

## Cuts Index Survey

### ONLINE Fieldwork : 15th - 17th July 2011

Absolutes/col percents

Table 1

**Q1. Do you agree or disagree with each of the following statements?**

**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	2026	943	1083	203	339	425	360	317	382	677	516	307	526	528	533	506	299	160
Weighted base	2026	993	1033	243	324	385	344	304	426	547	587	425	466	515	535	508	292	176
<b><u>Rupert Murdoch should be disqualified by law from being a company director</u></b>																		
Agree	1165 57%	574 58%	591 57%	117 48%	179 55%	206 53%	213 62%	194 64%	256 60%	307 56%	345 59%	255 60%	258 55%	278 54%	317 59%	304 60%	165 56%	101 58%
Disagree	364 18%	221 22%	143 14%	41 17%	61 19%	79 21%	56 16%	46 15%	80 19%	106 19%	114 19%	58 14%	87 19%	101 20%	87 16%	92 18%	52 18%	32 18%
Don't know	498 25%	198 20%	300 29%	84 35%	84 26%	100 26%	76 22%	65 21%	89 21%	134 25%	129 22%	113 27%	122 26%	136 26%	131 25%	112 22%	76 26%	43 24%
<b><u>If News International launches the Sun on Sunday, in place of News of the World, I wouldn't buy it on principle</u></b>																		
Agree	1328 66%	643 65%	685 66%	97 40%	184 57%	235 61%	234 68%	241 79%	336 79%	396 72%	412 70%	257 60%	263 56%	339 66%	348 65%	341 67%	188 64%	112 64%
Disagree	358 18%	206 21%	152 15%	73 30%	77 24%	68 18%	48 14%	32 10%	61 14%	86 16%	89 15%	78 18%	104 22%	100 19%	86 16%	86 17%	56 19%	29 16%
Don't know	340 17%	145 15%	196 19%	73 30%	63 20%	81 21%	63 18%	31 10%	29 7%	65 12%	86 15%	90 21%	99 21%	75 15%	101 19%	81 16%	48 17%	35 20%
<b><u>I have been shocked at the extent and nature of phone hacking at the News of the World</u></b>																		
Agree	1576 78%	723 73%	854 83%	162 67%	237 73%	287 75%	277 80%	246 81%	367 86%	420 77%	474 81%	329 77%	352 76%	383 74%	426 80%	397 78%	233 80%	137 78%
Disagree	291 14%	199 20%	93 9%	32 13%	50 15%	63 16%	50 14%	49 16%	48 11%	87 16%	78 13%	58 14%	68 15%	90 17%	70 13%	72 14%	37 13%	22 12%
Don't know	159 8%	71 7%	87 8%	49 20%	37 11%	35 9%	17 5%	9 3%	11 3%	39 7%	36 6%	38 9%	46 10%	42 8%	39 7%	39 8%	22 7%	18 10%
<b><u>Having James and Rupert Murdoch, and Rebekah Brooks, appear before MPs on Tuesday to answer questions about the phone hacking scandal is likely to get to the bottom of what has happened at News International</u></b>																		
Agree	309 15%	142 14%	167 16%	40 16%	58 18%	56 15%	50 15%	36 12%	68 16%	67 12%	100 17%	71 17%	70 15%	95 18%	83 16%	69 14%	43 15%	17 10%
Disagree	1328 66%	699 70%	629 61%	123 51%	191 59%	256 67%	244 71%	223 74%	290 68%	381 70%	379 65%	268 63%	300 64%	321 62%	346 65%	345 68%	189 65%	126 72%
Don't know	389 19%	152 15%	237 23%	80 33%	74 23%	73 19%	50 15%	44 15%	68 16%	99 18%	108 18%	86 20%	96 21%	98 19%	106 20%	94 18%	59 20%	33 18%

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Table 2

**Q1. Do you agree or disagree with each of the following statements?**

**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
Weighted base	2026	993	1033	243	324	385	344	304	426	547	587	425	466	515	535	508	292	176
<b>Following the phone-hacking scandal, the reputation of all British tabloid newspapers has been seriously called into question</b>																		
Agree	1611	780	831	148	251	298	278	252	384	452	467	333	359	402	432	401	228	147
	80%	79%	80%	61%	78%	77%	81%	83%	90%	83%	79%	78%	77%	78%	81%	79%	78%	84%
Disagree	189	109	80	25	32	44	35	29	24	51	53	41	44	53	50	46	29	11
	9%	11%	8%	10%	10%	12%	10%	10%	6%	9%	9%	10%	9%	10%	9%	10%	10%	6%
Don't know	226	104	122	70	41	42	32	23	18	44	67	51	63	60	53	61	34	18
	11%	10%	12%	29%	13%	11%	9%	8%	4%	8%	11%	12%	14%	12%	10%	12%	12%	10%
<b>Rupert Murdoch has handled the phone hacking scandal well</b>																		
Agree	216	130	86	36	32	44	30	25	49	57	50	49	59	69	50	57	25	15
	11%	13%	8%	15%	10%	11%	9%	8%	11%	10%	9%	12%	13%	13%	9%	11%	8%	9%
Disagree	1293	653	640	95	186	245	234	225	307	375	386	260	272	301	333	343	198	119
	64%	66%	62%	39%	57%	64%	68%	74%	72%	69%	66%	61%	58%	58%	62%	67%	68%	68%
Don't know	517	210	307	111	106	96	80	53	70	115	151	116	135	145	152	109	70	42
	26%	21%	30%	46%	33%	25%	23%	17%	16%	21%	26%	27%	29%	28%	29%	21%	24%	24%
<b>Rupert Murdoch should apologise for the phone hacking scandal when he appears before MPs on Tuesday</b>																		
Agree	1673	815	858	145	241	314	309	271	392	470	483	347	373	402	451	429	242	149
	83%	82%	83%	60%	74%	82%	90%	89%	92%	86%	82%	81%	80%	78%	84%	84%	83%	85%
Disagree	120	78	42	30	19	24	10	19	18	24	37	34	25	48	23	25	18	6
	6%	8%	4%	12%	6%	6%	3%	6%	4%	4%	6%	8%	5%	9%	4%	5%	6%	4%
Don't know	233	100	134	68	65	47	25	14	15	53	67	45	67	66	60	54	33	21
	12%	10%	13%	28%	20%	12%	7%	5%	3%	10%	11%	11%	14%	13%	11%	11%	11%	12%
<b>Now that Rebekah Brooks has resigned as Chief Executive of News International, James Murdoch should also resign as Chairman</b>																		
Agree	1320	653	667	116	183	243	243	216	319	357	386	273	304	310	353	362	176	118
	65%	66%	65%	48%	56%	63%	70%	71%	75%	65%	66%	64%	65%	60%	66%	71%	60%	67%
Disagree	182	116	66	24	33	42	24	24	35	57	45	31	49	54	39	39	36	15
	9%	12%	6%	10%	10%	11%	7%	8%	8%	10%	8%	7%	11%	11%	7%	8%	12%	8%
Don't know	524	223	300	103	108	100	78	63	71	134	156	122	112	150	142	107	81	43
	26%	23%	29%	43%	33%	26%	23%	21%	17%	24%	27%	29%	24%	29%	27%	21%	28%	25%

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Table 3

**Q1. Do you agree or disagree with each of the following statements?**

**Base: All respondents**

	Region											
	Total	Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2026	160	95	227	184	176	108	193	237	291	191	164
Weighted base	2026	176	92	238	179	187	107	190	255	260	185	157
<b><u>Rupert Murdoch should be disqualified by law from being a company director</u></b>												
Agree	1165	101	61	144	100	103	71	115	135	143	94	98
	57%	58%	66%	61%	56%	55%	66%	61%	53%	55%	51%	62%
Disagree	364	32	9	44	39	35	12	31	46	55	39	21
	18%	18%	10%	19%	22%	19%	11%	16%	18%	21%	21%	13%
Don't know	498	43	22	50	40	49	25	44	74	62	51	39
	25%	24%	24%	21%	23%	26%	23%	23%	29%	24%	28%	24%
<b><u>If News International launches the Sun on Sunday, in place of News of the World, I wouldn't buy it on principle</u></b>												
Agree	1328	112	62	170	108	117	72	121	156	183	115	110
	66%	64%	68%	72%	61%	62%	67%	64%	61%	71%	62%	70%
Disagree	358	29	10	31	46	32	17	36	54	46	39	18
	18%	16%	11%	13%	26%	17%	16%	19%	21%	18%	21%	12%
Don't know	340	35	20	37	25	39	18	33	45	31	30	29
	17%	20%	21%	15%	14%	21%	17%	18%	18%	12%	16%	18%
<b><u>I have been shocked at the extent and nature of phone hacking at the News of the World</u></b>												
Agree	1576	137	71	192	134	148	92	156	181	202	142	122
	78%	78%	78%	81%	75%	79%	85%	82%	71%	78%	77%	78%
Disagree	291	22	11	23	38	25	10	22	51	39	28	24
	14%	12%	12%	10%	21%	13%	9%	12%	20%	15%	15%	15%
Don't know	159	18	9	23	6	15	6	12	23	19	16	11
	8%	10%	10%	10%	4%	8%	5%	6%	9%	7%	9%	7%
<b><u>Having James and Rupert Murdoch, and Rebekah Brooks, appear before MPs on Tuesday to answer questions about the phone hacking scandal is likely to get to the bottom of what has happened at News International</u></b>												
Agree	309	17	8	36	25	31	21	27	59	36	23	26
	15%	10%	9%	15%	14%	16%	19%	14%	23%	14%	12%	17%
Disagree	1328	126	60	161	125	115	66	126	145	177	123	105
	66%	72%	65%	68%	70%	61%	62%	66%	57%	68%	67%	67%
Don't know	389	33	24	41	29	42	20	37	51	47	39	27
	19%	18%	26%	17%	16%	22%	19%	20%	20%	18%	21%	17%

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Table 4

**Q1. Do you agree or disagree with each of the following statements?**

**Base: All respondents**

	Region											
	Total	Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Weighted base	2026	176	92	238	179	187	107	190	255	260	185	157
<b><u>Following the phone-hacking scandal, the reputation of all British tabloid newspapers has been seriously called into question</u></b>												
Agree	1611 80%	147 84%	68 74%	192 81%	142 79%	153 82%	87 81%	146 77%	194 76%	208 80%	141 76%	133 84%
Disagree	189 9%	11 6%	8 9%	16 7%	22 12%	16 8%	11 11%	23 12%	29 11%	25 10%	18 10%	11 7%
Don't know	226 11%	18 10%	16 18%	30 13%	15 8%	19 10%	9 8%	21 11%	32 13%	27 11%	25 14%	14 9%
<b><u>Rupert Murdoch has handled the phone hacking scandal well</u></b>												
Agree	216 11%	15 9%	7 7%	28 12%	23 13%	24 13%	4 4%	13 7%	39 15%	31 12%	21 11%	13 8%
Disagree	1293 64%	119 68%	66 72%	158 66%	119 67%	102 54%	81 76%	127 67%	132 52%	169 65%	117 63%	103 66%
Don't know	517 26%	42 24%	19 21%	53 22%	37 21%	62 33%	22 21%	49 26%	84 33%	61 23%	47 26%	41 26%
<b><u>Rupert Murdoch should apologise for the phone hacking scandal when he appears before MPs on Tuesday</u></b>												
Agree	1673 83%	149 85%	71 78%	207 87%	151 84%	161 86%	91 85%	155 82%	181 71%	220 85%	151 82%	135 86%
Disagree	120 6%	6 4%	7 7%	7 3%	12 7%	7 4%	6 6%	7 4%	28 11%	20 8%	12 6%	9 6%
Don't know	233 12%	21 12%	14 15%	24 10%	16 9%	19 10%	10 10%	28 15%	46 18%	20 8%	22 12%	13 8%
<b><u>Now that Rebekah Brooks has resigned as Chief Executive of News International, James Murdoch should also resign as Chairman</u></b>												
Agree	1320 65%	118 67%	71 77%	171 72%	120 67%	119 64%	70 65%	125 66%	148 58%	163 63%	106 57%	109 69%
Disagree	182 9%	15 8%	4 4%	18 7%	17 10%	12 6%	8 7%	17 9%	29 11%	25 10%	28 15%	10 7%
Don't know	524 26%	43 25%	17 19%	49 21%	41 23%	57 30%	30 28%	48 25%	78 31%	72 28%	51 28%	38 24%