

## 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%

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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%

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%	-	-	-	-	-	-	-

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**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%									
It is important that newspapers should be able to run these stories, but breaking the law to investigate them would never be justified	48%									
It is not important for newspapers to run stories like this, but it would be wrong to ban them from doing so	0%									
Newspapers should be completely banned from running stories like this	-									
Dont know	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%									
It is important that newspapers should be able to run these stories, but breaking the law to investigate them would never be justified	49%									
It is not important for newspapers to run stories like this, but it would be wrong to ban them from doing so	0%									
Newspapers should be completely banned from running stories like this	0%									
Dont know	1%									

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**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%									
It is important that newspapers should be able to run these stories, but breaking the law to investigate them would never be justified	57%									
It is not important for newspapers to run stories like this, but it would be wrong to ban them from doing so	19%									
Newspapers should be completely banned from running stories like this	0%									
Dont know	1%									

**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%									
It is important that newspapers should be able to run these stories, but breaking the law to investigate them would never be justified	44%									
It is not important for newspapers to run stories like this, but it would be wrong to ban them from doing so	43%									
Newspapers should be completely banned from running stories like this	2%									
Dont know	1%									