

News of the World Survey

ONLINE Fieldwork : 6th - 7th July 2011

Absolutes/col percents

Table 1

Q1. You may have seen or heard allegations that journalists at the News of the World may have hacked into the mobile phones of a number of people, including celebrities, murdered schoolgirl Milly Dowler, the families of the murdered Soham schoolgirls, and others. At the time of the alleged phone hacking, the editor of the News of the World was Rebekah Brooks, who has denied any knowledge of specific cases, and is now Chief Executive of News Corporation, which owns the News of the World. Do you think Rebekah Brooks should resign, be sacked, or continue in her current role until the police investigation or any future court case is concluded?

Base: All respondents

	Gender			Age						Social Class				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	2028	986	1042	206	340	427	361	318	376	725	519	300	484	505	520	531	298	174
Weighted base	2028	994	1034	243	324	385	345	304	426	548	588	426	467	515	535	509	292	176
Resign	740 36%	357 36%	383 37%	62 26%	113 35%	129 33%	157 46%	116 38%	163 38%	217 40%	218 37%	155 36%	150 32%	210 41%	199 37%	173 34%	90 31%	68 38%
Be sacked	785 39%	407 41%	379 37%	84 35%	121 37%	164 43%	121 35%	134 44%	161 38%	197 36%	213 36%	197 46%	178 38%	182 35%	204 38%	201 40%	132 45%	65 37%
Continue in her current role	334 16%	163 16%	172 17%	61 25%	53 16%	56 14%	48 14%	40 13%	76 18%	107 20%	94 16%	49 11%	84 18%	85 16%	86 16%	87 17%	47 16%	30 17%
Don't know	168 8%	68 7%	101 10%	36 15%	37 11%	37 10%	18 5%	14 5%	27 6%	26 5%	63 11%	25 6%	54 12%	38 7%	46 9%	48 9%	23 8%	14 8%

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Base: All respondents

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2028	174	95	252	184	200	110	156	249	256	188	164
Weighted base	2028	176	92	238	179	188	107	190	255	260	185	158
Resign	740 36%	68 38%	36 39%	84 35%	54 30%	62 33%	35 33%	74 39%	109 43%	101 39%	55 30%	63 40%
Be sacked	785 39%	65 37%	39 43%	94 39%	68 38%	82 44%	47 44%	64 34%	94 37%	88 34%	85 46%	58 37%
Continue in her current role	334 16%	30 17%	10 11%	43 18%	34 19%	29 15%	16 15%	32 17%	33 13%	52 20%	31 17%	25 16%
Don't know	168 8%	14 8%	7 8%	18 7%	23 13%	15 8%	9 8%	20 10%	20 8%	18 7%	14 8%	11 7%

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Table 2

Q2. Will you stop buying the News of the World after the phone hacking allegations, or not?

Base: All respondents

	Gender			Age						Social Class				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	2028	986	1042	206	340	427	361	318	376	725	519	300	484	505	520	531	298	174
Weighted base	2028	994	1034	243	324	385	345	304	426	548	588	426	467	515	535	509	292	176
Yes, I won't buy it from now on	291 14%	160 16%	131 13%	33 13%	53 16%	68 18%	70 20%	40 13%	27 6%	70 13%	86 15%	81 19%	55 12%	85 16%	66 12%	72 14%	45 15%	23 13%
No, I'll keep buying it	186 9%	91 9%	95 9%	25 10%	42 13%	42 11%	26 7%	23 8%	28 7%	45 8%	47 8%	42 10%	52 11%	51 10%	42 8%	54 11%	26 9%	14 8%
I never buy it anyway	1479 73%	713 72%	765 74%	182 75%	207 64%	255 66%	235 68%	234 77%	366 86%	423 77%	435 74%	279 65%	342 73%	367 71%	400 75%	366 72%	214 73%	132 75%
Don't know	72 4%	30 3%	42 4%	3 1%	23 7%	19 5%	14 4%	8 3%	4 1%	10 2%	20 3%	24 6%	18 4%	13 2%	27 5%	17 3%	8 3%	7 4%

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Yes, I won't buy it from now on	291 14%	23 13%	13 15%	37 15%	22 12%	26 14%	15 14%	21 11%	50 20%	35 13%	30 16%	19 12%
No, I'll keep buying it	186 9%	14 8%	6 7%	27 11%	21 12%	13 7%	14 13%	13 7%	29 11%	22 8%	11 6%	15 10%
I never buy it anyway	1479 73%	132 75%	69 76%	169 71%	128 71%	144 77%	76 70%	141 74%	169 66%	198 76%	138 75%	115 73%
Don't know	72 4%	7 4%	3 3%	5 2%	9 5%	4 2%	3 2%	15 8%	7 3%	6 2%	5 3%	8 5%