

## Phone Hacking Survey

### CATI Fieldwork : 9th - 12th December 2011

Absolutes/col percents

Table 1  
**Q1 Do you agree or disagree with these statements about the recent revelations of the phone hacking scandal and its likely impact on the future of newspapers?**

**-Summary**

**Base: All respondents**

	Q1 Summary			
	The phone hacking scandal shows that the current regulatory arrangements for newspapers have failed and they should face much tighter regulations	The phone hacking scandal will accelerate the demise of newspapers	Hacking the phones of celebrities is not as bad as hacking the phones of ordinary people like Milly Dowler and the McCanns	I am confident that, following the Leveson Inquiry into the phone hacking scandal, newspapers will improve their ethical standards
Unweighted base	1002	1002	1002	1002
Weighted base	1002	1002	1002	1002
Agree	855 85%	505 50%	297 30%	492 49%
Disagree	109 11%	428 43%	684 68%	452 45%
Don't know	38 4%	69 7%	21 2%	58 6%



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Table 2

**Q1 Do you agree or disagree with these statements about the recent revelations of the phone hacking scandal and its likely impact on the future of newspapers?**

**-The phone hacking scandal shows that the current regulatory arrangements for newspapers have failed and they should face much tighter regulations**

**Base: All respondents**

	Gender		Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1002	484	518	78	150	180	210	173	211	367	243	147	245	269	259	245	139	90
Weighted base	1002	491	511	120	160	190	170	150	211	270	291	210	231	255	264	251	145	87
Agree	855 85%	406 83%	448 88%	103 86%	133 83%	167 88%	149 88%	124 83%	178 84%	225 83%	238 82%	189 90%	203 88%	220 86%	226 85%	209 83%	122 85%	77 89%
Disagree	109 11%	64 13%	45 9%	12 10%	23 14%	20 11%	17 10%	16 10%	21 10%	38 14%	40 14%	14 6%	18 8%	23 9%	33 13%	32 13%	14 10%	6 7%
Don't know	38 4%	20 4%	18 3%	5 4%	4 2%	3 2%	4 2%	11 7%	12 6%	7 3%	13 4%	8 4%	10 4%	11 4%	6 2%	10 4%	8 6%	3 4%



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Table 3  
**Q1 Do you agree or disagree with these statements about the recent revelations of the phone hacking scandal and its likely impact on the future of newspapers?**  
**-The phone hacking scandal will accelerate the demise of newspapers**

Base: All respondents

	Gender		Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1002	484	518	78	150	180	210	173	211	367	243	147	245	269	259	245	139	90
Weighted base	1002	491	511	120	160	190	170	150	211	270	291	210	231	255	264	251	145	87
Agree	505 50%	248 51%	257 50%	73 61%	75 47%	91 48%	94 55%	74 49%	98 46%	108 40%	144 50%	122 58%	131 57%	125 49%	141 53%	122 49%	69 48%	49 56%
Disagree	428 43%	216 44%	211 41%	41 34%	77 48%	89 47%	68 40%	64 43%	89 42%	151 56%	127 44%	75 36%	75 32%	113 45%	109 41%	108 43%	62 43%	34 39%
Don't know	69 7%	26 5%	43 8%	6 5%	9 5%	11 6%	8 5%	12 8%	23 11%	11 4%	19 7%	13 6%	25 11%	16 6%	15 5%	21 8%	13 9%	4 5%



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Table 4  
**Q1 Do you agree or disagree with these statements about the recent revelations of the phone hacking scandal and its likely impact on the future of newspapers?**  
**-Hacking the phones of celebrities is not as bad as hacking the phones of ordinary people like Milly Dowler and the McCanns**  
**Base: All respondents**

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1002	484	518	78	150	180	210	173	211	367	243	147	245	269	259	245	139	90
Weighted base	1002	491	511	120	160	190	170	150	211	270	291	210	231	255	264	251	145	87
Agree	297 30%	154 31%	143 28%	26 22%	39 24%	57 30%	46 27%	47 31%	83 39%	70 26%	81 28%	60 28%	87 38%	72 28%	91 34%	61 24%	49 34%	25 28%
Disagree	684 68%	325 66%	358 70%	92 76%	117 73%	133 70%	119 70%	102 68%	122 58%	199 73%	202 69%	147 70%	136 59%	176 69%	173 66%	180 71%	95 66%	60 69%
Don't know	21 2%	11 2%	10 2%	2 2%	4 3%	1 1%	6 3%	2 1%	5 3%	2 1%	8 3%	4 2%	7 3%	7 3%	-	10 4%	1 1%	2 3%



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Table 5  
**Q1 Do you agree or disagree with these statements about the recent revelations of the phone hacking scandal and its likely impact on the future of newspapers?**  
**-I am confident that, following the Leveson Inquiry into the phone hacking scandal, newspapers will improve their ethical standards**  
**Base: All respondents**

	Gender		Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1002	484	518	78	150	180	210	173	211	367	243	147	245	269	259	245	139	90
Weighted base	1002	491	511	120	160	190	170	150	211	270	291	210	231	255	264	251	145	87
Agree	492 49%	234 48%	257 50%	71 59%	85 53%	82 43%	74 43%	66 44%	114 54%	123 46%	137 47%	108 51%	123 53%	130 51%	122 46%	124 49%	69 48%	46 53%
Disagree	452 45%	234 48%	218 43%	42 35%	67 42%	104 55%	86 51%	75 50%	78 37%	135 50%	136 47%	88 42%	93 40%	107 42%	128 49%	112 44%	66 46%	39 44%
Don't know	58 6%	22 5%	36 7%	7 6%	9 5%	4 2%	10 6%	10 6%	19 9%	12 4%	18 6%	14 7%	14 6%	18 7%	14 5%	15 6%	9 6%	2 3%



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Table 6  
**Q2 Do you agree or disagree with these statements?**  
**-Summary**

**Base: All respondents**

	Q2 Summary			
	I would not buy a paper whose journalists had been caught illegally hacking the phones of celebrities	I would not buy a paper whose journalists had been caught illegally hacking the phones of ordinary families caught in the media spotlight such as that of Milly Dowler or the McCanns	Revelations of phone hacking by newspaper staff would not affect my decision whether or not to buy that newspaper	The recent tabloid scandals have made me stop wanting to follow celebrity tittle- tattle
Unweighted base	1002	1002	1002	1002
Weighted base	1002	1002	1002	1002
Agree	600 60%	725 72%	414 41%	482 48%
Disagree	345 34%	250 25%	547 55%	397 40%
Don't know	57 6%	27 3%	41 4%	122 12%



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Absolutes/col percents

Table 7

**Q2 Do you agree or disagree with these statements?****-I would not buy a newspaper whose journalists had been caught illegally hacking the phones of celebrities****Base: All respondents**

	Gender		Age							Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1002	484	518	78	150	180	210	173	211	367	243	147	245	269	259	245	139	90
Weighted base	1002	491	511	120	160	190	170	150	211	270	291	210	231	255	264	251	145	87
Agree	600 60%	268 55%	332 65%	74 62%	80 50%	109 57%	106 62%	107 71%	125 59%	169 63%	170 58%	129 62%	132 57%	151 59%	154 58%	153 61%	92 64%	50 57%
Disagree	345 34%	193 39%	152 30%	43 35%	74 46%	73 38%	58 34%	28 19%	69 33%	89 33%	106 37%	65 31%	85 37%	88 35%	99 37%	79 31%	45 31%	34 39%
Don't know	57 6%	30 6%	27 5%	4 3%	7 4%	8 4%	6 4%	15 10%	17 8%	12 5%	15 5%	16 8%	14 6%	15 6%	12 4%	20 8%	7 5%	4 4%



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Table 8

**Q2 Do you agree or disagree with these statements?**

**-I would not buy a newspaper whose journalists had been caught illegally hacking the phones of ordinary families caught in the media spotlight such as that of Milly Dowler or the McCanns**

**Base: All respondents**

	Gender		Age							Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1002	484	518	78	150	180	210	173	211	367	243	147	245	269	259	245	139	90
Weighted base	1002	491	511	120	160	190	170	150	211	270	291	210	231	255	264	251	145	87
Agree	725 72%	334 68%	391 76%	89 74%	102 64%	141 74%	123 72%	114 76%	156 74%	201 75%	208 71%	153 73%	163 71%	181 71%	185 70%	192 77%	100 69%	67 77%
Disagree	250 25%	142 29%	108 21%	30 25%	57 35%	48 25%	40 23%	28 18%	47 23%	61 23%	75 26%	54 26%	60 26%	65 26%	71 27%	53 21%	42 29%	19 22%
Don't know	27 3%	14 3%	12 2%	1 1%	1 1%	1 1%	7 4%	8 6%	7 3%	8 3%	8 3%	3 1%	7 3%	8 3%	8 3%	6 3%	2 2%	1 2%





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Table 9

**Q2 Do you agree or disagree with these statements?****-Revelations of phone hacking by newspaper staff would not affect my decision whether or not to buy that newspaper****Base: All respondents**

	Gender		Age							Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1002	484	518	78	150	180	210	173	211	367	243	147	245	269	259	245	139	90
Weighted base	1002	491	511	120	160	190	170	150	211	270	291	210	231	255	264	251	145	87
Agree	414 41%	226 46%	187 37%	61 51%	78 49%	73 38%	69 40%	47 31%	86 41%	106 39%	119 41%	89 43%	99 43%	104 41%	121 46%	91 36%	67 46%	31 36%
Disagree	547 55%	249 51%	299 58%	56 47%	80 50%	110 58%	98 58%	93 62%	109 52%	157 58%	158 54%	115 55%	118 51%	141 55%	128 49%	153 61%	74 51%	51 59%
Don't know	41 4%	16 3%	25 5%	3 2%	2 1%	7 4%	3 2%	11 7%	16 7%	8 3%	14 5%	6 3%	14 6%	10 4%	15 6%	7 3%	4 3%	5 5%



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Table 10

**Q2 Do you agree or disagree with these statements?****-The recent tabloid scandals have made me stop wanting to follow celebrity tittle-tattle****Base: All respondents**

	Gender		Age							Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1002	484	518	78	150	180	210	173	211	367	243	147	245	269	259	245	139	90
Weighted base	1002	491	511	120	160	190	170	150	211	270	291	210	231	255	264	251	145	87
Agree	482 48%	238 49%	244 48%	47 39%	74 46%	89 47%	90 53%	72 48%	110 52%	140 52%	123 42%	104 49%	115 50%	113 45%	121 46%	130 52%	73 50%	45 52%
Disagree	397 40%	192 39%	205 40%	63 53%	72 45%	84 44%	57 34%	55 36%	66 32%	98 36%	130 45%	81 38%	88 38%	107 42%	115 43%	88 35%	56 38%	32 36%
Don't know	122 12%	60 12%	62 12%	10 8%	15 9%	17 9%	23 13%	23 15%	34 16%	32 12%	37 13%	26 12%	27 12%	34 13%	28 11%	34 13%	16 11%	10 12%

