

National Results: PCC Attitude Survey

Introduction

The PCC undertook a comprehensive polling exercise with Toluna – the world’s largest independent online panel and survey technology provider to the global market research industry – to measure public attitudes towards the PCC and self-regulation of the press, from a nationally representative sample of 1017 adults.

This study is part of a regular measurement of public attitudes. It demonstrated strong approval of the present structures, activity and sanctions of the PCC system but some scope for improving the depth of knowledge of public awareness of the PCC.

Background

- **The Press Complaints Commission commissioned an online attitude survey to be conducted amongst 1,000 nationally representative adults in the UK.**
- **The study in fact was conducted with 1,017 adults.**
- **The sample was drawn from Toluna's online panel.**
- **Quotas were set to ensure the total sample reflected the latest census data in terms of age, gender, region and marital status.**

Sample Composition

Gender	No.	%
Male	481	47%
Female	536	53%
Total	1017	100%

Region	Number	%
Greater London	133	13%
South-East	153	15%
South-West	84	8%
Midlands	232	23%
Wales	51	5%
North-East	129	13%
North-West	118	12%
Scotland	85	8%
Northern Ireland	32	3%
TOTAL	1017	100%

Sample Composition

Marital Status	No.	%
Single	310	30%
Widowed Divorced	96	9%
Living w/partner	189	19%
Married	422	41%
Total	1017	100%

Age	Number	%
18 - 24	169	17%
25 - 34	204	20%
35 - 44	267	26%
45 - 54	200	20%
55 - 64	112	11%
65+	65	6%
TOTAL	1017	100%

Source of Information

- Just over half the sample get their news and information mostly online.

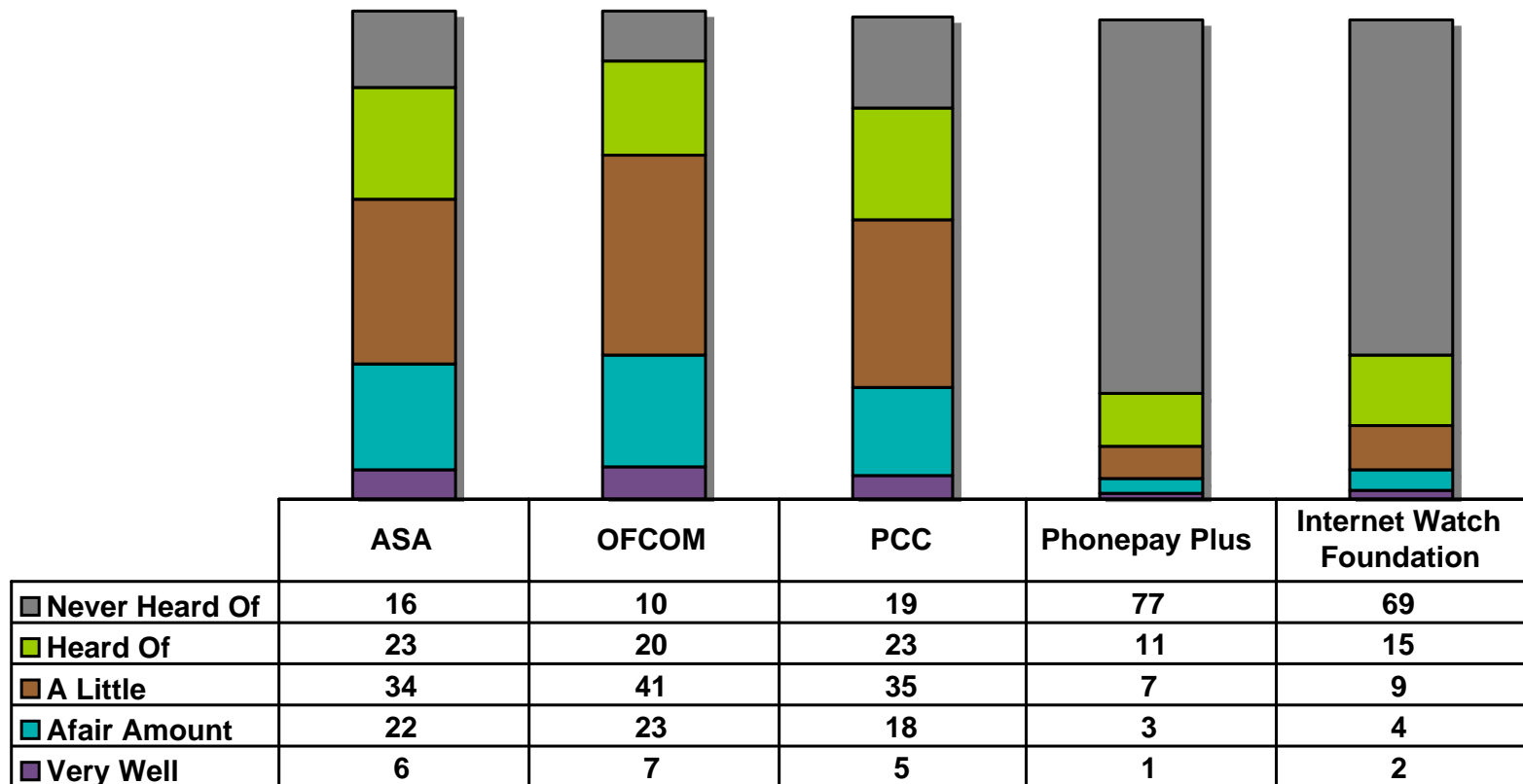
Q1: Where do you mostly get your daily news and information from?



Awareness

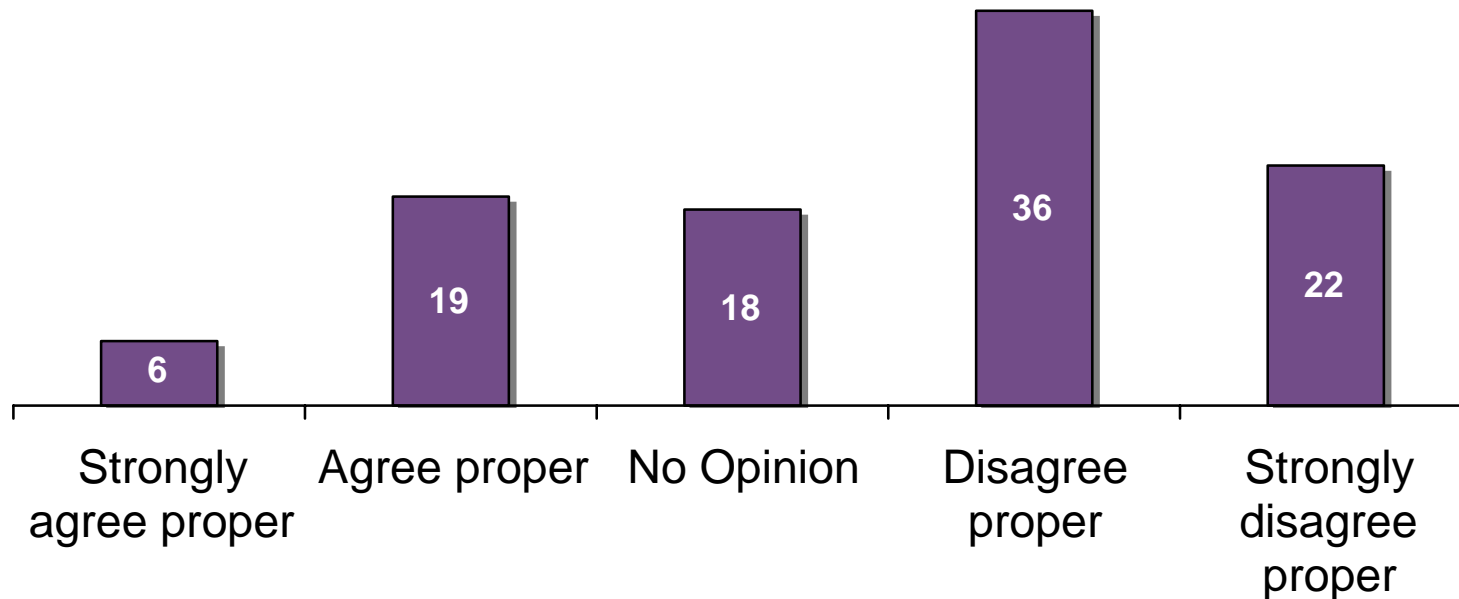
- Roughly a quarter of the population knows at least a fair amount about the PCC.
- One third knows a little.

Q2: How well do you feel you know each organization?



- Only one quarter of the population supports the view that the PCC code should take proactive action without complaint or solicitation
- 58% disagree/strongly disagree that this is proper

Q3: Imagine you have been featured in a newspaper or magazine article. A regulatory body feels that references to you may be inappropriate and in breach of the Code it enforces. It decides to publicise its views on this without contacting you first for information or consent. How would you view this unrequested decision by the regulatory body?

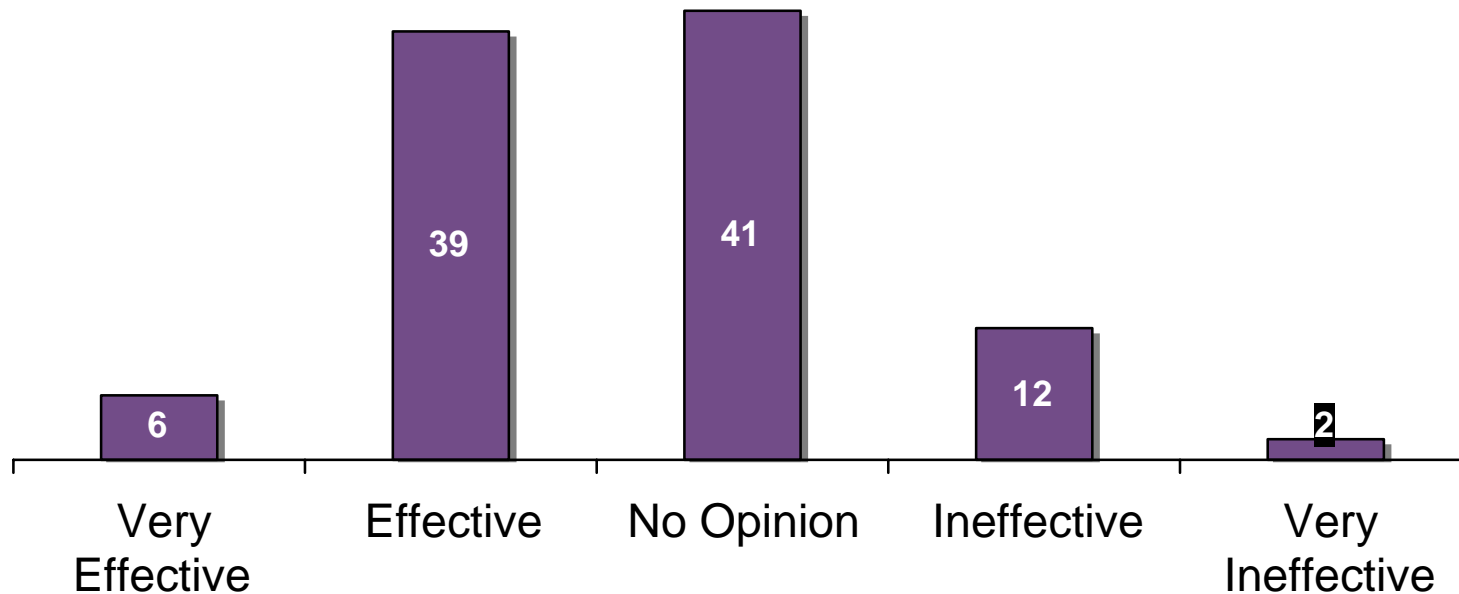


Effectiveness



- Only 14% of the population feel that the PCC is ineffective.

Q4: Using an agreed Code of Practice on editorial standards, the Press Complaints Commission (PCC) deals with complaints from members of the public about the editorial content of newspapers and magazines. Thinking about the PCC, how effective do you think the organization is at providing this service?

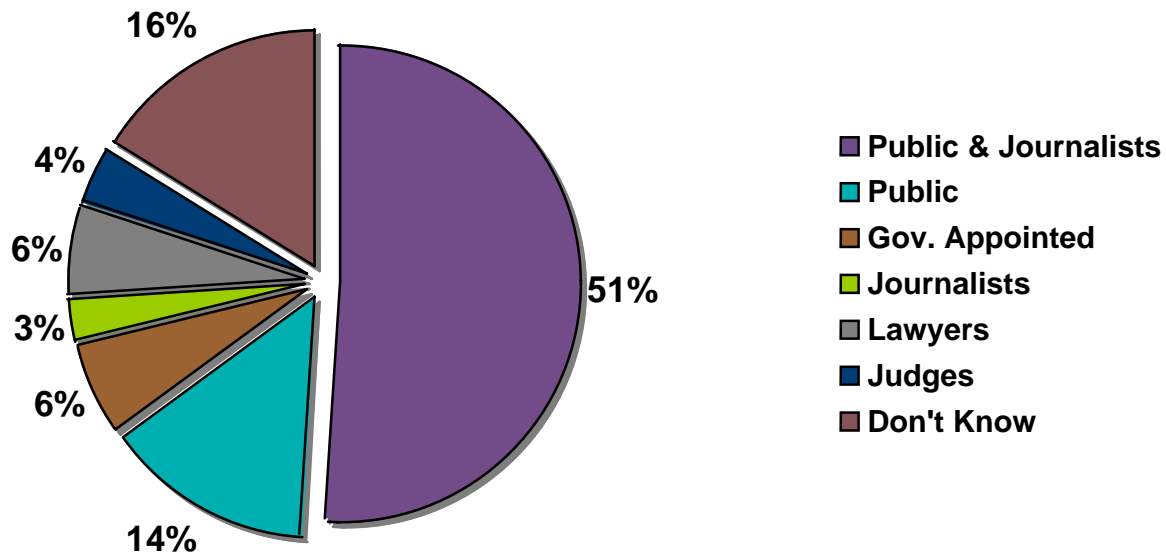


Commission Composition



- Over half the population feel the Press Complaints Commission should be made up of a mixture of public and journalists. No other option receives any substantial support.
- The current composition is supported by 4 times as many people as alternative solutions

Q5: The PCC uses an agreed Code of Practice on editorial standards to deal with complaints from members of the public and to decide whether the rules have been broken. In your opinion, who should sit on the committee responsible for deciding whether a newspaper or magazine has broken the rules of this Code of Practice:

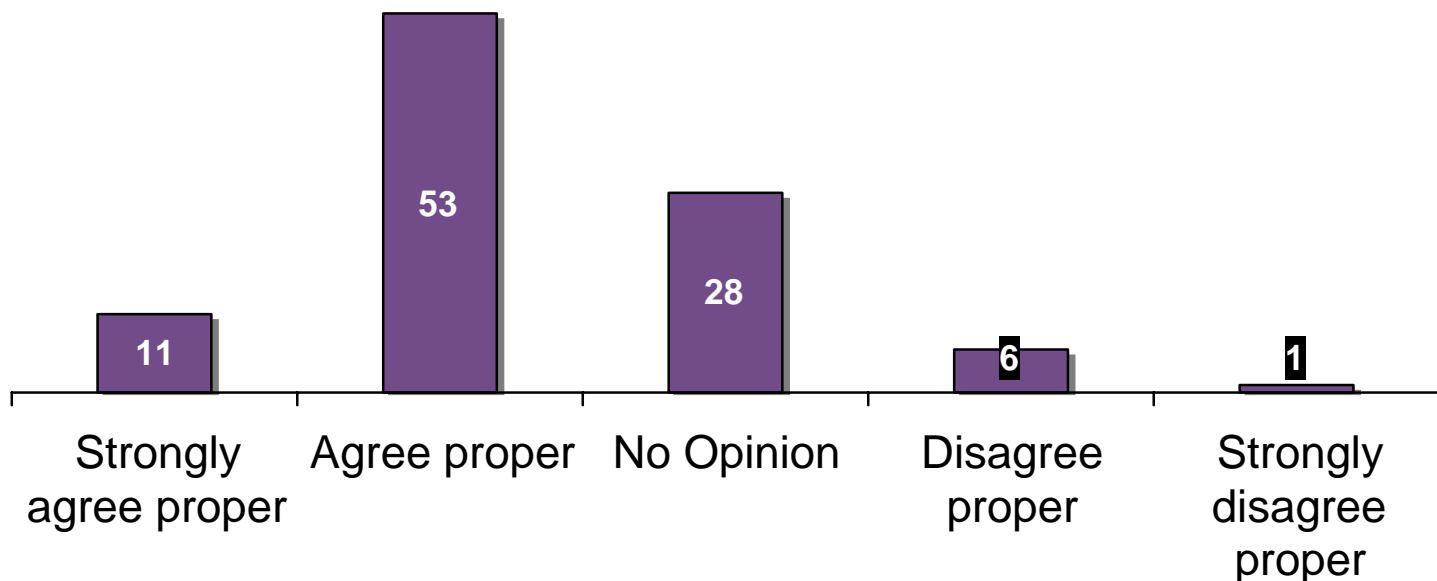


Applying & Changing the Code of Practice



- Almost 2/3 of the population agree that the current solution for applying and changing the code if/when necessary is proper.
- A mere 7% feel the process is not proper

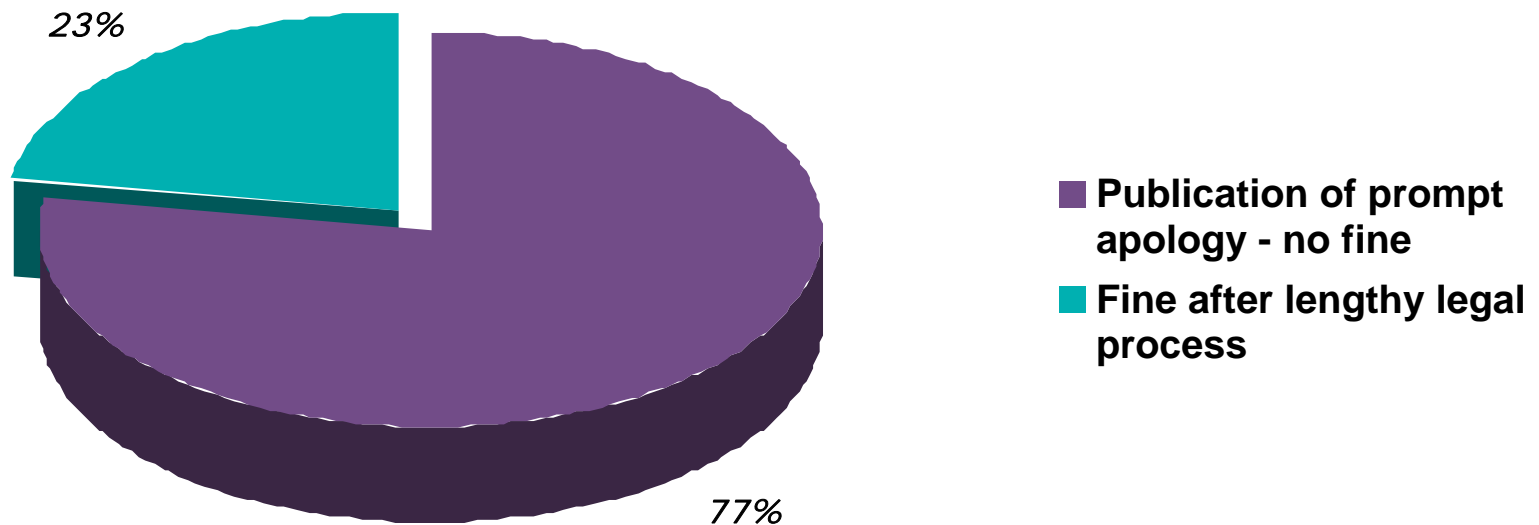
Q6:The Press Complaints Commission is composed of a majority of members of the public and a minority of newspaper and magazine editors. It enforces a Code of Practice when considering complaints about newspapers and magazines. The Code itself is written by a committee of editors of national and regional newspapers and magazines before being ratified by the PCC. Changes to the code are suggested by members of the public via annual consultation. Thinking about this process, do you:



Fine vs Apology

- 3/4 of the population prefer a quick public apology vs a lengthy fine

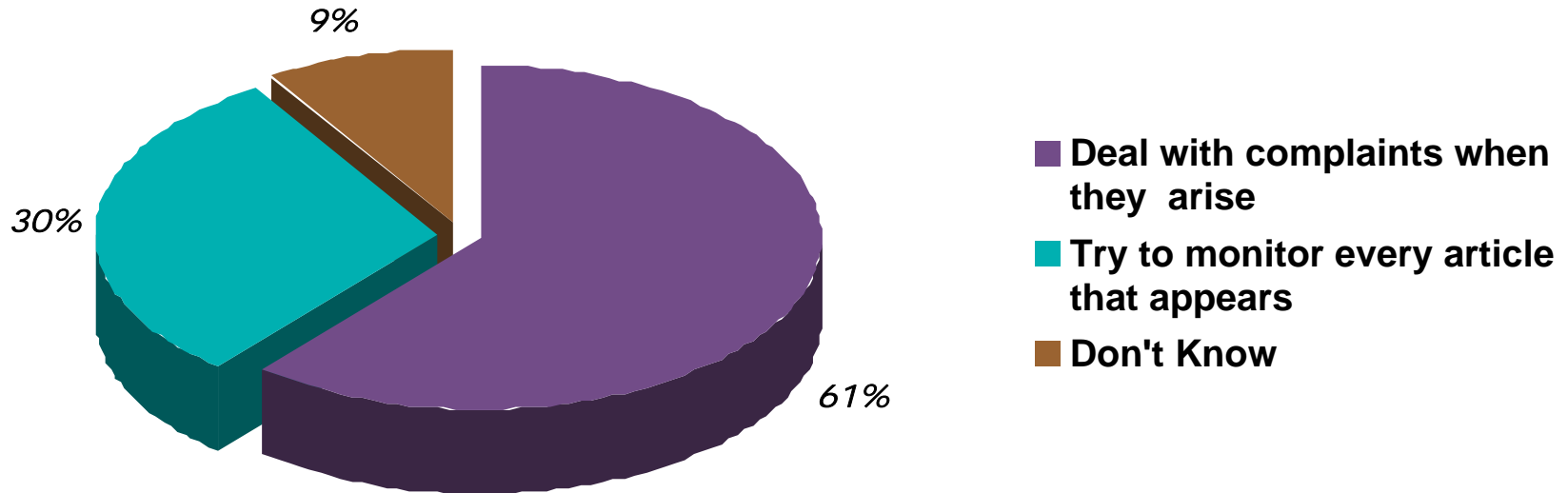
Q7: Fining newspapers or magazines when they break the rules of the Code is likely to involve a lengthy legal process, whereas an agreement to publish an apology can be arrived at very quickly. If a newspaper or magazine had broken the rules in an article mentioning you, which would be most important to you?



Proactivity vs Reactivity

- Twice as many people believe the PCC should respond to complaints when they arise rather than try to monitor every article that appears

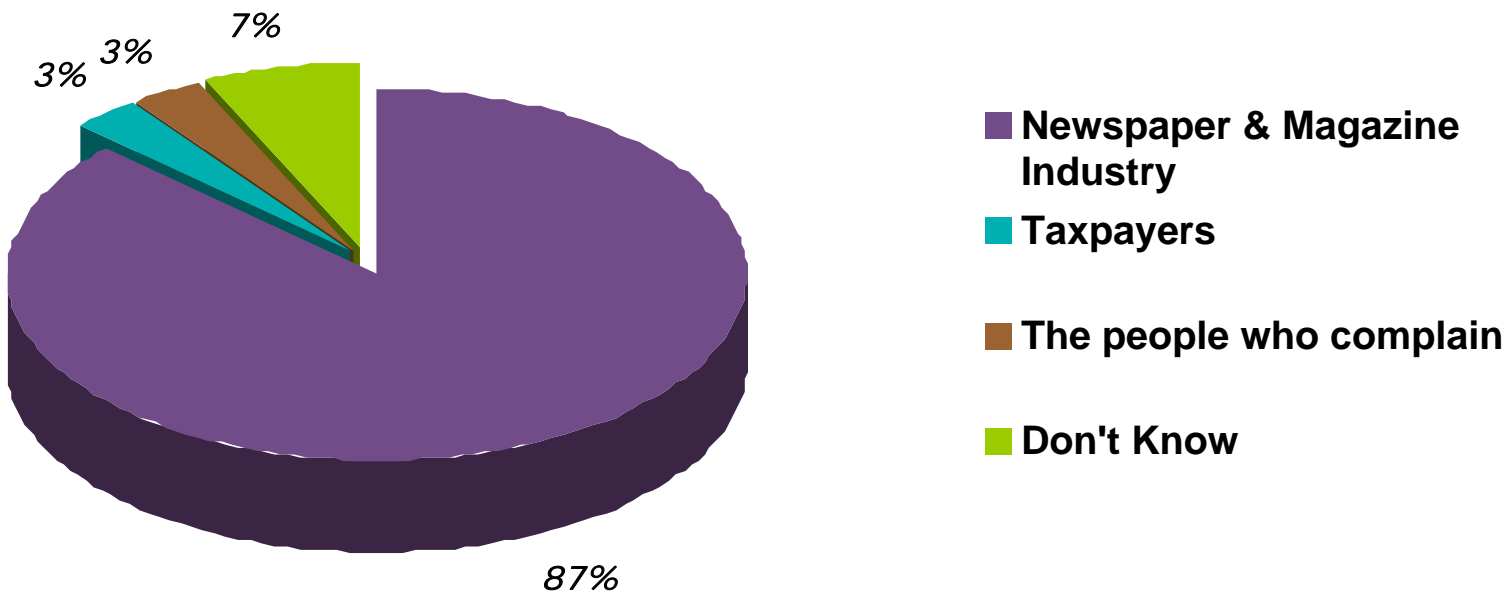
Q8: Newspapers (both national and regional) and magazines publish thousands of articles every day on and offline. There is an argument that the PCC should seek to monitor all articles in all press both online and offline for compliance with its Code. Another alternative is for the PCC to handle complaints when people wish to raise concerns about something they have read. Which do you think is a better solution?



Who Should Pay?

- THE INDUSTRY - according to almost 9 out of 10 people.

Q9: Who should pay for the press complaints process?



Source: Toluna. Base: 1017 UK adults