

YouGov / IMPRESS Survey Results

Sample Size: 1578 GB Adults

Fieldwork: 29th - 30th November 2016

	EU Ref 2016			Vote in 2015				Gender		Age				Social Grade		Region				
	Remain	Leave		Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1578	620	674	445	369	95	151	764	814	183	674	390	331	899	679	189	524	339	380	145
Unweighted Sample	1578	769	627	460	388	105	161	680	898	176	597	438	367	1006	572	130	575	340	404	129
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How much do you trust the following to tell the truth?

Family doctors

A great deal	42	49	39	44	45	53	34	45	40	47	37	44	49	44	41	34	42	43	41	53
A fair amount	45	44	48	46	46	34	47	43	47	32	50	46	42	46	44	46	44	44	49	40
TOTAL TRUST A GREAT DEAL / FAIR AMOUNT	87	93	87	90	91	87	81	88	87	79	87	90	91	90	85	80	86	87	90	93
Not much	7	4	8	7	4	10	13	7	7	8	8	6	7	7	8	8	10	7	6	2
Not at all	2	1	2	1	1	1	5	3	2	3	2	2	2	1	3	4	2	3	2	0
TOTAL TRUST NOT MUCH / NOT AT ALL	9	5	10	8	5	11	18	10	9	11	10	8	9	8	11	12	12	10	8	2
Don't know	3	2	2	2	4	1	0	2	4	10	3	3	0	2	4	8	2	3	2	4

School teachers

A great deal	25	31	22	25	34	27	19	26	24	21	29	23	23	29	21	28	26	22	23	30
A fair amount	54	56	52	55	50	61	47	51	56	57	51	52	58	53	54	47	53	57	55	52
TOTAL TRUST A GREAT DEAL / FAIR AMOUNT	79	87	74	80	84	88	66	77	80	78	80	75	81	82	75	75	79	79	78	82
Not much	13	8	17	15	9	9	21	14	12	14	12	14	15	12	15	14	15	14	11	12
Not at all	3	2	4	1	2	1	9	5	2	1	4	4	2	2	5	3	3	2	6	1
TOTAL TRUST NOT MUCH / NOT AT ALL	16	10	21	16	11	10	30	19	14	15	16	18	17	14	20	17	18	16	17	13
Don't know	5	3	5	5	5	2	4	4	6	7	4	6	3	4	6	8	3	5	4	5

Judges

A great deal	29	39	22	32	30	40	18	29	28	30	29	29	27	34	22	26	32	24	26	39
A fair amount	45	43	47	46	48	38	38	44	47	42	46	47	45	46	45	51	44	45	48	39
TOTAL TRUST A GREAT DEAL / FAIR AMOUNT	74	82	69	78	78	78	56	73	75	72	75	76	72	80	67	77	76	69	74	78
Not much	16	11	20	15	13	17	29	17	16	14	15	19	19	13	21	11	17	18	18	15
Not at all	5	3	6	4	3	2	12	6	4	3	5	3	6	3	6	6	4	6	4	3
TOTAL TRUST NOT MUCH / NOT AT ALL	21	14	26	19	16	19	41	23	20	17	20	22	25	16	27	17	21	24	22	18
Don't know	5	4	4	3	6	3	3	3	6	10	5	3	2	4	6	7	4	6	4	4

Senior police officers

A great deal	12	15	11	11	13	14	7	11	13	16	14	10	9	12	12	13	13	10	10	20
A fair amount	46	51	45	56	46	48	39	44	48	46	47	42	49	49	42	49	48	47	44	36
TOTAL TRUST A GREAT DEAL / FAIR AMOUNT	58	66	56	67	59	62	46	55	61	62	61	52	58	61	54	62	61	57	54	56
Not much	28	24	30	25	27	32	31	29	26	19	25	33	31	27	28	22	27	29	29	31
Not at all	9	7	11	5	10	2	19	13	6	7	9	10	9	8	11	7	8	10	12	8
TOTAL TRUST NOT MUCH / NOT AT ALL	37	31	41	30	37	34	50	42	32	26	34	43	40	35	39	29	35	39	41	39
Don't know	5	3	4	3	4	4	4	3	7	13	4	4	2	4	6	9	4	4	5	5

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Weighted Sample	1578	620	674	445	369	95	151	764	814	183	674	390	331	899	679	189	524	339	380	145	
Unweighted Sample	1578	769	627	460	388	105	161	680	898	176	597	438	367	1006	572	130	575	340	404	129	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Trade Union leaders																					
A great deal	3	4	2	1	5	0	2	2	4	2	4	2	1	3	2	4	3	2	1	5	
A fair amount	25	31	20	15	36	31	10	22	28	35	28	22	18	25	26	21	23	29	27	27	
TOTAL TRUST A GREAT DEAL / FAIR AMOUNT	28	35	22	16	41	31	12	24	32	37	32	24	19	28	28	25	26	31	28	32	
Not much	38	39	39	39	38	35	40	40	35	27	36	42	42	38	38	44	34	37	39	41	
Not at all	24	16	32	39	9	23	42	28	20	11	20	28	34	25	23	21	30	24	21	15	
TOTAL TRUST NOT MUCH / NOT AT ALL	62	55	71	78	47	58	82	68	55	38	56	70	76	63	61	65	64	61	60	56	
Don't know	10	11	7	6	11	11	6	7	13	25	12	6	4	9	11	11	9	8	12	12	
Politicians																					
A great deal	1	1	1	0	1	0	0	1	1	1	1	1	1	1	1	1	1	0	1	3	
A fair amount	12	14	11	20	10	17	3	11	13	12	11	10	15	13	10	14	15	10	9	10	
TOTAL TRUST A GREAT DEAL / FAIR AMOUNT	13	15	12	20	11	17	3	12	14	13	12	11	16	14	11	15	16	10	10	13	
Not much	42	48	41	48	45	38	38	40	43	38	39	43	47	46	36	43	43	39	44	37	
Not at all	42	35	43	28	41	42	59	46	39	41	45	43	36	38	48	34	39	49	44	46	
TOTAL TRUST NOT MUCH / NOT AT ALL	84	83	84	76	86	80	97	86	82	79	84	86	83	84	84	77	82	88	88	83	
Don't know	4	3	3	3	4	3	1	2	5	8	4	4	1	3	5	9	3	3	3	4	
Estate agents																					
A great deal	1	1	1	0	1	0	0	1	1	1	1	0	1	1	1	1	0	1	1	3	
A fair amount	14	14	14	16	13	15	10	11	16	18	11	15	16	12	16	6	13	14	19	12	
TOTAL TRUST A GREAT DEAL / FAIR AMOUNT	15	15	15	16	14	15	10	12	17	19	12	15	17	13	17	7	13	15	20	15	
Not much	47	53	44	51	46	50	39	45	49	48	46	47	49	49	44	44	47	52	43	54	
Not at all	33	29	37	29	35	31	47	41	27	22	38	32	32	34	33	40	36	29	33	26	
TOTAL TRUST NOT MUCH / NOT AT ALL	80	82	81	80	81	81	86	86	76	70	84	79	81	83	77	84	83	81	76	80	
Don't know	5	3	4	4	6	4	3	2	7	12	4	5	3	4	6	9	4	5	4	5	
Journalists on "upmarket" newspapers (e.g. Times, Telegraph, Guardian)																					
A great deal	4	5	3	4	5	4	1	4	4	5	5	3	3	5	3	5	5	2	3	5	
A fair amount	32	42	28	35	38	37	20	33	31	37	30	34	31	39	23	42	33	25	31	32	
TOTAL TRUST A GREAT DEAL / FAIR AMOUNT	36	47	31	39	43	41	21	37	35	42	35	37	34	44	26	47	38	27	34	37	
Not much	36	34	39	38	32	30	48	36	36	30	35	33	44	33	40	34	34	41	38	32	
Not at all	23	15	27	19	19	24	30	25	22	19	26	24	20	20	28	11	24	28	24	25	
TOTAL TRUST NOT MUCH / NOT AT ALL	59	49	66	57	51	54	78	61	58	49	61	57	64	53	68	45	58	69	62	57	
Don't know	5	4	3	4	5	6	1	3	6	9	5	5	2	4	6	8	4	4	4	6	
Journalists on "mid-market" newspapers (e.g. Mail, Express)																					
A great deal	1	1	1	1	1	0	0	1	1	0	1	1	1	1	1	1	0	0	1	3	
A fair amount	10	8	14	18	6	7	11	10	11	10	7	9	17	10	11	11	11	8	12	8	
TOTAL TRUST A GREAT DEAL / FAIR AMOUNT	11	9	15	19	7	7	11	11	12	10	8	10	18	11	12	12	11	8	13	11	
Not much	42	41	46	52	37	35	44	42	43	39	40	42	50	43	42	46	45	42	40	35	
Not at all	42	47	36	26	51	53	43	45	38	40	47	43	29	43	39	34	40	46	43	45	
TOTAL TRUST NOT MUCH / NOT AT ALL	84	88	82	78	88	88	87	87	81	79	87	85	79	86	81	80	85	88	83	80	
Don't know	5	4	3	4	5	4	2	2	7	10	5	4	2	3	7	8	3	4	4	9	

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

Journalists on red-top tabloid newspapers (e.g. Sun, Mirror)

A great deal	1	1	2	1	1	0	0	1	1	3	2	0	0	1	1	2	1	1	1	3
A fair amount	6	5	5	7	6	3	5	5	6	9	4	4	9	5	7	4	7	6	5	4
TOTAL TRUST A GREAT DEAL / FAIR AMOUNT	7	6	7	8	7	3	5	6	7	12	6	4	9	6	8	6	8	7	6	7
Not much	31	27	40	41	27	23	37	28	34	20	30	33	38	30	32	35	33	31	28	27
Not at all	58	65	49	47	62	71	57	63	53	58	61	58	52	61	54	51	57	60	62	58
TOTAL TRUST NOT MUCH / NOT AT ALL	89	92	89	88	89	94	94	91	87	78	91	91	90	91	86	86	90	91	90	85
Don't know	4	3	3	3	5	3	0	2	6	10	4	5	1	3	5	8	3	3	4	8

Journalists on local newspapers

A great deal	2	2	3	3	3	1	1	2	2	1	3	2	2	2	2	2	2	2	3	4
A fair amount	34	40	31	38	35	37	24	35	33	31	32	33	40	35	32	35	36	28	33	39
TOTAL TRUST A GREAT DEAL / FAIR AMOUNT	36	42	34	41	38	38	25	37	35	32	35	35	42	37	34	37	38	30	36	43
Not much	40	41	41	43	37	34	46	40	40	39	39	43	41	41	39	43	39	47	37	33
Not at all	19	13	21	13	20	23	27	19	18	18	21	17	15	17	21	11	18	20	23	15
TOTAL TRUST NOT MUCH / NOT AT ALL	59	54	62	56	57	57	73	59	58	57	60	60	56	58	60	54	57	67	60	48
Don't know	5	4	4	4	5	6	3	3	7	11	5	5	3	5	6	9	4	4	4	9

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

Generally speaking, what words and phrases would you use to describe the British press?

Liars / Untrustworthy / Unreliable	12	13	13	12	12	12	18	14	11	16	11	12	13	11	14	7	11	14	13	17
Exaggerated / Sensationalist / Fake	11	12	11	12	10	12	13	9	13	6	10	14	13	11	12	7	13	12	12	8
Biased	9	12	7	10	9	9	6	8	9	9	9	8	7	12	5	10	12	6	7	6
Calling them a negative name e.g. scum	7	5	7	5	6	3	9	9	5	7	11	5	3	5	10	4	5	8	11	8
Intrusive / Invasive	6	7	6	7	5	5	8	5	7	5	8	6	5	6	7	5	5	10	5	7
In it for Headlines / Sales	4	4	5	6	4	6	3	4	4	3	2	5	7	4	4	7	4	4	3	4
Agenda / One Sided / Party Political / Self-interested	4	6	4	5	6	4	3	5	4	4	3	6	7	5	3	3	6	3	3	7
Gutter / Trash	4	5	5	3	5	8	6	5	4	2	5	6	4	5	4	4	4	3	6	4
Varied / Mixed	3	4	1	3	3	5	2	3	2	4	2	3	2	4	1	4	3	2	2	1
Scaremongers	3	4	3	4	3	5	3	2	5	2	5	3	2	4	3	1	4	3	4	5
Rubbish / Diabolical / Annoying	3	3	3	2	4	4	6	4	3	1	3	3	6	2	5	5	3	3	3	3
Celebrity Orientated / Gossip	2	2	2	2	2	0	1	1	3	2	2	2	1	2	1	0	2	2	2	2
Some Good, Some Bad	2	2	2	2	2	0	2	2	2	1	1	3	3	2	1	2	2	1	2	3
Devious / Unethical / Deceitful	2	3	3	2	3	2	1	2	3	1	3	2	2	3	1	3	2	3	2	5
Mean / Cruel	2	2	1	1	3	3	1	1	2	4	3	0	0	2	1	2	2	1	1	3
Good	2	1	3	3	2	1	2	2	2	3	2	2	3	2	2	4	2	2	3	1
Bad	2	1	2	2	1	0	2	3	1	5	2	1	0	1	2	3	2	1	1	0
Okay	2	1	2	1	1	0	2	2	2	3	2	2	1	1	2	1	1	3	2	0
Manipulative	2	3	2	2	3	3	0	1	3	3	2	3	1	2	2	1	3	1	2	1
Informative / Investigative	2	3	2	3	3	2	1	1	3	3	1	3	3	2	3	5	2	2	2	1
Free / Freedom of Speech	2	2	2	2	1	0	1	2	2	1	2	2	2	2	1	2	3	1	1	3
Corrupt	2	3	2	1	2	6	1	3	2	5	4	1	1	3	2	2	2	2	3	2
Irresponsible	1	1	1	1	1	2	0	1	1	0	1	2	0	1	0	0	2	1	0	1
Racist / Xenophobic	1	1	0	0	2	2	0	1	1	1	1	0	1	1	0	0	1	1	1	0
Other	12	12	14	14	11	13	11	15	10	9	12	14	12	12	12	12	12	12	12	15
Not applicable	3	2	3	3	4	2	1	2	4	5	3	4	3	3	4	4	5	3	3	2
Don't know	5	3	4	3	5	6	4	2	7	10	4	2	5	4	6	7	5	5	3	5

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

Thinking about the newspapers you read in print and online, which of the following, if any, are most important to you when deciding which to read?

If they follow decent standards of journalism	50	61	46	52	53	58	43	52	49	41	47	51	62	56	43	53	52	44	53	50
Which topics they give more focus to e.g. balance of sport, entertainment, news etc...	31	33	28	31	34	34	18	33	29	36	38	21	25	32	29	36	33	29	29	24
Style of reporting (shorter tabloid story or longer broadsheet)	23	26	20	27	23	24	16	23	23	31	23	21	20	26	18	28	25	23	19	16
Political viewpoint	17	23	13	13	22	24	9	19	14	19	19	13	15	21	11	19	18	15	16	15
Price	13	11	14	13	14	8	11	14	12	16	14	9	15	12	15	17	11	11	16	13
Something else	9	8	9	5	7	6	9	9	8	6	9	11	6	9	8	4	8	9	7	19
Don't know	22	16	22	19	19	16	28	19	24	28	22	22	16	18	27	18	20	28	21	20

Do you think newspapers should or should not be members of an independent press regulator?

Should	70	75	71	74	71	73	69	73	66	47	72	76	70	74	64	66	72	69	69	71
Should not	8	8	9	10	5	7	13	11	6	16	6	7	11	9	7	5	10	8	8	8
Don't know	22	17	20	16	24	20	19	16	28	38	22	18	19	17	29	29	19	23	23	20

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

If you imagine a good press regulator, what words or phrases would you use to describe it?

Fair	21	26	19	23	23	23	16	20	21	11	25	19	19	24	16	23	19	17	23	23
Honest / Trustworthy	17	18	19	18	14	17	17	15	20	13	17	20	19	18	17	10	17	18	19	23
Unbiased	9	10	9	12	7	11	6	7	10	9	8	11	6	10	6	10	10	8	7	7
Independent	7	10	4	4	9	13	5	9	5	3	7	10	5	9	4	7	8	4	6	11
Truthful	6	6	7	7	5	6	9	4	8	8	5	5	9	7	5	6	6	6	7	3
Impartial	6	8	6	8	6	8	8	7	5	4	6	8	5	8	4	7	6	4	6	11
Powerful / Strong / Authoritative	5	5	5	6	4	6	4	7	2	1	4	6	6	6	2	1	4	3	6	8
Balance	4	7	1	4	4	6	2	4	4	4	4	6	2	5	3	3	5	3	4	3
Ensure Accurate Reporting	3	2	4	3	2	1	4	2	4	2	1	5	4	2	3	3	2	3	2	4
Strict / Firm	3	3	3	3	3	3	3	4	3	6	4	2	1	3	4	3	3	4	4	2
Keeping Press In-line / Maintaining Standards	2	1	3	3	2	2	1	2	2	0	1	2	4	2	2	3	2	2	2	1
Open / Openminded	2	2	1	2	2	5	2	2	2	2	2	2	2	2	2	3	2	1	2	0
Reliable	2	2	2	3	2	3	2	2	3	8	1	1	2	2	2	3	2	3	2	1
Ethical	2	3	1	1	2	1	3	2	2	2	2	2	1	2	2	1	2	2	1	2
Politically Neutral	2	3	2	2	2	1	2	3	2	3	2	2	3	3	1	4	3	2	3	2
Transparent	2	3	3	2	5	5	1	2	2	1	3	2	1	3	2	4	3	1	2	2
Informative / Knowledgeable	1	1	1	1	2	1	1	1	1	1	1	1	1	1	1	1	0	2	2	1
Consistent	1	1	0	0	0	2	0	1	1	0	2	0	0	1	1	1	1	1	1	2
Has integrity	1	1	1	1	1	1	3	1	1	0	1	2	1	1	1	0	1	1	1	1
Accountable	1	2	1	1	2	2	1	1	1	0	1	1	1	1	1	0	1	1	2	1
Objective	1	1	1	1	1	3	0	1	1	0	1	1	0	1	1	0	1	1	0	0
Respectful	1	1	1	0	1	0	1	0	1	0	1	0	0	1	1	2	0	0	1	0
Other	10	8	11	10	11	9	13	11	9	10	10	7	11	10	9	11	10	9	9	9
Not applicable	7	5	6	4	6	8	5	5	8	5	8	6	5	5	9	2	7	9	5	9
Don't know	15	10	16	9	15	9	20	13	17	22	15	13	13	10	21	17	13	21	14	12

Which of the following would you most trust to regulate news publications?

A regulator set up by the Government	8	8	7	10	8	4	6	8	7	15	8	6	6	8	7	11	5	8	9	9
A regulator set up by newspaper publishers	3	3	4	5	3	0	4	4	3	11	3	1	3	3	4	6	3	4	3	1
A regulator that is independent of Government and newspaper publishers	73	79	73	74	74	78	77	75	70	52	69	80	81	78	65	64	77	67	73	79
Other	2	1	2	1	1	1	2	2	1	3	1	2	1	1	2	0	2	3	1	0
Don't know	15	9	14	9	14	17	11	10	19	20	19	10	9	9	22	19	12	18	14	11

Sample Size: 1578 GB Adults
Fieldwork: 29th - 30th November 2016

	EU Ref 2016			Vote in 2015				Gender		Age				Social Grade		Region				
	Remain	Leave	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1578	620	674	445	369	95	151	764	814	183	674	390	331	899	679	189	524	339	380	145
Unweighted Sample	1578	769	627	460	388	105	161	680	898	176	597	438	367	1006	572	130	575	340	404	129
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Would you trust newspapers more or less if they were members of an independent regulator, or would it make no difference?

Trust more	46	56	42	50	47	54	35	46	46	39	50	45	40	51	38	51	46	42	45	47
Trust less	2	2	2	1	3	1	3	2	3	5	3	3	1	2	3	3	2	2	4	2
No difference – I don't trust newspapers regardless of whether they are members of an independent regulator	29	24	31	28	26	27	39	34	24	30	22	34	37	27	31	25	28	33	27	32
No difference – I do trust newspapers regardless of whether they are members of an independent regulator	5	3	7	8	4	2	6	6	5	5	4	4	9	5	5	4	5	5	6	3
Don't know	18	15	17	13	20	16	16	12	23	20	22	15	14	15	22	17	19	19	18	16

What conditions, if any, do you think should be put on newspapers to join an independent press regulator?

Newspapers should be required by law to join an independent press regulator	51	55	52	54	57	52	52	55	47	27	51	58	55	55	46	52	54	46	49	56
Newspapers should be entirely free to choose whether or not to join an independent press regulator	15	16	17	20	11	13	14	16	14	23	11	16	16	16	14	13	16	13	13	22
Newspapers should be free to choose whether or not to join an independent press regulator but they should get legal benefits if they do	12	13	10	14	10	9	11	13	12	22	11	9	13	13	12	11	10	15	16	5
Other	1	1	0	0	0	5	1	1	1	2	1	1	1	1	1	0	1	2	0	0
Don't know	21	15	21	13	22	20	21	16	26	27	26	15	15	16	28	24	18	24	22	17

How confident, if at all, are you that if you were personally harmed by a newspaper you could afford to take the publication to court?

Very confident	2	3	2	2	2	0	1	3	1	3	3	1	1	2	2	5	1	2	2	3
Fairly confident	7	5	9	7	10	4	2	8	6	13	8	4	5	7	6	12	6	7	5	7
TOTAL CONFIDENT	9	8	11	9	12	4	3	11	7	16	11	5	6	9	8	17	7	9	7	10
Not very confident	23	28	21	26	17	19	28	25	21	33	21	22	23	26	20	17	22	24	24	28
Not confident at all	57	57	59	58	59	70	60	56	58	33	54	66	66	58	56	47	62	55	59	53
TOTAL NOT CONFIDENT	80	85	80	84	76	89	88	81	79	66	75	88	89	84	76	64	84	79	83	81
Don't know	11	7	9	8	12	7	9	7	14	18	14	7	6	7	16	18	9	11	10	9