

YouGov / Hacked Off Survey Results

Sample Size: 1717 GB Adults
Fieldwork: 11th - 12th April 2015

		Voting intention				2010 Vote			Gender		Age				Social Grade		Region					Decided/Undecided Voters		
Total		Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Decided	Undecided	Not sure
Weighted Sample	1717	X	X	X	X	517	407	337	833	884	204	434	587	491	979	738	220	558	367	422	149	1167	263	80
Unweighted Sample	1717	498	511	103	202	562	411	354	822	895	100	405	619	593	1008	709	160	627	385	432	113	1204	233	76
%		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

On balance, how positive or negative do you think the press coverage of the following people is, or do you think it's neutral?

Ed Miliband

Very positive	4	2	7	2	4	2	7	2	4	3	0	5	4	3	3	4	3	3	4	5	3	5	2	3
Slightly positive	13	11	16	16	10	11	15	12	13	13	16	13	13	12	13	13	17	12	12	11	18	14	12	10
TOTAL POSITIVE	17	13	23	18	14	13	22	14	17	16	16	18	17	15	16	17	20	15	16	16	21	19	14	13
Neutral	21	25	15	24	27	26	16	19	21	21	18	17	22	24	21	21	16	20	24	22	22	21	21	19
Slightly negative	32	38	30	37	26	35	28	37	32	31	31	35	30	30	34	28	31	33	29	30	38	32	36	23
Very negative	19	18	22	15	20	17	23	19	21	16	21	13	20	20	20	17	18	19	20	19	14	20	18	15
TOTAL NEGATIVE	51	56	52	52	46	52	51	56	53	47	52	48	50	50	54	45	49	52	49	49	52	52	54	38
Don't know	12	6	10	6	13	8	10	11	8	17	14	17	11	10	9	17	16	13	11	14	4	8	11	30

David Cameron

Very positive	9	10	13	6	7	9	14	8	11	7	3	7	11	11	8	10	7	10	10	9	6	12	4	2
Slightly positive	27	33	28	21	23	28	29	30	30	25	26	25	27	30	30	23	27	27	29	24	35	29	28	21
TOTAL POSITIVE	36	43	41	27	30	37	43	38	41	32	29	32	38	41	38	33	34	37	39	33	41	41	32	23
Neutral	28	29	25	38	30	29	26	28	28	28	32	24	28	28	29	27	30	27	25	27	35	28	31	23
Slightly negative	16	18	14	25	17	20	11	17	16	16	21	19	14	14	18	14	14	17	16	17	12	15	19	13
Very negative	7	4	10	3	10	6	9	7	7	8	4	8	8	6	6	9	8	6	9	7	6	8	6	8
TOTAL NEGATIVE	23	22	24	28	27	26	20	24	23	24	25	27	22	20	24	23	22	23	25	24	18	23	25	21
Don't know	13	6	11	9	13	8	11	12	8	18	14	16	11	11	9	17	15	13	12	15	5	9	12	33

Which of the following, if any, do you think are significant reasons for the negative coverage that Ed Miliband receives in some elements of the press? Please select all that apply:

[This question was only asked to those who selected 'Slightly negative' or 'Very negative' in the previous question; n=879]

Their dislike of his individual personality and characteristics	73	80	67	86	65	78	58	82	71	74	83	78	66	72	76	68	71	73	73	73	69	70	82	68
Their dislike of the Labour Party in general	48	33	66	41	53	38	64	45	53	43	53	40	48	52	47	50	55	47	44	47	53	53	38	42
Their dislike of policies proposed by the Labour Party	38	44	39	31	37	44	36	36	47	28	37	31	37	45	39	36	39	39	37	36	41	42	31	25
Their dislike of his criticism of press behaviour and his support for tougher press regulation	36	26	51	39	35	32	46	41	39	32	25	31	40	39	38	32	30	34	35	39	43	40	28	23
Other things	15	11	19	17	18	12	17	17	18	13	17	18	15	13	16	14	24	14	14	16	12	16	15	13
None of the above	2	2	1	0	1	1	1	1	2	1	2	1	2	1	2	1	2	1	2	2	1	1	1	8
Don't know	3	3	1	2	1	3	1	1	2	4	3	3	3	1	2	3	3	3	2	3	1	2	2	16

YouGov / Hacked Off Survey Results

Sample Size: 1717 GB Adults
Fieldwork: 11th - 12th April 2015

	Newspaper Readership													
	Total	The Express	The Daily Mail / The Scottish Daily Mail	The Mirror / Daily Record	The Daily Star / The Daily Star of Scotland	The Sun	The Daily Telegraph	The Financial Times	The Guardian	The Independent	The Times	Other local daily morning newspaper	Other Newspaper	None
Weighted Sample	1717	34	211	142	19	313	74	11	60	22	55	70	114	580
Unweighted Sample	1717	37	237	115	13	198	94	9	72	23	64	73	128	640
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

On balance, how positive or negative do you think the press coverage of the following people is, or do you think it's neutral?

Ed Miliband

Very positive	4	8	3	11	0	6	1	0	4	3	2	2	2	1
Slightly positive	13	13	11	15	0	14	15	40	12	20	13	17	13	11
TOTAL POSITIVE	17	21	14	26	0	20	16	40	16	23	15	19	15	12
Neutral	21	41	21	25	41	23	28	28	7	3	19	20	17	19
Slightly negative	32	29	35	25	37	24	25	13	36	25	43	33	38	34
Very negative	19	7	20	18	0	19	20	14	33	49	19	18	24	16
TOTAL NEGATIVE	51	36	55	43	37	43	45	27	69	74	62	51	62	50
Don't know	12	2	10	6	22	14	10	5	8	0	3	10	6	18

David Cameron

Very positive	9	6	8	13	9	12	6	0	16	20	8	7	10	6
Slightly positive	27	43	34	29	39	22	29	38	44	37	15	28	28	25
TOTAL POSITIVE	36	49	42	42	48	34	35	38	60	57	23	35	38	31
Neutral	28	30	25	27	21	29	30	26	18	20	39	32	38	25
Slightly negative	16	7	18	15	8	13	18	31	13	20	30	15	14	17
Very negative	7	12	5	10	0	9	7	0	2	3	2	11	4	8
TOTAL NEGATIVE	23	19	23	25	8	22	25	31	15	23	32	26	18	25
Don't know	13	2	9	7	22	15	10	5	8	0	6	7	6	19

Which of the following, if any, do you think are significant reasons for the negative coverage that Ed Miliband receives in some elements of the press? Please select all that apply:

[This question was only asked to those who selected 'Slightly negative' or 'Very negative' in the previous question; n=879]

Their dislike of his individual personality and characteristics	73	75	80	55	61	70	88	100	49	62	87	75	83	72
Their dislike of the Labour Party in general	48	38	38	69	100	40	45	51	76	71	42	58	56	42
Their dislike of policies proposed by the Labour Party	38	38	40	29	0	41	50	100	60	38	40	43	55	29
Their dislike of his criticism of press behaviour and his support for tougher press regulation	36	44	34	37	0	32	37	0	73	41	33	31	41	33
Other things	15	22	13	10	0	7	19	76	46	32	10	19	20	14
None of the above	2	0	2	1	0	2	0	0	0	0	2	3	0	2
Don't know	3	7	3	1	0	2	0	0	0	5	4	4	0	4

YouGov / Hacked Off Survey Results

Sample Size: 1717 GB Adults
Fieldwork: 11th - 12th April 2015

	Newspaper for Weighting						
	Total	Express/ Mail	Sun/ Star	Mirror / Record	Guardian / Indie	FT / Times/ Tele	Other No Paper
Weighted Sample	1717	244	345	151	76	137	197
Unweighted Sample	1717	274	218	119	92	166	219
	%	%	%	%	%	%	%

On balance, how positive or negative do you think the press coverage of the following people is, or do you think it's neutral?

Ed Miliband

Very positive	4	3	6	11	4	2	2	1
Slightly positive	13	11	14	14	15	16	15	11
TOTAL POSITIVE	17	14	20	25	19	18	17	12
Neutral	21	23	25	23	4	23	19	19
Slightly negative	32	34	24	27	33	32	36	34
Very negative	19	20	17	17	40	20	19	16
TOTAL NEGATIVE	51	54	41	44	73	52	55	50
Don't know	12	10	14	6	3	7	9	18

David Cameron

Very positive	9	8	12	11	18	6	10	6
Slightly positive	27	36	22	30	45	25	26	25
TOTAL POSITIVE	36	44	34	41	63	31	36	31
Neutral	28	25	31	29	16	33	35	25
Slightly negative	16	17	13	14	15	23	15	17
Very negative	7	6	8	9	2	5	7	8
TOTAL NEGATIVE	23	23	21	23	17	28	22	25
Don't know	13	9	15	7	3	8	8	19

Which of the following, if any, do you think are significant reasons for the negative coverage that Ed Miliband receives in some elements of the press? Please select all that apply:

[This question was only asked to those who selected 'Slightly negative' or 'Very negative' in the previous question; n=879]

Their dislike of his individual personality and characteristics	73	79	69	59	53	87	74	74
Their dislike of the Labour Party in general	48	39	43	72	75	44	56	41
Their dislike of policies proposed by the Labour Party	38	41	38	33	51	47	45	30
Their dislike of his criticism of press behaviour and his support for tougher press regulation	36	34	30	37	62	33	40	33
Other things	15	14	7	14	40	17	17	15
None of the above	2	1	2	0	0	1	2	2
Don't know	3	3	1	0	1	2	3	4

Sample Size: 1717 GB Adults
Fieldwork: 11th - 12th April 2015

	Voting intention				2010 Vote			Gender		Age				Social Grade		Region					Decided/Undecided Voters		
Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Decided	Undecided	Not sure
Weighted Sample 1717	X	X	X	X	517	407	337	833	884	204	434	587	491	979	738	220	558	367	422	149	1167	263	80
Unweighted Sample 1717	498	511	103	202	562	411	354	822	895	100	405	619	593	1008	709	160	627	385	432	113	1204	233	76
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And do you think it is reasonable or unreasonable for elements of the press to run negative coverage of Ed Miliband in response to his criticism of press behaviour and his support for tougher press regulation?

[This question was only asked to those who selected 'Their dislike of his criticism of press behaviour and his support for tougher press regulation' in the previous question; n=331]

Reasonable	23	60	2	15	55	55	6	8	27	18	25	20	19	29	23	23	31	26	18	24	14	25	20	0
Unreasonable	70	29	92	85	39	36	88	90	65	77	61	72	76	64	70	71	69	70	73	67	76	68	78	100
Don't know	7	11	5	0	5	9	6	3	8	5	14	7	5	6	7	7	0	4	9	9	10	7	2	0

The Leveson Inquiry into the culture, practices and ethics of the press, which started in 2011 following revelations about phone-hacking and other abuses carried out by the press, made recommendations for reform of press regulation in November 2012.

Generally speaking, would you say you are...

In favour of much tougher press regulation than currently	22	17	26	21	18	17	26	22	23	20	19	20	24	21	21	23	24	21	23	18	27	23	17	19
In favour of somewhat tougher press regulation than currently	37	37	41	43	29	37	38	46	34	40	37	36	36	40	42	31	33	40	32	41	37	37	42	25
TOTAL TOUGHER REGULATION	59	54	67	64	47	54	64	68	57	60	56	56	60	61	63	54	57	61	55	59	64	60	59	44
In favour of the current level of press regulation	22	32	15	25	26	31	16	19	24	19	21	18	20	27	22	21	19	23	23	18	25	24	22	10
In favour of somewhat less tough press regulation than currently	4	6	2	0	11	7	4	2	6	3	4	5	4	4	4	5	3	4	6	5	2	5	5	1
In favour of much less tough press regulation than currently	3	2	3	4	6	3	4	1	4	2	3	3	3	2	2	4	3	2	2	3	4	3	3	2
TOTAL LESS TOUGH REGULATION	7	8	5	4	17	10	8	3	10	5	7	8	7	6	6	9	6	6	8	8	6	8	8	3
Don't know	12	5	13	7	11	6	13	8	8	16	16	17	13	6	9	17	18	10	13	15	5	9	11	42

Sample Size: 1717 GB Adults
Fieldwork: 11th - 12th April 2015

	Newspaper Readership													
	Total	The Express	The Daily Mail / The Scottish Daily Mail	The Mirror / Daily Record	The Daily Star / The Daily Star of Scotland	The Sun	The Daily Telegraph	The Financial Times	The Guardian	The Independent	The Times	Other local daily morning newspaper	Other Newspaper	None
Weighted Sample	1717	34	211	142	19	313	74	11	60	22	55	70	114	580
Unweighted Sample	1717	37	237	115	13	198	94	9	72	23	64	73	128	640
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And do you think it is reasonable or unreasonable for elements of the press to run negative coverage of Ed Miliband in response to his criticism of press behaviour and his support for tougher press regulation?

[This question was only asked to those who selected 'Their dislike of his criticism of press behaviour and his support for tougher press regulation' in the previous question; n=331]

Reasonable	23	43	35	5	0	56	25	0	0	0	43	41	8	16
Unreasonable	70	57	56	95	0	32	54	0	93	100	49	50	87	80
Don't know	7	0	9	0	0	12	21	0	7	0	8	8	6	4

The Leveson Inquiry into the culture, practices and ethics of the press, which started in 2011 following revelations about phone-hacking and other abuses carried out by the press, made recommendations for reform of press regulation in November 2012.

Generally speaking, would you say you are...

In favour of much tougher press regulation than currently	22	18	17	22	26	17	20	14	27	15	12	33	22	25
In favour of somewhat tougher press regulation than currently	37	29	39	42	20	23	40	39	48	53	47	34	47	40
TOTAL TOUGHER REGULATION	59	47	56	64	46	40	60	53	75	68	59	67	69	65
In favour of the current level of press regulation	22	29	29	21	24	28	31	33	13	32	28	13	24	15
In favour of somewhat less tough press regulation than currently	4	6	6	3	7	8	3	8	5	0	6	3	0	3
In favour of much less tough press regulation than currently	3	13	3	2	0	6	2	7	0	0	4	2	1	2
TOTAL LESS TOUGH REGULATION	7	19	9	5	7	14	5	15	5	0	10	5	1	5
Don't know	12	5	7	10	22	18	3	0	6	0	3	15	6	16

Sample Size: 1717 GB Adults
Fieldwork: 11th - 12th April 2015

	Newspaper for Weighting						
	Total	Express/ Mail	Sun/ Star	Mirror / Record	Guardian / Indie	FT / Times/ Tele	Other No Paper
Weighted Sample	1717	244	345	151	76	137	197
Unweighted Sample	1717	274	218	119	92	166	219
	%	%	%	%	%	%	%

And do you think it is reasonable or unreasonable for elements of the press to run negative coverage of Ed Miliband in response to his criticism of press behaviour and his support for tougher press regulation?

[This question was only asked to those who selected 'Their dislike of his criticism of press behaviour and his support for tougher press regulation' in the previous question; n=331]

Reasonable	23	39	56	4	0	34	16	15
Unreasonable	70	53	32	96	100	51	78	79
Don't know	7	8	12	0	0	15	6	6

The Leveson Inquiry into the culture, practices and ethics of the press, which started in 2011 following revelations about phone-hacking and other abuses carried out by the press, made recommendations for reform of press regulation in November 2012.

Generally speaking, would you say you are...

In favour of much tougher press regulation than currently	22	16	17	22	26	15	28	25
In favour of somewhat tougher press regulation than currently	37	38	23	42	51	43	40	40
TOTAL TOUGHER REGULATION	59	54	40	64	77	58	68	65
In favour of the current level of press regulation	22	29	27	21	15	31	20	14
In favour of somewhat less tough press regulation than currently	4	6	8	3	2	5	1	3
In favour of much less tough press regulation than currently	3	4	5	1	0	3	1	2
TOTAL LESS TOUGH REGULATION	7	10	13	4	2	8	2	5
Don't know	12	6	19	11	5	3	9	16

Sample Size: 1717 GB Adults
Fieldwork: 11th - 12th April 2015

	Voting intention				2010 Vote			Gender		Age				Social Grade		Region					Decided/Undecided Voters		
Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Decided	Undecided	Not sure
Weighted Sample 1717	X	X	X	X	517	407	337	833	884	204	434	587	491	979	738	220	558	367	422	149	1167	263	80
Unweighted Sample 1717	498	511	103	202	562	411	354	822	895	100	405	619	593	1008	709	160	627	385	432	113	1204	233	76
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The Leveson Report recommended a new system of press regulation involving an independent external check of the adequacy of any press self-regulator and argued that this would aim to prevent a repetition of the press abuses that led to the Leveson Inquiry.

Many newspaper companies oppose this proposal and argue that an external auditor for the press self-regulator amounted to government interference in the free press. Instead, they set up and joined the Independent Press Standards Organisation (IPSO), which is not subject to checking by an independent external body.

Which of the following statements comes closest to your view?

The Leveson Report was wrong to propose independent checking of press self-regulators; the press are right to stick to their own system of self-regulation	14	22	8	5	21	24	9	8	18	9	14	13	12	16	13	14	13	14	9	14	25	16	13	6
The Leveson Report was right to propose independent checking of press self-regulators and the newspapers should accept that	47	49	51	61	31	47	49	58	47	46	44	45	48	47	54	37	44	51	44	46	40	46	58	34
The Leveson Report did not go far enough; newspapers should not be able to regulate themselves even with an independent check	17	12	21	20	21	13	20	18	19	16	10	12	19	23	15	20	17	15	18	16	23	19	13	14
Don't know	23	16	21	14	27	17	22	16	16	29	32	30	22	14	18	29	25	20	28	25	12	20	16	46

Sample Size: 1717 GB Adults
Fieldwork: 11th - 12th April 2015

	Newspaper Readership													
	Total	The Express	The Daily Mail / The Scottish Daily Mail	The Mirror / Daily Record	The Daily Star / The Daily Star of Scotland	The Sun	The Daily Telegraph	The Financial Times	The Guardian	The Independent	The Times	Other local daily morning newspaper	Other Newspaper	None
Weighted Sample	1717	34	211	142	19	313	74	11	60	22	55	70	114	580
Unweighted Sample	1717	37	237	115	13	198	94	9	72	23	64	73	128	640
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The Leveson Report recommended a new system of press regulation involving an independent external check of the adequacy of any press self-regulator and argued that this would aim to prevent a repetition of the press abuses that led to the Leveson Inquiry.

Many newspaper companies oppose this proposal and argue that an external auditor for the press self-regulator amounted to government interference in the free press. Instead, they set up and joined the Independent Press Standards Organisation (IPSO), which is not subject to checking by an independent external body.

Which of the following statements comes closest to your view?

The Leveson Report was wrong to propose independent checking of press self-regulators; the press are right to stick to their own system of self-regulation	14	22	20	8	10	25	21	32	9	0	22	10	12	6
The Leveson Report was right to propose independent checking of press self-regulators and the newspapers should accept that	47	37	50	49	38	35	56	62	54	79	50	38	60	46
The Leveson Report did not go far enough; newspapers should not be able to regulate themselves even with an independent check	17	29	14	21	13	9	18	7	23	21	13	19	17	20
Don't know	23	12	16	22	39	31	5	0	14	0	15	33	11	27

Sample Size: 1717 GB Adults
Fieldwork: 11th - 12th April 2015

	Newspaper for Weighting						
	Total	Express/ Mail	Sun/ Star	Mirror / Record	Guardian / Indie	FT / Times/ Tele	Other No Paper
Weighted Sample	1717	244	345	151	76	137	197
Unweighted Sample	1717	274	218	119	92	166	219
	%	%	%	%	%	%	%

The Leveson Report recommended a new system of press regulation involving an independent external check of the adequacy of any press self-regulator and argued that this would aim to prevent a repetition of the press abuses that led to the Leveson Inquiry.

Many newspaper companies oppose this proposal and argue that an external auditor for the press self-regulator amounted to government interference in the free press. Instead, they set up and joined the Independent Press Standards Organisation (IPSO), which is not subject to checking by an independent external body.

Which of the following statements comes closest to your view?

The Leveson Report was wrong to propose independent checking of press self-regulators; the press are right to stick to their own system of self-regulation	14	20	24	10	5	21	10	7
The Leveson Report was right to propose independent checking of press self-regulators and the newspapers should accept that	47	50	33	47	63	53	52	47
The Leveson Report did not go far enough; newspapers should not be able to regulate themselves even with an independent check	17	15	10	21	24	17	20	19
Don't know	23	15	33	22	8	9	18	27

Sample Size: 1717 GB Adults
Fieldwork: 11th - 12th April 2015

		Voting intention				2010 Vote			Gender		Age				Social Grade		Region					Decided/Undecided Voters		
Total		Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Decided	Undecided	Not sure
Weighted Sample	1717	X	X	X	X	517	407	337	833	884	204	434	587	491	979	738	220	558	367	422	149	1167	263	80
Unweighted Sample	1717	498	511	103	202	562	411	354	822	895	100	405	619	593	1008	709	160	627	385	432	113	1204	233	76
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The Leveson Report recommended a new system of press regulation involving an independent external check of the adequacy of any press self-regulator and argued that this would aim to prevent a repetition of the press abuses that led to the Leveson Inquiry. Many newspaper companies oppose this proposal and argue that an external auditor for the press self-regulator amounted to government interference in the free press. Instead, they set up and joined the Independent Press Standards Organisation (IPSO), which is not subject to checking by an independent external body.

How much confidence do you have in the system of press regulation established by the major newspaper publishers?

A lot of confidence	3	4	3	2	1	4	1	2	4	1	7	3	2	2	3	3	3	3	2	2	7	3	2	0
A fair amount of confidence	18	28	13	20	24	28	16	15	20	15	13	16	18	22	19	16	18	19	17	18	15	20	17	16
TOTAL CONFIDENT	21	32	16	22	25	32	17	17	24	16	20	19	20	24	22	19	21	22	19	20	22	23	19	16
Not much confidence	41	41	46	42	37	40	43	46	39	43	34	38	42	47	44	38	37	43	43	42	34	41	45	36
No confidence at all	19	11	22	23	18	14	23	23	23	15	12	17	22	19	19	19	22	18	17	18	24	20	16	15
TOTAL NOT CONFIDENT	60	52	68	65	55	54	66	69	62	58	46	55	64	66	63	57	59	61	60	60	58	61	61	51
Don't know	19	15	16	13	19	14	16	15	13	25	34	25	17	10	15	24	20	17	22	20	19	16	20	33

In March 2013, Parliament debated the Leveson Report and endorsed a Royal Charter which would set up an independent system of oversight for press regulation along the lines proposed by Lord Justice Leveson. On balance, do you support or oppose Parliament having any role in specifying the structure of press regulation in the United Kingdom?

Support; it is legitimate for Parliament to have a role in specifying the structure of press regulation in the United Kingdom	39	43	46	43	32	39	42	46	46	33	42	37	40	40	45	32	36	39	41	37	49	44	35	22
Oppose; it is unacceptable for Parliament to have any such role	31	34	27	37	40	38	32	27	33	29	22	28	30	39	30	32	30	32	29	31	34	32	38	15
Don't know	29	23	28	20	29	23	26	27	21	38	36	35	30	21	25	35	34	28	30	32	17	24	28	63

Sample Size: 1717 GB Adults
Fieldwork: 11th - 12th April 2015

	Newspaper Readership													
	Total	The Express	The Daily Mail / The Scottish Daily Mail	The Mirror / Daily Record	The Daily Star / The Daily Star of Scotland	The Sun	The Daily Telegraph	The Financial Times	The Guardian	The Independent	The Times	Other local daily morning newspaper	Other Newspaper	None
Weighted Sample	1717	34	211	142	19	313	74	11	60	22	55	70	114	580
Unweighted Sample	1717	37	237	115	13	198	94	9	72	23	64	73	128	640
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The Leveson Report recommended a new system of press regulation involving an independent external check of the adequacy of any press self-regulator and argued that this would aim to prevent a repetition of the press abuses that led to the Leveson Inquiry. Many newspaper companies oppose this proposal and argue that an external auditor for the press self-regulator amounted to government interference in the free press. Instead, they set up and joined the Independent Press Standards Organisation (IPSO), which is not subject to checking by an independent external body.

How much confidence do you have in the system of press regulation established by the major newspaper publishers?

A lot of confidence	3	0	1	5	6	10	4	7	0	0	1	0	0	0
A fair amount of confidence	18	26	29	12	18	27	21	62	12	4	26	23	13	9
TOTAL CONFIDENT	21	26	30	17	24	37	25	69	12	4	27	23	13	9
Not much confidence	41	43	43	47	46	33	51	32	45	48	42	32	50	41
No confidence at all	19	21	11	20	0	8	16	0	32	27	13	25	25	26
TOTAL NOT CONFIDENT	60	64	54	67	46	41	67	32	77	75	55	57	75	67
Don't know	19	9	17	16	30	22	9	0	11	20	17	20	13	23

In March 2013, Parliament debated the Leveson Report and endorsed a Royal Charter which would set up an independent system of oversight for press regulation along the lines proposed by Lord Justice Leveson. On balance, do you support or oppose Parliament having any role in specifying the structure of press regulation in the United Kingdom?

Support; it is legitimate for Parliament to have a role in specifying the structure of press regulation in the United Kingdom	39	39	37	43	29	29	49	55	51	62	43	36	52	39
Oppose; it is unacceptable for Parliament to have any such role	31	40	40	28	14	40	40	12	25	27	41	24	32	24
Don't know	29	20	23	29	56	31	10	33	24	11	16	40	16	37

Sample Size: 1717 GB Adults
Fieldwork: 11th - 12th April 2015

	Newspaper for Weighting						
	Total	Express/ Mail	Sun/ Star	Mirror / Record	Guardian / Indie	FT / Times/ Tele	Other No Paper
Weighted Sample	1717	244	345	151	76	137	197
Unweighted Sample	1717	274	218	119	92	166	219
	%	%	%	%	%	%	%

The Leveson Report recommended a new system of press regulation involving an independent external check of the adequacy of any press self-regulator and argued that this would aim to prevent a repetition of the press abuses that led to the Leveson Inquiry. Many newspaper companies oppose this proposal and argue that an external auditor for the press self-regulator amounted to government interference in the free press. Instead, they set up and joined the Independent Press Standards Organisation (IPSO), which is not subject to checking by an independent external body.

How much confidence do you have in the system of press regulation established by the major newspaper publishers?

A lot of confidence	3	1	9	5	0	3	0	0
A fair amount of confidence	18	27	26	12	8	25	18	10
TOTAL CONFIDENT	21	28	35	17	8	28	18	10
Not much confidence	41	45	33	47	47	47	42	41
No confidence at all	19	12	7	20	32	14	25	26
TOTAL NOT CONFIDENT	60	57	40	67	79	61	67	67
Don't know	19	16	24	16	12	10	15	23

In March 2013, Parliament debated the Leveson Report and endorsed a Royal Charter which would set up an independent system of oversight for press regulation along the lines proposed by Lord Justice Leveson. On balance, do you support or oppose Parliament having any role in specifying the structure of press regulation in the United Kingdom?

Support; it is legitimate for Parliament to have a role in specifying the structure of press regulation in the United Kingdom	39	37	29	42	59	49	46	39
Oppose; it is unacceptable for Parliament to have any such role	31	41	38	31	24	37	28	24
Don't know	29	22	33	28	17	14	27	37

Sample Size: 1717 GB Adults
Fieldwork: 11th - 12th April 2015

	Voting intention					2010 Vote			Gender		Age				Social Grade		Region					Decided/Undecided Voters		
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Decided	Undecided	Not sure
Weighted Sample	1717	X	X	X	X	517	407	337	833	884	204	434	587	491	979	738	220	558	367	422	149	1167	263	80
Unweighted Sample	1717	498	511	103	202	562	411	354	822	895	100	405	619	593	1008	709	160	627	385	432	113	1204	233	76
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Lord Justice Leveson said in his report that if newspapers refuse to join his recommended system of independently checked self-regulation then Parliament should pass a law to impose it on them. Presently, most national newspapers have set up and joined the Independent Press Standards Organisation (IPSO), which only meets some of the recommendations of the Leveson Report and is not subject to checking by an independent external body. If the press refuse to join a regulator that is independently and externally checked, which of the following, if any, do you think should be the response?

Nothing for the time being, the press should be given more time to show that voluntary self-regulation works	19	28	13	12	26	29	15	13	19	18	13	17	17	24	19	18	15	23	17	14	23	20	20	6
There should be stronger incentives for newspapers to join a regulator that is subject to, and complies with, Leveson's independent external checks	15	18	15	15	12	15	13	19	16	14	20	14	12	17	18	11	16	16	15	14	14	16	14	11
The press should be compelled by law to join a regulator that is subject to, and complies with, Leveson's independent external checks	22	18	26	27	24	20	28	25	25	20	16	19	24	24	21	23	16	24	22	23	23	23	21	19
There should be a new independent statutory regulator for the press, as Ofcom is for broadcasters	22	20	24	37	16	19	23	27	22	21	20	19	24	22	24	19	25	18	19	26	26	21	28	17
None of the above	3	3	3	1	2	3	3	1	4	2	5	4	2	2	3	3	5	2	3	2	4	3	2	8
Don't know	19	13	19	9	21	14	17	14	14	25	25	26	20	11	15	26	23	16	24	21	11	17	14	38

Over the last two or three years, to what extent, if at all, do you think the behaviour of the national press has got better or worse?

Much better	2	4	2	2	2	3	1	3	3	1	5	2	2	2	3	2	4	2	1	3	3	3	2	0
Slightly better	23	30	20	34	22	28	24	27	24	22	21	22	25	23	26	19	17	24	24	22	29	23	29	15
TOTAL BETTER	25	34	22	36	24	31	25	30	27	23	26	24	27	25	29	21	21	26	25	25	32	26	31	15
Neither better nor worse	40	43	41	39	37	42	45	37	42	38	26	41	43	42	40	40	38	42	40	39	38	41	36	33
Slightly worse	16	14	16	11	19	16	13	14	15	17	22	13	13	19	15	17	16	16	17	14	15	16	13	11
Much worse	8	4	10	6	8	5	9	9	8	8	9	7	8	9	7	9	11	7	6	10	9	8	8	15
TOTAL WORSE	24	18	26	17	27	21	22	23	23	25	31	20	21	28	22	26	27	23	23	24	24	24	21	26
Don't know	11	7	11	8	11	7	8	9	8	13	17	16	10	5	9	13	14	9	13	12	5	8	12	25

Sample Size: 1717 GB Adults
Fieldwork: 11th - 12th April 2015

	Newspaper Readership													
	Total	The Express	The Daily Mail / The Scottish Daily Mail	The Mirror / Daily Record	The Daily Star / The Daily Star of Scotland	The Sun	The Daily Telegraph	The Financial Times	The Guardian	The Independent	The Times	Other local daily morning newspaper	Other Newspaper	None
Weighted Sample	1717	34	211	142	19	313	74	11	60	22	55	70	114	580
Unweighted Sample	1717	37	237	115	13	198	94	9	72	23	64	73	128	640
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Lord Justice Leveson said in his report that if newspapers refuse to join his recommended system of independently checked self-regulation then Parliament should pass a law to impose it on them. Presently, most national newspapers have set up and joined the Independent Press Standards Organisation (IPSO), which only meets some of the recommendations of the Leveson Report and is not subject to checking by an independent external body. If the press refuse to join a regulator that is independently and externally checked, which of the following, if any, do you think should be the response?

Nothing for the time being, the press should be given more time to show that voluntary self-regulation works	19	21	24	18	22	28	26	37	19	10	15	12	12	13
There should be stronger incentives for newspapers to join a regulator that is subject to, and complies with, Leveson's independent external checks	15	21	21	15	17	14	16	17	16	15	19	16	19	12
The press should be compelled by law to join a regulator that is subject to, and complies with, Leveson's independent external checks	22	20	18	29	32	18	20	26	24	29	16	20	25	23
There should be a new independent statutory regulator for the press, as Ofcom is for broadcasters	22	20	22	15	0	11	28	0	25	46	31	25	32	25
None of the above	3	3	2	3	0	4	4	0	1	0	3	2	3	3
Don't know	19	14	13	21	30	24	7	19	15	0	16	26	9	23

Over the last two or three years, to what extent, if at all, do you think the behaviour of the national press has got better or worse?

Much better	2	0	2	2	0	8	2	0	1	0	5	0	2	0
Slightly better	23	26	26	26	34	22	27	9	24	37	30	15	24	20
TOTAL BETTER	25	26	28	28	34	30	29	9	25	37	35	15	26	20
Neither better nor worse	40	51	43	42	40	40	48	79	34	37	42	39	49	34
Slightly worse	16	16	18	13	0	14	16	7	19	13	15	23	10	18
Much worse	8	4	5	6	10	5	4	5	14	13	5	8	8	12
TOTAL WORSE	24	20	23	19	10	19	20	12	33	26	20	31	18	30
Don't know	11	2	7	11	16	11	3	0	7	0	4	15	6	15

Sample Size: 1717 GB Adults
Fieldwork: 11th - 12th April 2015

	Newspaper for Weighting							
	Total	Express/ Mail	Sun/ Star	Mirror / Record	Guardian / Indie	FT / Times/ Tele	Other	No Paper
Weighted Sample	1717	244	345	151	76	137	197	567
Unweighted Sample	1717	274	218	119	92	166	219	629
	%	%	%	%	%	%	%	%

Lord Justice Leveson said in his report that if newspapers refuse to join his recommended system of independently checked self-regulation then Parliament should pass a law to impose it on them.
Presently, most national newspapers have set up and joined the Independent Press Standards Organisation (IPSO), which only meets some of the recommendations of the Leveson Report and is not subject to checking by an independent external body.
If the press refuse to join a regulator that is independently and externally checked, which of the following, if any, do you think should be the response?

Nothing for the time being, the press should be given more time to show that voluntary self-regulation works	19	25	28	17	14	20	13	13
There should be stronger incentives for newspapers to join a regulator that is subject to, and complies with, Leveson's independent external checks	15	20	13	14	17	18	18	13
The press should be compelled by law to join a regulator that is subject to, and complies with, Leveson's independent external checks	22	19	18	27	27	19	25	23
There should be a new independent statutory regulator for the press, as Ofcom is for broadcasters	22	22	11	20	32	27	27	25
None of the above	3	2	4	2	1	3	3	3
Don't know	19	13	26	20	9	12	15	23

Over the last two or three years, to what extent, if at all, do you think the behaviour of the national press has got better or worse?

Much better	2	1	7	2	1	3	1	0
Slightly better	23	26	23	24	26	25	21	21
TOTAL BETTER	25	27	30	26	27	28	22	21
Neither better nor worse	40	43	40	44	38	48	43	35
Slightly worse	16	18	13	14	17	16	15	17
Much worse	8	5	5	5	15	5	10	11
TOTAL WORSE	24	23	18	19	32	21	25	28
Don't know	11	6	12	11	3	3	11	15

Sample Size: 1717 GB Adults
Fieldwork: 11th - 12th April 2015

		Voting intention				2010 Vote			Gender		Age				Social Grade		Region					Decided/Undecided Voters		
Total		Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Decided	Undecided	Not sure
Weighted Sample	1717	X	X	X	X	517	407	337	833	884	204	434	587	491	979	738	220	558	367	422	149	1167	263	80
Unweighted Sample	1717	498	511	103	202	562	411	354	822	895	100	405	619	593	1008	709	160	627	385	432	113	1204	233	76
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

To what extent, if at all, does Ed Miliband's support for the system of press regulation recommended by the Leveson Report make you respect him more or less, or does it make no difference?

Much more	6	1	16	2	2	1	12	9	8	4	7	5	5	7	6	6	7	7	6	5	6	8	3	3
Slightly more	17	9	26	25	7	8	25	24	18	16	18	20	17	13	19	14	15	16	16	18	20	16	21	11
TOTAL MORE	23	10	42	27	9	9	37	33	26	20	25	25	22	20	25	20	22	23	22	23	26	24	24	14
Slightly less	5	6	5	2	6	6	6	2	6	3	5	6	5	3	4	5	5	3	5	5	7	5	6	2
Much less	2	4	1	0	5	4	2	0	3	1	1	1	3	3	2	2	2	3	2	2	3	3	1	5
TOTAL LESS	7	10	6	2	11	10	8	2	9	4	6	7	8	6	6	7	7	6	7	7	10	8	7	7
No difference, I respected him anyway and I still do	12	4	27	9	7	3	25	13	10	14	12	13	13	11	12	13	13	12	10	15	12	13	14	8
No difference, I didn't respect him anyway and I still don't	36	62	5	43	53	62	10	30	38	33	30	28	35	46	39	31	31	40	36	30	41	38	37	25
Don't know	22	15	20	20	20	16	21	22	16	28	26	28	22	17	17	29	27	20	25	25	10	17	18	46

Sample Size: 1717 GB Adults
Fieldwork: 11th - 12th April 2015

	Newspaper Readership													
	Total	The Express	The Daily Mail / The Scottish Daily Mail	The Mirror / Daily Record	The Daily Star / The Daily Star of Scotland	The Sun	The Daily Telegraph	The Financial Times	The Guardian	The Independent	The Times	Other local daily morning newspaper	Other Newspaper	None
Weighted Sample	1717	34	211	142	19	313	74	11	60	22	55	70	114	580
Unweighted Sample	1717	37	237	115	13	198	94	9	72	23	64	73	128	640
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

To what extent, if at all, does Ed Miliband's support for the system of press regulation recommended by the Leveson Report make you respect him more or less, or does it make no difference?

Much more	6	4	3	15	0	4	3	0	22	13	3	9	5	5
Slightly more	17	7	9	24	22	10	10	15	34	42	21	21	30	16
TOTAL MORE	23	11	12	39	22	14	13	15	56	55	24	30	35	21
Slightly less	5	10	4	1	18	8	6	17	2	11	8	2	4	3
Much less	2	2	5	2	0	4	5	7	2	0	3	3	0	1
TOTAL LESS	7	12	9	3	18	12	11	24	4	11	11	5	4	4
No difference, I respected him anyway and I still do	12	2	8	22	14	11	4	8	24	16	12	21	15	11
No difference, I didn't respect him anyway and I still don't	36	50	54	11	13	38	65	17	6	12	42	31	30	36
Don't know	22	24	17	26	33	25	6	37	10	6	12	15	16	28

Sample Size: 1717 GB Adults
Fieldwork: 11th - 12th April 2015

		Newspaper for Weighting							
		Total	Express/ Mail	Sun/ Star	Mirror / Record	Guardian / Indie	FT / Times/ Tele	Other	No Paper
Weighted Sample	1717	244	345	151	76	137	197	567	
Unweighted Sample	1717	274	218	119	92	166	219	629	
		%	%	%	%	%	%	%	%

To what extent, if at all, does Ed Miliband's support for the system of press regulation recommended by the Leveson Report make you respect him more or less, or does it make no difference?

Much more	6	3	4	14	21	3	7	5
Slightly more	17	9	10	24	38	15	26	17
TOTAL MORE	23	12	14	38	59	18	33	22
Slightly less	5	4	9	1	4	7	4	3
Much less	2	5	3	2	1	6	1	1
TOTAL LESS	7	9	12	3	5	13	5	4
No difference, I respected him anyway and I still do	12	7	12	20	21	7	17	11
No difference, I didn't respect him anyway and I still don't	36	54	36	14	8	52	28	37
Don't know	22	17	26	25	6	11	18	28