	25%	18%	29% S	23% *	25%	24%
5 - The issue would take a lot of time and effort to resolve	51%	50%	58% O	56%	49% *	55% Y	47%
Don't know	9%	9% T	11% T	4%	11% *	6%	11% X
Net: Would be resolved promptly / efficiently	6%	6% M	8% M	4%	7% *	5%	6%
Net: Would take lots of time and effort to resolve	76%	75%	76%	85% L.M.N.O.P.R.U	72% *	80% Y	71%

YouGov Survey Results
Sample size: 2,035 adults

Fieldwork: 30th September - 12th October 2025



Total	Gender		Age					
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
	A	B	C	D	E	F	G	H

p14_3. In the following set of questions, 'mistreated by the press' refers to any situation where a person believes they have been unfairly or inaccurately represented by the media. This could include publishing misleading stories, making a mistake or an invasion of someone's privacy (e.g. phone hacking). Now imagine an ordinary member of the public believing they have been mistreated by the press. For each statement below, please indicate where you would place yourself on the scale between the two opposing views.

Unweighted base		2035	977	1058	182	429	344	330	313	437
Base: All		2035	997	1038	204	346	346	326	326	488
1 - People with less money generally get a worse outcome		56%	58%	54%	43%	57%	56%	65%	57%	55%
					C	C	C.D.E.G.H	C	C	C
2		21%	19%	23%	19%	21%	22%	15%	21%	25%
				A			F			F
3		9%	9%	9%	16%	8%	8%	9%	8%	8%
					D.E.F.G.H					
4		4%	5%	3%	7%	5%	6%	3%	3%	2%
			B		F.G.H	H	F.G.H			
5 - People with more money generally get a worse outcome		3%	3%	2%	4%	2%	1%	2%	2%	4%
										E
Don't know		7%	6%	8%	11%	7%	7%	6%	9%	6%
					F.H					
Net: Less money get worse outcome		77%	77%	78%	62%	78%	78%	80%	78%	80%
						C	C	C	C	C
Net: More money get worse outcome		7%	8%	5%	11%	7%	7%	5%	5%	6%
			B		F.G.H					

YouGov Survey Results
Sample size: 2,035 adults

Fieldwork: 30th September - 12th October 2025



Total	Region								
	North East	North West	Yorkshire & the Humber	East Midlands	West Midlands	East of England	London	South East	South West
	I	J	K	L	M	N	O	P	Q

p14_3. In the following set of questions, 'mistreated by the press' refers to any situation where a person believes they have been unfairly or inaccurately represented by the media. This could include publishing misleading stories, making a mistake or an invasion of someone's privacy (e.g. phone hacking). Now imagine an ordinary member of the public believing they have been mistreated by the press. For each statement below, please indicate where you would place yourself on the scale between the two opposing views.

Unweighted base		2035	89	215	176	154	185	174	268	255	181
Base: All		2035	83	224	169	147	179	189	265	279	173
1 - People with less money generally get a worse outcome		56%	70%	57%	52%	49%	52%	54%	52%	56%	56%
			K.L.M.N.O.P.Q.R*								
2		21%	15%	20%	26%	22%	22%	22%	20%	22%	25%
			*	S	I.S	S	S	S	S	S	S
3		9%	2%	11%	9%	9%	8%	9%	12%	9%	9%
			*	I.U	I.U	I.U	U	I.U	I.U	I.U	I.U
4		4%	3%	5%	2%	5%	5%	3%	9%	2%	1%
			*	Q			Q		K.N.P.Q.R.T		
5 - People with more money generally get a worse outcome		3%	1%	2%	2%	2%	5%	2%	3%	2%	4%
			*				R				
Don't know		7%	8%	6%	9%	13%	8%	10%	5%	9%	5%
			T*	T	J.O.Q.R.T	T	O.T			T	
Net: Less money get worse outcome		77%	85%	76%	79%	71%	74%	76%	71%	78%	81%
			L.M.O.R*								L.O
Net: More money get worse outcome		7%	5%	8%	3%	7%	10%	4%	12%	4%	5%
			*				K.P		K.N.P.Q.R		

YouGov Survey Results
Sample size: 2,035 adults

Fieldwork: 30th September - 12th October 2025



Total					Social grade	
	England	Wales	Scotland	Northern Ireland	ABC1	C2DE
	R	S	T	U	X	Y

p14_3. In the following set of questions, 'mistreated by the press' refers to any situation where a person believes they have been unfairly or inaccurately represented by the media. This could include publishing misleading stories, making a mistake or an invasion of someone's privacy (e.g. phone hacking). Now imagine an ordinary member of the public believing they have been mistreated by the press. For each statement below, please indicate where you would place yourself on the scale between the two opposing views.

Unweighted base	2035	1697	104	179	55	1110	925
Base: All	2035	1707	98	173	57	1050	985
1 - People with less money generally get a worse outcome	56%	55%	70%	64%	59%	58%	54%
			J.K.L.M.N.O.P.Q.I	K.L.M.O.R	*	Y	
2	21%	22%	10%	19%	26%	22%	20%
		S		S	S*		
3	9%	9%	7%	8%	-	8%	10%
		I.U	U	U	*		
4	4%	4%	3%	3%	2%	4%	4%
		Q			*		
5 - People with more money generally get a worse outcome	3%	3%	2%	3%	4%	2%	3%
					*		
Don't know	7%	8%	7%	3%	9%	5%	10%
		T			T*		X
Net: Less money get worse outcome	77%	76%	80%	83%	85%	81%	73%
				L.M.O	L.O*	Y	
Net: More money get worse outcome	7%	7%	5%	7%	6%	6%	7%
		K			*		

YouGov Survey Results

Sample size: 2,035 adults

Fieldwork: 30th September - 12th October 2025



Total	Gender		Age					
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
	A	B	C	D	E	F	G	H

P15. If you wanted to complain about a news story you thought was unfair or inaccurate, how confident or unconfident would you feel in knowing where to file the complaint?

Unweighted base	2035	977	1058	182	429	344	330	313	437
Base: All	2035	997	1038	204	346	346	326	326	488
Very confident	4%	5%	2%	11%	7%	3%	2%	2%	2%
		B		E.F.G.H	E.F.G.H				
Somewhat confident	16%	17%	14%	19%	14%	14%	13%	19%	17%
							F		
Neither confident nor unconfident	20%	22%	19%	18%	18%	22%	23%	18%	22%
Somewhat unconfident	29%	28%	30%	25%	31%	29%	29%	29%	29%
Very unconfident	31%	28%	34%	28%	31%	33%	33%	32%	30%
		A							
Net: Confident	20%	23%	17%	29%	21%	17%	15%	22%	19%
		B		D.E.F.H	F		F		
Net: Unconfident	60%	55%	65%	53%	62%	62%	63%	60%	59%
		A		C	C	C	C		

P16. If a news organisation is thought to have made a mistake or have caused harm, members of the public can file a complaint to address it. Which, if any, of the following do you think should be the final stage in resolving these complaints? Please select only one.

Unweighted base	2035	977	1058	182	429	344	330	313	437
Base: All	2035	997	1038	204	346	346	326	326	488
An in-house body - where each news organisation handles complaints through its own process	4%	4%	3%	9%	5%	4%	1%	3%	2%
				E.F.G.H	F.H	F.H			
An industry-run body - set up and funded by the news industry itself	4%	4%	4%	9%	5%	6%	2%	2%	4%
				F.G.H	F.G	F.G			
An independent body - separate from both government and the news industry	45%	47%	43%	33%	38%	42%	44%	53%	51%
						C	C	C.D.E.F	C.D.E
A body established in law - like Ofcom or other official regulators	31%	32%	31%	22%	30%	31%	33%	33%	35%
					C	C	C	C	C
Something else	1%	1%	1%	1%	0%	2%	2%	2%	1%
					D				
Don't know	15%	12%	18%	26%	21%	16%	18%	8%	8%
		A		E.F.G.H	G.H	G.H	G.H		

YouGov Survey Results
Sample size: 2,035 adults

Fieldwork: 30th September - 12th October 2025



Total	Region								
	North East	North West	Yorkshire & the Humber	East Midlands	West Midlands	East of England	London	South East	South West
	I	J	K	L	M	N	O	P	Q

P15. If you wanted to complain about a news story you thought was unfair or inaccurate, how confident or unconfident would you feel in knowing where to file the complaint?

Unweighted base	2035	89	215	176	154	185	174	268	255	181
Base: All	2035	83	224	169	147	179	189	265	279	173
Very confident	4%	2% *	4% P	1%	2%	4% P	3%	13% I.J.K.L.M.N.P.Q.R.S.T	1%	2%
Somewhat confident	16%	16% *	10%	16%	15%	19% J.U	15%	20% J.R.U	16%	15%
Neither confident nor unconfident	20%	17% *	20%	21%	23%	20%	21%	22%	17%	21%
Somewhat unconfident	29%	27% *	31%	30%	29%	29%	29%	25%	32%	29%
Very unconfident	31%	37% O*	36% O	32% O	31% O	27%	33% O	20%	34% O	32% O
Net: Confident	20%	19% *	14%	17%	17%	23% J	18%	33% I.J.K.L.M.N.P.Q.R.S.T.U	17%	17%
Net: Unconfident	60%	64% O*	66% O.R	62% O	60% O	57% O	62% O	46% M.O.R	66% M.O.R	61% O

P16. If a news organisation is thought to have made a mistake or have caused harm, members of the public can file a complaint to address it. Which, if any, of the following do you think should be the final stage in resolving these complaints? Please select only one.

Unweighted base	2035	89	215	176	154	185	174	268	255	181
Base: All	2035	83	224	169	147	179	189	265	279	173
An in-house body - where each news organisation handles complaints through its own process	4%	- *	3%	2%	1%	4%	3%	7% I.J.K.L.P.R.T	2%	4%
An industry-run body - set up and funded by the news industry itself	4%	2% *	3%	2%	5%	5%	3%	6%	5%	6%
An independent body - separate from both government and the news industry	45%	48% *	47%	47%	48%	43%	46%	43%	46%	41%
A body established in law - like Ofcom or other official regulators	31%	35% *	34%	27%	32%	31%	31%	27%	33%	32%
Something else	1%	1% *	1%	2%	1%	1%	2%	2%	0%	2%
Don't know	15%	14% *	13%	19% T	14%	16%	15%	15%	14%	15%

YouGov Survey Results

Sample size: 2,035 adults

Fieldwork: 30th September - 12th October 2025



Total					Social grade	
	England	Wales	Scotland	Northern Ireland	ABC1	C2DE
	R	S	T	U	X	Y

P15. If you wanted to complain about a news story you thought was unfair or inaccurate, how confident or unconfident would you feel in knowing where to file the complaint?

Unweighted base	2035	1697	104	179	55	1110	925
Base: All	2035	1707	98	173	57	1050	985
Very confident	4%	4%	2%	2%	9%	5%	2%
		K.P			K.L.P.Q.S.T*	Y	
Somewhat confident	16%	16%	14%	18%	7%	16%	16%
		J		J	*		
Neither confident nor unconfident	20%	20%	24%	19%	23%	18%	23%
				*		X	
Somewhat unconfident	29%	29%	32%	28%	22%	31%	27%
				*			
Very unconfident	31%	31%	28%	33%	39%	30%	32%
		O		O	O*		
Net: Confident	20%	20%	16%	20%	16%	21%	18%
		J			*		
Net: Unconfident	60%	60%	61%	61%	61%	61%	59%
		O	O	O	O*		

P16. If a news organisation is thought to have made a mistake or have caused harm, members of the public can file a complaint to address it. Which, if any, of the following do you think should be the final stage in resolving these complaints? Please select only one.

Unweighted base	2035	1697	104	179	55	1110	925
Base: All	2035	1707	98	173	57	1050	985
An in-house body - where each news organisation handles complaints through its own process	4%	3%	5%	2%	9%	4%	3%
			I		I.J.K.L.P.R.T*		
An industry-run body - set up and funded by the news industry itself	4%	4%	3%	4%	3%	4%	5%
					*		
An independent body - separate from both government and the news industry	45%	45%	50%	39%	41%	46%	43%
					*		
A body established in law - like Ofcom or other official regulators	31%	31%	23%	41%	30%	35%	28%
				K.M.O.R.S	*	Y	
Something else	1%	1%	-	2%	*	1%	1%
					*		
Don't know	15%	15%	19%	12%	18%	11%	20%
					*	X	