

# Ipsos MORI

## SUMMER 2006 *Perceptions of the Press Complaints Commission, Omnibus* **Topline Results,** **September 2006**

- Ipsos MORI interviewed a sample of the British public, aged 15 plus. In total, 2058 interviews were completed in 2003; 1945 in 2006
- Interviews were carried out face-to-face using CAPI (Computer Assisted Personal Interviewing)
- Interviews were conducted between 23 – 27 January 2003 and 31 August – 6 September 2006
- All percentage figures are based on the total sample of 2058 for 2003 and 1945 for 2006 unless otherwise stated. Where figures do not sum to 100 per cent, this may be due to computer rounding, multiple codes or the exclusion of 'Don't know'
- \* represents a figure of greater than zero, but less than 0.5%

### ASK ALL

PC1 **Thinking about articles in newspapers or magazines, if you were unhappy about the factual or editorial content of an article that related to you personally, who would you approach in the first instance to register an official complaint?**

Base: All 2006 (1945)

	2006 %
The newspaper or magazine itself	53
Your MP or local government official	6
The Press Complaints Commission	6
Your solicitor/ lawyer	4
Family member or friend	2
OFCOM	1
Advertising Standards Authority	1
Other	7
Don't know	20

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ASK ALL

PC2 Now I would like to ask your opinion about some specific organisations. I am going to read out the names of some organisations. You probably know some better than others. Using the categories on this card, I would like you to tell me how well you feel you know each organisation.

Base: All 2003 (2058), 2006 (1945)

	ICTSTIS – The Independent Committee for the Supervision of Standards of Telephone Information Services		The Press Complaints Commission		OFCOM		The Advertising Standards Authority	
	2003 %	2006 %	2003 %	2006 %	2003 %	2006 %	2003 %	2006 %
Know very well	0	1	3	4	n/a	4	n/a	4
Know a fair amount	2	2	11	14	n/a	12	n/a	17
Know just a little	7	6	33	28	n/a	26	n/a	32
Heard of/ know almost nothing about	13	11	33	26	n/a	25	n/a	27
Never heard of	77	80	20	28	n/a	33	n/a	21
Know very well/ a fair amount	3	3	14	17	n/a	15	n/a	21
At least heard of	23	20	80	72	n/a	67	n/a	79

# Ipsos MORI

ASK ALL

PC3 Which, if any, of the characteristics on this card do you think are the two or three most important for an organisation dealing with complaints about the media?

Base: All 2003 (2058), 2006 (1945)

	2003 %	2006 %
Quick resolution to complaints	52	41
Free of charge to use	40	34
Independently run	34	33
Helpful guidance and advice from staff	34	29
A 24 hour hotline providing guidance to the public if they feel harassed by a journalist	n/a	23
A local-rate Helpline which members of the public can call for advice on making a complaint	n/a	23
Availability of suitable information about how to make a complaint	21	21
Friendliness of people dealing with your complaint	29	20
Information provided in a wide range of languages other than English	n/a	9
Pre-publication advice to both members of the public and editors	n/a	4
None of the above	2	3
Don't know	9	9

# Ipsos MORI

ASK ALL

PC4 Using an agreed Code of Practice on factual and editorial standards, the Press Complaints Commission deals with complaints from members of the public about the editorial content of newspapers and magazines. In your opinion, who should be responsible for deciding whether newspapers or magazines have breached the agreed Code of Practice?

Base: All 2006 (1945)

	2006 %
A committee including both members of the public and senior journalists	45
Judges	12
Members of the public	11
Lawyers	8
Government appointees	8
Senior Journalists	4
Don't know	12

# Ipsos MORI

ASK ALL

PC5 If a newspaper or magazine had breached the Code of Practice in an article mentioning you, which of the outcomes on this card would be the two or three most important for you?

Base: All 2006 (1945)

	2006 %
Publication of a correction and apology	68
A private letter of apology from the editor to you	38
Imposing a fine on the newspaper or magazine involved	30
Publication (in full and with due prominence) of the Press Complaint Commission's critical adjudication	20
Publication of a follow-up piece of letter from you	17
A record of the details of the complaint publicised on the Press Complaints Commission website	12
Retrospective amendment or annotation of articles stored on the newspaper's or magazine's website or library	12
None of these	2
Don't know	11

# Ipsos MORI

**ASK ALL SAYING PUBLICATION OF AN APOLOGY AND IMPOSING A FINE ARE IMPORTANT**  
**PC6 Fining newspapers or magazines when they breach the agreed Code of Practice is**  
**likely to involve a lengthy legal process significantly delaying the publication of an**  
**apology. If a newspaper or magazine had breached the Code of Practice in an article**  
**mentioning you, which would be most important to you?**

**Base: All saying publication of an apology AND imposing a fine are**  
**important (419)**

	2006 %
The publication of an immediate apology without the imposition of a fine	61
Publication of an apology and the imposition of a fine after a lengthy legal process	37
Don't know	2

# Ipsos MORI

ASK ALL SAYING PUBLICATION OF AN APOLOGY OR IMPOSING A FINE ARE IMPORTANT  
 PC6 **Fining newspapers or magazines when they breach the agreed Code of Practice is likely to involve a lengthy legal process significantly delaying the publication of an apology. If a newspaper or magazine had breached the Code of Practice in an article mentioning you, which would be most important to you?**

Base: All saying publication of an apology OR imposing a fine are important (1484)

	2006 %
The publication of an immediate apology without the imposition of a fine	68
Publication of an apology and the imposition of a fine after a lengthy legal process	27
Don't know	4