

Media and Publishing Sector Insights

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Media and Publishing Market Research Insights

Welcome to the media and publishing issue of **Insights**, by DJS Research Ltd.

Market Research Shows Britons Want Better Press Regulations

A recent report has suggested that the British public would welcome government moves to set up a press watchdog, but a larger majority (77%) would prefer an independent regulator. Three fifths backed public involvement of press regulation, and more than half also felt that judges had a role to play. In addition, the Press Complaints Commission fared badly in the review, with ...[Read More](#).

Poll Finds People Putting Social Media Over Dinner Romance

Figures from a recent survey show that more than half of Britons have checked their Twitter or Facebook profiles during a romantic dinner with their partner. A fifth admitted they would use social media on a first date - although there was a perception that this may help ease awkwardness. Respondents considered posting pictures of the meal, using check-ins and updating their status as the most common meal-time activities...[Read More](#).

Survey Finds The Sun Is Most Read Newspaper; Least Trusted

A study carried out with 2064 British adults aged 18+ has revealed that The Sun is the nation's most widely read newspaper, whilst also being the least trusted to provide accurate news. Only 9% said that they trusted The Sun to report fairly and accurately, just one percent above Twitter and two percent more than Facebook. Other major newspapers also performed poorly, with the Daily Mirror garnering 13%, slightly behind the Daily Express (17%) and the Daily Mail (22%). BBC News was ranked in first place with 73%. The research also revealed that 92% of respondents would like to see less about...[Read More](#).



Our Mission:
To Put A Smile On Our Client's Face

DJS Research Ltd is a full service market research agency which specialises in working across all forms of media and publishing.

DJS News

VoicED Approaches Completion

The **VoicED Education** market research community is nearing completion, and should be ready for use by the end of 2012. The panel uses an innovative form of incentive to maintain member engagement, and sales and marketing are totally absent.

DJS Providing Free Sector Insights

DJS Research Ltd have initiated a new scheme to provide a range of market research insights across all areas of the public, private and third sectors of the economy, [available here](#) for free. Additionally, click [here](#) to visit our twitter feed specific to your sector.



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