

YouGov/Gorkana Survey Results

Sample Size: 1699 GB Adults
Fieldwork: 11th - 12th June 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					Hacking stories		Leveson Inquiry		
	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	Following Closely	Not following closely	Following Closely	Not following closely
Weighted Sample	1699	430	552	105	550	440	371	826	873	206	433	581	479	968	731	217	552	364	418	148	773	881	673	984
Unweighted Sample	1699	436	499	101	556	408	383	812	887	86	421	683	509	1010	689	223	555	351	378	192	804	861	702	963
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How closely, if at all, have you been following the stories about newspapers hacking into people's voicemails?

Very closely	6	7	8	8	7	8	7	8	4	4	5	5	9	7	4	7	7	6	4	7	13	0	15	0
Fairly closely	40	41	43	38	40	43	45	47	33	26	36	42	46	42	36	44	38	37	39	47	87	0	79	14
TOTAL CLOSELY	46	48	51	46	47	51	52	55	37	30	41	47	55	49	40	51	45	43	43	54	100	0	94	14
Not very closely	43	44	40	47	43	38	42	37	50	54	47	40	40	42	45	43	45	45	44	35	0	84	5	71
Not at all	8	8	8	7	9	7	6	6	11	6	9	12	5	7	11	6	7	10	9	9	0	16	1	14
TOTAL NOT CLOSELY	51	52	48	54	52	45	48	43	61	60	56	52	45	49	56	49	52	55	53	44	0	100	6	85
Don't know	3	1	2	0	1	4	0	3	2	11	3	1	0	2	4	1	2	2	4	2	0	0	0	1

How closely, if at all, have you been following the Leveson Inquiry into the standards and ethics of the media, set up as a result of the phone hacking scandal?

Very closely	5	5	8	7	5	8	6	7	4	3	4	4	8	6	3	5	6	6	4	6	11	0	13	0
Fairly closely	35	35	39	31	34	40	36	43	27	21	30	39	39	37	31	41	33	32	32	42	71	4	87	0
TOTAL CLOSELY	40	40	47	38	39	48	42	50	31	24	34	43	47	43	34	46	39	38	36	48	82	4	100	0
Not very closely	44	47	40	49	44	38	48	37	50	46	46	42	42	44	43	45	46	43	43	35	17	69	0	75
Not at all	14	13	12	12	17	11	10	11	18	19	17	15	10	11	19	8	13	18	17	15	1	26	0	25
TOTAL NOT CLOSELY	58	60	52	61	61	49	58	48	68	65	63	57	52	55	62	53	59	61	60	50	18	95	0	100
Don't know	2	1	2	0	0	3	0	2	2	10	3	1	0	1	3	1	2	2	5	2	0	0	0	0

How much power and influence, if any, do you think newspapers have over politicians?

A lot of power and influence	38	28	46	36	33	43	45	43	33	35	34	39	41	38	37	43	36	42	34	38	51	27	54	28
Some power and influence	47	59	43	46	54	42	44	44	49	42	51	45	47	51	41	44	49	43	45	55	43	52	41	52
TOTAL POWER AND INFLUENCE	85	87	89	82	87	85	89	87	82	77	85	84	88	89	78	87	85	85	79	93	94	79	95	80
Not much power or influence	8	9	7	13	8	8	5	7	9	8	7	8	9	6	11	7	10	6	10	3	4	12	4	11
No power or influence at all	2	1	1	1	2	2	1	2	1	1	2	2	1	1	2	2	1	3	1	0	1	2	1	2
TOTAL NO POWER OR INFLUENCE	10	10	8	14	10	10	6	9	10	9	9	10	10	7	13	9	11	9	11	3	5	14	5	13
Don't know	6	4	4	3	3	5	4	4	8	14	6	6	2	4	9	4	4	6	9	4	1	6	1	6

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

And how much power and influence, if any, do you think newspapers have over their readers?

A lot of power and influence	32	28	37	31	29	34	36	32	31	44	32	29	30	33	30	34	33	36	29	21	36	30	36	30
Some power and influence	50	56	45	52	53	45	53	48	51	37	48	53	53	52	47	54	50	47	46	59	52	50	50	52
TOTAL POWER AND INFLUENCE	82	84	82	83	82	79	89	80	82	81	80	82	83	85	77	88	83	83	75	80	88	80	86	82
Not much power or influence	12	13	11	16	13	13	9	12	11	8	12	12	13	11	13	8	13	9	14	16	11	13	11	12
No power or influence at all	2	1	3	1	3	3	1	3	1	1	2	2	3	1	3	2	2	3	2	1	2	2	2	3
TOTAL NO POWER OR INFLUENCE	14	14	14	17	16	16	10	15	12	9	14	14	16	12	16	10	15	12	16	17	13	15	13	15
Don't know	4	2	4	1	2	5	2	4	5	10	7	4	1	3	6	2	2	5	9	4	0	4	0	4

Do you think newspapers have more or less influence than they did ten years ago?

More influence	44	40	49	36	44	49	43	43	46	51	41	41	47	43	45	45	44	48	43	39	48	42	49	42
Less influence	17	21	16	25	19	16	18	20	14	8	21	19	15	19	14	18	16	14	17	25	21	14	20	16
No difference - they had a lot of influence and still do	27	29	25	33	29	22	32	28	27	25	25	28	29	28	26	26	30	26	25	29	26	30	28	28
No difference - they never had much influence and still don't	3	4	4	3	4	4	1	3	3	0	3	4	4	2	5	4	3	3	4	2	2	5	1	5
Don't know	8	6	7	2	5	8	7	6	10	16	10	7	5	7	10	7	7	8	11	5	3	9	3	9

Do you agree or disagree with the following statements?

The press is out of control and needs tighter regulation

Strongly agree	26	22	32	20	22	32	26	27	25	31	25	25	26	26	27	27	26	28	25	23	32	22	32	23
Tend to agree	47	46	47	61	45	44	52	45	48	39	49	45	49	47	46	45	48	47	43	48	46	49	46	48
TOTAL AGREE	73	68	79	81	67	76	78	72	73	70	74	70	75	73	73	72	74	75	68	71	78	71	78	71
Tend to disagree	17	22	15	15	21	16	14	19	15	19	15	18	16	18	16	18	18	14	18	18	16	18	16	18
Strongly disagree	3	5	0	2	6	0	3	5	1	3	2	3	4	3	3	4	3	2	2	5	3	3	3	3
TOTAL DISAGREE	20	27	15	17	27	16	17	24	16	22	17	21	20	21	19	22	21	16	20	23	19	21	19	21
Don't know	7	5	7	3	6	8	5	5	10	8	9	8	5	7	9	6	5	8	11	6	4	8	3	8

It is only a small minority of journalists who are tarnishing the reputation of other honest and hardworking journalists

Strongly agree	12	11	15	6	12	15	10	12	11	11	12	10	14	10	13	10	10	14	12	13	15	9	15	10
Tend to agree	52	61	46	52	61	46	54	50	54	37	50	53	60	54	50	55	56	48	51	49	50	56	47	58
TOTAL AGREE	64	72	61	58	73	61	64	62	65	48	62	63	74	64	63	65	66	62	63	62	65	65	62	68
Tend to disagree	22	20	24	33	19	24	24	24	20	37	24	21	15	23	21	25	22	22	20	24	24	21	25	20
Strongly disagree	6	3	9	4	3	8	8	8	4	2	5	8	6	6	6	5	6	6	6	8	8	4	10	3
TOTAL DISAGREE	28	23	33	37	22	32	32	32	24	39	29	29	21	29	27	30	28	28	26	32	32	25	35	23
Don't know	8	4	7	4	5	8	4	6	10	12	9	8	6	8	9	6	7	9	11	6	3	10	3	9

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

Underhand tactics are legitimate if they expose wrongdoing and are in the public interest

Strongly agree	8	7	7	8	8	6	8	10	6	8	8	8	8	8	8	11	7	11	7	5	9	7	8	8
Tend to agree	36	41	34	32	41	32	35	38	35	28	37	40	35	35	38	39	35	37	36	34	35	39	34	39
TOTAL AGREE	44	48	41	40	49	38	43	48	41	36	45	48	43	43	46	50	42	48	43	39	44	46	42	47
Tend to disagree	30	32	32	39	31	31	33	29	32	26	32	30	32	32	28	32	33	28	27	33	33	29	33	29
Strongly disagree	14	15	16	11	13	17	14	15	13	14	8	14	19	14	13	10	16	11	15	17	18	11	19	11
TOTAL DISAGREE	44	47	48	50	44	48	47	44	45	40	40	44	51	46	41	42	49	39	42	50	51	40	52	40
Don't know	12	5	11	11	7	13	11	8	15	24	14	8	7	11	13	8	10	13	15	10	5	14	5	13

It is never acceptable for journalists to break the law, no matter how important the story

Strongly agree	33	31	39	32	32	39	28	32	34	26	24	33	45	31	36	30	36	35	32	28	37	31	39	30
Tend to agree	35	39	33	41	38	33	39	34	36	38	39	34	33	36	34	35	34	38	33	37	34	38	31	39
TOTAL AGREE	68	70	72	73	70	72	67	66	70	64	63	67	78	67	70	65	70	73	65	65	71	69	70	69
Tend to disagree	17	16	16	21	17	15	20	19	15	13	21	20	12	19	14	20	19	12	17	18	19	16	19	16
Strongly disagree	5	7	4	4	7	5	4	7	4	2	5	6	6	5	5	6	5	4	6	6	6	5	7	4
TOTAL DISAGREE	22	23	20	25	24	20	24	26	19	15	26	26	18	24	19	26	24	16	23	24	25	21	26	20
Don't know	9	7	8	3	6	9	9	8	11	21	11	8	5	8	11	9	6	11	12	11	5	10	4	10

Which of the following best represents your view?

There needs to be tighter restrictions on how journalists behave and how much they can intrude into peoples lives, even if this means our press is less free	58	54	66	59	53	64	60	55	61	61	57	56	61	58	59	55	58	61	59	55	59	59	58	60
Our press needs to be as free as possible, even if this means journalists can sometimes do unethical and intrusive things	17	24	12	17	24	13	14	22	13	11	15	17	22	19	15	19	18	13	18	19	20	16	21	16
Neither	17	15	16	20	17	17	21	17	17	17	17	20	15	17	18	18	18	19	14	19	17	18	17	18
Don't know	7	6	5	4	6	7	5	6	8	11	11	7	2	6	9	7	6	7	9	8	4	7	4	7