

Populus - Open Road - Influencing the Influencers Research 2012

Populus interviewed 226 Opinion Formers online and by self complete postal questionnaire between 20th April and 23rd May 2012.

104 Opinion Formers were drawn from the Populus Opinion Former Network and 122 were drawn from the Populus MP Panel.

Populus is a member of the British Polling Council and abides by its rules. For more information, see www.populus.co.uk

Respondent profile

Stakeholder	Total	226	100%
	MP	122	54%
	Opinion Former	104	46%

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To what extent, if at all, do you trust each of the following media outlets to report fairly and accurately?

		Stakeholder		
		Total	MP	Opinion Former
BBC News	Trust completely	42 19%	16 14%	26 26%
	Trust somewhat	106 49%	57 49%	49 49%
	Neither trust nor distrust	18 8%	8 7%	10 10%
	Distrust somewhat	36 17%	29 25%	7 7%
	Distrust completely	15 7%	7 6%	8 8%
	Don't know	1 0%	0 0%	1 1%
	Daily Express	Trust completely	1 0%	1 1%
	Trust somewhat	11 5%	10 8%	1 1%
	Neither trust nor distrust	35 16%	22 18%	13 13%
	Distrust somewhat	93 42%	46 38%	47 47%
	Distrust completely	72 33%	41 34%	31 31%
	Don't know	8 4%	0 0%	8 8%

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To what extent, if at all, do you trust each of the following media outlets to report fairly and accurately?

		Stakeholder		
		Total	MP	Opinion Former
Daily Mail	Trust completely	0 0%	0 0%	0 0%
	Trust somewhat	16 7%	11 9%	5 5%
	Neither trust nor distrust	34 15%	21 17%	13 13%
	Distrust somewhat	81 37%	45 37%	36 36%
	Distrust completely	86 39%	44 36%	42 42%
	Don't know	3 1%	0 0%	3 3%
	Daily Mirror	Trust completely	1 0%	1 1%
	Trust somewhat	38 17%	31 26%	7 7%
	Neither trust nor distrust	47 21%	25 21%	22 22%
	Distrust somewhat	71 32%	30 25%	41 41%
	Distrust completely	56 26%	32 27%	24 24%
	Don't know	6 3%	1 1%	5 5%

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To what extent, if at all, do you trust each of the following media outlets to report fairly and accurately?

		Stakeholder		
		Total	MP	Opinion Former
Financial Times	Trust completely	59 27%	18 15%	41 41%
	Trust somewhat	112 51%	72 61%	40 40%
	Neither trust nor distrust	29 13%	19 16%	10 10%
	Distrust somewhat	13 6%	9 8%	4 4%
	Distrust completely	3 1%	1 1%	2 2%
	Don't know	2 1%	0 0%	2 2%
	ITV News	Trust completely	20 9%	13 11%
Trust somewhat	117 53%	68 57%	49 49%	
Neither trust nor distrust	60 27%	27 23%	33 33%	
Distrust somewhat	18 8%	11 9%	7 7%	
Distrust completely	1 0%	0 0%	1 1%	
Don't know	4 2%	1 1%	3 3%	

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To what extent, if at all, do you trust each of the following media outlets to report fairly and accurately?

		Stakeholder		
		Total	MP	Opinion Former
Channel 4 News	Trust completely	35 16%	21 17%	14 14%
	Trust somewhat	118 54%	63 52%	55 56%
	Neither trust nor distrust	37 17%	20 17%	17 17%
	Distrust somewhat	18 8%	13 11%	5 5%
	Distrust completely	8 4%	4 3%	4 4%
	Don't know	4 2%	0 0%	4 4%
	Sky News	Trust completely	14 6%	10 8%
Trust somewhat	98 45%	55 46%	43 43%	
Neither trust nor distrust	61 28%	36 30%	25 25%	
Distrust somewhat	35 16%	18 15%	17 17%	
Distrust completely	7 3%	1 1%	6 6%	
Don't know	4 2%	0 0%	4 4%	

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To what extent, if at all, do you trust each of the following media outlets to report fairly and accurately?

		Stakeholder		
		Total	MP	Opinion Former
The Daily Telegraph	Trust completely	7 3%	4 3%	3 3%
	Trust somewhat	74 34%	34 28%	40 40%
	Neither trust nor distrust	61 28%	34 28%	27 27%
	Distrust somewhat	55 25%	33 27%	22 22%
	Distrust completely	21 10%	16 13%	5 5%
	Don't know	2 1%	0 0%	2 2%
	The Economist	Trust completely	45 21%	17 14%
Trust somewhat	101 46%	57 48%	44 44%	
Neither trust nor distrust	55 25%	39 33%	16 16%	
Distrust somewhat	10 5%	6 5%	4 4%	
Distrust completely	4 2%	1 1%	3 3%	
Don't know	4 2%	0 0%	4 4%	

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To what extent, if at all, do you trust each of the following media outlets to report fairly and accurately?

		Stakeholder		
		Total	MP	Opinion Former
The Guardian	Trust completely	10	5	5
		5%	4%	5%
	Trust somewhat	83	46	37
		38%	38%	37%
	Neither trust nor distrust	50	29	21
		23%	24%	21%
	Distrust somewhat	52	31	21
24%		26%	21%	
Distrust completely	20	9	11	
	9%	7%	11%	
Don't know	6	1	5	
	3%	1%	5%	
The Independent	Trust completely	13	5	8
		6%	4%	8%
	Trust somewhat	74	43	31
		34%	36%	31%
	Neither trust nor distrust	65	37	28
		30%	31%	28%
	Distrust somewhat	40	24	16
18%		20%	16%	
Distrust completely	18	10	8	
	8%	8%	8%	
Don't know	8	0	8	
	4%	0%	8%	

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To what extent, if at all, do you trust each of the following media outlets to report fairly and accurately?

		Stakeholder		
		Total	MP	Opinion Former
i	Trust completely	6 3%	3 3%	3 3%
	Trust somewhat	44 21%	29 25%	15 16%
	Neither trust nor distrust	56 27%	34 29%	22 24%
	Distrust somewhat	27 13%	15 13%	12 13%
	Distrust completely	13 6%	8 7%	5 5%
	Don't know	61 29%	27 23%	34 37%
	The Sun	Trust completely	0 0%	0 0%
	Trust somewhat	16 7%	10 8%	6 6%
	Neither trust nor distrust	36 16%	22 18%	14 14%
	Distrust somewhat	81 37%	47 39%	34 35%
	Distrust completely	77 35%	39 32%	38 39%
	Don't know	9 4%	3 2%	6 6%

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To what extent, if at all, do you trust each of the following media outlets to report fairly and accurately?

		Stakeholder		
		Total	MP	Opinion Former
The Times	Trust completely	14	8	6
		6%	7%	6%
	Trust somewhat	95	47	48
		43%	39%	48%
	Neither trust nor distrust	56	34	22
		25%	28%	22%
	Distrust somewhat	38	24	14
17%		20%	14%	
Distrust completely	14	8	6	
	6%	7%	6%	
Don't know	3	0	3	
	1%	0%	3%	
The Today Programme	Trust completely	40	17	23
		18%	14%	23%
	Trust somewhat	99	56	43
		45%	47%	43%
	Neither trust nor distrust	35	20	15
		16%	17%	15%
	Distrust somewhat	29	16	13
13%		13%	13%	
Distrust completely	14	10	4	
	6%	8%	4%	
Don't know	4	1	3	
	2%	1%	3%	

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To what extent, if at all, do you trust each of the following media outlets to report fairly and accurately?

		Stakeholder		
		Total	MP	Opinion Former
Twitter	Trust completely	2	1	1
		1%	1%	1%
	Trust somewhat	18	13	5
		8%	11%	5%
	Neither trust nor distrust	56	31	25
		25%	26%	25%
	Distrust somewhat	45	24	21
20%		20%	21%	
Distrust completely	78	41	37	
	35%	34%	37%	
Don't know	21	10	11	
	10%	8%	11%	
Facebook	Trust completely	1	0	1
		0%	0%	1%
	Trust somewhat	10	7	3
		5%	6%	3%
	Neither trust nor distrust	59	35	24
		27%	29%	24%
	Distrust somewhat	37	19	18
17%		16%	18%	
Distrust completely	82	44	38	
	38%	37%	39%	
Don't know	29	15	14	
	13%	13%	14%	

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To what extent, if at all, do you trust each of the following media outlets to report fairly and accurately?

		Stakeholder		
		Total	MP	Opinion Former
Guido Fawkes' blog (order-order.com)	Trust completely	4 2%	1 1%	3 3%
	Trust somewhat	24 11%	13 11%	11 11%
	Neither trust nor distrust	55 25%	30 25%	25 25%
	Distrust somewhat	54 25%	29 24%	25 25%
	Distrust completely	61 28%	40 33%	21 21%
	Don't know	22 10%	7 6%	15 15%

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When the BBC was set up, it was founded on three core principles: to inform, to educate and to entertain. Please rank the three principles in the order today's media should prioritise them:

		Stakeholder		
		Total	MP	Opinion Former
To inform	Most important	186 85%	102 86%	84 82%
	2nd most important	28 13%	16 14%	12 12%
	3rd most important	3 1%	0 0%	3 3%
	Don't know	3 1%	0 0%	3 3%
To educate	Most important	11 5%	4 3%	7 7%
	2nd most important	133 61%	71 61%	62 61%
	3rd most important	71 33%	41 35%	30 29%
	Don't know	3 1%	0 0%	3 3%
To entertain	Most important	23 11%	12 10%	11 11%
	2nd most important	57	30	27

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When the BBC was set up, it was founded on three core principles: to inform, to educate and to entertain. Please rank the three principles in the order today's media should prioritise them:

		Stakeholder		
		Total	MP	Opinion Former
To entertain	2nd most important	26%	26%	26%
	3rd most important	136 62%	75 64%	61 60%
	Don't know	3 1%	0 0%	3 3%

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Would you like to read and hear more or less about each of the following types of people in the media?

		Stakeholder		
		Total	MP	Opinion Former
Politicians	Much more	10	7	3
		5%	6%	3%
	More	52	29	23
		23%	24%	23%
	About the same	127	74	53
		57%	61%	52%
	Less	23	8	15
10%		7%	15%	
Much less	9	2	7	
	4%	2%	7%	
Don't know	1	1	0	
	0%	1%	0%	
Celebrities	Much more	0	0	0
		0%	0%	0%
	More	1	1	0
		0%	1%	0%
	About the same	19	11	8
		9%	9%	8%
	Less	74	45	29
33%		38%	28%	
Much less	126	61	65	
	57%	51%	64%	
Don't know	1	1	0	
	0%	1%	0%	

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Would you like to read and hear more or less about each of the following types of people in the media?

		Stakeholder		
		Total	MP	Opinion Former
High-profile business figures	Much more	7 3%	3 3%	4 4%
	More	84 38%	44 37%	40 39%
	About the same	99 45%	55 46%	44 43%
	Less	18 8%	13 11%	5 5%
	Much less	13 6%	4 3%	9 9%
	Don't know	1 0%	1 1%	0 0%
	Senior executives at partially state owned banks	Much more	5 2%	4 3%
More	50 22%	33 27%	17 17%	
About the same	104 47%	56 46%	48 47%	
Less	44 20%	20 17%	24 24%	
Much less	18 8%	7 6%	11 11%	
Don't know	2 1%	1 1%	1 1%	

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Does the media report fairly, too critically, or too softly in relation to each of the following types of people?

		Stakeholder		
		Total	MP	Opinion Former
Politicians	Much too critically	47	35	12
		21%	29%	12%
	Too critically	107	62	45
		48%	52%	45%
	Reports fairly	46	17	29
		21%	14%	29%
	Too softly	10	1	9
5%		1%	9%	
Much too softly	6	1	5	
	3%	1%	5%	
Don't know	5	4	1	
	2%	3%	1%	
Celebrities	Much too critically	9	6	3
		4%	5%	3%
	Too critically	61	39	22
		28%	33%	22%
	Reports fairly	24	18	6
		11%	15%	6%
	Too softly	60	32	28
27%		27%	28%	
Much too softly	48	17	31	
	22%	14%	31%	
Don't know	18	7	11	
	8%	6%	11%	

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Does the media report fairly, too critically, or too softly in relation to each of the following types of people?

		Stakeholder		
		Total	MP	Opinion Former
High-profile business figures	Much too critically	19	8	11
		9%	7%	11%
	Too critically	55	32	23
		25%	27%	23%
	Reports fairly	70	37	33
		32%	31%	33%
	Too softly	55	26	29
25%		22%	29%	
Much too softly	12	11	1	
	5%	9%	1%	
Don't know	8	5	3	
	4%	4%	3%	
Senior executives at partially state owned banks	Much too critically	26	10	16
		12%	8%	16%
	Too critically	54	28	26
		25%	24%	26%
	Reports fairly	54	29	25
		25%	24%	25%
	Too softly	52	30	22
24%		25%	22%	
Much too softly	20	15	5	
	9%	13%	5%	
Don't know	14	7	7	
	6%	6%	7%	

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We'd like, for a moment, for you to put yourself in the position of editor of a national newspaper who has the opportunity to publish or report the following on an exclusive basis. Please read the summaries of the stories below and, for each, say whether you would or would not publish the following stories:

		Stakeholder		
		Total	MP	Opinion Former
That a married senior politician, with a record of promoting 'family values', was having an extramarital affair	Would publish	175 80%	87 74%	88 86%
	Would not publish	45 20%	31 26%	14 14%
A kiss and tell story from the mistress of a married senior business executive	Would publish	37 17%	23 19%	14 14%
	Would not publish	183 83%	95 81%	88 86%
Leaked information regarding the mental illness of a FTSE100 Chief Executive	Would publish	46 21%	17 14%	29 28%
	Would not publish	174 79%	101 86%	73 72%
Medical records of a Cabinet Minister which reveal a, previously unknown, battle against drug, alcohol, and painkiller addiction	Would publish	54 25%	21 18%	33 32%
	Would not publish	166 75%	97 82%	69 68%
Details of the purchase of a yacht by a senior manager at a partially state owned bank	Would publish	116 53%	69 59%	47 46%
	Would not publish	103 47%	48 41%	55 54%
That a Premier League footballer - currently publicly thought to be single and heterosexual - had recently entered into a civil partnership, attended only by close family and friends, with their long-term male partner	Would publish	55 25%	28 24%	27 26%

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We'd like, for a moment, for you to put yourself in the position of editor of a national newspaper who has the opportunity to publish or report the following on an exclusive basis. Please read the summaries of the stories below and, for each, say whether you would or would not publish the following stories:

		Stakeholder		
		Total	MP	Opinion Former
That a Premier League footballer - currently publicly thought to be single and heterosexual - had recently entered into a civil partnership, attended only by close family and friends, with their long-term male partner	Would not publish	166	91	75
		75%	76%	74%
Details of the creative - although entirely legal - tax avoidance policies and strategies of a high profile entrepreneur	Would publish	147	82	65
	Would not publish	73	36	37
		33%	31%	36%

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Which commentator on economics and business do you most respect?

	Stakeholder		
	Total	MP	Opinion Former
Allister Heath	7 3%	4 3%	3 3%
Anatole Kaletsky	7 3%	3 2%	4 4%
BBC	3 1%	1 1%	2 2%
David Blanchflower	3 1%	3 2%	0 0%
David Smith	9 4%	4 3%	5 5%
David Wighton	2 1%	1 1%	1 1%
Evan Davis	12 5%	2 2%	10 10%
Hamish McRae	3 1%	0 0%	3 3%
Jeff Randall	10 4%	4 3%	6 6%
Jeremy Warner	2 1%	1 1%	1 1%
John Redwood	2 1%	2 2%	0 0%
Joseph Stiglitz	2 1%	1 1%	1 1%

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Which commentator on economics and business do you most respect?

	Stakeholder		
	Total	MP	Opinion Former
Larry Elliott	5 2%	3 2%	2 2%
Laura Kuenssberg	2 1%	2 2%	0 0%
Martin Wolf	19 8%	10 8%	9 9%
Mickey Clark	0 0%	0 0%	0 0%
Nick Robinson	2 1%	0 0%	2 2%
Patience Wheatcroft	2 1%	2 2%	0 0%
Paul Krugman	3 1%	3 2%	0 0%
Paul Mason	4 2%	2 2%	2 2%
Philip Aldrick	0 0%	0 0%	0 0%
Robert Peston	24 11%	14 11%	10 10%
Stephanie Flanders	14 6%	5 4%	9 9%
The Economist	4 2%	2 2%	2 2%

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Which commentator on economics and business do you most respect?

	Stakeholder		
	Total	MP	Opinion Former
The Financial Times	3 1%	3 2%	0 0%
Will Hutton	13 6%	10 8%	3 3%
William Keegan	2 1%	2 2%	0 0%
Roger Bootle	4 2%	2 2%	2 2%
Other	22 10%	13 11%	9 9%
None	41 18%	23 19%	18 17%

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Which political commentator do you most respect?

	Stakeholder		
	Total	MP	Opinion Former
Andrew Marr	12 5%	6 5%	6 6%
Andrew Neil	11 5%	8 7%	3 3%
Andrew Rawnsley	18 8%	12 10%	6 6%
BBC	2 1%	1 1%	1 1%
Benedict Brogan	2 1%	2 2%	0 0%
Dan Hodges	2 1%	0 0%	2 2%
Danny Finkelstein	5 2%	3 2%	2 2%
David Aaronovich	6 3%	3 2%	3 3%
Fraser Nelson	2 1%	1 1%	1 1%
Iain Martin	2 1%	2 2%	0 0%
Joey Jones	2 1%	2 2%	0 0%
John Humphreys	2 1%	0 0%	2 2%

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Which political commentator do you most respect?

	Stakeholder		
	Total	MP	Opinion Former
John Pienaar	3 1%	1 1%	2 2%
Laura Keunssberg	3 1%	1 1%	2 2%
Matt D'Ancona	3 1%	1 1%	2 2%
Matthew Parris	11 5%	3 2%	8 8%
Mehdi Hasan	2 1%	0 0%	2 2%
Michael Portillo	2 1%	0 0%	2 2%
Michael White	4 2%	3 2%	1 1%
Nick Robinson	39 17%	15 12%	24 23%
Paul Staines	3 1%	1 1%	2 2%
Paul Waugh	2 1%	2 2%	0 0%
Peter Osborne	4 2%	2 2%	2 2%
Peter Riddell	2 1%	1 1%	1 1%

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Which political commentator do you most respect?

	Stakeholder		
	Total	MP	Opinion Former
Philip Stephens	3 1%	1 1%	2 2%
Polly Toynbee	4 2%	2 2%	2 2%
Rod Liddle	2 1%	1 1%	1 1%
Simon Jenkins	3 1%	2 2%	1 1%
Steve Richards	6 3%	4 3%	2 2%
The Economist	2 1%	2 2%	0 0%
Tim Montgomerie	3 1%	2 2%	1 1%
Other	27 12%	23 19%	4 4%
None	32 14%	15 12%	17 16%