

YouGov Survey Results

Sample Size: 722 opinion formers in the UK
Fieldwork: November 22nd-28th 2012

| Background of Opinion Formers | | | | | | | | |
|-------------------------------|----------|---------------------|-----------|-------------------------|--------|-------|---------|-------|
| Total | Business | Culture and leisure | Education | Government and politics | Health | Media | Charity | Other |

1. Thinking about how newspapers and the press are regulated, do you think current regulations are too tough, not tough enough, or that they get the balance about right?

| Base | 722 | 290 | 97 | 96 | 94 | 53 | 292 | 128 | 51 |
|--|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Current rules are too tough and the press should have more freedom | 3% | 3% | 7% | 1% | 3% | 6% | 5% | 1% | 8% |
| Current rules are not tough enough and should be tightened up | 55% | 53% | 52% | 61% | 66% | 58% | 49% | 65% | 57% |
| The current rules get the balance about right | 39% | 41% | 39% | 34% | 31% | 34% | 43% | 32% | 35% |
| Dont know | 2% | 2% | 2% | 3% | - | 2% | 3% | 2% | - |

2. Thinking about how the press are regulated in the future, who would you most like to see regulate newspapers and the press?

| Base | 722 | 290 | 97 | 96 | 94 | 53 | 292 | 128 | 51 |
|---|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| A regulatory body set up through law by Parliament, with rules agreed by MPs | 24% | 21% | 15% | 26% | 38% | 28% | 18% | 36% | 37% |
| A regulatory body set up through legally binding contracts by the media industry, with rules agreed by newspaper owners and editors | 46% | 45% | 58% | 48% | 43% | 49% | 52% | 41% | 29% |
| Neither | 26% | 30% | 24% | 21% | 14% | 21% | 27% | 16% | 31% |
| Dont know | 4% | 4% | 3% | 5% | 5% | 2% | 4% | 7% | 2% |

5. To what extent, if at all, would you trust Parliament and politicians to set up a fair system of press regulation?

| Base | 722 | 290 | 97 | 96 | 94 | 53 | 292 | 128 | 51 |
|---------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Trust a lot | 3% | 3% | 2% | 2% | 7% | 6% | 2% | 4% | 4% |
| Trust a fair amount | 24% | 24% | 27% | 21% | 41% | 36% | 18% | 41% | 37% |
| Do not trust a lot | 40% | 38% | 37% | 45% | 33% | 32% | 39% | 42% | 27% |
| Do not trust at all | 32% | 33% | 32% | 28% | 17% | 25% | 39% | 11% | 31% |
| Dont know | 1% | 2% | 2% | 4% | 1% | 2% | 1% | 2% | - |
| Net: Trust | 27% | 27% | 29% | 23% | 49% | 42% | 21% | 45% | 41% |
| Net: Do not trust | 72% | 71% | 69% | 73% | 50% | 57% | 78% | 53% | 59% |

6. And to what extent, if at all, would you trust newspapers and journalists to set up a fair system of press regulation?

| Base | 722 | 290 | 97 | 96 | 94 | 53 | 292 | 128 | 51 |
|---------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Trust a lot | 2% | 1% | 4% | 1% | 1% | - | 3% | 1% | - |
| Trust a fair amount | 29% | 26% | 40% | 33% | 27% | 38% | 36% | 26% | 31% |
| Do not trust a lot | 40% | 40% | 38% | 35% | 34% | 40% | 37% | 42% | 35% |
| Do not trust at all | 29% | 31% | 16% | 28% | 38% | 23% | 24% | 31% | 33% |
| Dont know | 1% | 2% | 1% | 2% | - | - | 0% | - | - |
| Net: Trust | 30% | 27% | 44% | 34% | 28% | 38% | 39% | 27% | 31% |
| Net: Do not trust | 69% | 71% | 55% | 64% | 72% | 62% | 61% | 73% | 69% |

7. Imagine a legal system of press regulation was set up by Parliament. What risk, if any, do you think there is that future governments would use a legal system of press regulation to try and stop newspapers from criticising them?

| Base | 722 | 290 | 97 | 96 | 94 | 53 | 292 | 128 | 51 |
|----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| A large risk | 46% | 46% | 48% | 50% | 24% | 43% | 53% | 30% | 55% |
| A small risk | 40% | 42% | 35% | 39% | 55% | 40% | 33% | 56% | 29% |
| No real risk | 11% | 10% | 13% | 8% | 13% | 13% | 12% | 11% | 16% |
| No risk at all | 2% | 2% | 3% | 2% | 6% | 4% | 2% | 2% | - |
| Dont know | 1% | 1% | - | 1% | 1% | - | 0% | 1% | - |
| Net: Risk | 86% | 88% | 84% | 89% | 80% | 83% | 86% | 87% | 84% |
| Net: No risk | 13% | 12% | 16% | 10% | 19% | 17% | 14% | 13% | 16% |

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The Leveson inquiry into the conduct and practices of the media has looked at whether newspapers should sometimes be allowed to break the law if it is necessary to investigate important stories that are in the public interest. They have also looked at questions of privacy and the degree that newspapers should be able to report on the lives of people in the public eye.

Thinking about the different sorts of investigative news stories the media run, look at each of the following and say whether you think the media should be allowed to report them, and whether it would be acceptable to break the law to investigate them.

8a. Stories uncovering corrupt politicians

| | Base | 722 | 290 | 97 | 96 | 94 | 53 | 292 | 128 | 51 |
|--|------|-----|-----|-----|-----|-----|-----|-----|-----|----|
| It is important that newspapers should be able to run these stories, and in some circumstances they would be justified in breaking the law if it was necessary to investigate them | 58% | 51% | 52% | 59% | 54% | 53% | 72% | 58% | 39% | |
| It is important that newspapers should be able to run these stories, but breaking the law to investigate them would never be justified | 41% | 46% | 47% | 41% | 43% | 47% | 27% | 41% | 61% | |
| It is not important for newspapers to run stories like this, but it would be wrong to ban them from doing so | 1% | 2% | 1% | - | 3% | - | 1% | - | - | |
| Newspapers should be completely banned from running stories like this | 0% | - | - | - | - | - | - | 1% | - | |
| Dont know | 0% | 1% | - | - | - | - | - | - | - | |

8b. Stories about politicians behaving in legal, but morally dubious ways

| | Base | 722 | 290 | 97 | 96 | 94 | 53 | 292 | 128 | 51 |
|--|------|-----|-----|-----|-----|-----|-----|-----|-----|----|
| It is important that newspapers should be able to run these stories, and in some circumstances they would be justified in breaking the law if it was necessary to investigate them | 21% | 18% | 20% | 20% | 16% | 8% | 31% | 14% | 10% | |
| It is important that newspapers should be able to run these stories, but breaking the law to investigate them would never be justified | 64% | 63% | 65% | 61% | 68% | 64% | 57% | 68% | 75% | |
| It is not important for newspapers to run stories like this, but it would be wrong to ban them from doing so | 14% | 17% | 15% | 17% | 14% | 26% | 11% | 17% | 16% | |
| Newspapers should be completely banned from running stories like this | 0% | 1% | - | 1% | 1% | 2% | 0% | 1% | - | |
| Dont know | 1% | 1% | - | 1% | 1% | - | 0% | - | - | |

8c. Stories about bad or damaging government policies

| | Base | 722 | 290 | 97 | 96 | 94 | 53 | 292 | 128 | 51 |
|--|------|-----|-----|-----|-----|-----|-----|-----|-----|----|
| It is important that newspapers should be able to run these stories, and in some circumstances they would be justified in breaking the law if it was necessary to investigate them | 42% | 36% | 38% | 45% | 32% | 26% | 58% | 34% | 29% | |
| It is important that newspapers should be able to run these stories, but breaking the law to investigate them would never be justified | 57% | 62% | 60% | 54% | 65% | 74% | 42% | 64% | 71% | |
| It is not important for newspapers to run stories like this, but it would be wrong to ban them from doing so | 1% | 1% | 2% | 1% | 2% | - | 1% | 2% | - | |
| Newspapers should be completely banned from running stories like this | - | - | - | - | - | - | - | - | - | |
| Dont know | 1% | 1% | - | - | 1% | - | - | 1% | - | |

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| 8d. Stories about corrupt business people | | | | | | | | | |
| Base | 722 | 290 | 97 | 96 | 94 | 53 | 292 | 128 | 51 |
| It is important that newspapers should be able to run these stories, and in some circumstances they would be justified in breaking the law if it was necessary to investigate them | 51% | 42% | 42% | 54% | 49% | 43% | 65% | 46% | 43% |
| It is important that newspapers should be able to run these stories, but breaking the law to investigate them would never be justified | 48% | 56% | 57% | 45% | 50% | 57% | 35% | 54% | 57% |
| It is not important for newspapers to run stories like this, but it would be wrong to ban them from doing so | 0% | 0% | 1% | 1% | - | - | - | - | - |
| Newspapers should be completely banned from running stories like this | - | - | - | - | - | - | - | - | - |
| Dont know | 1% | 1% | - | - | 1% | - | - | - | - |

8e. Stories investigating crime and criminal activity

| | | | | | | | | | |
|--|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Base | 722 | 290 | 97 | 96 | 94 | 53 | 292 | 128 | 51 |
| It is important that newspapers should be able to run these stories, and in some circumstances they would be justified in breaking the law if it was necessary to investigate them | 50% | 46% | 43% | 49% | 40% | 43% | 62% | 41% | 43% |
| It is important that newspapers should be able to run these stories, but breaking the law to investigate them would never be justified | 49% | 52% | 56% | 50% | 57% | 55% | 38% | 57% | 57% |
| It is not important for newspapers to run stories like this, but it would be wrong to ban them from doing so | 0% | 0% | 1% | 1% | 1% | 2% | - | 1% | - |
| Newspapers should be completely banned from running stories like this | 0% | 0% | - | - | - | - | - | - | - |
| Dont know | 1% | 1% | - | - | 1% | - | - | 1% | - |

8f. Stories about famous people breaking the law

| | | | | | | | | | |
|--|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Base | 722 | 290 | 97 | 96 | 94 | 53 | 292 | 128 | 51 |
| It is important that newspapers should be able to run these stories, and in some circumstances they would be justified in breaking the law if it was necessary to investigate them | 23% | 18% | 15% | 20% | 20% | 8% | 34% | 18% | 12% |
| It is important that newspapers should be able to run these stories, but breaking the law to investigate them would never be justified | 57% | 58% | 61% | 57% | 55% | 74% | 48% | 62% | 69% |
| It is not important for newspapers to run stories like this, but it would be wrong to ban them from doing so | 19% | 22% | 24% | 22% | 23% | 19% | 17% | 20% | 18% |
| Newspapers should be completely banned from running stories like this | 0% | 0% | - | - | - | - | - | - | - |
| Dont know | 1% | 1% | - | 1% | 1% | - | 1% | - | 2% |

8g. Stories about famous people behaving in legal, but morally dubious ways

| | | | | | | | | | |
|--|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Base | 722 | 290 | 97 | 96 | 94 | 53 | 292 | 128 | 51 |
| It is important that newspapers should be able to run these stories, and in some circumstances they would be justified in breaking the law if it was necessary to investigate them | 10% | 7% | 6% | 11% | 10% | 4% | 15% | 7% | 2% |
| It is important that newspapers should be able to run these stories, but breaking the law to investigate them would never be justified | 44% | 43% | 39% | 41% | 38% | 49% | 43% | 41% | 49% |
| It is not important for newspapers to run stories like this, but it would be wrong to ban them from doing so | 43% | 44% | 52% | 42% | 49% | 42% | 40% | 48% | 45% |
| Newspapers should be completely banned from running stories like this | 2% | 3% | 3% | 5% | 2% | 6% | 2% | 4% | 2% |
| Dont know | 1% | 2% | - | 1% | 1% | - | 1% | - | 2% |