

YouGov / The Sun Survey Results

Sample Size: 1608 GB Adults

Fieldwork: 4th - 5th November 2012

	Voting intention				2010 Vote			Gender		Age				Social grade		Region					
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		
Weighted Sample	1608	433	548	106	499	399	359	781	827	195	410	550	453	917	691	206	523	344	396	140	
Unweighted Sample	1608	439	503	110	509	382	390	739	869	79	438	616	475	1086	522	280	505	331	360	132	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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?

Current rules are too tough and the press should have more freedom

Current rules are not tough enough and should be tightened up

The current rules get the balance about right

Don't know

6	7	5	0	7	4	3	7	5	9	6	4	5	6	6	9	4	7	5	4
50	43	54	66	41	50	61	49	51	47	52	51	48	52	48	42	49	53	50	59
31	41	30	27	41	34	24	36	27	28	25	31	40	31	32	31	36	28	31	26
13	8	11	7	10	12	12	8	17	15	17	14	6	11	15	17	12	12	13	11

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

A regulatory body set up through law by Parliament, with rules agreed by MPs

A regulatory body set up through legally binding contracts by the media industry, with rules agreed by newspaper owners

Neither

Don't know

24	22	32	32	19	28	26	28	21	33	23	22	24	28	19	20	23	28	25	23
42	49	39	41	49	38	42	43	40	20	43	42	48	41	42	38	41	44	39	47
18	18	17	19	18	20	19	20	16	21	13	19	19	17	18	25	19	14	17	13
17	11	12	7	14	15	13	10	23	25	21	17	9	14	21	18	17	14	18	16

Generally speaking, which of the following best reflects your view?

It is vital for our democracy that a free press is protected. Whatever the failings of a few journalists, statutory regulation set up by politicians would risk damaging our press freedom

The behaviour of our press and journalists has gone too far and they can longer be trusted to set up their own regulatory system, Parliament should act to introduce proper legal regulation

Neither

Don't know

43	53	42	35	53	44	36	50	36	41	37	41	51	42	43	51	42	42	41	40
36	33	41	47	32	35	44	38	34	30	41	38	33	39	33	31	37	37	36	35
9	7	7	14	6	8	12	6	12	11	9	9	10	10	9	9	8	9	10	12
12	7	10	5	10	12	8	6	18	18	14	12	7	9	15	9	12	12	13	13

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Who do you think should pay for a system of press regulation?

The government should fund media regulation from general taxation	9	8	10	11	7	11	7	8	9	14	6	7	10	9	9	13	6	7	11	8
The newspapers and media should fund media regulation themselves	78	83	81	85	85	79	79	82	75	71	78	78	83	79	78	70	83	83	74	77
Don't know	13	9	9	4	9	10	14	9	16	16	16	15	7	12	14	16	11	10	15	15

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

Trust a lot	1	1	1	0	0	2	1	1	1	0	2	1	1	1	0	0	1	0	1	1
Trust a fair amount	26	37	30	33	31	26	27	28	25	25	26	26	27	30	21	26	26	26	25	28
TOTAL TRUST A LOT / A FAIR AMOUNT	27	38	31	33	31	28	28	29	26	25	28	27	28	31	21	26	27	26	26	29
Do not trust a lot	37	35	39	45	33	37	46	40	33	44	36	33	38	40	33	32	39	37	37	32
Do not trust at all	24	16	21	16	25	23	19	24	23	13	18	26	30	18	31	30	22	24	22	23
TOTAL DO NOT TRUST A LOT / AT ALL	61	51	60	61	58	60	65	64	56	57	54	59	68	58	64	62	61	61	59	55
Don't know	13	11	9	6	11	13	8	7	18	17	19	14	4	11	15	12	11	13	14	16

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

Trust a lot	1	1	0	0	0	1	1	0	1	0	1	1	0	1	0	1	1	0	1	1
Trust a fair amount	26	37	25	24	38	23	19	26	26	20	27	24	30	26	26	28	26	25	28	20
TOTAL TRUST A LOT / A FAIR AMOUNT	27	38	25	24	38	24	20	26	27	20	28	25	30	27	26	29	27	25	29	21
Do not trust a lot	38	36	39	44	35	39	43	37	38	37	34	35	44	40	35	39	35	40	37	42
Do not trust at all	25	17	28	25	17	26	30	28	22	29	24	28	21	24	26	19	28	24	25	24
TOTAL DO NOT TRUST A LOT / AT ALL	63	53	67	69	52	65	73	65	60	66	58	63	65	64	61	58	63	64	62	66
Don't know	11	9	8	6	10	10	7	8	13	14	14	12	5	10	12	12	9	11	10	13

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?

A large risk	37	35	38	27	39	39	35	37	37	30	29	37	47	36	39	42	32	36	41	39
A small risk	38	48	35	58	42	37	45	42	35	31	42	37	40	42	34	36	42	39	35	37
TOTAL RISK	75	83	73	85	81	76	80	79	72	61	71	74	87	78	73	78	74	75	76	76
No real risk	9	11	12	8	9	11	9	11	8	16	10	9	7	10	9	7	10	10	9	11
No risk at all	2	0	2	0	1	2	2	2	2	2	2	2	0	2	2	2	2	3	0	1
TOTAL NO RISK	11	11	14	8	10	13	11	13	10	18	12	11	7	12	11	9	12	13	9	12
Don't know	13	6	12	6	9	11	9	8	19	20	18	14	5	11	16	13	14	11	14	12

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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

Stories uncovering corrupt politicians

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

It is important that newspapers should be able to run these stories, but breaking the law to investigate them would never be justified

It is not important for newspapers to run stories like this, but it would be wrong to ban them from doing so

Newspapers should be completely banned from running stories like this

Don't know

39	38	43	37	41	38	44	44	35	36	40	40	40	37	42	47	34	40	40	43
51	58	49	60	54	52	49	49	54	53	49	51	54	56	45	44	57	50	51	47
2	1	3	1	1	4	1	2	1	0	1	2	3	1	2	1	1	3	1	2
1	0	1	0	1	1	0	1	1	0	1	1	1	1	1	1	1	1	1	0
7	4	4	2	3	6	6	5	9	12	10	7	2	5	10	7	7	6	8	8

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Stories about politicians behaving in legal, but morally dubious ways

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	20	15	28	12	19	22	20	22	18	13	19	21	22	17	24	25	16	21	23	15
It is important that newspapers should be able to run these stories, but breaking the law to investigate them would never be justified	57	63	53	65	62	56	56	56	57	50	54	56	63	60	52	52	62	55	55	52
It is not important for newspapers to run stories like this, but it would be wrong to ban them from doing so	15	15	14	18	13	15	18	15	14	25	13	14	11	16	13	14	14	14	13	23
Newspapers should be completely banned from running stories like this	2	4	1	3	3	1	1	2	2	0	3	1	1	2	2	1	1	4	1	1
Don't know	7	2	4	2	3	6	5	5	9	12	10	7	2	5	9	8	6	6	8	8

Stories about bad or damaging government policies

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	31	26	37	23	31	30	34	34	28	27	30	31	33	27	36	37	28	33	31	27
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	55	63	58	61	59	56	58	53	53	57	61	63	49	54	58	54	56	62
It is not important for newspapers to run stories like this, but it would be wrong to ban them from doing so	5	8	3	9	7	2	2	5	4	9	6	5	2	5	5	2	7	6	3	2
Newspapers should be completely banned from running stories like this	0	1	0	0	1	1	0	0	1	0	0	1	1	1	0	0	0	1	0	1
Don't know	7	3	4	5	3	7	5	5	9	11	10	7	3	5	10	7	6	6	9	8

Stories about corrupt business people

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	38	36	42	36	42	36	42	44	32	24	37	38	44	34	43	45	36	36	38	39
It is important that newspapers should be able to run these stories, but breaking the law to investigate them would never be justified	52	57	49	57	51	55	52	47	56	53	50	52	52	56	45	46	54	53	50	51
It is not important for newspapers to run stories like this, but it would be wrong to ban them from doing so	4	4	5	4	4	3	2	4	4	12	3	4	2	5	2	2	5	5	4	2
Newspapers should be completely banned from running stories like this	0	1	0	0	1	0	0	0	0	0	1	0	0	0	0	0	0	1	0	0
Don't know	6	3	3	2	3	5	5	5	8	12	9	6	2	5	9	7	5	5	8	8

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Stories investigating crime and criminal activity

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	40	40	45	35	45	39	41	46	35	30	40	42	43	36	46	48	37	43	41	36
It is important that newspapers should be able to run these stories, but breaking the law to investigate them would never be justified	50	55	48	58	50	52	52	47	54	47	49	50	53	56	43	45	56	46	50	52
It is not important for newspapers to run stories like this, but it would be wrong to ban them from doing so	2	1	3	3	2	3	1	2	2	10	1	1	1	3	1	1	1	5	1	3
Newspapers should be completely banned from running stories like this	1	1	0	3	1	0	1	1	1	1	1	0	0	1	0	0	1	1	0	0
Don't know	7	3	4	2	3	6	5	5	8	12	9	6	3	5	9	7	5	6	8	9

Stories about famous people breaking the law

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	22	28	12	27	24	21	26	20	16	21	24	28	20	27	26	22	23	25	20
It is important that newspapers should be able to run these stories, but breaking the law to investigate them would never be justified	51	56	43	69	54	49	52	50	51	37	47	53	57	52	49	47	55	48	50	52
It is not important for newspapers to run stories like this, but it would be wrong to ban them from doing so	18	18	24	15	16	19	21	17	19	35	22	14	12	22	13	20	17	22	15	17
Newspapers should be completely banned from running stories like this	1	0	1	0	0	1	0	0	1	1	0	1	0	1	0	0	1	1	0	0
Don't know	7	3	5	5	4	7	5	5	9	11	10	8	3	5	10	7	5	6	10	11

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

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	14	12	21	4	16	18	10	16	12	10	14	12	18	12	18	19	13	16	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	45	50	41	55	49	45	45	46	44	27	40	49	53	46	43	43	47	45	46	38
It is not important for newspapers to run stories like this, but it would be wrong to ban them from doing so	30	31	30	35	29	26	36	29	31	49	31	28	24	34	25	28	30	29	29	40
Newspapers should be completely banned from running stories like this	3	3	4	2	3	4	4	2	4	3	4	4	2	4	3	3	4	5	2	2
Don't know	7	3	4	5	3	6	5	6	9	10	11	7	3	5	11	8	5	7	10	10