

YouGov / Media Standards Trust Survey Results

Sample Size: 2030 GB Adults
Fieldwork: 31st January - 1st February 2013

	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 2030	550	663	197	645	512	447	987	1043	246	518	694	572	1157	873	260	660	434	499	177	
Unweighted Sample 2030	502	693	155	613	530	456	955	1075	186	515	778	551	1331	699	311	674	401	465	179	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The Government set up the Leveson Inquiry in 2011, in the wake of the phone hacking scandal, to inquire into the culture, practices and ethics of the press. In 2012 it published its report and recommendations for a new system of press regulation.

How closely, if at all, have you personally been following news of the Leveson inquiry and press regulation?

Very closely	6	5	7	8	5	7	6	8	3	8	7	5	4	7	4	6	5	4	6	8
Fairly closely	35	36	39	41	36	37	44	42	29	30	29	35	44	37	33	34	33	38	36	36
Not very closely	46	50	44	42	49	46	43	39	53	45	48	48	43	44	48	40	47	47	46	49
Not at all	13	9	10	10	11	11	7	10	15	18	15	13	9	11	15	20	14	11	12	7

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

Lord Justice Leveson recommended that the press set up a new self regulatory body governed by an independent board, and underpinned by a new law. He recommended that:

Newspapers should be obliged to print corrections and apologies when they get things wrong

The new regulator should have the power to investigate serious breaches of standards

There should be a relatively fast and free alternative to the courts, for members of the public who feel have been libelled, harassed or had their privacy intruded upon

In return, newspapers that agreed to be part of an independent and effective system would be protected from some of the high costs and damages of legal action against them.

Generally speaking, do you think the government should or should not implement Lord Justice Leveson's recommendations?

Should implement the recommendations	74	76	79	79	73	76	85	74	75	61	73	76	80	78	70	69	75	75	74	81
Should not implement the recommendations	9	13	7	9	11	8	5	12	6	14	9	8	7	9	9	11	7	11	9	9
Don't know	17	11	13	12	15	15	11	15	19	25	18	16	13	14	21	20	18	14	18	10

Thinking about the need to ensure independent and effective regulation of the press, and the need to protect press freedom, which of the following best reflects your view?

For press regulation to be effective and independent it needs to be backed up by a law	52	52	58	63	49	56	62	54	51	37	50	55	57	54	49	48	53	53	53	52
Any regulation of the press backed by a law would risk the freedom of the press and political interference	23	32	18	19	31	18	20	27	19	27	23	22	24	22	24	23	23	24	23	25
Neither	8	7	9	7	7	10	6	7	9	10	8	9	7	7	10	8	10	6	7	10
Don't know	16	10	16	11	13	17	12	12	21	27	20	14	12	16	17	21	14	17	18	12

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

An alternative means of trying to ensure that a new system of press self-regulation is independent and effective is to have it monitored by a new body which is set up using a Royal Charter. This would avoid the need for a new law but, on its own, would not achieve all of Leveson's recommendations.

How much confidence would you have in...

A press regulator set up by the newspapers, backed by a new law

A lot of confidence	6	6	8	6	5	7	6	7	5	7	8	5	5	6	5	5	5	7	8	
A fair amount of confidence	34	35	32	44	36	34	37	36	32	36	37	31	35	37	30	33	37	34	30	38
TOTAL A LOT/ FAIR AMOUNT OF CONFIDENCE	40	41	40	50	41	41	43	43	37	43	45	36	40	43	35	38	42	39	37	46
Not much confidence	34	37	33	34	36	31	37	34	33	30	30	36	35	33	35	30	31	36	36	37
No confidence at all	12	10	13	9	11	13	12	12	12	7	9	15	13	12	12	13	12	12	12	10
TOTAL NOT MUCH / NO CONFIDENCE	46	47	46	43	47	44	49	46	45	37	39	51	48	45	47	43	43	48	48	47
Don't know	14	11	14	7	12	16	8	10	18	21	16	14	11	12	17	19	14	13	15	8

A press regulator set up voluntarily by the newspapers, without any legal backing

A lot of confidence	1	2	2	0	1	2	1	2	1	2	3	1	1	1	1	2	0	1	3	1
A fair amount of confidence	11	12	11	15	14	10	11	13	10	17	15	9	8	12	11	11	12	11	12	10
TOTAL A LOT/ FAIR AMOUNT OF CONFIDENCE	12	14	13	15	15	12	12	15	11	19	18	10	9	13	12	13	12	12	15	11
Not much confidence	37	41	37	38	39	37	37	37	37	37	38	35	38	37	36	35	38	38	32	47
No confidence at all	36	36	37	40	35	38	43	38	35	23	29	42	43	37	35	33	36	37	38	34
TOTAL NOT MUCH / NO CONFIDENCE	73	77	74	78	74	75	80	75	72	60	67	77	81	74	71	68	74	75	70	81
Don't know	14	10	13	6	11	14	9	10	18	21	16	13	10	12	16	19	14	13	15	8

A press regulator set up by the newspapers, and backed by a Royal Charter

A lot of confidence	5	6	5	4	7	5	5	6	4	3	4	6	6	4	6	4	6	5	5	5
A fair amount of confidence	30	35	29	33	35	27	29	31	29	35	31	28	29	30	30	28	30	30	29	33
TOTAL A LOT/ FAIR AMOUNT OF CONFIDENCE	35	41	34	37	42	32	34	37	33	38	35	34	35	34	36	32	36	35	34	38
Not much confidence	36	36	35	42	35	33	41	37	34	31	35	36	38	38	33	32	36	38	35	38
No confidence at all	12	8	14	12	8	17	13	14	11	7	11	15	14	12	13	15	11	11	13	14
TOTAL NOT MUCH / NO CONFIDENCE	48	44	49	54	43	50	54	51	45	38	46	51	52	50	46	47	47	49	48	52
Don't know	17	14	17	10	15	18	12	12	22	24	20	16	13	16	19	22	18	16	18	9

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

A press regulator set up by the government, backed by a new law

A lot of confidence	13	14	15	14	13	13	13	13	12	14	11	13	14	14	11	7	12	14	15	16
A fair amount of confidence	41	46	41	51	41	41	47	43	40	29	42	42	44	43	39	43	41	40	41	44
TOTAL A LOT/ FAIR AMOUNT OF CONFIDENCE	54	60	56	65	54	54	60	56	52	43	53	55	58	57	50	50	53	54	56	60
Not much confidence	22	19	23	22	20	21	23	23	20	29	21	22	18	21	22	20	22	25	19	21
No confidence at all	10	10	7	5	14	9	7	11	9	7	10	9	13	9	11	8	11	9	10	9
TOTAL NOT MUCH / NO CONFIDENCE	32	29	30	27	34	30	30	34	29	36	31	31	31	30	33	28	33	34	29	30
Don't know	15	12	14	8	11	15	10	10	19	21	16	14	11	13	17	22	14	12	15	9

The Leveson Report recommended that senior politicians publish details of all meetings with media owners, newspaper editors or senior executives, and whether they discussed media policy at them.

Do you think senior politicians should or should not publish details of meetings they have with media owners, newspaper editors or senior executives?

Should	73	69	77	75	74	77	77	75	71	46	65	78	85	72	75	64	71	78	73	80
Should not	10	16	9	13	12	8	9	11	10	22	12	9	6	12	8	13	11	9	10	9
Don't know	17	15	14	12	14	15	14	13	20	33	22	13	9	16	17	23	18	13	17	11

How often do you think senior politicians should publish details of meetings with media owners and editors?

After each meeting	34	31	36	32	35	37	32	37	31	16	29	36	44	29	40	26	32	37	36	40
Quarterly (every 3 months)	37	36	41	38	37	38	41	37	37	37	35	40	36	39	34	36	38	36	38	36
Once a year	7	8	7	10	7	8	8	7	8	9	9	7	6	8	6	9	7	10	4	7
Never, they should not have to publish details	7	13	5	8	10	3	7	8	6	16	8	6	4	9	5	8	8	6	8	6
Don't know	14	12	12	12	11	13	12	11	17	22	20	12	9	14	14	21	15	11	14	11

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

Boris Johnson and George Osborne recently had dinner at the home of Rupert Murdoch, the head of the company that owned the News of the World and owns the Sun, Times and Sunday Times.

Which of the following statements most closely matches your views about this:

Leading politicians should not be having private dinners at all with owners of large media corporations like Rupert Murdoch	27	17	38	24	20	33	31	29	26	15	28	27	33	25	31	24	25	30	30	30
Leading politicians should be able to have dinner with whoever they want, as long as they are open and transparent about dinners with media owners, editors or senior executives	56	65	49	66	64	52	60	57	55	46	54	60	57	60	51	57	59	53	54	58
Leading politicians should be able to have dinner with whoever they want, without having to register them or make them public	8	14	5	6	11	5	6	8	8	17	8	7	5	7	8	9	9	8	6	7
Don't know	9	4	9	4	5	10	4	7	10	22	10	6	4	8	9	10	8	8	9	5

How important, if at all, do you think the following recommendations in the Leveson Report are?

regular monitoring of press self-regulation by an independent commission, to check the system is working effectively on behalf of the public

Very important	42	40	50	55	39	49	48	43	41	28	37	46	49	42	43	36	43	37	48	50
Fairly important	37	42	32	32	41	31	38	38	35	40	40	35	35	38	35	38	37	40	33	35
TOTAL IMPORTANT	79	82	82	87	80	80	86	81	76	68	77	81	84	80	78	74	80	77	81	85
Not very important	5	8	5	3	6	5	4	6	5	6	5	6	5	6	5	8	5	7	3	6
Not important at all	1	1	1	1	1	1	1	1	1	0	1	1	1	1	0	1	0	1	1	1
TOTAL NOT IMPORTANT	6	9	6	4	7	6	5	7	6	6	6	7	6	7	5	9	5	8	4	7
Don't know	15	10	13	9	13	13	9	11	18	25	17	12	11	13	17	17	15	14	16	9

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

A fast and free arbitration system for people who feel they have been libelled or harassed by the press to use as an alternative to the courts

Very important	43	41	48	52	42	48	52	44	43	25	35	49	52	45	41	40	44	38	48	49
Fairly important	35	42	33	30	41	33	33	37	33	40	39	34	32	36	34	35	36	38	32	35
TOTAL IMPORTANT	78	83	81	82	83	81	85	81	76	65	74	83	84	81	75	75	80	76	80	84
Not very important	6	7	4	8	4	5	6	7	5	8	9	4	4	5	6	5	6	9	3	7
Not important at all	2	1	1	2	1	2	1	1	2	1	2	2	1	1	2	3	1	1	2	2
TOTAL NOT IMPORTANT	8	8	5	10	5	7	7	8	7	9	11	6	5	6	8	8	7	10	5	9
Don't know	14	9	13	8	12	13	8	11	17	27	16	11	11	12	17	17	14	15	16	7

Lower legal bills for newspapers that get taken to court if they have joined the new system, to encourage as many as possible to join

Very important	11	9	12	19	10	12	14	12	11	8	11	13	11	10	13	11	10	8	16	11
Fairly important	34	39	37	32	35	35	34	37	31	33	32	34	37	36	32	33	34	39	30	37
TOTAL IMPORTANT	45	48	49	51	45	47	48	49	42	41	43	47	48	46	45	44	44	47	46	48
Not very important	26	27	26	25	27	26	28	27	25	23	29	24	27	27	24	25	28	26	23	30
Not important at all	11	11	10	14	11	9	12	11	10	7	7	14	11	11	9	9	11	10	12	9
TOTAL NOT IMPORTANT	37	38	36	39	38	35	40	38	35	30	36	38	38	38	33	34	39	36	35	39
Don't know	18	13	15	11	16	17	13	13	23	30	20	15	14	16	21	22	17	17	19	11

Allowing people and groups who were not specifically mentioned in a news story to be able to make a complaint about it

Very important	14	12	18	17	12	16	17	16	12	9	14	16	14	13	16	14	11	12	19	14
Fairly important	31	27	35	44	27	31	38	31	30	32	32	30	30	31	29	31	32	33	25	34
TOTAL IMPORTANT	45	39	53	61	39	47	55	47	42	41	46	46	44	44	45	45	43	45	44	48
Not very important	27	33	24	19	30	28	24	28	26	21	26	26	31	29	24	20	29	28	25	32
Not important at all	11	17	8	8	16	8	8	13	10	11	11	12	10	12	10	13	11	11	12	9
TOTAL NOT IMPORTANT	38	50	32	27	46	36	32	41	36	32	37	38	41	41	34	33	40	39	37	41
Don't know	18	12	15	11	15	17	13	13	22	27	18	16	15	15	21	23	17	17	19	10

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

Leveson made his recommendations in November 2012. Some people want the recommendations introduced as quickly as possible, other people think time should be allowed to build agreement over a new system within Parliament and the press. How quickly do you think a new regulatory system should be introduced?

As quickly as possible - within a few months	26	19	30	36	23	29	31	28	23	11	22	27	33	24	27	27	24	24	29	24
Within 12 months	38	41	43	32	39	42	41	38	39	34	36	41	39	40	37	31	38	40	39	44
By the next General Election in 2015	15	23	10	16	19	9	12	14	15	18	17	14	12	15	14	14	17	15	11	15
Within 5 years	3	3	1	6	2	1	3	4	2	6	3	2	2	4	1	4	2	4	2	3
Never - I don't think there is a need for a new regulatory system	4	5	2	2	6	1	3	5	3	2	5	3	4	3	4	5	4	4	3	4
Don't Know	15	10	14	9	11	17	10	11	19	28	16	13	11	14	16	19	15	14	16	10

Imagine the press continue to regulate themselves through a system similar to the current one. What risk, if any, do you think there is that there will be a repeat of unethical and illegal practices (such as phone hacking and intrusions into people's private lives) that were revealed during the Leveson Inquiry?

A large risk	49	45	50	56	46	51	56	50	48	32	41	54	57	50	48	44	49	45	53	56
A small risk	33	40	32	33	39	29	31	34	32	36	36	31	31	33	32	33	35	39	26	27
TOTAL LARGE / SMALL RISK	82	85	82	89	85	80	87	84	80	68	77	85	88	83	80	77	84	84	79	83
No real risk	5	7	5	2	5	5	3	7	3	9	7	3	4	4	6	4	4	5	6	8
No risk at all	1	0	0	3	0	0	2	1	1	1	1	1	0	1	1	0	1	2	0	0
TOTAL NO RISK	6	7	5	5	5	5	5	8	4	10	8	4	4	5	7	4	5	7	6	8
Don't Know	13	8	12	7	10	15	7	9	16	23	15	11	8	12	13	19	11	9	15	9

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

Prince Harry recently criticised the British newspapers for going too far in invading his privacy and that of others. Some newspapers say that they have a duty to report some of his private activities because of his position in the royal family and his pu

Entirely with Prince Harry	26	30	24	18	30	23	24	23	29	21	27	26	28	25	28	23	24	28	28	25
Mostly with Prince Harry	39	38	39	52	38	38	46	36	42	35	39	37	42	41	36	36	44	37	36	39
TOTAL PRINCE HARRY	65	68	63	70	68	61	70	59	71	56	66	63	70	66	64	59	68	65	64	64
Neither	21	18	23	20	20	23	22	25	17	19	19	24	19	20	22	23	19	23	19	26
Mostly with the newspapers	7	9	6	3	8	7	4	8	5	10	5	7	6	6	7	8	6	5	8	5
Entirely with the newspapers	3	2	3	4	2	4	2	3	3	1	3	3	2	3	2	2	3	3	3	3
TOTAL NEWSPAPERS	10	11	9	7	10	11	6	11	8	11	8	10	8	9	9	10	9	8	11	8
Don't know	5	3	5	3	3	6	2	5	5	14	6	3	2	5	5	9	4	4	6	2