



Wiggin

Defamation Survey

METHODOLOGY NOTE

ComRes interviewed 2,047 British adults online from 5th to 7th December 2012. Data were weighted to be demographically representative of all GB adults aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

All press releases or other publications must be checked with ComRes before use. ComRes requires 48 hours to check a press release unless otherwise agreed.

Defamation Survey

ONLINE Fieldwork : 5th-7th December 2012

Absolutes/col percents

Table 1

Q.1 If you were to post a rumour online about an ordinary member of the public, not someone who is famous, that was factually inaccurate, untrue or unsubstantiated, do you think that they would be able to sue you for damaging their reputation, or not?

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2047	994	1053	186	315	405	366	335	440	647	543	309	548	260	782
Weighted base	2047	1003	1044	246	328	389	348	307	430	553	594	430	471	288	858
Yes, I think they would be able to sue me	1470 72%	732 73%	737 71%	133 54%	190 58%	269 69%	262 75%	261 85%	355 83%	426 77%	427 72%	279 65%	338 72%	212 73%	578 67%
No, I don't think they would be able to sue me	220 11%	118 12%	102 10%	63 26%	57 17%	37 10%	22 6%	17 6%	23 5%	59 11%	67 11%	48 11%	46 10%	33 11%	99 12%
Don't know	357 17%	153 15%	205 20%	50 20%	80 24%	83 21%	64 18%	29 9%	51 12%	68 12%	100 17%	103 24%	87 18%	44 15%	181 21%

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Base: All respondents

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2047	176	100	252	166	188	167	75	200	193	321	209
Weighted base	2047	178	93	241	181	189	159	109	192	258	263	187
Yes, I think they would be able to sue me	1470 72%	138 78%	70 76%	170 71%	136 75%	128 67%	105 66%	95 87%	135 70%	163 63%	188 72%	143 76%
No, I don't think they would be able to sue me	220 11%	16 9%	6 7%	31 13%	15 8%	22 12%	22 14%	7 7%	19 10%	36 14%	32 12%	14 7%
Don't know	357 17%	24 14%	16 17%	40 17%	30 17%	40 21%	33 20%	6 6%	38 20%	58 23%	42 16%	30 16%

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Table 2

Q.2 If someone posted an offensive comment about you online (i.e. on Facebook or a website discussion board), and they refused to remove it, would you consider taking legal action or not?

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2047	994	1053	186	315	405	366	335	440	647	543	309	548	260	782
Weighted base	2047	1003	1044	246	328	389	348	307	430	553	594	430	471	288	858
I would consider it	1233	640	592	103	159	237	214	210	310	344	368	242	278	159	501
	60%	64%	57%	42%	48%	61%	61%	68%	72%	62%	62%	56%	59%	55%	58%
I would not consider it	378	189	189	97	79	56	50	44	52	101	96	91	91	57	157
	18%	19%	18%	39%	24%	14%	14%	14%	12%	18%	16%	21%	19%	20%	18%
Don't know	436	174	262	46	90	95	84	53	68	107	130	97	102	72	199
	21%	17%	25%	19%	28%	25%	24%	17%	16%	19%	22%	23%	22%	25%	23%

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Unweighted base	2047	176	100	252	166	188	167	75	200	193	321	209
Weighted base	2047	178	93	241	181	189	159	109	192	258	263	187
I would consider it	1233 60%	105 59%	54 59%	156 65%	110 61%	114 60%	97 61%	78 72%	103 54%	136 53%	171 65%	107 57%
I would not consider it	378 18%	29 16%	17 18%	42 17%	21 12%	31 16%	30 19%	19 18%	38 20%	62 24%	49 19%	40 21%
Don't know	436 21%	43 24%	21 23%	43 18%	49 27%	45 24%	32 20%	11 10%	50 26%	59 23%	42 16%	39 21%

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Absolutes/col percents

Table 3

Q.3 Do you think it is fair or not fair that Lord McAlpine is able to sue the Twitter users that referred to the recent false allegations that linked him to a sex abuse scandal?

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2047	994	1053	186	315	405	366	335	440	647	543	309	548	260	782
Weighted base	2047	1003	1044	246	328	389	348	307	430	553	594	430	471	288	858
Fair	1330	696	634	106	163	240	225	245	352	406	384	256	285	189	509
	65%	69%	61%	43%	50%	62%	65%	80%	82%	73%	65%	59%	61%	65%	59%
Not fair	314	167	147	77	73	60	35	31	38	63	94	77	79	39	150
	15%	17%	14%	31%	22%	15%	10%	10%	9%	11%	16%	18%	17%	14%	18%
Don't know	403	140	263	62	92	89	89	31	40	84	116	97	106	60	198
	20%	14%	25%	25%	28%	23%	26%	10%	9%	15%	20%	23%	23%	21%	23%

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Weighted base	2047	178	93	241	181	189	159	109	192	258	263	187
Fair	1330 65%	124 70%	62 67%	166 69%	124 68%	112 59%	92 58%	83 76%	120 63%	154 60%	177 67%	117 63%
Not fair	314 15%	29 16%	13 14%	33 14%	26 15%	35 18%	26 16%	5 5%	30 15%	57 22%	35 13%	24 13%
Don't know	403 20%	24 13%	17 19%	42 18%	31 17%	43 23%	42 26%	20 19%	42 22%	47 18%	50 19%	45 24%