YouGov / Blythe Weigh Survey Results

Sample Size: 2500 GB Adults
Fieldwork: 25th - 26th September 2011

		Voting intention			2010 Vote			Gender		Age				Social grade		Region					Respondents' daily paper		
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Upmarket	Midmarket	Red Top
Weighted Samle	**2500**	758	797	160	772	700	518	1215	1285	303	638	855	705	1425	1075	320	813	535	615	218	359	339	661
Unweighted Sample	**2500**	752	754	174	773	656	564	1181	1319	199	668	929	704	1678	822	436	825	458	561	220	489	379	449
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
As you are probably aware, evidence has emerged in recent months that some journalists have written stories based on phone-hacking and/or paying police officers secretly for information. Whatever happened in the past, how much do you trust the following in the next few years to act legally and ethically and NOT to use such methods to obtain information?																							
Journalists on "upmarket" newspapers such as The Times, Telegraph and Guardian																							
Trust a great deal to behave legally and ethically	**6**	7	7	11	7	5	8	7	6	20	6	5	3	7	5	6	6	5	7	8	10	5	2
Trust to some extent	**36**	45	34	44	42	34	38	38	35	34	36	37	38	41	30	41	36	33	36	41	57	34	28
TOTAL TRUST	**43**	**52**	**41**	**55**	**49**	**39**	**46**	**44**	**41**	**53**	**41**	**41**	**41**	**48**	**36**	**47**	**42**	**38**	**43**	**50**	**67**	**39**	**30**
Do not trust much	**29**	29	30	22	30	30	27	28	30	21	26	32	33	29	30	27	32	31	26	28	21	38	30
Do not trust at all	**19**	14	23	15	16	23	18	19	19	11	18	20	23	16	23	14	17	22	23	18	11	16	27
TOTAL DO NOT TRUST	**49**	**44**	**52**	**37**	**45**	**53**	**45**	**48**	**50**	**32**	**44**	**52**	**56**	**45**	**53**	**41**	**49**	**53**	**49**	**46**	**31**	**54**	**57**
Don't know	**9**	5	7	8	6	7	8	8	9	14	14	7	3	6	12	12	9	9	8	5	2	7	12
Journalists on "midmarket" newspapers such as the Daily Mail and Daily Express																							
Trust a great deal to behave legally and ethically	**2**	2	1	3	3	1	1	2	2	3	2	1	1	1	2	1	1	1	3	1	1	2	1
Trust to some extent	**23**	30	21	24	30	21	21	22	24	22	21	22	27	24	23	25	22	24	22	26	23	33	23
TOTAL TRUST	**25**	**33**	**22**	**26**	**32**	**22**	**22**	**24**	**26**	**25**	**23**	**23**	**28**	**25**	**25**	**26**	**23**	**25**	**25**	**27**	**24**	**35**	**25**
Do not trust much	**38**	41	39	36	40	39	37	39	38	39	35	42	38	42	34	40	41	39	34	42	42	41	33
Do not trust at all	**29**	22	33	29	24	32	33	30	28	23	29	30	31	28	31	24	28	29	34	27	32	19	30
TOTAL DO NOT TRUST	**67**	**63**	**71**	**65**	**63**	**71**	**70**	**69**	**66**	**62**	**64**	**72**	**69**	**70**	**65**	**63**	**69**	**68**	**68**	**69**	**74**	**60**	**63**
Don't know	**8**	4	6	8	5	7	8	7	8	13	13	6	3	6	10	11	8	8	7	4	2	5	12
Journalists on "red top" tabloid newspapers such as The Sun and Daily Mirror																							
Trust a great deal to behave legally and ethically	**1**	1	1	4	2	1	1	2	1	3	2	1	1	1	2	2	1	1	2	2	1	1	1
Trust to some extent	**10**	12	14	7	11	15	7	11	10	9	11	10	11	9	12	8	9	13	10	13	7	6	17
TOTAL TRUST	**12**	**13**	**15**	**10**	**13**	**16**	**8**	**12**	**11**	**11**	**13**	**10**	**12**	**10**	**14**	**10**	**10**	**13**	**11**	**15**	**8**	**7**	**18**
Do not trust much	**29**	33	27	26	31	29	27	28	31	28	28	31	29	29	30	34	29	31	27	28	27	35	33
Do not trust at all	**52**	50	52	57	52	49	58	53	50	49	46	54	56	56	46	47	53	48	55	52	64	53	38
TOTAL DO NOT TRUST	**81**	**84**	**79**	**83**	**83**	**78**	**85**	**81**	**81**	**77**	**74**	**85**	**85**	**85**	**76**	**81**	**82**	**79**	**82**	**80**	**91**	**88**	**71**
Don't know	**7**	4	6	7	4	7	7	7	8	12	13	5	3	5	10	9	7	8	7	5	2	5	10

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