

Wiggin – Defamation and Privacy

METHODOLOGY NOTE

ComRes interviewed 2,018 GB adults online between 18th and 20th October 2013. Data were weighted to be representative of all GB adults aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

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To register for Pollwatch, a monthly newsletter update on the polls, please email: pollwatch@comres.co.uk

Defamation and Privacy Survey

ONLINE Fieldwork : 18th-20th October 2013

Absolutes/col percents

Table 1

Q.1 If someone posted an offensive comment about you online (e.g. on Facebook, Twitter or a newspaper 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 | 2018 | 949 | 1069 | 162 | 307 | 341 | 399 | 339 | 470 | 629 | 571 | 303 | 515 | 307 | 733 |
| Weighted base | 2018 | 989 | 1029 | 240 | 340 | 340 | 360 | 300 | 439 | 539 | 559 | 440 | 479 | 324 | 806 |
| Yes, I would consider it | 787 39% | 398 40% | 389 38% | 80 33% | 126 37% | 151 45% | 133 37% | 139 46% | 157 36% | 241 45% | 223 40% | 162 37% | 161 34% | 131 41% | 339 42% |
| No, I would not consider it | 646 32% | 341 34% | 306 30% | 98 41% | 117 34% | 101 30% | 118 33% | 72 24% | 140 32% | 150 28% | 191 34% | 155 35% | 150 31% | 110 34% | 261 32% |
| Don't know | 584 29% | 251 25% | 334 32% | 61 26% | 96 28% | 87 26% | 109 30% | 89 30% | 142 32% | 149 28% | 145 26% | 123 28% | 168 35% | 82 25% | 206 26% |

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Absolutes/col percents

Table 1

Q.1 If someone posted an offensive comment about you online (e.g. on Facebook, Twitter or a newspaper discussion board), and they refused to remove it, would you consider taking legal action or not?

Base: All respondents

| | Region | | | | | | | | | | | | |
|-----------------------------|------------|-----------|-----------|--------------|------------|------------|------------------------|---------------|---------------|-----------|------------|------------|------------|
| | Total | Scotland | Wales | NET: England | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Eastern | London | South East | South West |
| Unweighted base | 2018 | 184 | 85 | 1749 | 89 | 230 | 184 | 184 | 154 | 190 | 202 | 312 | 204 |
| Weighted base | 2018 | 182 | 101 | 1735 | 81 | 222 | 182 | 182 | 141 | 202 | 262 | 283 | 182 |
| Yes, I would consider it | 787 39% | 85 47% | 29 29% | 673 39% | 24 29% | 74 33% | 67 37% | 74 41% | 58 41% | 82 41% | 109 42% | 107 38% | 77 43% |
| No, I would not consider it | 646 32% | 50 28% | 42 42% | 554 32% | 31 38% | 85 38% | 48 27% | 62 34% | 52 37% | 54 27% | 73 28% | 94 33% | 55 30% |
| Don't know | 584 29% | 46 25% | 30 30% | 508 29% | 26 32% | 62 28% | 66 36% | 46 25% | 31 22% | 65 32% | 80 31% | 82 29% | 49 27% |

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Table 1

Q.1 If someone posted an offensive comment about you online (e.g. on Facebook, Twitter or a newspaper discussion board), and they refused to remove it, would you consider taking legal action or not?

Base: All respondents

| | Total | Consideration of legal action | | Awareness of paying both costs | | Consideration of legal action and awareness of paying both costs | | | |
|-----------------------------|------------|-------------------------------|--------------------|--------------------------------|------------|--|---------------------------|---------------------------|-------------------------------|
| | | Would consider | Would not consider | Aware | Not aware | Would consider, aware | Would consider, not aware | Would not consider, aware | Would not consider, not aware |
| Unweighted base | 2018 | 802 | 623 | 1189 | 829 | 503 | 299 | 397 | 226 |
| Weighted base | 2018 | 787 | 646 | 1194 | 824 | 505 | 282 | 408 | 238 |
| Yes, I would consider it | 787 39% | 787 100% | - | 505 42% | 282 34% | 505 100% | 282 100% | - | - |
| No, I would not consider it | 646 32% | - | 646 100% | 408 34% | 238 29% | - | - | 408 100% | 238 100% |
| Don't know | 584 29% | - | - | 281 23% | 304 37% | - | - | - | - |

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Absolutes/col percents

Table 2

Q.2 Were you aware that if you took legal action against someone who posted an offensive comment about you online (e.g. on Facebook, Twitter or a newspaper discussion board) and lost, that you might have to pay your own legal costs and the legal costs of the other party?

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 | 2018 | 949 | 1069 | 162 | 307 | 341 | 399 | 339 | 470 | 629 | 571 | 303 | 515 | 307 | 733 |
| Weighted base | 2018 | 989 | 1029 | 240 | 340 | 340 | 360 | 300 | 439 | 539 | 559 | 440 | 479 | 324 | 806 |
| Yes, I was aware | 1194 | 655 | 540 | 115 | 191 | 212 | 208 | 184 | 285 | 343 | 345 | 241 | 265 | 206 | 482 |
| | 59% | 66% | 52% | 48% | 56% | 62% | 58% | 61% | 65% | 64% | 62% | 55% | 55% | 64% | 60% |
| No, I was not aware | 824 | 334 | 489 | 125 | 149 | 128 | 152 | 116 | 154 | 196 | 214 | 199 | 214 | 118 | 324 |
| | 41% | 34% | 48% | 52% | 44% | 38% | 42% | 39% | 35% | 36% | 38% | 45% | 45% | 36% | 40% |

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Base: All respondents

| | Region | | | | | | | | | | | | |
|---------------------|-------------|------------|-----------|--------------|------------|------------|------------------------|---------------|---------------|------------|------------|------------|------------|
| | Total | Scotland | Wales | NET: England | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Eastern | London | South East | South West |
| Unweighted base | 2018 | 184 | 85 | 1749 | 89 | 230 | 184 | 184 | 154 | 190 | 202 | 312 | 204 |
| Weighted base | 2018 | 182 | 101 | 1735 | 81 | 222 | 182 | 182 | 141 | 202 | 262 | 283 | 182 |
| Yes, I was aware | 1194 59% | 113 62% | 53 53% | 1029 59% | 43 54% | 126 57% | 102 56% | 112 62% | 83 59% | 118 58% | 164 62% | 171 60% | 111 61% |
| No, I was not aware | 824 41% | 69 38% | 48 47% | 707 41% | 38 46% | 96 43% | 79 44% | 70 38% | 59 41% | 84 42% | 99 38% | 112 40% | 71 39% |

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Base: All respondents

| | Total | Consideration of legal action | | Awareness of paying both costs | | Consideration of legal action and awareness of paying both costs | | | |
|---------------------|-------------|-------------------------------|--------------------|--------------------------------|-------------|--|---------------------------|---------------------------|-------------------------------|
| | | Would consider | Would not consider | Aware | Not aware | Would consider, aware | Would consider, not aware | Would not consider, aware | Would not consider, not aware |
| Unweighted base | 2018 | 802 | 623 | 1189 | 829 | 503 | 299 | 397 | 226 |
| Weighted base | 2018 | 787 | 646 | 1194 | 824 | 505 | 282 | 408 | 238 |
| Yes, I was aware | 1194 59% | 505 64% | 408 63% | 1194 100% | - - | 505 100% | - - | 408 100% | - - |
| No, I was not aware | 824 41% | 282 36% | 238 37% | - - | 824 100% | - - | 282 100% | - - | 238 100% |

Defamation and Privacy Survey

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Absolutes/col percents

Table 3

Q.3 If you did not have to pay the legal costs of the other party in the event that you brought a claim and lost, would you then be more or less inclined to consider taking action if someone had posted an offensive comment about you online (e.g. on Facebook, Twitter or a newspaper discussion board), or would it make no difference to you?

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 | 2018 | 949 | 1069 | 162 | 307 | 341 | 399 | 339 | 470 | 629 | 571 | 303 | 515 | 307 | 733 |
| Weighted base | 2018 | 989 | 1029 | 240 | 340 | 340 | 360 | 300 | 439 | 539 | 559 | 440 | 479 | 324 | 806 |
| I would be more likely to consider it | 950 47% | 492 50% | 458 45% | 123 51% | 166 49% | 173 51% | 149 41% | 151 50% | 190 43% | 274 51% | 254 45% | 214 49% | 208 43% | 148 46% | 408 51% |
| It would make no difference to me | 917 45% | 427 43% | 491 48% | 93 39% | 147 43% | 136 40% | 181 50% | 135 45% | 225 51% | 227 42% | 259 46% | 190 43% | 241 50% | 145 45% | 340 42% |
| I would be less likely to consider it | 150 7% | 70 7% | 80 8% | 24 10% | 27 8% | 31 9% | 30 8% | 15 5% | 25 6% | 38 7% | 46 8% | 35 8% | 31 6% | 30 9% | 58 7% |

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Base: All respondents

| | Region | | | | | | | | | | | | |
|---------------------------------------|------------|-----------|-----------|--------------|------------|------------|------------------------|---------------|---------------|------------|------------|------------|------------|
| | Total | Scotland | Wales | NET: England | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Eastern | London | South East | South West |
| Unweighted base | 2018 | 184 | 85 | 1749 | 89 | 230 | 184 | 184 | 154 | 190 | 202 | 312 | 204 |
| Weighted base | 2018 | 182 | 101 | 1735 | 81 | 222 | 182 | 182 | 141 | 202 | 262 | 283 | 182 |
| I would be more likely to consider it | 950 47% | 83 46% | 28 28% | 839 48% | 33 41% | 114 52% | 91 50% | 88 48% | 71 50% | 105 52% | 134 51% | 122 43% | 80 44% |
| It would make no difference to me | 917 45% | 91 50% | 61 61% | 765 44% | 44 54% | 90 40% | 83 46% | 72 39% | 59 42% | 86 42% | 106 40% | 138 49% | 88 48% |
| I would be less likely to consider it | 150 7% | 8 4% | 12 11% | 131 8% | 4 5% | 18 8% | 8 4% | 22 12% | 11 8% | 11 5% | 22 9% | 22 8% | 13 7% |

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Base: All respondents

| | Total | Consideration of legal action | | Awareness of paying both costs | | Consideration of legal action and awareness of paying both costs | | | |
|---------------------------------------|------------|-------------------------------|--------------------|--------------------------------|------------|--|---------------------------|---------------------------|-------------------------------|
| | | Would consider | Would not consider | Aware | Not aware | Would consider, aware | Would consider, not aware | Would not consider, aware | Would not consider, not aware |
| | | | | | | | | | |
| Unweighted base | 2018 | 802 | 623 | 1189 | 829 | 503 | 299 | 397 | 226 |
| Weighted base | 2018 | 787 | 646 | 1194 | 824 | 505 | 282 | 408 | 238 |
| I would be more likely to consider it | 950 47% | 574 73% | 148 23% | 606 51% | 344 42% | 378 75% | 196 70% | 104 25% | 44 18% |
| It would make no difference to me | 917 45% | 142 18% | 454 70% | 526 44% | 391 47% | 99 20% | 44 16% | 284 70% | 170 71% |
| I would be less likely to consider it | 150 7% | 71 9% | 45 7% | 62 5% | 88 11% | 29 6% | 42 15% | 20 5% | 24 10% |

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Table 4

Q.4 Currently, if a person brings a claim against another party (for example if they feel someone has posted an offensive comment about them online, e.g. on Facebook, Twitter or a newspaper discussion board) and loses, they may have to pay the legal fees of both parties.

Which of the following statements, if any, comes closest to your view?

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 | 2018 | 949 | 1069 | 162 | 307 | 341 | 399 | 339 | 470 | 629 | 571 | 303 | 515 | 307 | 733 |
| Weighted base | 2018 | 989 | 1029 | 240 | 340 | 340 | 360 | 300 | 439 | 539 | 559 | 440 | 479 | 324 | 806 |
| I think that this is fair | 732 36% | 457 46% | 276 27% | 82 34% | 130 38% | 134 39% | 132 37% | 97 32% | 157 36% | 219 41% | 216 39% | 154 35% | 143 30% | 138 43% | 310 38% |
| I do not think that this is fair | 814 40% | 322 33% | 492 48% | 107 44% | 98 29% | 132 39% | 158 44% | 133 45% | 186 42% | 205 38% | 225 40% | 173 39% | 210 44% | 118 36% | 306 38% |
| Don't know | 472 23% | 211 21% | 261 25% | 51 21% | 112 33% | 74 22% | 69 19% | 69 23% | 96 22% | 115 21% | 118 21% | 113 26% | 126 26% | 68 21% | 190 24% |
| NET: Not unfair | 1204 60% | 667 67% | 537 52% | 133 56% | 242 71% | 208 61% | 202 56% | 166 55% | 253 58% | 334 62% | 334 60% | 267 61% | 269 56% | 206 64% | 501 62% |

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| | Region | | | | | | | | | | | | |
|----------------------------------|-------------|------------|-----------|--------------|------------|------------|------------------------|---------------|---------------|------------|------------|------------|------------|
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| Unweighted base | 2018 | 184 | 85 | 1749 | 89 | 230 | 184 | 184 | 154 | 190 | 202 | 312 | 204 |
| Weighted base | 2018 | 182 | 101 | 1735 | 81 | 222 | 182 | 182 | 141 | 202 | 262 | 283 | 182 |
| I think that this is fair | 732 36% | 60 33% | 35 35% | 638 37% | 30 37% | 76 34% | 50 28% | 77 42% | 49 35% | 67 33% | 118 45% | 104 37% | 66 36% |
| I do not think that this is fair | 814 40% | 81 45% | 39 38% | 694 40% | 37 46% | 103 46% | 78 43% | 74 41% | 63 44% | 80 40% | 81 31% | 107 38% | 71 39% |
| Don't know | 472 23% | 41 23% | 27 27% | 404 23% | 14 18% | 43 19% | 53 29% | 31 17% | 30 21% | 54 27% | 63 24% | 71 25% | 45 25% |
| NET: Not unfair | 1204 60% | 101 55% | 62 62% | 1041 60% | 44 54% | 119 54% | 103 57% | 108 59% | 79 56% | 122 60% | 181 69% | 175 62% | 111 61% |

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|----------------------------------|-------------|-------------------------------|--------------------|--------------------------------|------------|--|---------------------------|---------------------------|-------------------------------|
| | | Would consider | Would not consider | Aware | Not aware | Would consider, aware | Would consider, not aware | Would not consider, aware | Would not consider, not aware |
| | | | | | | | | | |
| Unweighted base | 2018 | 802 | 623 | 1189 | 829 | 503 | 299 | 397 | 226 |
| Weighted base | 2018 | 787 | 646 | 1194 | 824 | 505 | 282 | 408 | 238 |
| I think that this is fair | 732 36% | 309 39% | 286 44% | 582 49% | 150 18% | 255 50% | 54 19% | 231 57% | 55 23% |
| I do not think that this is fair | 814 40% | 382 49% | 220 34% | 405 34% | 408 50% | 201 40% | 182 65% | 113 28% | 107 45% |
| Don't know | 472 23% | 96 12% | 140 22% | 207 17% | 265 32% | 50 10% | 46 16% | 64 16% | 76 32% |
| NET: Not unfair | 1204 60% | 405 51% | 427 66% | 789 66% | 416 50% | 305 60% | 100 35% | 295 72% | 132 55% |