

YouGovStone Survey Results

Sample Size: 2022 GB adults

Sample Size: 1416 “influentials”

Fieldwork: 26th October - 2nd November 2009

	YouGovStone Panellists %	General Public %
Looking at the following list of newspapers broadcasters and other media which of the following do you personally use watch or read?		
BBC	96	91
Blogger.com	4	2
BSkyB	28	17
Channel 4	72	63
Daily Mail	29	19
Daily Telegraph	42	10
Facebook	35	50
Google's search engine	78	66
Google news alerts	19	6
Guardian	47	10
ITV	52	67
Mirror	6	13
MySpace	3	3
News of the World	7	15
Sun	10	22
Sunday Telegraph	21	5
Sunday Times	51	11
The Times	49	10
Twitter	15	7
Youtube	37	37
None of them	0	2

Looking at the same list of newspapers, broadcasters and other media, how influential do you think each one is amongst the general public?

BBC		
	Very influential	75
	Fairly influential	23
	Not very influential	2
	Not influential at all	0
	Don't know	1
		52
		39
		3
		1
		5
Blogger.com		
	Very influential	1
	Fairly influential	10
	Not very influential	27
	Not influential at all	19
	Don't know	44
		1
		5
		21
		17
		57

	YouGovStone	YouGovStone Panellists %	General Public %
BSkyB	Very influential	13	10
	Fairly influential	44	29
	Not very influential	22	17
	Not influential at all	5	6
	Don't know	16	38
Channel 4	Very influential	15	9
	Fairly influential	56	54
	Not very influential	23	22
	Not influential at all	2	3
	Don't know	4	12
Daily Mail	Very influential	44	13
	Fairly influential	43	51
	Not very influential	7	14
	Not influential at all	2	3
	Don't know	4	19
Daily Telegraph	Very influential	28	12
	Fairly influential	57	52
	Not very influential	11	13
	Not influential at all	1	3
	Don't know	3	21
Facebook	Very influential	15	19
	Fairly influential	32	28
	Not very influential	29	22
	Not influential at all	12	12
	Don't know	12	19
Google's search engine	Very influential	46	30
	Fairly influential	28	31
	Not very influential	14	18
	Not influential at all	6	6
	Don't know	6	14
Google news alerts	Very influential	6	6
	Fairly influential	24	26
	Not very influential	35	27
	Not influential at all	11	8
	Don't know	24	34
Guardian	Very influential	18	13
	Fairly influential	57	46
	Not very influential	18	15
	Not influential at all	3	4
	Don't know	4	23

	YouGovStone	YouGovStone Panellists %	General Public %
ITV	Very influential	22	24
	Fairly influential	50	52
	Not very influential	21	14
	Not influential at all	4	3
	Don't know	3	8
Mirror	Very influential	13	9
	Fairly influential	46	42
	Not very influential	28	24
	Not influential at all	7	7
	Don't know	6	18
MySpace	Very influential	2	3
	Fairly influential	12	15
	Not very influential	39	28
	Not influential at all	24	17
	Don't know	23	36
News of the World	Very influential	13	8
	Fairly influential	33	30
	Not very influential	35	29
	Not influential at all	12	15
	Don't know	7	18
Sun	Very influential	40	20
	Fairly influential	40	33
	Not very influential	12	20
	Not influential at all	4	12
	Don't know	5	15
Sunday Telegraph	Very influential	15	11
	Fairly influential	52	47
	Not very influential	27	17
	Not influential at all	2	5
	Don't know	4	20
Sunday Times	Very influential	29	16
	Fairly influential	55	47
	Not very influential	13	14
	Not influential at all	1	4
	Don't know	3	20
The Times	Very influential	33	19
	Fairly influential	53	48
	Not very influential	10	11
	Not influential at all	1	3
	Don't know	3	19

	YouGovStone	YouGovStone Panellists %	General Public %
Twitter	Very influential	11	10
	Fairly influential	29	23
	Not very influential	30	24
	Not influential at all	13	13
	Don't know	17	31
Youtube	Very influential	14	12
	Fairly influential	31	26
	Not very influential	29	23
	Not influential at all	14	14
	Don't know	12	25

SUMMARY – VERY or FAIRLY INFLUENTIAL

BBC	97	91
Daily Mail	88	64
The Times	86	67
Daily Telegraph	85	63
Sunday Times	84	63
Sun	80	54
Guardian	76	59
Google's search engine	73	62
ITV	72	76
Channel 4	71	63
Sunday Telegraph	66	58
Mirror	59	52
BSkyB	57	39
Facebook	46	47
News of the World	46	38
Youtube	45	39
Twitter	41	33
Google news alerts	30	32
MySpace	14	18
Blogger.com	10	5

Which do you think have the most influence in Britain today?

Broadcast media (e.g television and radio)	72	67
Online media (e.g. websites and blogs)	11	17
Print media (e.g newspapers and magazines)	14	10
Don't know	3	5

And which do you think are the most respected in Britain today?

Broadcast media (e.g television and radio)	59	65
Online media (e.g. websites and blogs)	5	6
Print media (e.g newspapers and magazines)	30	15
Don't know	6	14

YouGovStone	YouGovStone Panellists %	General Public %
Looking again at the earlier list which of these newspapers broadcasters and other media do you think are owned by Rupert Murdoch or companies that he controls?		
BBC	1	3
Blogger.com	2	2
BSkyB	90	58
Channel 4	1	3
Daily Mail	6	13
Daily Telegraph	4	8
Facebook	2	2
Google	0	1
Guardian	1	3
ITV	3	3
Mirror	8	20
MySpace	23	5
News of the World	70	46
Sun	84	54
Sunday Telegraph	4	6
Sunday Times	75	25
The Times	79	25
Twitter	0	1
Youtube	1	2
None of them	1	15

And looking at the same list again which of these newspapers broadcasters and other media do you think are owned by Google?		
BBC	0	1
Blogger.com	22	13
BSkyB	0	0
Channel 4	0	0
Daily Mail	0	0
Daily Telegraph	0	0
Facebook	16	13
Google	92	85
Guardian	0	1
ITV	0	0
Mirror	0	0
MySpace	15	11
News of the World	0	0
Sun	0	0
Sunday Telegraph	0	0
Sunday Times	0	0
The Times	0	0
Twitter	11	12
Youtube	43	27
None of them	4	11

YouGovStone	YouGovStone Panellists %	General Public %
The managing editor of the Wall Street Journal recently said that news aggregation sites like Google news hurt online journalism, since they discourage brand loyalty and merely pass on content rather than creating it, while newspapers carry the expensive burden of costs such as foreign correspondents in hostile areas. Do you agree or disagree with this argument?		
Agree strongly	28	10
Agree somewhat	48	49
Disagree somewhat	14	18
Disagree strongly	6	4
Don't know	3	19
In response Google claimed that their search engine and aggregator helps publishers by driving vast amounts of traffic to newspaper websites which they are then able to monetize. Do you agree or disagree with this argument?		
Agree strongly	10	6
Agree somewhat	58	54
Disagree somewhat	22	16
Disagree strongly	5	2
Don't know	6	22
In the future who do you think will have more influence on online news?		
Sites that provide their own original news coverage and content	46	39
Sites that search and aggregate other sites news coverage and content	42	40
Don't know	12	21
Who do you think has more influence on people's lives in Britain today?		
Rupert Murdoch and his companies	68	44
Google and its companies	20	25
Don't know	11	31
Who do you think has the more positive (or less negative) influence on people's lives in Britain Today?		
Rupert Murdoch and his companies	16	15
Google and its companies	61	46
Don't know	23	40
And if you had to choose which would you rather had more influence on people's lives in Britain today?		
Rupert Murdoch and his companies	13	10
Google and its companies	63	53
Don't know	24	37
And looking forward who do you think will be more influential over people's lives in ten years time?		
Rupert Murdoch (or his successor) and his/her companies	13	11
Google and its companies	68	59
Don't know	19	30