

## YouGov / Avaaz Survey Results

Sample Size: 2010 GB Adults  
Fieldwork: 7th - 8th July 2011

	Voting intention			2010 Vote			Gender		Age				Social grade		Region			
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
<b>Weighted Sample</b> 2010				618	554	487	977	1033	243	513	687	567	1146	864	257	653	430	494
<b>Unweighted Sample</b> 2010	533	656	163	610	540	500	928	1082	194	434	751	631	1322	688	264	703	389	454
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

News Corporation, whose chairman and CEO is Rupert Murdoch, owns the Sun, the News of the World and the Times and the Sunday Times, has until now also owned 39% of BskyB. The government has just agreed to News Corporation's bid to the full purchase of 100% of BskyB, with the exception of Sky News which will have its own board independent of News Corporation. How closely, if at all, have you been following this story?

Very closely	10	9	15	11	10	12	11	15	6	10	9	9	13	11	9	12	10	9	10
Fairly closely	34	32	38	36	30	37	39	39	29	39	31	34	35	37	30	38	33	36	31
<b>TOTAL CLOSELY</b>	<b>44</b>	<b>41</b>	<b>53</b>	<b>47</b>	<b>40</b>	<b>49</b>	<b>50</b>	<b>54</b>	<b>35</b>	<b>49</b>	<b>40</b>	<b>43</b>	<b>48</b>	<b>48</b>	<b>39</b>	<b>50</b>	<b>43</b>	<b>45</b>	<b>41</b>
Not very closely	37	40	34	34	39	35	36	33	40	28	41	39	34	36	37	35	35	35	41
Not followed it at all	19	19	14	19	22	16	14	13	25	23	19	19	18	16	23	15	22	20	18
<b>TOTAL NOT CLOSELY</b>	<b>56</b>	<b>59</b>	<b>48</b>	<b>53</b>	<b>61</b>	<b>51</b>	<b>50</b>	<b>46</b>	<b>65</b>	<b>51</b>	<b>60</b>	<b>58</b>	<b>52</b>	<b>52</b>	<b>60</b>	<b>50</b>	<b>57</b>	<b>55</b>	<b>59</b>

Some people think that, as Sky News will become a separate organisation, the BskyB deal will increase diversity in our media. Other people think that, as News Corporation will still own 39% of Sky News, and will subsidise it for the next ten years, that media diversity will suffer.

Do you think the proposed deal will increase or decrease media diversity?

It would increase media diversity	4	5	4	2	4	4	4	4	4	7	4	4	3	3	5	4	4	4	4
It would decrease media diversity	49	43	54	61	41	54	58	56	41	49	45	49	52	54	41	52	49	46	48
It will make no difference	23	34	19	15	33	19	16	23	23	14	28	24	22	23	24	21	23	23	25
Don't know	24	18	23	22	21	24	22	16	32	30	23	23	23	20	30	23	24	27	23

Jeremy Hunt, Minister for Culture, Media and Sport, is running an official consultation on the merger and whether or not he should allow it to go ahead. Before now were you aware of this consultation?

Yes, I was	37	38	41	45	36	39	44	48	28	33	33	41	39	43	31	40	38	37	34
No, I was not	63	62	59	55	64	61	56	52	72	67	67	59	61	57	69	60	62	63	66

Fieldwork: 7th - 8th July 2011

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

The government has agreed to read all submissions made to the consultation, from the public and from media groups. Which do you think the Government takes into account more when deciding who owns the British press?

The public interest and the views of the general public	14	17	15	11	16	16	14	17	12	15	11	16	15	15	14	16	15	11	13
The interests and views of the media companies	43	37	45	48	40	47	46	45	41	45	43	41	45	47	38	46	42	42	44
Both equally	16	24	13	20	20	11	17	15	16	14	18	16	14	17	13	15	15	15	18
Neither	12	10	14	8	11	13	11	13	12	8	10	15	13	9	17	13	12	14	13
Don't know	15	13	13	13	13	13	12	10	19	17	17	13	13	12	18	11	16	18	12

In your opinion, to what extent, if at all, do you trust News Corporation to implement the conditions set out to Jeremy Hunt for full purchase of BskyB?

Totally trust	1	1	1	0	1	1	0	1	0	1	1	1	0	1	0	4	1	0	0
Trust a fair amount	9	16	8	10	12	7	9	12	7	12	12	8	7	11	7	11	7	10	11
<b>TOTAL TRUST</b>	<b>10</b>	<b>17</b>	<b>9</b>	<b>10</b>	<b>13</b>	<b>8</b>	<b>9</b>	<b>13</b>	<b>7</b>	<b>13</b>	<b>13</b>	<b>9</b>	<b>7</b>	<b>12</b>	<b>7</b>	<b>15</b>	<b>8</b>	<b>10</b>	<b>11</b>
Do not trust very much	35	41	34	39	38	33	34	34	36	31	33	38	34	36	33	31	37	34	33
Do not trust at all	38	26	43	40	32	42	42	42	33	38	30	36	46	37	38	38	36	37	39
<b>TOTAL DO NOT TRUST</b>	<b>73</b>	<b>67</b>	<b>77</b>	<b>79</b>	<b>70</b>	<b>75</b>	<b>76</b>	<b>76</b>	<b>69</b>	<b>69</b>	<b>63</b>	<b>74</b>	<b>80</b>	<b>73</b>	<b>71</b>	<b>69</b>	<b>73</b>	<b>71</b>	<b>72</b>
Don't know	18	16	14	10	18	16	14	12	24	18	25	17	13	15	21	16	19	18	17

What impact, if any, do you feel News Corporation taking over BskyB would have on journalistic standards in Britain?

It will increase journalistic standards	3	4	2	6	3	3	2	3	2	4	4	2	1	2	3	3	2	3	3
It will decrease journalistic standards	52	46	58	56	48	58	57	56	48	53	42	54	59	55	49	53	53	48	52
It will make no difference	25	35	22	19	30	21	21	28	23	20	32	27	21	27	23	29	24	26	27
Don't know	20	15	18	20	19	18	19	12	26	24	23	17	19	16	25	16	20	23	18

OFCOM, a regulatory body, can stop people owning media organisations if it finds they are not fit and proper to do so. In your opinion, would you say that Rupert Murdoch and other News Corporation executives are fit and proper to own British media?

Are fit and proper to own British media	11	21	8	8	17	8	9	15	8	10	17	10	8	13	9	16	11	14	8
Are NOT fit and proper own British media	67	57	75	73	60	76	71	69	66	63	56	69	78	68	66	61	66	68	69
Don't know	21	22	17	19	23	16	19	16	26	26	28	20	14	19	25	22	23	19	23

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	Voting intention			2010 Vote			Gender		Age				Social grade		Region			
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
<b>Weighted Sample 2010</b>				618	554	487	977	1033	243	513	687	567	1146	864	257	653	430	494
Unweighted Sample 2010	533	656	163	610	540	500	928	1082	194	434	751	631	1322	688	264	703	389	454
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Taking everything into account, do you feel that Rupert Murdoch, through his media ownership, has too much, not enough or about the right amount of power and influence over British Politics?**

Too much influence	<b>72</b>	68	77	80	71	74	80	74	70	69	59	74	83	75	68	70	74	69	72
Not enough influence	<b>2</b>	2	3	1	2	3	1	2	2	3	4	2	1	2	2	3	2	3	2
About the right amount of influence	<b>7</b>	14	5	3	11	6	5	8	7	5	13	7	4	8	7	7	7	9	8
Not applicable, I do not feel Rupert Murdoch has any influence over British Politics	<b>6</b>	8	5	7	7	5	5	6	7	7	6	8	5	6	8	6	6	6	7
Don't know	<b>12</b>	7	10	8	10	11	10	9	15	16	18	10	8	9	16	14	12	14	11

**Which of these statements comes closest to your view regarding David Cameron's relationship with News Corporation executives?**

David Cameron is too close to News Corporation executives	<b>51</b>	30	69	54	37	67	57	58	45	44	43	53	60	52	51	58	47	51	52
David Cameron's relationship with News Corporation executives is about right	<b>12</b>	29	4	14	23	4	9	14	10	12	14	11	10	13	9	11	13	12	11
David Cameron is not close enough to News Corporation executives	<b>3</b>	3	4	0	4	5	2	3	4	5	3	4	2	3	4	3	2	4	5
Don't know	<b>33</b>	38	23	32	37	25	32	25	41	39	40	32	28	32	35	27	38	32	32

## YouGov / Avaaz Survey Results

Sample Size: 2010 GB Adults  
Fieldwork: 7th - 8th July 2011

		Following Story		Awareness of Consultation		Sunday Newspaper Readership					
	Total	Scotland	Closely	Not Closely	Yes	No	News of the World	News International Papers	Broadsheet	Mid-Market	Tabloid
<b>Weighted Sample</b>	<b>2010</b>	175	887	1123	753	1257	289	468	360	367	509
<b>Unweighted Sample</b>	<b>2010</b>	200	941	1069	836	1174	197	406	491	430	331
	%	%	%	%	%	%	%	%	%	%	%

News Corporation, whose chairman and CEO is Rupert Murdoch, owns the Sun, the News of the World and the Times and the Sunday Times, has until now also owned 39% of BskyB. The government has just agreed to News Corporation's bid to the full purchase of 100% of BskyB, with the exception of Sky News which will have its own board independent of News Corporation. How closely, if at all, have you been following this story?

Very closely	10	13	23	0	20	4	7	10	18	10	11
Fairly closely	34	34	77	0	54	22	21	30	46	38	28
<b>TOTAL CLOSELY</b>	<b>44</b>	<b>47</b>	<b>100</b>	<b>0</b>	<b>74</b>	<b>26</b>	<b>28</b>	<b>40</b>	<b>64</b>	<b>48</b>	<b>39</b>
Not very closely	37	36	0	65	23	44	49	41	26	35	42
Not followed it at all	19	18	0	35	2	30	23	19	10	18	19
<b>TOTAL NOT CLOSELY</b>	<b>56</b>	<b>54</b>	<b>0</b>	<b>100</b>	<b>25</b>	<b>74</b>	<b>72</b>	<b>60</b>	<b>36</b>	<b>53</b>	<b>61</b>

Some people think that, as Sky News will become a separate organisation, the BskyB deal will increase diversity in our media. Other people think that, as News Corporation will still own 39% of Sky News, and will subsidise it for the next ten years, that media diversity will suffer.

Do you think the proposed deal will increase or decrease media diversity?

It would increase media diversity	4	7	5	3	5	3	8	8	5	4	6
It would decrease media diversity	49	49	71	30	70	36	29	41	67	53	38
It will make no difference	23	21	17	28	19	26	32	28	20	23	27
Don't know	24	23	6	39	6	35	31	23	9	21	29

Jeremy Hunt, Minister for Culture, Media and Sport, is running an official consultation on the merger and whether or not he should allow it to go ahead. Before now were you aware of this consultation?

Yes, I was	37	44	63	17	100	0	22	34	59	39	28
No, I was not	63	56	37	83	0	100	78	66	41	61	72

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	%	%	%	%	%	%	%	%	%	%	%

The government has agreed to read all submissions made to the consultation, from the public and from media groups. Which do you think the Government takes into account more when deciding who owns the British press?

The public interest and the views of the general public	14	22	17	12	18	12	15	15	14	15	16
The interests and views of the media companies	43	43	52	36	51	38	35	41	50	46	36
Both equally	16	12	15	16	15	16	19	18	18	19	16
Neither	12	7	12	13	10	14	14	13	9	9	16
Don't know	15	16	5	23	5	20	18	14	9	11	17

In your opinion, to what extent, if at all, do you trust News Corporation to implement the conditions set out to Jeremy Hunt for full purchase of BSkyB?

Totally trust	1	0	1	0	2	0	0	1	1	1	1
Trust a fair amount	9	5	10	8	12	8	11	13	13	10	8
<b>TOTAL TRUST</b>	<b>10</b>	<b>5</b>	<b>11</b>	<b>8</b>	<b>14</b>	<b>8</b>	<b>11</b>	<b>14</b>	<b>14</b>	<b>11</b>	<b>9</b>
Do not trust very much	35	39	34	35	34	35	36	37	36	42	35
Do not trust at all	38	39	50	27	48	31	24	29	42	33	34
<b>TOTAL DO NOT TRUST</b>	<b>73</b>	<b>78</b>	<b>84</b>	<b>62</b>	<b>82</b>	<b>66</b>	<b>60</b>	<b>66</b>	<b>78</b>	<b>75</b>	<b>69</b>
Don't know	18	17	3	29	4	26	28	21	7	14	22

What impact, if any, do you feel News Corporation taking over BSkyB would have on journalistic standards in Britain?

It will increase journalistic standards	3	2	3	2	3	2	3	4	3	3	2
It will decrease journalistic standards	52	59	72	36	69	42	34	46	69	58	43
It will make no difference	25	21	19	31	23	27	40	33	20	23	30
Don't know	20	19	5	31	4	29	23	17	8	16	24

OFCOM, a regulatory body, can stop people owning media organisations if it finds they are not fit and proper to do so. In your opinion, would you say that Rupert Murdoch and other News Corporation executives are fit and proper to own British media?

Are fit and proper to own British media	11	9	11	11	14	10	19	20	15	11	14
Are NOT fit and proper own British media	67	76	83	55	78	61	50	56	72	71	61
Don't know	21	15	6	33	8	29	30	24	13	18	25

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	%	%	%	%	%	%	%	%	%	%	%

**Taking everything into account, do you feel that Rupert Murdoch, through his media ownership, has too much, not enough or about the right amount of power and influence over British Politics?**

Too much influence	<b>72</b>	77	84	62	84	65	57	64	78	77	65
Not enough influence	<b>2</b>	0	4	1	3	2	3	4	4	1	3
About the right amount of influence	<b>7</b>	2	6	9	7	8	14	13	9	7	10
Not applicable, I do not feel Rupert Murdoch has any influence over British Politics	<b>6</b>	9	4	9	4	8	12	9	4	5	8
Don't know	<b>12</b>	11	2	20	2	18	15	11	4	9	13

**Which of these statements comes closest to your view regarding David Cameron's relationship with News Corporation executives?**

David Cameron is too close to News Corporation executives	<b>51</b>	58	73	35	69	41	38	43	54	52	50
David Cameron's relationship with News Corporation executives is about right	<b>12</b>	6	12	11	13	11	17	17	15	15	11
David Cameron is not close enough to News Corporation executives	<b>3</b>	2	2	4	2	4	4	4	3	3	5
Don't know	<b>33</b>	34	13	50	15	44	41	36	28	30	35