

Sample Size: 1108 UK adults
 Fieldwork: 24th - 27th October 2011

Total	Gender		Age					Social Grade						Region							
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	AB	C1	C2	DE	ABC1 (NET)	C2DE (NET)	North	Midlands	East	London	South	Wales	Scotland

Please think about the UK and the US Television Networks' programming in terms of their news coverage, investigations and discussions of major issues.

Examples of US TV networks include: CBS, Fox News, ABC, MSNBC, CNN and NBC.

Examples of UK TV networks include: BBC, ITV, Channel 4 and Sky.

From what you know of the US and UK Television Networks' programming, which ONE of the following statements do you agree with for each nation's TV? (Tick one option on each horizontal row).

US Television:

	Unweighted Base	1108	539	569	117	202	179	235	375	352	315	192	249	667	441	253	143	116	177	217	61	115	26
All UK Adults	1108	541	567	134	195	173	211	395	310	321	233	244	632	476	265	177	103	137	246	54	94	31	
It is generally politically biased, mostly to the RIGHT		23%	32%	14%	17%	20%	28%	31%	20%	30%	25%	13%	21%	27%	17%	24%	21%	21%	35%	15%	17%	29%	37%
It is generally politically biased, mostly to the LEFT		3%	3%	4%	8%	5%	3%	2%	2%	5%	3%	3%	2%	4%	2%	5%	6%	0%	1%	4%	2%	0%	1%
It is generally politically biased, but this varies in terms of left-right bias		19%	20%	18%	23%	17%	23%	17%	18%	18%	19%	20%	20%	18%	20%	23%	17%	21%	18%	17%	22%	14%	23%
It is generally politically neutral		4%	5%	4%	4%	5%	7%	5%	3%	3%	4%	7%	3%	4%	5%	4%	5%	8%	7%	5%	4%	-	-
Don't know		50%	40%	60%	49%	53%	39%	45%	57%	45%	48%	55%	54%	47%	55%	45%	52%	50%	40%	59%	55%	57%	39%

UK Television:

	Unweighted Base	1108	539	569	117	202	179	235	375	352	315	192	249	667	441	253	143	116	177	217	61	115	26
All UK Adults	1108	541	567	134	195	173	211	395	310	321	233	244	632	476	265	177	103	137	246	54	94	31	
It is generally politically biased, mostly to the RIGHT		8%	10%	6%	7%	7%	8%	9%	9%	7%	10%	7%	8%	8%	7%	13%	4%	5%	7%	7%	8%	9%	5%
It is generally politically biased, mostly to the LEFT		14%	16%	12%	14%	11%	9%	16%	17%	21%	13%	13%	7%	17%	10%	13%	13%	19%	14%	16%	7%	10%	20%
It is generally politically biased, but this varies in terms of left-right bias		31%	32%	31%	23%	21%	36%	33%	37%	38%	27%	31%	30%	32%	31%	35%	30%	28%	30%	28%	45%	31%	34%
It is generally politically neutral		24%	27%	21%	16%	27%	28%	24%	24%	24%	29%	20%	22%	26%	21%	19%	24%	25%	28%	27%	19%	32%	11%
Don't know		23%	16%	29%	40%	35%	20%	18%	14%	11%	21%	29%	32%	16%	31%	21%	29%	23%	21%	21%	21%	18%	30%

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Thinking now about just the UK Media...
To what extent do you agree or disagree with each of the following statements? (Please tick one option on each row)

I believe that UK news and media organisations always report stories accurately:

Unweighted Base	1108	539	569	117	202	179	235	375	352	315	192	249	667	441	253	143	116	177	217	61	115	26
All UK Adults	1108	541	567	134	195	173	211	395	310	321	233	244	632	476	265	177	103	137	246	54	94	31
Strongly Agree	2%	3%	2%	6%	2%	2%	3%	1%	3%	4%	2%	1%	3%	1%	3%	-	4%	7%	0%	2%	2%	-
Tend to Agree	22%	24%	20%	24%	20%	29%	20%	20%	25%	21%	22%	20%	23%	21%	19%	30%	13%	23%	21%	20%	25%	31%
Agree (NET)	24%	27%	22%	30%	23%	31%	23%	21%	27%	25%	24%	20%	26%	22%	22%	30%	16%	30%	21%	22%	26%	31%
Neither Agree nor Disagree	28%	29%	27%	23%	28%	32%	29%	28%	29%	28%	28%	27%	29%	28%	28%	35%	24%	21%	30%	24%	30%	23%
Tend to Disagree	31%	26%	36%	21%	32%	24%	33%	36%	30%	32%	33%	30%	31%	31%	31%	25%	38%	29%	33%	39%	28%	29%
Strongly Disagree	11%	13%	10%	12%	6%	10%	12%	13%	11%	10%	9%	14%	11%	11%	14%	6%	14%	10%	12%	7%	8%	17%
Disagree (NET)	42%	38%	46%	32%	38%	34%	46%	49%	42%	42%	42%	43%	42%	43%	45%	31%	52%	39%	45%	47%	37%	45%
Don't know	5%	5%	5%	14%	11%	3%	3%	2%	2%	5%	7%	9%	3%	8%	5%	4%	7%	9%	4%	8%	7%	1%

I believe that UK news and media organisations are fully independent from the influence of powerful people and organisations:

Unweighted Base	1108	539	569	117	202	179	235	375	352	315	192	249	667	441	253	143	116	177	217	61	115	26
All UK Adults	1108	541	567	134	195	173	211	395	310	321	233	244	632	476	265	177	103	137	246	54	94	31
Strongly Agree	2%	2%	1%	6%	2%	1%	2%	0%	2%	2%	2%	1%	2%	1%	2%	-	1%	4%	1%	3%	2%	-
Tend to Agree	13%	15%	12%	19%	14%	17%	9%	11%	15%	13%	13%	11%	14%	12%	13%	14%	14%	19%	14%	9%	5%	7%
Agree (NET)	15%	16%	13%	25%	16%	18%	10%	12%	17%	15%	15%	12%	16%	13%	15%	14%	14%	23%	15%	12%	7%	7%
Neither Agree nor Disagree	19%	19%	18%	10%	23%	21%	20%	18%	16%	19%	23%	19%	17%	21%	20%	19%	14%	15%	23%	17%	16%	16%
Tend to Disagree	38%	34%	43%	28%	36%	38%	43%	41%	45%	36%	34%	37%	41%	36%	33%	43%	34%	33%	38%	44%	50%	55%
Strongly Disagree	21%	24%	18%	20%	12%	21%	22%	25%	20%	23%	19%	21%	22%	20%	27%	16%	27%	22%	18%	17%	16%	15%
Disagree (NET)	59%	58%	61%	48%	49%	59%	65%	66%	65%	59%	54%	58%	62%	56%	60%	59%	61%	55%	56%	61%	66%	70%
Don't know	7%	7%	8%	17%	12%	3%	5%	4%	3%	7%	9%	12%	5%	10%	5%	8%	11%	8%	5%	9%	11%	7%

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For the following questions, by "media" we mean Newspapers, Magazines, TV, Radio, Websites, Blogs and Social media.
You may recall a news story originating from the UK in July earlier this year which was about phone-hacking allegations and the media.
How, if at all, have the recent phone-hacking revelations affected your trust in both the UK media as a whole, and specifically in the UK's newspapers? (Please tick one option on each row. If you were unaware of this news story, please select the "Don't know" option)

UK Newspapers:

	Unweighted Base	1108	539	569	117	202	179	235	375	352	315	192	249	667	441	253	143	116	177	217	61	115	26
All UK Adults		1108	541	567	134	195	173	211	395	310	321	233	244	632	476	265	177	103	137	246	54	94	31
Strongly REDUCED my level of trust of this		29%	28%	29%	27%	17%	28%	32%	33%	25%	29%	27%	34%	27%	31%	30%	29%	30%	31%	22%	29%	34%	35%
Slightly REDUCED my level of trust of this		29%	28%	30%	31%	31%	24%	22%	34%	34%	29%	28%	24%	31%	26%	28%	29%	26%	21%	36%	40%	25%	31%
Reduced trust (NET)		58%	56%	59%	58%	48%	52%	54%	67%	58%	59%	55%	58%	58%	57%	57%	58%	56%	51%	58%	68%	59%	66%
Neither INCREASED nor REDUCED my level of trust of this		32%	33%	31%	21%	35%	41%	38%	27%	35%	33%	32%	28%	34%	30%	30%	38%	36%	32%	33%	23%	28%	24%
Slightly INCREASED my level of trust of this		2%	2%	1%	1%	2%	1%	2%	2%	1%	2%	3%	0%	2%	2%	4%	0%	-	2%	0%	-	1%	6%
Strongly INCREASED my level of trust of this		1%	1%	0%	-	1%	1%	-	1%	1%	1%	-	0%	1%	0%	1%	-	-	1%	0%	-	2%	-
Increased trust (NET)		2%	3%	2%	1%	2%	2%	2%	2%	3%	2%	3%	1%	3%	2%	5%	0%	-	4%	1%	-	2%	6%
Don't know		8%	8%	8%	20%	15%	5%	6%	3%	4%	7%	10%	13%	6%	12%	8%	4%	8%	13%	9%	9%	11%	4%

UK Media as a whole:

	Unweighted Base	1108	539	569	117	202	179	235	375	352	315	192	249	667	441	253	143	116	177	217	61	115	26
All UK Adults		1108	541	567	134	195	173	211	395	310	321	233	244	632	476	265	177	103	137	246	54	94	31
Strongly REDUCED my level of trust of this		20%	19%	21%	19%	14%	17%	21%	24%	17%	19%	20%	25%	18%	22%	20%	21%	23%	20%	17%	27%	18%	25%
Slightly REDUCED my level of trust of this		31%	30%	32%	30%	27%	29%	27%	36%	33%	34%	29%	27%	33%	28%	30%	31%	25%	27%	34%	27%	38%	36%
Reduced trust (NET)		51%	49%	53%	49%	41%	46%	48%	60%	50%	53%	49%	52%	51%	51%	50%	52%	48%	47%	51%	54%	56%	61%
Neither INCREASED nor REDUCED my level of trust of this		40%	42%	37%	29%	43%	48%	44%	36%	45%	39%	39%	35%	42%	37%	39%	44%	44%	38%	41%	37%	34%	30%
Slightly INCREASED my level of trust of this		1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	2%	0%	1%	1%	0%	-	0%	6%
Strongly INCREASED my level of trust of this		0%	0%	0%	-	0%	-	-	1%	1%	1%	-	-	1%	-	0%	-	-	3%	-	-	-	-
Increased trust (NET)		1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	2%	1%	2%	1%	2%	0%	1%	3%	0%	-	0%	6%
Don't know		8%	7%	8%	20%	15%	5%	6%	3%	3%	7%	10%	13%	5%	11%	8%	4%	7%	12%	8%	9%	10%	4%

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And now thinking about Twitter...

If a significant news story is breaking, which ONE of the following would you trust the most on Twitter to get the full details of the story? (If you never use Twitter, please choose the "Not applicable" option)

	Unweighted Base	1107	539	568	117	202	179	235	374	351	315	192	249	666	441	253	143	116	176	217	61	115	26
All UK Adults	1107	541	567	134	195	173	211	394	310	321	233	244	631	476	265	177	103	137	246	54	94	31	
A media industry's individual Twitter feed (e.g. Jon Snow, Robert Peston, Andrew Marr etc.)	9%	9%	9%	11%	10%	14%	9%	6%	8%	10%	12%	7%	9%	9%	11%	15%	6%	12%	7%	3%	5%	1%	
A media brand's Twitter feed (e.g. @TheSunNewspaper, @guardian, @Mailonline, @BBC etc.)	5%	7%	3%	8%	13%	7%	1%	1%	5%	6%	6%	1%	6%	4%	6%	5%	7%	4%	4%	-	1%	9%	
I trust tweets from both of these sources the same amount	7%	7%	8%	18%	11%	9%	5%	3%	8%	10%	6%	6%	9%	6%	9%	4%	8%	8%	8%	8%	5%	14%	
I don't trust tweets from either of these sources at all	13%	16%	10%	12%	11%	18%	15%	10%	13%	12%	14%	11%	13%	13%	14%	7%	12%	17%	14%	18%	7%	10%	
Not applicable - I never use Twitter	66%	61%	71%	50%	54%	51%	70%	82%	65%	63%	62%	75%	64%	69%	60%	69%	67%	59%	67%	71%	81%	66%	

Which, if any, of the following UK-based media and entertainment 'tweeters' do you trust? (Please tick all that apply)

	Unweighted Base	394	210	184	63	99	85	73	74	131	121	71	71	252	142	105	47	39	80	67	20	27	9
All UK Adults who use Twitter	376	211	165	67	89	85	62	73	107	119	88	61	226	150	106	55	34	56	81	16	18	11	
Piers Morgan (CNN Presenter)	8%	7%	9%	7%	10%	9%	5%	7%	6%	9%	9%	8%	7%	9%	7%	13%	13%	7%	5%	6%	9%	-	
Paul Mason (BBC Newsnight Economics Editor)	10%	9%	11%	13%	4%	12%	10%	11%	16%	6%	8%	7%	11%	8%	12%	13%	6%	12%	7%	2%	2%	5%	
Jon Snow (Channel 4 Presenter)	31%	28%	35%	19%	28%	25%	34%	51%	32%	31%	25%	40%	32%	31%	27%	48%	24%	34%	31%	16%	37%	5%	
Robert Peston (BBC Business Editor)	19%	19%	19%	19%	10%	20%	17%	32%	26%	18%	11%	23%	22%	15%	18%	27%	21%	23%	18%	3%	17%	3%	
Stephen Fry (Presenter, Author, etc.)	40%	38%	44%	38%	44%	39%	28%	52%	41%	45%	39%	33%	43%	36%	36%	63%	46%	35%	38%	13%	45%	28%	
Richard Bacon (BBC Five Live Presenter)	9%	9%	8%	3%	11%	6%	4%	18%	16%	7%	4%	6%	11%	5%	10%	9%	4%	9%	10%	6%	9%	-	
Alan Rusbridger (Editor of Guardian)	6%	5%	8%	6%	6%	6%	7%	6%	6%	5%	8%	5%	6%	7%	6%	2%	1%	9%	12%	-	4%	-	
Jemima Kiss (Guardian Technology Correspondent)	3%	2%	4%	7%	1%	2%	1%	5%	7%	2%	-	3%	4%	1%	5%	-	0%	5%	3%	-	3%	-	
Krishnan Guru-Murthy (Channel 4 Presenter)	17%	15%	20%	13%	19%	17%	24%	12%	21%	16%	12%	18%	18%	15%	11%	27%	12%	24%	16%	13%	24%	-	
Rory Cellan-Jones (BBC Technology Correspondent)	12%	12%	12%	13%	5%	18%	10%	14%	14%	9%	11%	17%	11%	13%	11%	20%	11%	13%	10%	3%	0%	28%	
Other UK-based media and entertainment tweeter	8%	9%	7%	11%	11%	10%	5%	2%	3%	8%	10%	13%	6%	11%	4%	14%	15%	3%	7%	7%	18%	16%	
Fixed	8%	9%	7%	11%	11%	10%	5%	2%	3%	8%	10%	13%	6%	11%	4%	14%	15%	3%	7%	7%	18%	16%	
None - I do not trust any UK-based media and entertainment tweeters	39%	43%	34%	42%	29%	46%	49%	33%	34%	39%	43%	44%	37%	43%	42%	16%	44%	37%	46%	77%	27%	34%	

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Which, if any, of the following popular UK media organisations' Twitter feeds do you trust? (Please tick all that apply)

	Unweighted Base	394	210	184	63	99	85	73	74	131	121	71	71	252	142	105	47	39	80	67	20	27	9	
All UK Adults who use Twitter	376	211	165	67	89	85	62	73	107	119	88	61	226	150	106	55	34	56	81	16	18	11		
Guardian - @guardian	15%	13%	18%	20%	20%	11%	10%	14%	17%	17%	12%	13%	17%	13%	14%	15%	17%	16%	20%	-	16%	2%		
Times - @timesonline	14%	13%	15%	15%	12%	14%	11%	18%	20%	11%	10%	14%	15%	12%	14%	10%	11%	13%	21%	11%	3%	8%		
Daily Telegraph - @DailyTelegraph	9%	11%	5%	9%	9%	3%	6%	17%	10%	9%	8%	6%	10%	7%	6%	11%	13%	5%	10%	17%	16%	3%		
The Independent - @indynews	10%	10%	9%	15%	10%	6%	6%	12%	11%	12%	4%	10%	12%	7%	6%	10%	10%	19%	12%	-	5%	-		
Mail - @MailOnline	7%	9%	4%	11%	9%	2%	4%	9%	5%	7%	10%	7%	6%	8%	5%	13%	15%	7%	3%	11%	-	-		
The Sun - @TheSunNewspaper	3%	4%	2%	3%	7%	2%	3%	-	2%	3%	4%	5%	2%	4%	2%	4%	9%	3%	2%	-	-	17%		
BBC - @BBC	44%	44%	45%	36%	52%	41%	41%	49%	46%	45%	48%	35%	45%	43%	41%	60%	46%	42%	42%	37%	40%	36%		
Channel4 - @channel4news	20%	16%	24%	26%	22%	17%	18%	16%	20%	22%	19%	14%	21%	17%	17%	32%	21%	20%	19%	14%	11%	-		
Sky News - @SkyNews	21%	21%	22%	16%	32%	24%	19%	11%	16%	29%	19%	20%	23%	19%	24%	36%	33%	16%	10%	33%	2%	11%		
ITV News - @itvnews	17%	17%	18%	8%	30%	14%	16%	15%	18%	17%	13%	22%	18%	17%	16%	38%	21%	14%	9%	23%	11%	11%		
Other UK media organisations' Twitter feed	5%	5%	6%	9%	4%	9%	2%	-	2%	4%	7%	9%	3%	8%	4%	9%	1%	7%	5%	-	11%	-		
None - I do not trust any UK media organisations' Twitter feeds	40%	46%	33%	40%	23%	48%	53%	42%	41%	37%	38%	49%	39%	43%	37%	22%	53%	39%	52%	55%	37%	40%		

Which, if any, of the following UK politicians' Twitter feeds do you trust? (Please tick all that apply)

	Unweighted Base	394	210	184	63	99	85	73	74	131	121	71	71	252	142	105	47	39	80	67	20	27	9	
All UK Adults who use Twitter	376	211	165	67	89	85	62	73	107	119	88	61	226	150	106	55	34	56	81	16	18	11		
Ed Miliband @EdMiliband	8%	9%	6%	7%	13%	3%	13%	3%	2%	10%	15%	5%	6%	11%	5%	7%	10%	11%	11%	1%	5%	-		
Tom Watson @tomwatson	3%	2%	3%	1%	1%	4%	2%	4%	3%	2%	2%	2%	3%	2%	1%	6%	3%	5%	0%	6%	4%	-		
Ed Balls @edballsmp	4%	5%	3%	4%	9%	5%	-	1%	4%	2%	6%	4%	3%	5%	3%	8%	3%	4%	2%	1%	16%	-		
John Prescott @johnprescott	6%	7%	6%	6%	9%	9%	3%	3%	6%	10%	5%	2%	8%	4%	10%	4%	3%	7%	4%	-	13%	-		
Alistair Campbell @cambellclaret	4%	5%	4%	1%	8%	7%	2%	1%	3%	4%	9%	-	4%	5%	5%	4%	3%	7%	3%	6%	0%	-		
10 Downing Street @number10gov	10%	11%	9%	13%	20%	10%	1%	3%	10%	13%	9%	8%	11%	8%	11%	16%	13%	9%	5%	4%	-	34%		
William Hague @WilliamJHague	6%	8%	5%	11%	10%	-	5%	6%	6%	8%	8%	1%	7%	5%	4%	10%	11%	10%	4%	3%	2%	5%		
Boris Johnson @mayoroflondon	6%	7%	5%	9%	7%	1%	7%	7%	9%	6%	6%	1%	7%	4%	5%	7%	2%	7%	8%	10%	5%	-		
Louise Mensch @louisemensch	0%	1%	0%	-	1%	-	-	0%	0%	0%	1%	-	0%	0%	1%	-	-	0%	-	2%	-	-		
Daniel Hannan @DanHannanMEP	0%	1%	-	0%	1%	-	-	-	-	1%	0%	-	0%	0%	-	2%	-	1%	-	-	-	-		
Evan Harris @drevanharris	2%	1%	4%	1%	5%	3%	-	-	3%	2%	1%	3%	2%	2%	3%	2%	-	3%	2%	-	-	-		
Lynne Featherstone @lfeatherstone	2%	1%	4%	4%	2%	6%	-	-	4%	1%	3%	2%	2%	2%	4%	-	-	2%	3%	-	6%	-		
Other UK politicians' Twitter feed	3%	4%	3%	7%	4%	3%	3%	0%	4%	3%	3%	3%	4%	3%	1%	5%	4%	6%	4%	-	3%	-		
None - I do not trust any UK politicians' Twitter feeds	72%	73%	71%	70%	57%	76%	79%	82%	74%	69%	65%	85%	71%	73%	68%	70%	74%	65%	80%	88%	75%	66%		

Sample Size: 1108 UK adults
Fieldwork: 24th - 27th October 2011

Total	Gender		Age					Social Grade						Region							
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	AB	C1	C2	DE	ABC1 (NET)	C2DE (NET)	North	Midlands	East	London	South	Wales	Scotland

Which, if any, of the following types of media do you think you will be using MORE of to keep up-to-date with current affairs? Please compare the amount you have used them in 2011 to the amount you think you will use them in 2012. (Please tick all that apply)

	Unweighted Base	1108	539	569	117	202	179	235	375	352	315	192	249	667	441	253	143	116	177	217	61	115	26
All UK Adults	1108	541	567	134	195	173	211	395	310	321	233	244	632	476	265	177	103	137	246	54	94	31	
Newspapers	18%	18%	18%	17%	14%	13%	20%	21%	19%	22%	18%	12%	21%	14%	17%	23%	22%	20%	13%	14%	19%	14%	
Magazines	4%	5%	2%	8%	7%	1%	3%	2%	4%	5%	4%	1%	4%	2%	3%	7%	6%	3%	3%	1%	4%	-	
TV	35%	33%	36%	28%	32%	33%	41%	36%	38%	33%	31%	36%	35%	34%	33%	41%	39%	37%	29%	36%	33%	37%	
Radio	21%	22%	21%	17%	18%	18%	28%	23%	25%	20%	21%	19%	23%	20%	17%	23%	26%	22%	22%	23%	22%	25%	
Websites	27%	31%	23%	40%	32%	34%	26%	18%	34%	29%	21%	21%	32%	21%	27%	27%	31%	25%	25%	29%	23%	42%	
Blogs	5%	6%	3%	7%	9%	5%	3%	2%	4%	6%	5%	3%	5%	4%	2%	5%	7%	6%	5%	7%	5%	4%	
Twitter	8%	9%	8%	20%	19%	10%	5%	1%	7%	14%	7%	4%	10%	6%	10%	7%	14%	8%	8%	8%	5%	7%	
Facebook	10%	11%	9%	19%	15%	10%	8%	5%	11%	7%	14%	8%	9%	11%	12%	8%	12%	8%	10%	12%	10%	8%	
YouTube	5%	5%	4%	11%	9%	4%	3%	1%	4%	7%	5%	2%	5%	3%	6%	3%	5%	9%	2%	2%	2%	11%	
Other media source	2%	1%	2%	2%	2%	2%	1%	1%	2%	1%	1%	2%	2%	1%	1%	3%	2%	1%	1%	4%	2%	-	
None of these – I will not be using any media source more in 2012 than I did in 2011	34%	32%	36%	18%	22%	34%	35%	45%	32%	34%	32%	39%	33%	35%	31%	29%	30%	35%	39%	34%	43%	28%	
Don't know	7%	8%	6%	13%	11%	6%	5%	5%	5%	6%	12%	6%	6%	9%	9%	7%	3%	11%	7%	4%	4%	5%	

And which, if any, of the following types of media do you think you will be using LESS of to keep up-to-date with current affairs? Please compare the amount you have used them in 2011 to the amount you think you will use them in 2012. (Please tick all that apply)

	Unweighted Base	1108	539	569	117	202	179	235	375	352	315	192	249	667	441	253	143	116	177	217	61	115	26
All UK Adults	1108	541	567	134	195	173	211	395	310	321	233	244	632	476	265	177	103	137	246	54	94	31	
Newspapers	17%	18%	15%	14%	23%	19%	15%	15%	18%	16%	14%	17%	17%	16%	18%	18%	21%	10%	15%	26%	10%	23%	
Magazines	13%	16%	10%	11%	16%	18%	14%	9%	16%	14%	8%	13%	15%	10%	15%	10%	17%	12%	11%	8%	12%	25%	
TV	6%	7%	4%	10%	7%	7%	5%	3%	8%	4%	6%	4%	6%	5%	5%	3%	7%	5%	8%	4%	2%	15%	
Radio	4%	4%	5%	7%	5%	7%	6%	1%	4%	4%	5%	4%	4%	5%	5%	4%	2%	5%	4%	4%	5%	9%	
Websites	2%	2%	3%	2%	3%	1%	4%	2%	2%	2%	2%	3%	2%	2%	4%	2%	-	2%	2%	5%	0%	5%	
Blogs	8%	9%	8%	9%	6%	9%	12%	7%	9%	7%	8%	9%	8%	9%	9%	10%	7%	9%	6%	7%	8%	15%	
Twitter	6%	6%	6%	5%	6%	6%	6%	7%	6%	6%	6%	6%	6%	6%	9%	4%	11%	5%	3%	6%	6%	10%	
Facebook	9%	9%	9%	9%	9%	9%	11%	8%	9%	10%	9%	7%	10%	8%	10%	8%	11%	10%	9%	6%	6%	12%	
YouTube	6%	5%	6%	7%	5%	4%	8%	5%	7%	5%	4%	6%	6%	5%	7%	4%	7%	6%	4%	8%	7%	6%	
Other media source	1%	1%	1%	1%	-	2%	2%	2%	2%	2%	0%	2%	2%	1%	1%	0%	-	2%	2%	5%	1%	-	
None of these – I will not be using any media source less in 2012 than I did in 2011	46%	43%	49%	33%	33%	40%	46%	60%	46%	47%	43%	48%	47%	46%	44%	40%	45%	45%	47%	55%	62%	44%	
Don't know	15%	14%	16%	22%	20%	13%	15%	11%	12%	15%	19%	14%	14%	17%	14%	22%	10%	18%	15%	11%	11%	5%	

Sample Size: 1108 UK adults
Fieldwork: 24th - 27th October 2011

Total	Gender		Age					Social Grade						Region							
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	AB	C1	C2	DE	ABC1 (NET)	C2DE (NET)	North	Midlands	East	London	South	Wales	Scotland

To what extent do you agree or disagree with the following statement?
"The content in UK media has been dumbed down in recent years"

Unweighted Base	1107	539	568	117	202	179	235	374	351	315	192	249	666	441	253	143	116	176	217	61	115	26
All UK Adults	1107	541	567	134	195	173	211	394	310	321	233	244	631	476	265	177	103	137	246	54	94	31
Strongly Agree	19%	23%	16%	14%	12%	15%	23%	25%	23%	20%	12%	19%	22%	16%	18%	15%	23%	21%	16%	26%	24%	26%
Tend to Agree	36%	40%	33%	26%	39%	47%	37%	33%	39%	41%	33%	29%	40%	31%	40%	31%	39%	33%	34%	49%	38%	24%
Agree (NET)	55%	63%	48%	40%	51%	61%	60%	58%	62%	62%	45%	48%	62%	47%	58%	46%	62%	54%	51%	75%	61%	50%
Neither Agree nor Disagree	23%	19%	26%	26%	22%	26%	21%	21%	20%	20%	27%	25%	20%	26%	22%	24%	23%	21%	24%	20%	18%	33%
Tend to Disagree	9%	7%	11%	12%	8%	6%	9%	9%	10%	8%	11%	6%	9%	9%	8%	13%	5%	12%	10%	2%	4%	10%
Strongly Disagree	3%	3%	2%	2%	3%	1%	2%	4%	0%	3%	3%	3%	2%	3%	3%	2%	-	1%	3%	-	5%	4%
Disagree (NET)	11%	10%	13%	13%	12%	7%	11%	13%	11%	11%	14%	10%	11%	12%	11%	15%	5%	13%	14%	2%	8%	15%
Don't know	11%	9%	12%	20%	15%	6%	9%	8%	7%	7%	13%	17%	7%	15%	8%	15%	11%	12%	11%	3%	12%	2%

The question below is about the media in the UK. Please remember, by "media" we mean Newspapers, Magazines, TV, Radio, Websites, Blogs and Social media.

How important, if at all, do you think having an internationally trusted media is on the UK's overall reputation overseas?

Unweighted Base	1107	539	568	117	202	179	235	374	351	315	192	249	666	441	253	143	116	176	217	61	115	26
All UK Adults	1107	541	567	134	195	173	211	394	310	321	233	244	631	476	265	177	103	137	246	54	94	31
Very important	45%	44%	45%	32%	33%	39%	46%	56%	49%	45%	40%	43%	47%	42%	42%	48%	44%	43%	43%	43%	49%	56%
Somewhat important	36%	35%	37%	41%	39%	42%	36%	30%	36%	38%	37%	32%	37%	35%	34%	36%	39%	35%	35%	48%	32%	37%
Important (NET)	81%	79%	82%	74%	72%	81%	82%	86%	85%	83%	77%	75%	84%	76%	76%	85%	83%	78%	78%	91%	82%	93%
Not very important	7%	9%	5%	5%	11%	9%	6%	6%	8%	6%	8%	5%	7%	7%	12%	4%	3%	7%	8%	3%	8%	2%
Not at all important	1%	2%	1%	-	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	0%	1%	2%	1%	-	2%	-
Unimportant (NET)	8%	11%	6%	5%	12%	10%	7%	7%	10%	7%	10%	6%	8%	8%	13%	4%	4%	8%	9%	3%	10%	2%
Don't know	11%	10%	13%	21%	16%	9%	11%	6%	5%	10%	13%	18%	8%	16%	11%	11%	12%	13%	13%	7%	9%	5%

Sample Size: 1108 UK adults
Fieldwork: 24th - 27th October 2011

Total	Gender		Age					Social Grade						Region							
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	AB	C1	C2	DE	ABC1 (NET)	C2DE (NET)	North	Midlands	East	London	South	Wales	Scotland

How trustworthy or untrustworthy do you information from each of the following organisations or people? (Please tick one option on each row)

Public service broadcasting television (e.g. BBC, PBS in the US etc.):

Unweighted Base	1108	539	569	117	202	179	235	375	352	315	192	249	667	441	253	143	116	177	217	61	115	26
All UK Adults	1108	541	567	134	195	173	211	395	310	321	233	244	632	476	265	177	103	137	246	54	94	31
Completely trustworthy	5%	8%	3%	9%	6%	7%	3%	4%	6%	8%	4%	2%	7%	3%	3%	4%	9%	10%	5%	1%	7%	2%
Somewhat trustworthy	49%	46%	52%	46%	41%	54%	55%	48%	55%	50%	40%	48%	52%	44%	46%	55%	43%	50%	45%	49%	53%	67%
Trustworthy (NET)	54%	53%	55%	54%	47%	61%	59%	52%	62%	57%	44%	50%	59%	47%	49%	59%	52%	60%	51%	49%	60%	69%
Neither trustworthy nor untrustworthy	26%	26%	27%	20%	31%	23%	26%	28%	21%	28%	34%	25%	24%	29%	30%	24%	24%	23%	30%	27%	21%	14%
Somewhat untrustworthy	10%	12%	9%	9%	6%	11%	12%	12%	12%	10%	9%	10%	11%	10%	12%	8%	13%	10%	9%	17%	7%	7%
Completely untrustworthy	3%	3%	2%	2%	2%	1%	1%	4%	3%	1%	3%	4%	2%	4%	4%	1%	5%	1%	2%	-	2%	5%
Untrustworthy (NET)	13%	14%	12%	11%	8%	12%	13%	16%	15%	11%	13%	14%	13%	13%	17%	9%	18%	10%	12%	17%	9%	12%
Don't know	7%	6%	7%	15%	14%	4%	2%	4%	3%	4%	10%	11%	4%	11%	5%	8%	7%	7%	8%	7%	10%	5%

Courts of law:

Unweighted Base	1108	539	569	117	202	179	235	375	352	315	192	249	667	441	253	143	116	177	217	61	115	26
All UK Adults	1108	541	567	134	195	173	211	395	310	321	233	244	632	476	265	177	103	137	246	54	94	31
Completely trustworthy	12%	12%	12%	18%	15%	17%	9%	8%	12%	16%	10%	8%	14%	9%	11%	18%	8%	12%	13%	5%	13%	1%
Somewhat trustworthy	48%	49%	47%	42%	45%	47%	55%	47%	58%	46%	46%	39%	52%	43%	43%	49%	43%	48%	52%	48%	53%	43%
Trustworthy (NET)	60%	60%	59%	60%	60%	65%	64%	55%	69%	62%	56%	47%	66%	52%	54%	66%	52%	60%	65%	53%	66%	44%
Neither trustworthy nor untrustworthy	21%	19%	23%	17%	19%	19%	19%	26%	17%	21%	21%	27%	19%	24%	26%	16%	21%	20%	21%	22%	17%	18%
Somewhat untrustworthy	8%	9%	8%	8%	5%	8%	10%	9%	6%	9%	10%	10%	7%	10%	10%	7%	11%	8%	7%	14%	4%	16%
Completely untrustworthy	4%	5%	3%	1%	2%	3%	4%	6%	4%	2%	4%	5%	3%	5%	5%	3%	8%	2%	1%	8%	4%	8%
Untrustworthy (NET)	12%	14%	11%	9%	7%	12%	14%	15%	9%	11%	14%	16%	10%	15%	14%	9%	19%	10%	8%	22%	8%	24%
Don't know	7%	6%	8%	15%	14%	5%	3%	4%	4%	6%	10%	10%	5%	10%	5%	8%	9%	9%	7%	2%	9%	14%

Commercial broadcast television networks (e.g. ITV, Sky, Channel 5 etc.):

Unweighted Base	1108	539	569	117	202	179	235	375	352	315	192	249	667	441	253	143	116	177	217	61	115	26
All UK Adults	1108	541	567	134	195	173	211	395	310	321	233	244	632	476	265	177	103	137	246	54	94	31
Completely trustworthy	2%	2%	2%	5%	5%	1%	1%	1%	2%	2%	3%	1%	2%	2%	1%	1%	3%	8%	1%	2%	1%	-
Somewhat trustworthy	36%	33%	39%	36%	33%	41%	38%	35%	37%	37%	35%	36%	37%	36%	32%	48%	39%	32%	33%	31%	33%	57%
Trustworthy (NET)	38%	36%	41%	41%	37%	42%	39%	36%	39%	39%	38%	38%	39%	38%	34%	49%	42%	40%	34%	32%	34%	57%
Neither trustworthy nor untrustworthy	32%	32%	31%	25%	30%	28%	37%	33%	31%	33%	32%	30%	32%	31%	34%	28%	24%	30%	35%	32%	37%	21%
Somewhat untrustworthy	19%	22%	15%	16%	15%	21%	18%	21%	20%	21%	17%	17%	20%	17%	23%	15%	22%	22%	17%	16%	12%	21%
Completely untrustworthy	5%	5%	4%	3%	4%	5%	4%	5%	5%	3%	5%	6%	4%	5%	6%	1%	6%	2%	4%	10%	9%	-
Untrustworthy (NET)	23%	27%	20%	19%	19%	27%	22%	26%	25%	24%	21%	23%	24%	22%	28%	17%	28%	24%	21%	26%	21%	21%
Don't know	7%	5%	8%	15%	14%	3%	2%	5%	6%	4%	9%	10%	5%	9%	4%	7%	7%	7%	10%	10%	8%	1%

Sample Size: 1108 UK adults
Fieldwork: 24th - 27th October 2011

Total	Gender		Age					Social Grade						Region							
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	AB	C1	C2	DE	ABC1 (NET)	C2DE (NET)	North	Midlands	East	London	South	Wales	Scotland

How trustworthy or untrustworthy do you
information from each of the following
organisations or people? (Please tick one option
on each row) *continued*

Newspaper publishing companies (Mirror Group,
News International etc.):

Unweighted Base	1108	539	569	117	202	179	235	375	352	315	192	249	667	441	253	143	116	177	217	61	115	26
All UK Adults	1108	541	567	134	195	173	211	395	310	321	233	244	632	476	265	177	103	137	246	54	94	31
Completely trustworthy	1%	1%	1%	3%	2%	-	1%	1%	1%	1%	2%	1%	1%	1%	2%	-	-	5%	1%	-	-	-
Somewhat trustworthy	15%	14%	16%	16%	16%	17%	12%	15%	16%	16%	14%	12%	16%	13%	10%	23%	18%	18%	14%	12%	10%	21%
Trustworthy (NET)	16%	15%	17%	18%	17%	17%	12%	16%	17%	17%	16%	13%	17%	14%	11%	23%	18%	23%	14%	12%	10%	21%
Neither trustworthy nor untrustworthy	26%	27%	25%	29%	27%	22%	32%	23%	25%	26%	31%	23%	25%	27%	27%	21%	30%	23%	32%	14%	26%	24%
Somewhat untrustworthy	37%	34%	39%	28%	33%	37%	36%	42%	40%	37%	31%	37%	38%	34%	41%	34%	27%	37%	34%	52%	39%	38%
Completely untrustworthy	15%	19%	12%	11%	8%	21%	18%	17%	15%	16%	12%	19%	15%	16%	17%	17%	19%	12%	12%	18%	17%	16%
Untrustworthy (NET)	52%	53%	52%	39%	41%	57%	54%	59%	55%	53%	43%	56%	54%	50%	57%	51%	46%	49%	46%	69%	56%	54%
Don't know	6%	5%	6%	14%	14%	3%	1%	2%	2%	4%	9%	8%	3%	8%	4%	4%	7%	6%	8%	5%	8%	1%

National government:

Unweighted Base	1108	539	569	117	202	179	235	375	352	315	192	249	667	441	253	143	116	177	217	61	115	26
All UK Adults	1108	541	567	134	195	173	211	395	310	321	233	244	632	476	265	177	103	137	246	54	94	31
Completely trustworthy	2%	2%	2%	7%	2%	1%	1%	1%	1%	3%	2%	1%	2%	1%	2%	2%	-	7%	1%	-	0%	-
Somewhat trustworthy	20%	19%	21%	21%	26%	21%	17%	18%	25%	26%	16%	11%	25%	13%	16%	30%	19%	19%	16%	21%	28%	21%
Trustworthy (NET)	22%	21%	23%	28%	28%	22%	19%	19%	26%	29%	18%	12%	28%	15%	18%	32%	19%	26%	16%	21%	28%	21%
Neither trustworthy nor untrustworthy	26%	24%	28%	28%	27%	24%	27%	25%	28%	20%	33%	24%	24%	28%	25%	18%	25%	23%	37%	21%	22%	20%
Somewhat untrustworthy	29%	32%	26%	19%	22%	33%	34%	31%	29%	32%	23%	31%	30%	27%	35%	27%	32%	30%	23%	32%	27%	23%
Completely untrustworthy	17%	18%	15%	9%	10%	17%	18%	22%	14%	15%	17%	23%	14%	20%	17%	16%	17%	13%	17%	21%	16%	28%
Untrustworthy (NET)	46%	50%	41%	28%	32%	49%	52%	54%	43%	46%	40%	54%	45%	47%	52%	43%	49%	43%	39%	54%	43%	51%
Don't know	6%	5%	8%	16%	14%	5%	3%	3%	4%	4%	10%	10%	4%	10%	4%	7%	7%	8%	7%	5%	7%	7%

Sample Size: 1108 UK adults
Fieldwork: 24th - 27th October 2011

Total	Gender		Age					Social Grade						Region							
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	AB	C1	C2	DE	ABC1 (NET)	C2DE (NET)	North	Midlands	East	London	South	Wales	Scotland

How trustworthy or untrustworthy do you
information from each of the following
organisations or people? (Please tick one option
on each row) *continued*

Business corporations:

	Unweighted Base	1108	539	569	117	202	179	235	375	352	315	192	249	667	441	253	143	116	177	217	61	115	26
All UK Adults		1108	541	567	134	195	173	211	395	310	321	233	244	632	476	265	177	103	137	246	54	94	31
Completely trustworthy		1%	1%	1%	3%	2%	0%	1%	1%	1%	2%	2%	1%	1%	1%	2%	1%	-	4%	1%	-	1%	-
Somewhat trustworthy		10%	11%	10%	14%	15%	17%	7%	6%	12%	9%	12%	8%	10%	10%	10%	14%	17%	13%	7%	7%	6%	7%
Trustworthy (NET)		11%	12%	11%	16%	17%	18%	8%	6%	13%	10%	14%	9%	12%	11%	12%	15%	17%	16%	7%	7%	7%	7%
Neither trustworthy nor untrustworthy		29%	28%	30%	27%	29%	29%	28%	30%	29%	27%	34%	27%	28%	31%	26%	34%	19%	23%	32%	33%	31%	45%
Somewhat untrustworthy		36%	35%	37%	33%	29%	31%	41%	39%	38%	44%	27%	31%	41%	29%	37%	35%	38%	35%	37%	37%	39%	16%
Completely untrustworthy		14%	19%	11%	9%	9%	17%	18%	16%	15%	11%	14%	18%	13%	16%	18%	7%	20%	18%	10%	18%	13%	24%
Untrustworthy (NET)		50%	53%	48%	42%	38%	48%	59%	56%	53%	56%	41%	50%	54%	45%	55%	42%	58%	53%	47%	55%	52%	40%
Don't know		9%	7%	11%	15%	16%	5%	4%	8%	6%	7%	11%	14%	6%	13%	7%	10%	7%	8%	13%	5%	10%	8%

MP's (Members of Parliament):

	Unweighted Base	1108	539	569	117	202	179	235	375	352	315	192	249	667	441	253	143	116	177	217	61	115	26
All UK Adults		1108	541	567	134	195	173	211	395	310	321	233	244	632	476	265	177	103	137	246	54	94	31
Completely trustworthy		1%	2%	1%	4%	2%	-	1%	1%	0%	1%	2%	2%	1%	2%	2%	1%	-	5%	1%	-	-	-
Somewhat trustworthy		11%	10%	12%	11%	13%	9%	8%	13%	14%	14%	8%	7%	14%	8%	10%	15%	7%	10%	10%	14%	16%	7%
Trustworthy (NET)		12%	12%	13%	15%	15%	9%	10%	13%	14%	15%	10%	9%	15%	9%	12%	16%	7%	15%	11%	14%	16%	7%
Neither trustworthy nor untrustworthy		23%	24%	22%	24%	24%	29%	24%	20%	25%	21%	28%	19%	23%	24%	20%	19%	27%	25%	29%	15%	23%	27%
Somewhat untrustworthy		35%	33%	37%	34%	35%	33%	38%	35%	38%	38%	28%	34%	38%	31%	38%	33%	42%	34%	33%	36%	36%	22%
Completely untrustworthy		24%	26%	21%	14%	12%	27%	27%	30%	22%	21%	25%	28%	22%	27%	26%	26%	17%	21%	21%	30%	19%	43%
Untrustworthy (NET)		59%	59%	58%	48%	47%	60%	65%	64%	59%	59%	53%	62%	59%	58%	64%	59%	60%	55%	54%	66%	54%	65%
Don't know		6%	5%	6%	13%	14%	3%	1%	3%	2%	4%	9%	10%	3%	9%	4%	6%	7%	5%	7%	5%	7%	1%

Sample Size: 1108 UK adults
Fieldwork: 24th - 27th October 2011

Total	Gender		Age					Social Grade						Region							
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	AB	C1	C2	DE	ABC1 (NET)	C2DE (NET)	North	Midlands	East	London	South	Wales	Scotland

As mentioned earlier, by "media" we mean Newspapers, Magazines, TV, Radio, Websites, Blogs and Social media)...
Which, if any, of the following, do you think BEST describes how often, if at all, media outlets in the UK tell lies to its audience?

	Unweighted Base	1108	539	569	117	202	179	235	375	352	315	192	249	667	441	253	143	116	177	217	61	115	26	
All UK Adults	1108	541	567	134	195	173	211	395	310	321	233	244	632	476	265	177	103	137	246	54	94	31		
The UK media never tells lies and it always gets its facts correct		0%	0%	-	-	-	0%	0%	1%	-	-	-	0%	-	-	-	-	-	1%	-	-	-	-	-
The UK media never tells lies, but it does sometimes get its facts wrong		13%	15%	12%	13%	11%	14%	12%	15%	14%	16%	11%	11%	15%	11%	15%	16%	13%	12%	13%	18%	11%	2%	
The UK media sometimes tells lies		41%	39%	44%	31%	42%	42%	44%	43%	45%	40%	43%	38%	42%	40%	42%	39%	36%	42%	41%	37%	46%	63%	
The UK media frequently tells lies		28%	28%	28%	31%	23%	29%	30%	28%	30%	28%	22%	31%	29%	27%	26%	29%	31%	28%	27%	35%	27%	29%	
The UK media always tells lies		4%	5%	4%	5%	5%	4%	2%	4%	3%	4%	5%	5%	3%	5%	5%	3%	6%	1%	6%	2%	3%	-	
Other		1%	2%	1%	1%	1%	2%	1%	2%	1%	1%	3%	2%	1%	2%	1%	1%	1%	2%	3%	2%	1%	-	
Don't know		11%	11%	12%	19%	18%	9%	9%	8%	7%	11%	17%	13%	9%	15%	10%	13%	13%	14%	11%	5%	13%	6%	

Which ONE political party do you trust the most in its dealings (i.e. being honest and transparent) with the media?

	Unweighted Base	1108	539	569	117	202	179	235	375	352	315	192	249	667	441	253	143	116	177	217	61	115	26
All UK Adults	1108	541	567	134	195	173	211	395	310	321	233	244	632	476	265	177	103	137	246	54	94	31	
Conservative		10%	12%	8%	8%	11%	12%	6%	11%	13%	10%	10%	7%	11%	8%	9%	12%	15%	10%	11%	9%	2%	7%
Labour		17%	17%	16%	19%	17%	18%	22%	13%	17%	14%	20%	16%	16%	18%	16%	18%	19%	15%	13%	39%	16%	5%
Liberal Democrat		3%	4%	2%	7%	5%	3%	2%	2%	5%	2%	1%	5%	4%	3%	5%	3%	1%	5%	3%	0%	2%	-
Other		3%	4%	2%	6%	3%	2%	2%	3%	2%	4%	2%	3%	3%	3%	2%	3%	4%	3%	2%	3%	6%	-
I don't trust any political party in their dealings with the media		59%	56%	61%	44%	46%	61%	65%	66%	58%	61%	57%	59%	59%	58%	60%	51%	54%	60%	61%	46%	64%	86%
Don't Know		9%	6%	11%	17%	19%	4%	4%	5%	4%	10%	10%	11%	7%	10%	8%	12%	8%	8%	9%	3%	9%	2%

Do you think the UK media helps or hinders politicians from doing their jobs as democratically as possible?

	Unweighted Base	1108	539	569	117	202	179	235	375	352	315	192	249	667	441	253	143	116	177	217	61	115	26
All UK Adults	1108	541	567	134	195	173	211	395	310	321	233	244	632	476	265	177	103	137	246	54	94	31	
Helps		13%	15%	11%	17%	14%	8%	10%	13%	15%	14%	10%	9%	15%	9%	11%	17%	7%	15%	12%	12%	9%	24%
Hinders		33%	37%	30%	28%	32%	31%	32%	37%	35%	35%	34%	27%	35%	31%	35%	30%	44%	26%	34%	40%	29%	22%
Neither helps nor hinders		40%	37%	43%	30%	33%	47%	50%	39%	39%	39%	40%	45%	39%	42%	42%	39%	32%	46%	37%	45%	45%	40%
Don't know		14%	12%	17%	25%	21%	14%	8%	11%	11%	11%	16%	19%	11%	18%	13%	13%	17%	13%	17%	3%	17%	13%

Do you think the media is a force for good or a force for bad in the UK?

	Unweighted Base	1108	539	569	117	202	179	235	375	352	315	192	249	667	441	253	143	116	177	217	61	115	26
All UK Adults	1108	541	567	134	195	173	211	395	310	321	233	244	632	476	265	177	103	137	246	54	94	31	
A force for good		14%	17%	11%	20%	13%	16%	14%	11%	17%	18%	10%	9%	17%	9%	13%	18%	17%	13%	11%	12%	12%	23%
A force for bad		14%	19%	9%	15%	17%	15%	17%	11%	12%	13%	17%	15%	13%	16%	21%	12%	16%	5%	13%	13%	14%	11%
Both a force for good and a force for bad		60%	53%	66%	43%	53%	59%	57%	70%	66%	60%	56%	54%	63%	55%	54%	61%	57%	66%	61%	61%	62%	61%
None of the above		3%	2%	4%	2%	5%	4%	2%	3%	1%	1%	3%	9%	1%	6%	2%	1%	3%	4%	5%	7%	1%	-
Don't know		9%	9%	9%	20%	12%	6%	11%	5%	4%	8%	13%	13%	6%	13%	10%	7%	7%	13%	9%	7%	11%	5%