

CPanel Survey - October 2011

Absolutes/col percents

Table1

Q.1 Some people think that people in public life such as politicians and journalists should have higher personal moral standards than ordinary members of the public when it comes to their private lives, while other people do not think they should.

Do you agree or disagree with these statements about this issue?

Base: All respondents

	Age						Gender		Region													
	Total	18-34	35-44	45-54	55-64	65 +	Male	Female	Anglia	Border	Central	Grampian	Granada	HTV West	HTV Wales	Meridian	London	Scot-tish	Tyne Tees	Ulster	York-shire	West Country
Base	544	46	66	142	176	114	298	245	49	3	65	4	51	16	15	61	168	14	11	7	47	31
<u>I would be prepared to change which party I vote for if that party's local parliamentary candidate was shown to have low personal moral standards</u>																						
Agree	428 79%	33 72%	53 80%	110 77%	140 80%	92 81%	239 80%	188 77%	41 84%	2 67%	51 78%	4 100%	41 80%	14 88%	11 73%	48 79%	129 77%	11 79%	10 91%	4 57%	36 77%	24 77%
Disagree	57 10%	6 13%	6 9%	16 11%	17 10%	12 11%	31 10%	26 11%	4 8%	- -	6 9%	- -	3 6%	- -	1 7%	9 15%	18 11%	3 21%	1 9%	1 14%	8 17%	3 10%
Don't know	59 11%	7 15%	7 11%	16 11%	19 11%	10 9%	28 9%	31 13%	4 8%	1 33%	8 12%	- -	7 14%	2 13%	3 20%	4 7%	21 13%	- -	- -	2 29%	3 6%	4 13%
<u>I would be prepared to change which newspaper I buy if journalists on my regular choice of paper were shown to have low personal moral standards</u>																						
Agree	400 74%	29 63%	51 77%	109 77%	131 74%	80 70%	221 74%	178 73%	40 82%	1 33%	51 78%	2 50%	46 90%	12 75%	9 60%	45 74%	120 71%	9 64%	9 82%	6 86%	30 64%	18 58%
Disagree	53 10%	5 11%	4 6%	11 8%	13 7%	20 18%	38 13%	15 6%	2 4%	- -	8 12%	1 25%	1 2%	1 6%	1 7%	10 16%	15 9%	3 21%	1 9%	- -	8 17%	2 6%
Don't know	91 17%	12 26%	11 17%	22 15%	32 18%	14 12%	39 13%	52 21%	7 14%	2 67%	6 9%	1 25%	4 8%	3 19%	5 33%	6 10%	33 20%	2 14%	1 9%	1 14%	9 19%	11 35%
<u>If a politician is unfaithful to their husband or wife it does affect their job as it shows they cannot keep their word</u>																						
Agree	409 75%	29 63%	50 76%	95 67%	141 80%	94 82%	227 76%	181 74%	35 71%	2 67%	55 85%	4 100%	42 82%	13 81%	11 73%	44 72%	127 76%	10 71%	10 91%	5 71%	29 62%	20 65%
Disagree	82 15%	10 22%	8 12%	33 23%	22 13%	9 8%	44 15%	38 16%	9 18%	1 33%	5 8%	- -	7 14%	2 13%	2 13%	9 15%	29 17%	2 14%	1 9%	1 14%	7 15%	7 23%
Don't know	53 10%	7 15%	8 12%	14 10%	13 7%	11 10%	27 9%	26 11%	5 10%	- -	5 8%	- -	2 4%	1 6%	2 13%	8 13%	12 7%	2 14%	- -	1 14%	11 23%	4 13%

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	Age						Gender		Region													
	Total	18-34	35-44	45-54	55-64	65 +	Male	Female	Anglia	Border	Central	Grampian	Granada	HTV West	HTV Wales	Meridian	London	Scot-tish	Tyne Tees	Ulster	York-shire	West Country
Base	544	46	66	142	176	114	298	245	49	3	65	4	51	16	15	61	168	14	11	7	47	31
<u>Generally the standard of morals among journalists is higher than it is among politicians</u>																						
Agree	23 4%	-	3 5%	7 5%	7 4%	6 5%	14 5%	9 4%	3 6%	-	4 6%	-	3 6%	1 6%	-	1 2%	7 4%	1 7%	-	1 14%	1 2%	1 3%
Disagree	266 49%	20 43%	39 59%	76 54%	80 45%	51 45%	155 52%	111 45%	28 57%	2 67%	33 51%	1 25%	24 47%	9 56%	7 47%	31 51%	75 45%	9 64%	8 73%	3 43%	18 38%	18 58%
Don't know	255 47%	26 57%	24 36%	59 42%	89 51%	57 50%	129 43%	125 51%	18 37%	1 33%	28 43%	3 75%	24 47%	6 38%	8 53%	29 48%	86 51%	4 29%	3 27%	3 43%	28 60%	12 39%
<u>Journalists generally seem to have lower personal moral standards than ordinary members of the public</u>																						
Agree	166 31%	10 22%	22 33%	50 35%	45 26%	39 34%	108 36%	57 23%	16 33%	2 67%	30 46%	1 25%	15 29%	6 38%	1 7%	18 30%	46 27%	6 43%	4 36%	2 29%	9 19%	10 32%
Disagree	177 33%	22 48%	24 36%	46 32%	54 31%	31 27%	91 31%	86 35%	16 33%	1 33%	18 28%	1 25%	20 39%	2 13%	5 33%	24 39%	53 32%	3 21%	4 36%	2 29%	16 34%	12 39%
Don't know	201 37%	14 30%	20 30%	46 32%	77 44%	44 39%	99 33%	102 42%	17 35%	-	17 26%	2 50%	16 31%	8 50%	9 60%	19 31%	69 41%	5 36%	3 27%	3 43%	22 47%	9 29%
<u>Most politicians are basically decent and honest</u>																						
Agree	294 54%	17 37%	31 47%	83 58%	87 49%	76 67%	177 59%	117 48%	24 49%	2 67%	36 55%	1 25%	28 55%	9 56%	7 47%	39 64%	80 48%	8 57%	5 45%	5 71%	31 66%	18 58%
Disagree	95 17%	10 22%	14 21%	25 18%	32 18%	14 12%	55 18%	40 16%	8 16%	-	13 20%	1 25%	11 22%	3 19%	3 20%	7 11%	31 18%	5 36%	1 9%	2 29%	5 11%	4 13%
Don't know	155 28%	19 41%	21 32%	34 24%	57 32%	24 21%	66 22%	88 36%	17 35%	1 33%	16 25%	2 50%	12 24%	4 25%	5 33%	15 25%	57 34%	1 7%	5 45%	-	11 23%	9 29%

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Do you agree or disagree with these statements about this issue?

Base: All respondents

	Denomination									
	Total	Anglican	Baptist	Independ-ent	Methodist	New Churches	Pente-costal	Roman Catholic	United Reformed	Other
Base	544	141	91	68	31	30	48	36	9	90
<u>I would be prepared to change which party I vote for if that party's local parliamentary candidate was shown to have low personal moral standards</u>										
Agree	428 79%	104 74%	77 85%	58 85%	23 74%	23 77%	38 79%	28 78%	7 78%	70 78%
Disagree	57 10%	16 11%	9 10%	4 6%	4 13%	3 10%	4 8%	4 11%	2 22%	11 12%
Don't know	59 11%	21 15%	5 5%	6 9%	4 13%	4 13%	6 13%	4 11%	-	9 10%
<u>I would be prepared to change which newspaper I buy if journalists on my regular choice of paper were shown to have low personal moral standards</u>										
Agree	400 74%	99 70%	70 77%	51 75%	19 61%	22 73%	37 77%	32 89%	8 89%	62 69%
Disagree	53 10%	19 13%	3 3%	6 9%	4 13%	5 17%	5 10%	2 6%	1 11%	8 9%
Don't know	91 17%	23 16%	18 20%	11 16%	8 26%	3 10%	6 13%	2 6%	-	20 22%
<u>If a politician is unfaithful to their husband or wife it does affect their job as it shows they cannot keep their word</u>										
Agree	409 75%	97 69%	68 75%	56 82%	19 61%	24 80%	35 73%	30 83%	7 78%	73 81%
Disagree	82 15%	25 18%	17 19%	7 10%	8 26%	5 17%	7 15%	4 11%	1 11%	8 9%
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Base	544	141	91	68	31	30	48	36	9	90
<u>Generally the standard of morals among journalists is higher than it is among politicians</u>										
Agree	23 4%	4 3%	5 5%	3 4%	1 3%	- -	2 4%	2 6%	- -	6 7%
Disagree	266 49%	66 47%	49 54%	35 51%	11 35%	20 67%	25 52%	17 47%	4 44%	39 43%
Don't know	255 47%	71 50%	37 41%	30 44%	19 61%	10 33%	21 44%	17 47%	5 56%	45 50%
<u>Journalists generally seem to have lower personal moral standards than ordinary members of the public</u>										
Agree	166 31%	45 32%	25 27%	23 34%	13 42%	9 30%	17 35%	11 31%	2 22%	21 23%
Disagree	177 33%	43 30%	28 31%	18 26%	9 29%	13 43%	13 27%	11 31%	4 44%	38 42%
Don't know	201 37%	53 38%	38 42%	27 40%	9 29%	8 27%	18 38%	14 39%	3 33%	31 34%
<u>Most politicians are basically decent and honest</u>										
Agree	294 54%	88 62%	56 62%	32 47%	24 77%	19 63%	17 35%	14 39%	5 56%	39 43%
Disagree	95 17%	17 12%	13 14%	14 21%	3 10%	4 13%	12 25%	10 28%	1 11%	21 23%
Don't know	155 28%	36 26%	22 24%	22 32%	4 13%	7 23%	19 40%	12 33%	3 33%	30 33%