

YouGov / Media Standards Trust Results

Sample Size: 2024

Fieldwork: 11th - 12th December 2008

Media Standards Trust

All GB Adults
Unweighted Sample

	Voting Intention				Gender		Age			Social Grade		Region					Newspaper Type				
	Total	Con	Lab	Lib Dem	Male	Female	18- 34	35 -54	55 +	ABC1	C2DE	Lon- don	Rest of South	Midlands / Wales	North	Scot- land	Red Top	Mid- market	Up- market	Other	None
2024	672	573	224	971	1053	605	700	719	1092	930	256	651	436	501	181	768	315	335	199	405	
2024	687	595	197	1001	1023	499	725	800	1219	803	304	649	374	494	203	522	385	521	199	394	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

On a scale of 1 of 5, where 1 means cannot be trusted to behave responsibly and 5 means can be trusted completely, please indicate how much you trust each of the institutions listed below.

The Police Force

1 – Cannot be trusted to behave responsibly at all	7	8	6	4	10	5	7	7	8	6	9	4	8	7	8	8	7	8	10	5	7
2	17	19	15	8	18	15	15	16	19	17	17	18	19	17	13	16	19	18	19	13	11
3	32	29	28	44	29	34	30	34	30	33	30	33	30	35	32	28	30	37	31	33	31
4	34	35	38	34	33	35	37	31	33	35	32	33	34	32	35	36	33	30	30	37	40
5 – Can be trusted completely to behave responsibly	9	8	11	9	8	9	8	10	9	8	10	9	7	9	10	11	10	6	8	10	10
Don't know	2	2	1	1	2	2	3	2	1	2	2	3	2	1	2	1	2	1	2	1	2
AVERAGE	3.2	3.2	3.3	3.3	3.1	3.3	3.3	3.2	3.2	3.2	3.2	3.3	3.1	3.2	3.3	3.2	3.1	3.1	3.4	3.4	

Supermarkets

1 – Cannot be trusted to behave responsibly at all	10	8	10	7	11	9	8	10	10	10	9	8	9	9	11	13	9	15	8	7	10
2	26	24	25	35	28	24	24	26	28	27	24	30	24	30	21	28	24	31	24	24	28
3	40	41	37	44	37	42	40	40	40	40	39	35	43	37	41	41	37	40	45	44	40
4	19	22	22	11	18	20	22	18	18	18	20	21	20	18	20	13	23	12	18	21	17
5 – Can be trusted completely to behave responsibly	4	4	4	2	4	4	4	4	4	2	5	3	2	5	5	4	6	2	3	2	3
Don't know	2	2	2	2	2	2	3	2	2	2	3	3	2	2	3	2	3	1	2	2	3
AVERAGE	2.8	2.9	2.8	2.7	2.8	2.9	2.9	2.8	2.8	2.7	2.9	2.8	2.8	2.8	2.9	2.7	2.9	2.5	2.8	2.9	2.7

The BBC

1 – Cannot be trusted to behave responsibly at all	10	13	7	4	12	9	7	10	14	10	11	9	13	8	9	14	11	11	18	4	6
2	21	26	18	12	20	22	19	20	24	19	23	19	20	21	24	21	25	18	25	16	16
3	33	30	34	38	31	34	34	35	29	32	34	34	31	33	34	33	31	31	33	40	32
4	27	23	32	38	27	26	30	27	23	29	24	28	28	27	24	25	22	29	18	33	36
5 – Can be trusted completely to behave responsibly	7	7	9	6	9	6	7	6	8	8	6	7	6	10	6	6	8	10	4	5	6
Don't know	3	2	1	3	2	3	4	2	2	2	3	3	2	2	3	3	3	1	2	2	4
AVERAGE	3.0	2.8	3.2	3.3	3.0	3.0	3.1	3.0	2.9	3.1	2.9	3.1	3.0	3.1	2.9	2.9	2.9	3.1	2.6	3.2	3.2

Media Standards Trust

All GB Adults
Unweighted Sample

Total	Voting Intention			Gender		Age			Social Grade		Region					Newspaper Type				
	Con	Lab	Lib Dem	Male	Female	18-34	35-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Red Top	Mid-market	Up-market	Other	None
2024	672	573	224	971	1053	605	700	719	1092	930	256	651	436	501	181	768	315	335	199	405
2024	687	595	197	1001	1023	499	725	800	1219	803	304	649	374	494	203	522	385	521	199	394
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Hospitals

1 – Cannot be trusted to behave responsibly at all	4	5	3	0	4	4	3	4	4	3	5	3	4	4	1	5	3	2	1	4
2	10	12	6	8	9	11	10	11	9	11	9	14	10	10	9	11	10	10	11	9
3	30	34	24	32	26	35	30	31	31	32	29	30	33	28	30	31	28	28	34	33
4	41	39	45	47	45	37	45	39	38	40	42	40	39	43	41	41	39	47	41	40
5 – Can be trusted completely to behave responsibly	13	9	21	12	15	12	9	13	17	13	14	10	12	13	15	17	16	12	11	12
Don't know	2	2	1	1	2	2	3	2	1	2	2	3	2	1	2	2	2	1	2	2
AVERAGE	3.5	3.4	3.7	3.6	3.6	3.4	3.5	3.5	3.6	3.5	3.5	3.4	3.5	3.5	3.6	3.6	3.5	3.6	3.5	3.5

Banks

1 – Cannot be trusted to behave responsibly at all	27	26	29	21	32	23	22	29	30	26	29	25	25	29	29	30	30	28	28	19	24
2	32	34	32	39	33	32	35	31	31	35	29	35	31	35	31	31	31	34	33	35	33
3	26	26	24	27	23	29	28	26	24	27	25	27	29	23	24	26	24	27	26	31	26
4	10	11	10	9	9	11	9	9	11	9	10	7	11	9	10	9	9	8	9	12	12
5 – Can be trusted completely to behave responsibly	3	2	4	2	3	3	3	3	3	1	4	3	2	4	3	3	4	2	2	2	1
Don't know	2	2	1	1	2	3	3	2	1	2	3	3	2	1	3	1	3	1	2	2	3
AVERAGE	2.3	2.3	2.3	2.3	2.2	2.4	2.3	2.2	2.2	2.2	2.3	2.3	2.3	2.2	2.2	2.2	2.2	2.2	2.2	2.4	2.3

National newspapers

1 – Cannot be trusted to behave responsibly at all	34	28	38	39	38	31	32	35	35	33	35	26	34	33	39	34	31	29	28	28	52
2	34	34	35	37	34	35	35	37	32	35	34	36	34	36	32	38	38	36	33	39	26
3	23	28	20	20	20	25	23	20	26	24	21	26	22	23	22	22	21	29	28	25	16
4	5	7	5	3	5	5	5	5	5	4	6	4	7	4	4	4	5	5	8	5	3
5 – Can be trusted completely to behave responsibly	2	2	1	0	2	2	2	2	1	2	2	3	1	3	1	1	3	1	1	2	1
Don't know	2	2	1	1	2	2	3	2	1	2	2	4	2	1	2	2	2	1	2	2	2
AVERAGE	2.0	2.2	1.9	1.9	2.0	2.1	2.1	2.0	2.0	2.0	2.1	2.2	2.1	2.1	1.9	2.0	2.1	2.1	2.2	2.1	1.7

Media Standards Trust

All GB Adults
Unweighted Sample

Total	Voting Intention			Gender		Age			Social Grade		Region					Newspaper Type					
	Con	Lab	Lib Dem	Male	Female	18-34	35-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Red Top	Mid-market	Up-market	Other	None	
2024	672	573	224	971	1053	605	700	719	1092	930	256	651	436	501	181	768	315	335	199	405	
2024	687	595	197	1001	1023	499	725	800	1219	803	304	649	374	494	203	522	385	521	199	394	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Some people think that institutions like these should be regulated more, some think that they should be regulated less, or whether the level of regulation is about right. For each one of these institutions, please indicate whether you think they should be regulated more, regulated less, or whether the level of regulation is about right.

The Police Force

Should be regulated more	43	38	44	39	41	44	42	43	43	39	47	37	42	41	43	53	50	34	44	35	37
Should be regulated less	15	20	14	11	18	12	14	14	17	16	15	15	17	17	14	7	14	19	17	12	14
The level of regulation is about right	36	36	39	43	36	35	34	37	36	41	30	42	34	35	36	34	28	42	34	46	43
Don't know	7	6	4	7	5	9	10	7	4	5	9	6	7	7	7	5	8	5	5	7	6

Supermarkets

Should be regulated more	42	36	42	48	41	42	38	44	43	41	43	41	41	40	41	53	43	42	36	38	47
Should be regulated less	8	8	7	6	9	6	10	7	6	7	8	8	7	11	7	5	10	8	8	4	4
The level of regulation is about right	43	50	46	37	44	42	42	41	46	47	39	44	44	40	46	37	37	45	53	50	41
Don't know	8	5	5	9	5	10	11	8	4	6	10	7	8	9	8	5	10	6	4	8	8

The BBC

Should be regulated more	41	49	35	25	39	43	30	39	53	37	46	36	41	41	42	49	47	32	56	34	30
Should be regulated less	11	9	12	14	13	9	15	11	8	12	10	14	12	8	10	13	10	15	7	11	14
The level of regulation is about right	41	37	48	54	43	39	43	44	36	46	35	45	39	46	40	30	34	49	33	51	50
Don't know	7	5	4	7	4	9	12	6	3	5	9	5	7	6	8	8	10	4	4	5	6

Hospitals

Should be regulated more	39	37	34	33	31	46	42	39	35	35	43	37	39	35	40	44	48	24	36	35	36
Should be regulated less	19	25	17	19	24	15	15	17	25	22	16	19	20	25	16	12	15	27	24	15	19
The level of regulation is about right	36	33	45	41	40	32	33	38	37	39	33	38	34	35	37	38	29	44	34	43	39
Don't know	6	5	4	7	5	7	10	6	4	5	9	6	7	5	7	5	8	6	5	6	5

Media Standards Trust	Voting Intention				Gender		Age			Social Grade		Region					Newspaper Type					
	Total	Con	Lab	Lib Dem	Male	Female	18- 34	35 -54	55 +	ABC1	C2DE	Lon- don	Rest of South	Midlands / Wales	North	Scot- land	Red Top	Mid- market	Up- market	Other	None	
All GB Adults	2024	672	573	224	971	1053	605	700	719	1092	930	256	651	436	501	181	768	315	335	199	405	
Unweighted Sample	2024	687	595	197	1001	1023	499	725	800	1219	803	304	649	374	494	203	522	385	521	199	394	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Banks

Should be regulated more	79	77	82	80	81	76	73	80	82	79	79	74	77	78	80	89	79	77	82	77	78
Should be regulated less	3	2	4	2	4	2	4	3	3	3	3	6	3	3	3	1	3	3	4	2	3
The level of regulation is about right	13	17	12	12	12	14	15	12	13	15	11	14	15	13	12	7	10	16	13	15	15
Don't know	6	4	3	6	3	8	9	6	3	4	8	7	6	6	6	4	9	3	2	6	5

National newspapers

Should be regulated more	58	50	67	61	54	61	54	61	58	54	62	50	58	56	61	63	59	45	54	61	66
Should be regulated less	6	8	5	3	9	5	7	6	6	7	6	9	7	6	5	7	7	10	7	3	4
The level of regulation is about right	29	38	24	28	32	27	28	27	33	35	23	34	28	31	29	23	25	41	35	29	24
Don't know	7	4	5	7	5	8	11	7	4	5	9	7	7	7	6	7	9	4	4	8	6

For the following organisations, please tell us how much, if anything, you know about them.

Advertising Standards Authority

I know a lot about them	4	3	4	4	4	3	4	4	3	4	3	5	4	2	3	4	3	6	2	5	4
I know a fair amount	20	23	23	21	22	19	17	20	24	23	17	22	19	22	20	20	16	26	25	18	22
I know a little	46	49	47	45	48	45	40	49	49	49	43	47	50	43	45	45	42	52	50	46	49
I have heard of them but know nothing more	24	20	21	26	21	26	27	24	21	19	29	16	21	28	27	25	30	13	20	25	22
I have not heard of them	3	2	3	3	2	4	7	2	1	2	4	6	3	3	2	3	5	2	1	3	2
Not sure	3	3	2	2	2	4	6	2	2	2	4	5	4	2	3	2	5	1	2	3	2

Ofcom

I know a lot about them	4	3	5	5	5	2	5	4	2	4	3	5	3	3	4	4	3	6	2	4	4
I know a fair amount	21	22	25	22	26	17	24	19	21	23	19	24	20	23	19	22	21	25	23	16	19
I know a little	45	47	45	44	46	43	42	46	45	50	39	44	47	44	42	44	41	51	45	47	44
I have heard of them but know nothing more	26	25	20	24	19	31	19	28	29	20	32	20	26	24	30	24	28	15	27	26	28
I have not heard of them	3	1	3	3	2	3	5	2	1	2	4	4	1	4	2	3	4	1	1	4	2
Not sure	3	2	2	2	2	3	5	2	2	2	4	4	3	1	3	4	4	2	2	3	2

Media Standards Trust	Voting Intention			Gender		Age			Social Grade		Region					Newspaper Type						
	Total	Con	Lab	Lib Dem	Male	Female	18- 34	35 -54	55 +	ABC1	C2DE	Lon- don	Rest of South	Midlands / Wales	North	Scot- land	Red Top	Mid- market	Up- market	Other	None	
All GB Adults	2024	672	573	224	971	1053	605	700	719	1092	930	256	651	436	501	181	768	315	335	199	405	
Unweighted Sample	2024	687	595	197	1001	1023	499	725	800	1219	803	304	649	374	494	203	522	385	521	199	394	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Press Complaints Commission

I know a lot about them	3	2	5	5	4	2	4	3	3	3	3	3	3	3	5	3	6	2	3	2	
I know a fair amount	17	18	19	19	20	14	11	17	21	20	13	22	17	18	14	12	13	22	21	14	17
I know a little	44	47	46	39	46	41	36	46	47	48	39	39	46	44	40	48	41	52	48	38	41
I have heard of them but know nothing more	29	27	24	28	24	33	30	29	26	24	34	26	25	30	34	27	32	16	25	34	32
I have not heard of them	5	3	5	7	4	6	13	2	1	3	8	6	5	4	5	6	7	3	2	8	5
Not sure	3	3	2	2	2	4	6	2	2	2	4	4	4	1	4	2	5	1	2	4	3

Media Standards Trust

I know a lot about them	1	1	1	0	2	0	1	2	0	1	1	1	1	1	2	1	1	1	1	2	0
I know a fair amount	4	3	6	3	4	4	5	4	4	4	4	5	3	7	3	2	5	3	5	2	4
I know a little	17	21	16	16	16	17	16	16	18	17	16	17	19	17	14	16	17	19	18	16	13
I have heard of them but know nothing more	30	30	30	25	29	31	29	28	32	28	32	25	30	31	32	26	31	28	32	31	26
I have not heard of them	45	43	45	54	46	44	42	48	44	47	43	47	43	43	46	51	40	47	41	47	54
Not sure	4	3	2	2	3	4	6	3	2	3	4	5	4	2	4	4	5	3	3	3	3

Financial Services Authority

I know a lot about them	7	7	7	10	9	5	9	7	5	8	5	8	8	5	5	10	5	12	7	8	5
I know a fair amount	22	26	24	19	27	18	20	21	25	28	15	26	22	21	21	21	18	34	25	15	22
I know a little	38	40	38	41	39	37	32	38	42	42	33	36	39	39	37	37	35	35	41	41	40
I have heard of them but know nothing more	24	21	21	24	20	27	24	26	22	17	33	20	22	26	27	24	28	15	23	25	24
I have not heard of them	6	4	7	4	3	9	10	6	4	3	10	6	4	8	8	7	9	2	3	7	7
Not sure	3	2	2	2	2	4	6	2	2	2	4	5	4	2	3	2	5	2	2	3	2

Media Standards Trust

All GB Adults
Unweighted Sample

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2024	687	595	197	1001	1023	499	725	800	1219	803	304	649	374	494	203	522	385	521	199	394	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

On the scale below, please indicate how strongly you agree or disagree with each of the following statements?

There are times when it is justified for newspaper journalists to invade people's privacy in order to get at the truth

Strongly Agree	9	10	9	7	11	7	8	10	8	9	8	8	10	9	7	10	11	9	10	6	6
Tend to Agree	35	37	37	31	35	36	34	36	36	37	33	41	34	38	34	31	36	39	39	39	28
TOTAL AGREE	44	47	46	38	46	43	42	46	44	47	41	49	44	47	41	41	46	47	49	45	34
Neither Agree nor Disagree	20	21	20	23	18	22	21	21	18	20	21	19	22	18	21	17	20	14	20	23	24
Tend to Disagree	21	18	21	24	20	22	19	21	22	21	21	17	18	18	25	29	18	27	18	21	23
Strongly Disagree	11	13	11	11	13	9	11	8	15	9	14	11	11	12	11	10	11	9	11	6	15
TOTAL DISAGREE	32	30	32	34	33	31	30	29	36	30	34	28	29	31	36	39	29	36	29	28	38
Don't know	4	2	3	4	3	4	7	4	1	4	4	5	5	4	2	3	5	3	2	4	4

Newspapers frequently publish stories they know are inaccurate

Strongly Agree	36	32	40	39	41	31	33	35	39	34	38	34	35	35	37	39	35	33	33	34	43
Tend to Agree	39	40	37	39	35	43	36	42	38	41	36	35	38	42	38	41	37	42	42	38	38
TOTAL AGREE	75	73	77	79	75	74	69	77	77	75	74	69	74	77	75	80	72	75	75	72	80
Neither Agree nor Disagree	15	16	13	15	13	16	16	14	14	15	15	16	16	12	15	12	16	15	17	15	10
Tend to Disagree	6	7	6	3	7	5	6	6	5	5	6	9	4	8	6	5	7	5	6	6	4
Strongly Disagree	1	1	2	1	1	1	1	1	2	1	1	1	1	1	2	0	1	1	2	2	2
TOTAL DISAGREE	7	8	7	4	8	5	7	7	6	7	7	10	5	9	6	7	7	7	7	9	6
Don't know	4	3	3	2	3	5	7	2	2	3	4	5	5	2	3	2	5	4	2	4	3

The government should do more to prevent national newspaper journalists from intruding on people's private lives

Strongly Agree	24	23	26	24	26	22	19	25	29	21	29	17	23	25	29	26	26	18	23	18	30
Tend to Agree	36	31	38	43	34	38	38	36	34	37	34	35	35	40	33	39	35	39	30	45	35
TOTAL AGREE	60	54	64	67	60	60	56	60	63	58	63	52	58	64	61	65	61	57	53	63	65
Neither Agree nor Disagree	21	24	20	18	18	24	21	23	19	21	21	24	21	18	23	17	22	19	22	24	19
Tend to Disagree	12	16	12	12	14	11	14	11	13	15	10	15	12	12	11	14	10	17	18	9	10
Strongly Disagree	3	5	3	1	5	2	2	4	4	4	3	3	4	3	2	3	3	6	5	1	2
TOTAL DISAGREE	16	20	15	13	19	13	16	14	17	19	12	19	17	15	13	16	13	23	23	10	12
Don't know	3	2	2	3	3	4	6	2	2	3	4	5	4	2	2	2	4	2	3	3	4

Media Standards Trust

All GB Adults
Unweighted Sample

Total	Voting Intention			Gender		Age			Social Grade		Region					Newspaper Type					
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2024	687	595	197	1001	1023	499	725	800	1219	803	304	649	374	494	203	522	385	521	199	394	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

We can trust newspaper editors to ensure that their journalists act in the public interest

Strongly Agree	2	1	2	1	2	1	1	2	1	2	1	2	2	1	2	1	2	3	1	1	
Tend to Agree	8	11	7	5	9	7	9	9	7	8	8	9	8	8	8	5	10	9	9	5	5
TOTAL AGREE	10	12	10	6	11	8	10	9	9	9	10	10	9	9	7	11	10	12	6	5	
Neither Agree nor Disagree	17	18	18	16	15	19	18	17	17	17	18	21	17	18	17	15	21	15	20	20	10
Tend to Disagree	41	44	39	43	37	45	41	41	42	42	40	39	41	43	40	46	39	41	43	43	44
Strongly Disagree	28	24	32	33	34	23	25	30	31	29	28	23	27	29	32	31	25	32	24	27	37
TOTAL DISAGREE	70	67	71	76	71	68	65	71	73	71	68	63	69	71	72	76	64	72	67	70	81
Don't know	3	3	2	3	3	4	7	3	1	3	4	7	5	2	3	2	4	2	2	4	4

There are far too many instances of people's privacy being invaded by newspaper journalists

Strongly Agree	32	30	35	31	34	30	26	30	38	29	35	30	29	34	35	33	34	29	26	29	35
Tend to Agree	38	36	36	42	34	41	40	38	35	40	35	34	39	35	38	42	32	43	41	44	39
TOTAL AGREE	70	66	72	72	68	70	66	69	73	69	70	64	69	69	72	74	66	72	67	73	74
Neither Agree nor Disagree	18	21	16	18	18	17	17	20	16	18	17	21	17	17	19	13	20	17	19	19	13
Tend to Disagree	8	10	9	5	9	7	9	7	8	8	8	9	8	9	6	10	8	7	11	3	9
Strongly Disagree	2	1	2	2	2	2	2	2	2	2	1	1	2	3	1	1	2	3	1	2	1
TOTAL DISAGREE	10	11	11	7	11	9	10	9	10	10	9	10	10	12	7	10	10	9	12	4	10
Don't know	3	2	1	3	3	4	6	3	1	3	4	5	5	2	2	2	4	2	2	4	4

The government should do more to ensure that newspapers correct inaccurate stories

Strongly Agree	36	33	41	34	39	33	29	35	44	34	39	31	34	36	40	39	38	30	36	29	41
Tend to Agree	37	35	38	41	34	40	38	39	34	37	37	36	36	40	36	38	38	37	37	44	31
TOTAL AGREE	73	69	79	75	73	74	67	73	78	71	76	67	70	77	77	77	76	67	73	73	73
Neither Agree nor Disagree	15	17	13	14	15	15	18	14	12	15	14	14	16	14	14	13	15	15	16	15	13
Tend to Disagree	6	8	6	7	7	6	6	8	5	8	5	10	7	6	5	6	4	11	7	6	7
Strongly Disagree	3	5	2	2	4	2	3	2	3	3	2	4	3	2	2	3	1	5	3	2	4
TOTAL DISAGREE	9	13	7	9	10	8	9	10	9	11	7	14	10	8	7	9	5	16	10	9	10
Don't know	3	2	1	3	2	4	6	3	1	3	4	5	5	2	2	1	4	3	2	3	4