

YouGov/British Journalism Review Survey Results

Sample Size: 1658 GB Adults
Fieldwork: 7th - 8th May 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					Newspaper Type				
	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	Red top	Mid-Market	Up Market	
Weighted Sample	1658	411	585	111	508	437	359	806	852	201	423	567	468	945	713	212	539	355	408	144	555	265	232	
Unweighted Sample	1658	410	546	108	514	421	375	799	859	112	409	670	467	1085	573	274	541	316	389	138	361	340	232	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Here are a number of possible newspaper stories.
Please tell me for each story whether the papers should or should not publish the story

Foods sold by a major supermarket have been contaminated with bacteria

This story is definitely in the public interest and should be published	92	94	92	86	95	92	93	93	92	90	88	94	96	93	91	91	93	93	92	92	90	95	95
This story is not necessarily in the public interest, but nevertheless it should be published	3	3	3	6	3	3	3	3	3	3	4	3	2	3	3	3	3	2	3	3	4	3	2
This story is a private matter and should NOT be published	2	1	1	5	2	1	2	2	1	2	4	1	1	1	2	2	1	2	2	2	3	1	2
Don't know	3	1	3	3	1	3	2	2	4	5	5	2	1	2	4	5	3	3	3	3	3	2	2

A High Court judge has large investments in foreign companies linked to the illegal drugs trade

This story is definitely in the public interest and should be published	82	83	84	79	86	84	79	84	81	73	76	83	90	83	82	81	85	80	79	89	83	84	88
This story is not necessarily in the public interest, but nevertheless it should be published	12	12	10	12	10	11	14	10	13	16	15	11	7	12	11	11	10	14	14	6	10	12	9
This story is a private matter and should NOT be published	2	3	2	4	3	1	3	3	2	3	3	2	1	2	2	3	2	3	1	1	3	1	1
Don't know	4	3	4	4	2	4	4	3	5	7	6	4	2	3	5	5	4	3	5	4	4	2	3

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

A schoolteacher has been passing on exam questions to her students to help their GCSE grades

This story is definitely in the public interest and should be published	70	74	69	68	75	71	68	72	68	61	65	73	75	73	66	72	72	68	70	65	69	75	69
This story is not necessarily in the public interest, but nevertheless it should be published	22	19	22	26	20	20	26	21	23	25	24	21	20	19	25	19	21	23	22	27	23	18	25
This story is a private matter and should NOT be published	4	5	4	1	4	4	3	4	4	4	5	3	3	4	4	3	3	5	4	4	3	4	4
Don't know	4	2	5	4	1	5	3	3	6	9	6	3	2	4	5	6	4	4	4	4	4	3	3

A company testing medicines is suspected of cruelty towards animals

This story is definitely in the public interest and should be published	70	66	72	63	67	74	70	68	72	66	70	72	70	69	72	73	67	71	73	67	70	72	69
This story is not necessarily in the public interest, but nevertheless it should be published	21	25	19	30	24	18	21	22	20	20	18	21	23	23	18	16	23	21	18	24	21	22	20
This story is a private matter and should NOT be published	5	7	4	3	7	3	4	7	3	7	5	3	5	5	4	5	6	3	4	4	5	3	8
Don't know	4	3	5	4	2	5	4	3	6	7	7	3	2	3	6	6	3	4	5	5	5	3	3

A well-known England footballer, who is married with young children, is having an affair

This story is definitely in the public interest and should be published	6	4	8	4	6	6	5	8	5	7	7	6	6	6	7	7	6	7	6	6	7	7	6
This story is not necessarily in the public interest, but nevertheless it should be published	30	33	28	28	34	28	26	32	28	27	33	33	27	31	30	29	30	27	34	29	37	34	31
This story is a private matter and should NOT be published	58	57	59	62	56	62	63	55	60	57	54	56	63	59	56	56	58	62	54	58	50	56	57
Don't know	6	6	5	6	5	4	5	4	7	9	7	5	4	5	7	7	6	4	5	7	6	4	5

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

A leading politician's daughter is found drunk in public

This story is definitely in the public interest and should be published	5	4	5	4	5	4	5	6	3	5	5	4	5	4	5	6	5	4	5	4	7	4	2
This story is not necessarily in the public interest, but nevertheless it should be published	22	21	24	17	21	24	19	25	19	18	22	22	24	20	25	20	23	22	25	16	27	25	19
This story is a private matter and should NOT be published	69	72	67	76	71	68	72	66	71	71	67	70	68	71	65	67	68	71	66	73	61	67	77
Don't know	5	3	4	3	2	4	5	3	6	6	7	4	3	4	5	7	4	3	5	7	5	3	2

A member of a leading pop group has had cosmetic surgery to change the shape of her face

This story is definitely in the public interest and should be published	3	2	4	7	3	3	3	4	2	6	3	3	2	4	2	5	3	4	2	5	4	3	1
This story is not necessarily in the public interest, but nevertheless it should be published	25	24	28	14	21	27	23	28	23	34	32	23	18	24	27	24	24	28	26	25	26	22	29
This story is a private matter and should NOT be published	66	70	64	73	72	66	69	64	69	52	57	69	77	67	65	65	66	66	67	65	65	72	65
Don't know	5	4	4	6	4	5	5	5	6	9	8	5	3	5	6	7	7	2	5	6	5	3	5

A contestant on Britain's Got Talent who has reached the final once tried to commit suicide.

This story is definitely in the public interest and should be published	3	2	5	5	2	3	3	5	2	8	2	3	3	3	3	4	4	1	4	1	4	3	1
This story is not necessarily in the public interest, but nevertheless it should be published	12	11	13	14	13	12	10	14	10	10	15	11	11	11	13	11	14	10	10	17	13	13	12
This story is a private matter and should NOT be published	80	83	78	78	82	79	83	77	83	73	78	81	83	82	77	77	77	85	81	76	76	82	84
Don't know	5	4	4	4	3	5	4	5	5	9	6	5	3	3	7	8	5	3	6	6	6	3	2

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

In the phone-hacking affair involving the News of the World and possibly other papers, which of the following most closely matches how you feel?

My sympathies mainly lie with the newspaper owners and editors like Rupert Murdoch, who owns the Sun, and Paul Dacre who edits the Daily Mail	1	2	0	2	3	0	0	1	1	1	2	1	1	1	1	3	2	0	1	1	2	1	1
My sympathies mainly lie mainly with celebrities like Hugh Grant and Sienna Miller whose phones were hacked	43	39	48	54	35	49	50	44	42	48	49	43	34	46	39	35	42	47	46	41	39	33	48
I don't have much sympathy with either side	53	57	49	40	61	48	46	52	53	45	44	52	63	50	56	56	54	51	51	52	55	63	51
Don't know	3	1	3	4	1	3	3	2	4	6	4	3	1	3	4	6	2	2	3	6	4	3	1

As you probably know, Rupert Murdoch is the founder and chairman of News Corp, the company that ultimately owns The Times, Sunday Times and Sun, and is the largest shareholder in Sky Television. Recently a majority of MPs on a House of Commons Committee declared that "Rupert Murdoch is not a fit and proper person to run an international company". A minority of MPs disagreed. Do you think Mr Murdoch is or is not a fit and proper person to run an international company?

He is a fit and proper person to run such a company	16	27	13	12	27	14	9	21	12	15	17	15	17	18	14	21	16	11	16	23	20	15	23
He is not	56	43	65	58	44	64	63	58	54	57	52	57	57	55	56	51	55	57	61	50	51	59	58
Don't know	28	30	21	30	28	21	27	21	35	28	31	27	26	27	30	28	29	32	23	27	29	26	19