

Total	Sample						Social grade				
	General public	Opinion formers-Media	Opinion formers - not media	Opinion formers (all)	OPF	LPC	ABC1	C2DE	North East	North West	Yorkshire and the Humber

Q3a. Which of the following, if any, do you consider to be investigative journalism? You may select more than one.

Unweighted base	1807	1019	403	385	788	665	123	545	474	55	114	80
Base	1807	1019	403	385	788	665	123	560	459	43	114	87
Undercover reporters exposing issues such as match fixing, professional malpractice or environmental violations by large corporates	86%	79%	97%	94%	95%	95%	99%	79%	79%	81%	83%	84%
Publishing of revelations from sources or whistleblowers such as wikileaks, MPs expenses, 'Plebgate', Edward Snowden	61%	54%	76%	66%	71%	70%	80%	55%	52%	46%	56%	66%
In the field journalists reporting first hand accounts, such as war reporters	49%	53%	45%	44%	45%	45%	45%	52%	54%	59%	57%	50%
Exposés on the private lives of public figures and celebrities	25%	22%	33%	24%	28%	27%	37%	20%	24%	15%	25%	30%
Other	6%	1%	16%	9%	12%	11%	23%	1%	1%	2%	-	3%
Don't know	5%	9%	-	1%	0%	0%	-	8%	10%	8%	4%	5%

Q1. What impact, if any, do you believe investigative journalism in the UK is having on the UK's democracy?

Unweighted base	1807	1019	403	385	788	665	123	545	474	55	114	80
Base	1807	1019	403	385	788	665	123	560	459	43	114	87
Strong positive impact	32%	20%	56%	38%	47%	45%	59%	20%	20%	30%	21%	19%
Weak positive impact	34%	33%	32%	37%	35%	35%	32%	36%	28%	24%	32%	34%
No impact	13%	19%	4%	5%	4%	5%	2%	18%	21%	20%	23%	16%
Weak negative impact	8%	9%	5%	11%	8%	8%	7%	9%	8%	15%	6%	13%
Strong negative impact	4%	3%	1%	6%	4%	4%	2%	2%	5%	3%	5%	4%
Don't know	10%	16%	2%	2%	2%	2%	-	15%	19%	9%	13%	15%
Net: Positive	65%	53%	88%	76%	82%	80%	90%	56%	48%	54%	53%	53%
Net: Negative	12%	12%	6%	18%	12%	12%	8%	12%	13%	17%	11%	17%

Q2. And do you believe the impact of investigative journalism in the UK is increasing, staying the same or decreasing?

Unweighted base	1807	1019	403	385	788	665	123	545	474	55	114	80
Base	1807	1019	403	385	788	665	123	560	459	43	114	87
Increasing	30%	31%	22%	34%	28%	29%	23%	31%	31%	28%	33%	29%
Staying the same	39%	41%	34%	38%	36%	39%	24%	44%	38%	42%	43%	38%
Decreasing	22%	14%	39%	24%	32%	29%	46%	14%	14%	16%	14%	17%
Don't know	10%	14%	5%	4%	4%	4%	7%	11%	17%	15%	10%	15%

Q4\_1. Quality : How would you sum up the current state of investigative journalism in the UK for quality, funding and future outlook?

Unweighted base	1807	1019	403	385	788	665	123	545	474	55	114	80
Base	1807	1019	403	385	788	665	123	560	459	43	114	87
Very good	10%	6%	18%	10%	14%	11%	28%	6%	7%	11%	8%	11%
Good	48%	43%	56%	52%	54%	55%	53%	45%	41%	45%	46%	36%
Poor	21%	20%	20%	24%	22%	23%	13%	21%	19%	24%	18%	24%
Very poor	5%	5%	3%	9%	6%	6%	4%	4%	6%	3%	7%	3%
Don't know	17%	26%	3%	6%	4%	5%	2%	25%	27%	17%	20%	25%
Net: Good	58%	49%	75%	62%	68%	66%	81%	51%	47%	56%	54%	47%
Net: Poor	26%	25%	22%	32%	27%	29%	17%	24%	25%	27%	25%	28%

GENERAL PUBLIC															
Government Office Region									Age					Gender	
East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland	18-24	25-34	35-44	45-54	55+	Male	Female

Q3a. Which of the following, if any, do you consider to be investigative journalism? You may select more than one.

Unweighted base	69	85	96	144	129	76	59	87	25	109	112	161	206	431	474	545
Base	74	90	95	126	139	87	50	86	30	122	155	191	188	363	490	529
Undercover reporters exposing issues such as match fixing, professional malpractice or environmental violations by large corporates	80%	77%	76%	78%	75%	82%	89%	78%	71%	62%	78%	77%	84%	84%	79%	80%
Publishing of revelations from sources or whistleblowers such as wikileaks, MPs expenses, 'Plebgate', Edward Snowden	43%	49%	51%	59%	47%	50%	65%	61%	54%	42%	48%	48%	60%	60%	55%	53%
In the field journalists reporting first hand accounts, such as war reporters	58%	45%	50%	46%	56%	47%	64%	54%	72%	50%	56%	56%	53%	52%	48%	58%
Exposés on the private lives of public figures and celebrities	16%	27%	20%	24%	18%	23%	27%	16%	20%	17%	13%	21%	17%	31%	23%	22%
Other	3%	-	-	1%	0%	-	-	1%	4%	-	-	-	2%	2%	1%	1%
Don't know	5%	16%	8%	9%	11%	17%	2%	10%	7%	26%	12%	8%	6%	4%	10%	8%

Q1. What impact, if any, do you believe investigative journalism in the UK is having on the UK's democracy?

Unweighted base	69	85	96	144	129	76	59	87	25	109	112	161	206	431	474	545
Base	74	90	95	126	139	87	50	86	30	122	155	191	188	363	490	529
Strong positive impact	19%	16%	16%	25%	19%	27%	23%	14%	5%	10%	12%	20%	22%	25%	21%	19%
Weak positive impact	21%	33%	39%	37%	32%	20%	45%	34%	52%	31%	41%	27%	30%	34%	33%	32%
No impact	21%	22%	26%	16%	18%	9%	10%	24%	23%	10%	19%	24%	24%	17%	18%	20%
Weak negative impact	15%	9%	2%	7%	10%	10%	4%	9%	7%	10%	7%	9%	6%	10%	10%	7%
Strong negative impact	3%	1%	1%	3%	4%	9%	2%	5%	2%	2%	4%	2%	4%	4%	4%	3%
Don't know	22%	20%	17%	12%	17%	25%	17%	15%	10%	37%	17%	18%	10%	13%	20%	20%
Net: Positive	39%	49%	55%	62%	51%	47%	68%	48%	58%	42%	53%	47%	52%	59%	55%	51%
Net: Negative	17%	9%	2%	10%	14%	19%	6%	14%	9%	12%	11%	11%	10%	14%	14%	10%

Q2. And do you believe the impact of investigative journalism in the UK is increasing, staying the same or decreasing?

Unweighted base	69	85	96	144	129	76	59	87	25	109	112	161	206	431	474	545
Base	74	90	95	126	139	87	50	86	30	122	155	191	188	363	490	529
Increasing	38%	35%	23%	29%	35%	29%	27%	30%	34%	22%	32%	30%	28%	36%	28%	34%
Staying the same	40%	38%	46%	44%	42%	35%	38%	39%	45%	31%	43%	41%	46%	41%	40%	42%
Decreasing	9%	9%	14%	16%	6%	15%	26%	19%	8%	11%	12%	15%	13%	15%	19%	9%
Don't know	13%	17%	17%	10%	16%	21%	9%	12%	13%	36%	12%	15%	13%	8%	13%	15%

Q4\_1. Quality : How would you sum up the current state of investigative journalism in the UK for quality, funding and future outlook?

Unweighted base	69	85	96	144	129	76	59	87	25	109	112	161	206	431	474	545
Base	74	90	95	126	139	87	50	86	30	122	155	191	188	363	490	529
Very good	3%	7%	5%	6%	8%	4%	2%	1%	3%	4%	6%	12%	5%	5%	6%	6%
Good	39%	43%	40%	55%	42%	36%	43%	45%	38%	39%	43%	38%	41%	48%	42%	44%
Poor	24%	18%	23%	13%	18%	22%	27%	21%	17%	13%	16%	22%	22%	23%	24%	16%
Very poor	6%	2%	3%	5%	3%	7%	4%	4%	15%	3%	6%	3%	6%	5%	7%	3%
Don't know	27%	31%	29%	21%	29%	30%	24%	28%	27%	41%	30%	25%	27%	19%	21%	31%
Net: Good	43%	49%	45%	61%	50%	41%	44%	46%	41%	43%	48%	50%	47%	53%	48%	50%
Net: Poor	30%	20%	26%	17%	21%	30%	32%	25%	32%	16%	22%	24%	28%	28%	31%	19%

Which area(s) do you work in? (Or did you most recently work in, if not currently working)? Please select all that apply in case you hold more than one major role.							OPINION FORMERS And thinking about the organisation you work for, what sector is it in? (Or again, did you most recently work in, if not currently working)?				Finally, if there were a general election held tomorrow, which party would you vote for?				
Business	Culture and leisure	Education or academia	Government or politics	Health	Media	Charity	Private i.e. private or listed commercial businesses	Public i.e. government and public services	Charity or NGO	Not applicable	Conservative	Labour	Liberal Democrat	United Kingdom Independence Party (UKIP)	Other

Q3a. Which of the following, if any, do you consider to be investigative journalism? You may select more than one.

	Unweighted base	117	119	94	55	362	114	167	500	107	14	224	209	70	46	59
Base	276	117	119	94	55	362	114	167	500	107	14	224	209	70	46	59
Undercover reporters exposing issues such as match fixing, professional malpractice or environmental violations by large corporates	94%	93%	95%	97%	98%	96%	96%	99%	94%	96%	100%	95%	95%	97%	89%	95%
Publishing of revelations from sources or whistleblowers such as wikileaks, MPs expenses, 'Plebgate', Edward Snowden	68%	74%	73%	71%	71%	76%	71%	75%	70%	73%	71%	58%	77%	79%	67%	80%
In the field journalists reporting first hand accounts, such as war reporters	46%	51%	50%	44%	40%	44%	40%	46%	44%	46%	50%	46%	42%	41%	48%	49%
Exposés on the private lives of public figures and celebrities	31%	30%	27%	24%	20%	32%	21%	28%	30%	19%	43%	32%	24%	24%	52%	22%
Other	12%	12%	13%	12%	13%	15%	13%	17%	11%	9%	21%	8%	12%	17%	11%	19%
Don't know	1%	-	-	-	-	-	-	-	0%	-	-	-	0%	-	-	-

Q1. What impact, if any, do you believe investigative journalism in the UK is having on the UK's democracy?

	Unweighted base	117	119	94	55	362	114	167	500	107	14	224	209	70	46	59
Base	276	117	119	94	55	362	114	167	500	107	14	224	209	70	46	59
Strong positive impact	41%	52%	47%	47%	45%	55%	45%	52%	47%	42%	50%	42%	50%	49%	57%	56%
Weak positive impact	35%	32%	34%	33%	33%	32%	32%	32%	34%	39%	50%	37%	34%	33%	17%	39%
No impact	6%	6%	6%	3%	4%	4%	2%	2%	5%	4%	-	5%	3%	3%	7%	2%
Weak negative impact	11%	7%	8%	10%	13%	5%	9%	8%	8%	7%	-	11%	6%	7%	11%	2%
Strong negative impact	6%	2%	3%	6%	4%	1%	6%	5%	3%	5%	-	5%	4%	6%	4%	2%
Don't know	2%	2%	2%	1%	2%	2%	6%	1%	2%	4%	-	0%	2%	3%	4%	-
Net: Positive	75%	84%	82%	80%	78%	87%	77%	84%	81%	81%	100%	78%	85%	81%	74%	95%
Net: Negative	17%	9%	11%	16%	16%	6%	15%	13%	12%	11%	-	17%	10%	13%	15%	3%

Q2. And do you believe the impact of investigative journalism in the UK is increasing, staying the same or decreasing?

	Unweighted base	117	119	94	55	362	114	167	500	107	14	224	209	70	46	59
Base	276	117	119	94	55	362	114	167	500	107	14	224	209	70	46	59
Increasing	32%	28%	32%	30%	29%	22%	27%	29%	29%	24%	14%	32%	23%	30%	30%	19%
Staying the same	37%	38%	37%	38%	38%	35%	36%	30%	38%	37%	21%	40%	38%	34%	41%	29%
Decreasing	28%	29%	25%	30%	33%	39%	31%	37%	29%	31%	50%	27%	32%	31%	26%	47%
Don't know	3%	5%	6%	2%	-	4%	6%	4%	3%	7%	14%	1%	7%	4%	2%	5%

Q4\_1. Quality : How would you sum up the current state of investigative journalism in the UK for quality, funding and future outlook?

	Unweighted base	117	119	94	55	362	114	167	500	107	14	224	209	70	46	59
Base	276	117	119	94	55	362	114	167	500	107	14	224	209	70	46	59
Very good	12%	18%	14%	12%	9%	17%	11%	20%	12%	11%	21%	8%	19%	9%	13%	20%
Good	51%	55%	52%	50%	56%	58%	53%	52%	56%	52%	50%	57%	54%	59%	46%	54%
Poor	22%	21%	21%	29%	18%	20%	26%	16%	22%	26%	21%	24%	18%	27%	17%	20%
Very poor	9%	3%	8%	4%	4%	2%	4%	7%	6%	3%	7%	8%	6%	3%	7%	3%
Don't know	6%	3%	5%	5%	13%	3%	6%	5%	4%	7%	-	3%	4%	3%	17%	2%
Net: Good	63%	73%	66%	62%	65%	75%	64%	72%	68%	64%	71%	66%	73%	67%	59%	75%
Net: Poor	31%	24%	29%	33%	22%	22%	30%	23%	28%	29%	29%	31%	23%	30%	24%	24%

Total	Sample						Social grade				
	General public	Opinion formers-Media	Opinion formers - not media	Opinion formers (all)	OFF	LPC	ABC1	C2DE	North East	North West	Yorkshire and the Humber

**Q4\_2. Funding : How would you sum up the current state of investigative journalism in the UK for quality, funding and future outlook?**

Unweighted base	1807	1019	403	385	788	665	123	545	474	55	114	80
Base	1807	1019	403	385	788	665	123	560	459	43	114	87
Very good	3%	4%	2%	4%	3%	3%	1%	3%	4%	4%	6%	-
Good	20%	22%	12%	24%	18%	20%	7%	21%	22%	27%	23%	19%
Poor	33%	27%	47%	36%	42%	41%	46%	28%	25%	38%	29%	28%
Very poor	10%	4%	28%	9%	19%	14%	41%	4%	4%	1%	5%	5%
Don't know	33%	44%	11%	29%	19%	22%	7%	43%	45%	29%	37%	49%
Net: Good	23%	26%	14%	27%	20%	23%	7%	25%	26%	32%	29%	19%
Net: Poor	43%	31%	75%	44%	60%	55%	86%	32%	29%	39%	34%	33%

**Q4\_3. Future outlook : How would you sum up the current state of investigative journalism in the UK for quality, funding and future outlook?**

Unweighted base	1807	1019	403	385	788	665	123	545	474	55	114	80
Base	1807	1019	403	385	788	665	123	560	459	43	114	87
Very good	3%	4%	2%	3%	3%	3%	2%	4%	4%	1%	7%	4%
Good	34%	35%	27%	36%	31%	33%	21%	36%	35%	45%	34%	32%
Poor	33%	25%	48%	39%	44%	42%	54%	27%	22%	34%	28%	27%
Very poor	7%	4%	13%	8%	11%	10%	13%	3%	6%	3%	3%	4%
Don't know	23%	31%	9%	14%	11%	12%	10%	30%	33%	17%	28%	34%
Net: Good	37%	39%	30%	39%	34%	36%	23%	39%	39%	47%	41%	35%
Net: Poor	40%	29%	62%	47%	54%	52%	67%	30%	28%	37%	31%	31%

**Q5\_1. Which of these most closely matches your view?**

Unweighted base	1807	1019	403	385	788	665	123	545	474	55	114	80
Base	1807	1019	403	385	788	665	123	560	459	43	114	87
Journalists aren't of high enough quality	38%	38%	29%	46%	37%	39%	25%	41%	35%	41%	38%	38%
Journalists are of high quality	43%	35%	65%	43%	54%	51%	68%	35%	34%	37%	41%	32%
Don't know	19%	27%	6%	12%	9%	9%	7%	24%	31%	21%	22%	30%

**Q5\_2. Which of these most closely matches your view?**

Unweighted base	1807	1019	403	385	788	665	123	545	474	55	114	80
Base	1807	1019	403	385	788	665	123	560	459	43	114	87
Too many legal restrictions and risks for journalists these days	45%	42%	60%	35%	48%	44%	67%	40%	45%	49%	38%	45%
Journalists have good support from the law	32%	29%	27%	48%	37%	40%	20%	31%	26%	34%	35%	19%
Don't know	23%	29%	13%	18%	15%	16%	13%	29%	29%	17%	27%	36%

**Q5\_3. Which of these most closely matches your view?**

Unweighted base	1807	1019	403	385	788	665	123	545	474	55	114	80
Base	1807	1019	403	385	788	665	123	560	459	43	114	87
Not enough funding among media owners	38%	21%	75%	42%	59%	54%	85%	20%	22%	24%	20%	27%
There is enough funding among media owners	32%	38%	14%	35%	24%	28%	6%	42%	33%	44%	43%	33%
Don't know	30%	41%	11%	23%	17%	18%	9%	38%	45%	32%	37%	40%

**Q5\_4. Which of these most closely matches your view?**

Unweighted base	1807	1019	403	385	788	665	123	545	474	55	114	80
Base	1807	1019	403	385	788	665	123	560	459	43	114	87
Editors are too short-termist	60%	49%	75%	75%	75%	74%	80%	53%	45%	53%	52%	49%
Editors are prepared to play the long-game	15%	16%	16%	10%	13%	13%	13%	15%	16%	20%	20%	19%
Don't know	25%	35%	9%	15%	12%	13%	7%	32%	39%	27%	28%	31%

GENERAL PUBLIC

Government Office Region									Age					Gender	
East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland	18-24	25-34	35-44	45-54	55+	Male	Female

Q4\_2. Funding : How would you sum up the current state of investigative journalism in the UK for quality, funding and future outlook?

Unweighted base	69	85	96	144	129	76	59	87	25	109	112	161	206	431	474	545
Base	74	90	95	126	139	87	50	86	30	122	155	191	188	363	490	529
Very good	6%	6%	3%	3%	1%	5%	-	7%	3%	3%	5%	7%	3%	2%	4%	3%
Good	31%	21%	23%	21%	23%	16%	22%	19%	19%	17%	21%	24%	18%	25%	22%	22%
Poor	16%	32%	26%	27%	20%	26%	33%	25%	28%	20%	31%	22%	22%	32%	28%	25%
Very poor	-	4%	4%	5%	3%	2%	3%	10%	4%	4%	4%	3%	5%	4%	6%	2%
Don't know	48%	37%	44%	44%	52%	52%	43%	39%	46%	56%	39%	44%	52%	38%	40%	48%
Net: Good	36%	27%	27%	24%	24%	21%	22%	26%	22%	20%	26%	31%	21%	27%	26%	25%
Net: Poor	16%	36%	30%	32%	24%	27%	35%	35%	33%	24%	35%	25%	27%	36%	34%	28%

Q4\_3. Future outlook : How would you sum up the current state of investigative journalism in the UK for quality, funding and future outlook?

Unweighted base	69	85	96	144	129	76	59	87	25	109	112	161	206	431	474	545
Base	74	90	95	126	139	87	50	86	30	122	155	191	188	363	490	529
Very good	2%	5%	5%	5%	4%	2%	-	1%	5%	3%	7%	3%	3%	3%	3%	4%
Good	41%	27%	28%	37%	39%	29%	41%	41%	42%	34%	32%	36%	32%	39%	32%	39%
Poor	23%	31%	32%	23%	20%	27%	20%	18%	20%	12%	26%	26%	24%	29%	31%	19%
Very poor	2%	1%	2%	5%	3%	6%	10%	10%	5%	3%	5%	4%	6%	4%	7%	2%
Don't know	32%	36%	33%	30%	34%	36%	29%	31%	28%	48%	34%	28%	36%	24%	27%	35%
Net: Good	43%	32%	33%	42%	43%	31%	41%	42%	47%	37%	36%	42%	35%	42%	35%	43%
Net: Poor	25%	32%	34%	28%	23%	33%	30%	28%	25%	15%	31%	29%	30%	34%	38%	22%

Q5\_1. Which of these most closely matches your view?

Unweighted base	69	85	96	144	129	76	59	87	25	109	112	161	206	431	474	545
Base	74	90	95	126	139	87	50	86	30	122	155	191	188	363	490	529
Journalists aren't of high enough quality	52%	34%	35%	29%	41%	36%	37%	38%	46%	33%	37%	35%	40%	40%	42%	34%
Journalists are of high quality	24%	39%	40%	45%	32%	31%	25%	29%	24%	26%	32%	39%	36%	36%	30%	39%
Don't know	23%	27%	25%	25%	27%	33%	38%	32%	30%	41%	31%	25%	24%	24%	27%	27%

Q5\_2. Which of these most closely matches your view?

Unweighted base	69	85	96	144	129	76	59	87	25	109	112	161	206	431	474	545
Base	74	90	95	126	139	87	50	86	30	122	155	191	188	363	490	529
Too many legal restrictions and risks for journalists these days	42%	50%	33%	50%	38%	40%	38%	47%	35%	29%	29%	40%	41%	54%	42%	42%
Journalists have good support from the law	24%	22%	31%	31%	32%	32%	29%	24%	29%	26%	42%	31%	29%	23%	32%	26%
Don't know	34%	28%	36%	20%	30%	29%	33%	29%	36%	44%	29%	29%	31%	23%	26%	32%

Q5\_3. Which of these most closely matches your view?

Unweighted base	69	85	96	144	129	76	59	87	25	109	112	161	206	431	474	545
Base	74	90	95	126	139	87	50	86	30	122	155	191	188	363	490	529
Not enough funding among media owners	11%	25%	18%	22%	19%	22%	18%	27%	21%	21%	17%	20%	19%	25%	22%	21%
There is enough funding among media owners	47%	38%	36%	42%	32%	37%	39%	26%	40%	31%	44%	40%	36%	37%	39%	36%
Don't know	42%	37%	45%	35%	48%	41%	43%	47%	39%	49%	39%	41%	45%	38%	39%	43%

Q5\_4. Which of these most closely matches your view?

Unweighted base	69	85	96	144	129	76	59	87	25	109	112	161	206	431	474	545
Base	74	90	95	126	139	87	50	86	30	122	155	191	188	363	490	529
Editors are too short-termist	56%	51%	45%	51%	44%	42%	55%	50%	50%	42%	50%	47%	52%	52%	56%	43%
Editors are prepared to play the long-game	5%	21%	12%	20%	16%	17%	15%	6%	13%	8%	17%	16%	14%	19%	14%	17%
Don't know	39%	27%	43%	30%	39%	41%	30%	43%	36%	50%	33%	37%	34%	29%	30%	40%

OPINION FORMERS															
Which area(s) do you work in? (Or did you most recently work in, if not currently working)? Please select all that apply in case you hold more than one major role.							And thinking about the organisation you work for, what sector is it in? (Or again, did you most recently work in, if not currently working)?				Finally, if there were a general election held tomorrow, which party would you vote for?				
Business	Culture and leisure	Education or academia	Government or politics	Health	Media	Charity	Private i.e. private or listed commercial businesses	Public i.e. government and public services	Charity or NGO	Not applicable	Conservative	Labour	Liberal Democrat	United Kingdom Independence Party (UKIP)	Other

**Q4\_2. Funding : How would you sum up the current state of investigative journalism in the UK for quality, funding and future outlook?**

Unweighted base	276	117	119	94	55	362	114	167	500	107	14	224	209	70	46	59
Base	276	117	119	94	55	362	114	167	500	107	14	224	209	70	46	59
Very good	4%	2%	2%	4%	4%	2%	4%	1%	3%	4%	-	4%	1%	4%	9%	2%
Good	24%	21%	18%	15%	16%	13%	21%	13%	20%	20%	-	27%	15%	17%	17%	5%
Poor	34%	45%	36%	47%	38%	48%	39%	46%	41%	38%	50%	40%	44%	39%	28%	56%
Very poor	13%	17%	18%	13%	13%	27%	14%	29%	15%	12%	50%	11%	24%	19%	11%	25%
Don't know	24%	15%	25%	21%	29%	11%	23%	11%	21%	26%	-	19%	16%	21%	35%	12%
Net: Good	28%	23%	20%	19%	20%	15%	25%	14%	23%	23%	-	30%	16%	21%	26%	7%
Net: Poor	47%	62%	55%	60%	51%	74%	53%	75%	56%	50%	100%	50%	68%	57%	39%	81%

**Q4\_3. Future outlook : How would you sum up the current state of investigative journalism in the UK for quality, funding and future outlook?**

Unweighted base	276	117	119	94	55	362	114	167	500	107	14	224	209	70	46	59
Base	276	117	119	94	55	362	114	167	500	107	14	224	209	70	46	59
Very good	3%	2%	3%	2%	2%	4%	4%	1%	4%	3%	-	4%	2%	3%	7%	-
Good	33%	37%	31%	28%	29%	28%	30%	25%	33%	35%	29%	43%	25%	33%	26%	29%
Poor	45%	44%	45%	46%	45%	47%	42%	50%	42%	38%	57%	35%	48%	41%	35%	51%
Very poor	8%	8%	8%	13%	2%	14%	9%	15%	10%	5%	7%	9%	12%	16%	12%	12%
Don't know	12%	9%	13%	12%	22%	9%	16%	10%	10%	20%	7%	9%	12%	7%	20%	8%
Net: Good	36%	38%	34%	30%	31%	31%	33%	25%	37%	37%	29%	47%	27%	36%	33%	29%
Net: Poor	53%	52%	54%	59%	47%	61%	51%	65%	53%	43%	64%	44%	60%	57%	48%	63%

**Q5\_1. Which of these most closely matches your view?**

Unweighted base	276	117	119	94	55	362	114	167	500	107	14	224	209	70	46	59
Base	276	117	119	94	55	362	114	167	500	107	14	224	209	70	46	59
Journalists aren't of high enough quality	46%	37%	46%	43%	38%	29%	34%	32%	40%	35%	29%	45%	26%	41%	41%	34%
Journalists are of high quality	45%	55%	47%	47%	55%	65%	53%	60%	51%	54%	64%	46%	68%	49%	48%	61%
Don't know	9%	9%	7%	11%	7%	6%	13%	8%	9%	11%	7%	9%	6%	10%	11%	5%

**Q5\_2. Which of these most closely matches your view?**

Unweighted base	276	117	119	94	55	362	114	167	500	107	14	224	209	70	46	59
Base	276	117	119	94	55	362	114	167	500	107	14	224	209	70	46	59
Too many legal restrictions and risks for journalists these days	39%	51%	49%	34%	38%	60%	38%	57%	46%	36%	79%	38%	51%	44%	65%	61%
Journalists have good support from the law	45%	33%	35%	49%	45%	27%	42%	31%	38%	44%	7%	51%	35%	37%	22%	19%
Don't know	16%	15%	16%	17%	16%	13%	20%	13%	15%	20%	14%	11%	13%	19%	13%	20%

**Q5\_3. Which of these most closely matches your view?**

Unweighted base	276	117	119	94	55	362	114	167	500	107	14	224	209	70	46	59
Base	276	117	119	94	55	362	114	167	500	107	14	224	209	70	46	59
Not enough funding among media owners	47%	64%	57%	56%	56%	75%	56%	74%	54%	56%	71%	42%	74%	67%	28%	80%
There is enough funding among media owners	34%	24%	28%	30%	22%	15%	19%	16%	28%	22%	7%	42%	14%	21%	37%	10%
Don't know	18%	12%	15%	14%	22%	11%	25%	10%	18%	22%	21%	16%	12%	11%	35%	10%

**Q5\_4. Which of these most closely matches your view?**

Unweighted base	276	117	119	94	55	362	114	167	500	107	14	224	209	70	46	59
Base	276	117	119	94	55	362	114	167	500	107	14	224	209	70	46	59
Editors are too short-termist	71%	74%	81%	80%	71%	75%	74%	84%	72%	71%	79%	71%	80%	80%	63%	78%
Editors are prepared to play the long-game	16%	15%	11%	9%	15%	16%	10%	10%	14%	13%	7%	14%	10%	10%	24%	14%
Don't know	13%	11%	8%	12%	15%	9%	17%	5%	14%	16%	14%	15%	10%	10%	13%	8%

Total	Sample						Social grade					
	General public	Opinion formers-Media	Opinion formers - not media	Opinion formers (all)	OFF	LPC	ABC1	C2DE	North East	North West	Yorkshire and the Humber	

Q5\_5. Which of these most closely matches your view?

	1807	1019	403	385	788	665	123	545	474	55	114	80
<b>Unweighted base</b>	1807	1019	403	385	788	665	123	545	474	55	114	80
<b>Base</b>	1807	1019	403	385	788	665	123	560	459	43	114	87
Public isn't as interested as it used to be	31%	34%	24%	30%	27%	28%	24%	36%	32%	39%	37%	27%
Public still has a real interest in it	58%	49%	71%	65%	68%	68%	72%	49%	49%	48%	52%	65%
Don't know	11%	16%	4%	5%	5%	5%	4%	15%	18%	13%	11%	8%

Q5\_6. Which of these most closely matches your view?

	1807	1019	403	385	788	665	123	545	474	55	114	80
<b>Unweighted base</b>	1807	1019	403	385	788	665	123	545	474	55	114	80
<b>Base</b>	1807	1019	403	385	788	665	123	560	459	43	114	87
It is a dying art	39%	34%	54%	38%	46%	43%	63%	37%	31%	35%	39%	34%
It is flourishing	29%	28%	28%	35%	31%	33%	20%	27%	29%	31%	30%	30%
Don't know	31%	38%	19%	27%	23%	24%	17%	36%	40%	34%	31%	36%

q6\_1a. Please select any of the following statements that reflect your views about these recent stories: the MPs expenses scandal exposed by The Telegraph newspaper, The Guardian's reporting of Wikileaks data, and Edward Snowden's evidence of US and UK surveillance operations published by The Guardian?

	1807	1019	403	385	788	665	123	545	474	55	114	80
<b>Unweighted base</b>	1807	1019	403	385	788	665	123	545	474	55	114	80
<b>Base</b>	1807	1019	403	385	788	665	123	560	459	43	114	87
Proof that investigative journalism is alive and well in the UK	33%	31%	33%	38%	35%	35%	36%	30%	31%	31%	32%	33%
These stories were mostly just taken to the media and are not as a result of real investigative journalism	33%	26%	38%	44%	41%	42%	36%	27%	24%	32%	26%	28%
Only large media owners with expensive lawyers or willing to risk losing money would do this	32%	27%	42%	33%	38%	37%	42%	26%	28%	33%	21%	22%
These stories are few and far between and don't prove investigative journalism is thriving	30%	26%	42%	30%	36%	33%	54%	28%	22%	38%	28%	26%
I expect to see far less of these sorts of stories in years to come	15%	13%	25%	11%	18%	16%	28%	14%	12%	18%	15%	12%
Other	3%	1%	7%	4%	5%	5%	7%	1%	0%	-	-	1%
Don't know	9%	15%	1%	2%	1%	2%	1%	13%	19%	14%	12%	10%

Q7. What impact, if any, do you believe the phone hacking scandal that led to the closure of the News of the World has had on investigative journalism in the UK in general?

	1807	1019	403	385	788	665	123	545	474	55	114	80
<b>Unweighted base</b>	1807	1019	403	385	788	665	123	545	474	55	114	80
<b>Base</b>	1807	1019	403	385	788	665	123	560	459	43	114	87
Changes have been made and the industry has learnt from it	31%	29%	35%	30%	33%	32%	37%	28%	30%	28%	39%	31%
The industry will take years to recover from the impact	27%	26%	30%	27%	28%	27%	33%	25%	26%	30%	23%	23%
It will undoubtedly improve investigative journalism	19%	19%	15%	21%	18%	19%	12%	20%	18%	16%	21%	24%
Other	4%	1%	8%	5%	7%	6%	11%	1%	1%	-	-	1%
It has had little real impact	22%	21%	22%	25%	24%	25%	19%	23%	18%	25%	20%	19%
Don't know	9%	13%	4%	3%	4%	4%	4%	11%	15%	12%	6%	12%

GENERAL PUBLIC																
Government Office Region									Age					Gender		
East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland	18-24	25-34	35-44	45-54	55+	Male	Female	

Q5\_5. Which of these most closely matches your view?

	69	85	96	144	129	76	59	87	25	109	112	161	206	431	474	545
Unweighted base	69	85	96	144	129	76	59	87	25	109	112	161	206	431	474	545
Base	74	90	95	126	139	87	50	86	30	122	155	191	188	363	490	529
Public isn't as interested as it used to be	33%	39%	42%	29%	33%	25%	42%	35%	44%	26%	30%	40%	36%	35%	35%	33%
Public still has a real interest in it	39%	44%	37%	57%	50%	52%	43%	49%	41%	43%	47%	43%	50%	55%	47%	51%
Don't know	28%	16%	21%	14%	17%	23%	14%	16%	15%	31%	23%	18%	14%	9%	17%	15%

Q5\_6. Which of these most closely matches your view?

	69	85	96	144	129	76	59	87	25	109	112	161	206	431	474	545
Unweighted base	69	85	96	144	129	76	59	87	25	109	112	161	206	431	474	545
Base	74	90	95	126	139	87	50	86	30	122	155	191	188	363	490	529
It is a dying art	34%	32%	24%	40%	32%	23%	42%	37%	48%	28%	34%	33%	37%	36%	41%	28%
It is flourishing	25%	30%	27%	31%	26%	37%	16%	20%	20%	27%	25%	27%	27%	30%	22%	33%
Don't know	40%	38%	49%	29%	42%	40%	42%	42%	32%	45%	41%	40%	37%	34%	36%	40%

q6\_1a. Please select any of the following statements that reflect your views about these recent stories: the MPs expenses scandal exposed by The Telegraph newspaper, The Guardian's reporting of Wikileaks data, and Edward Snowden's evidence of US and UK surveillance operations published by The Guardian?

	69	85	96	144	129	76	59	87	25	109	112	161	206	431	474	545
Unweighted base	69	85	96	144	129	76	59	87	25	109	112	161	206	431	474	545
Base	74	90	95	126	139	87	50	86	30	122	155	191	188	363	490	529
Proof that investigative journalism is alive and well in the UK	24%	29%	28%	32%	35%	25%	33%	33%	33%	32%	25%	24%	31%	36%	29%	32%
These stories were mostly just taken to the media and are not as a result of real investigative journalism	20%	25%	29%	31%	25%	19%	31%	18%	26%	24%	26%	21%	23%	31%	29%	23%
Only large media owners with expensive lawyers or willing to risk losing money would do this	37%	31%	23%	30%	33%	21%	24%	22%	24%	22%	30%	26%	25%	30%	30%	24%
These stories are few and far between and don't prove investigative journalism is thriving	16%	32%	27%	25%	22%	21%	27%	28%	19%	20%	30%	23%	28%	26%	32%	19%
I expect to see far less of these sorts of stories in years to come	13%	18%	16%	8%	13%	15%	10%	12%	12%	13%	12%	12%	12%	15%	16%	10%
Other	-	-	2%	1%	2%	-	-	2%	2%	-	-	1%	1%	2%	1%	1%
Don't know	25%	15%	14%	11%	16%	23%	11%	22%	7%	28%	14%	21%	17%	8%	13%	18%

Q7. What impact, if any, do you believe the phone hacking scandal that led to the closure of the News of the World has had on investigative journalism in the UK in general?

	69	85	96	144	129	76	59	87	25	109	112	161	206	431	474	545
Unweighted base	69	85	96	144	129	76	59	87	25	109	112	161	206	431	474	545
Base	74	90	95	126	139	87	50	86	30	122	155	191	188	363	490	529
Changes have been made and the industry has learnt from it	34%	18%	29%	28%	29%	26%	33%	28%	29%	31%	30%	24%	28%	32%	24%	34%
The industry will take years to recover from the impact	31%	29%	23%	32%	26%	18%	30%	21%	19%	18%	26%	31%	21%	28%	27%	24%
It will undoubtedly improve investigative journalism	10%	20%	16%	28%	15%	16%	20%	18%	23%	12%	20%	21%	21%	19%	21%	17%
Other	2%	1%	2%	2%	0%	2%	-	1%	-	-	1%	2%	1%	1%	1%	1%
It has had little real impact	20%	23%	23%	12%	21%	20%	20%	23%	35%	12%	17%	19%	25%	23%	24%	17%
Don't know	11%	15%	12%	12%	16%	23%	5%	14%	11%	31%	16%	12%	10%	7%	13%	13%



OPINION FORMERS															
Which area(s) do you work in? (Or did you most recently work in, if not currently working)? Please select all that apply in case you hold more than one major role.							And thinking about the organisation you work for, what sector is it in? (Or again, did you most recently work in, if not currently working)?				Finally, if there were a general election held tomorrow, which party would you vote for?				
Business	Culture and leisure	Education or academia	Government or politics	Health	Media	Charity	Private i.e. private or listed commercial businesses	Public i.e. government and public services	Charity or NGO	Not applicable	Conservative	Labour	Liberal Democrat	United Kingdom Independence Party (UKIP)	Other

Q5\_5. Which of these most closely matches your view?

	276	117	119	94	55	362	114	167	500	107	14	224	209	70	46	59
Unweighted base	276	117	119	94	55	362	114	167	500	107	14	224	209	70	46	59
Base	276	117	119	94	55	362	114	167	500	107	14	224	209	70	46	59
Public isn't as interested as it used to be	30%	31%	22%	24%	29%	23%	24%	24%	28%	26%	29%	29%	26%	20%	24%	32%
Public still has a real interest in it	66%	68%	74%	70%	62%	73%	74%	72%	67%	71%	71%	68%	67%	77%	74%	68%
Don't know	4%	1%	4%	5%	9%	4%	3%	4%	5%	3%	-	4%	7%	3%	2%	-

Q5\_6. Which of these most closely matches your view?

	276	117	119	94	55	362	114	167	500	107	14	224	209	70	46	59
Unweighted base	276	117	119	94	55	362	114	167	500	107	14	224	209	70	46	59
Base	276	117	119	94	55	362	114	167	500	107	14	224	209	70	46	59
It is a dying art	40%	40%	45%	39%	44%	53%	41%	57%	44%	38%	57%	38%	47%	49%	37%	53%
It is flourishing	34%	36%	34%	32%	25%	28%	31%	27%	33%	33%	14%	41%	31%	31%	39%	25%
Don't know	25%	24%	21%	29%	31%	19%	28%	16%	23%	29%	29%	21%	22%	20%	24%	22%

q6\_1a. Please select any of the following statements that reflect your views about these recent stories: the MPs expenses scandal exposed by The Telegraph newspaper, The Guardian's reporting of Wikileaks data, and Edward Snowden's evidence of US and UK surveillance operations published by The Guardian?

	276	117	119	94	55	362	114	167	500	107	14	224	209	70	46	59
Unweighted base	276	117	119	94	55	362	114	167	500	107	14	224	209	70	46	59
Base	276	117	119	94	55	362	114	167	500	107	14	224	209	70	46	59
Proof that investigative journalism is alive and well in the UK	37%	39%	34%	39%	33%	33%	41%	33%	36%	40%	14%	36%	39%	39%	37%	34%
These stories were mostly just taken to the media and are not as a result of real investigative journalism	42%	34%	39%	40%	35%	39%	46%	41%	41%	41%	43%	45%	33%	34%	48%	41%
Only large media owners with expensive lawyers or willing to risk losing money would do this	36%	37%	38%	38%	44%	42%	39%	42%	36%	35%	57%	38%	32%	44%	37%	42%
These stories are few and far between and don't prove investigative journalism is thriving	36%	35%	39%	28%	42%	42%	35%	47%	34%	32%	50%	30%	42%	33%	33%	32%
I expect to see far less of these sorts of stories in years to come	14%	19%	17%	21%	18%	25%	15%	26%	16%	16%	21%	11%	19%	21%	17%	25%
Other	7%	9%	11%	5%	7%	7%	7%	5%	5%	5%	14%	4%	6%	10%	7%	5%
Don't know	3%	2%	2%	-	2%	1%	1%	1%	2%	1%	-	1%	1%	-	2%	2%

Q7. What impact, if any, do you believe the phone hacking scandal that led to the closure of the News of the World has had on investigative journalism in the UK in general?

	276	117	119	94	55	362	114	167	500	107	14	224	209	70	46	59
Unweighted base	276	117	119	94	55	362	114	167	500	107	14	224	209	70	46	59
Base	276	117	119	94	55	362	114	167	500	107	14	224	209	70	46	59
Changes have been made and the industry has learnt from it	32%	37%	35%	26%	35%	35%	37%	27%	34%	34%	57%	38%	29%	34%	39%	31%
The industry will take years to recover from the impact	30%	21%	22%	24%	18%	29%	25%	33%	28%	24%	14%	31%	23%	27%	37%	31%
It will undoubtedly improve investigative journalism	19%	16%	18%	27%	18%	15%	18%	15%	18%	21%	21%	21%	17%	31%	11%	10%
Other	7%	9%	6%	6%	13%	8%	7%	10%	6%	4%	14%	4%	7%	9%	4%	12%
It has had little real impact	24%	23%	24%	28%	24%	23%	23%	24%	23%	26%	21%	22%	27%	16%	22%	25%
Don't know	3%	6%	5%	1%	2%	4%	4%	4%	3%	6%	-	1%	5%	3%	2%	8%

Total	Sample						Social grade				
	General public	Opinion formers-Media	Opinion formers - not media	Opinion formers (all)	OPF	LPC	ABC1	C2DE	North East	North West	Yorkshire and the Humber

Q8. To what extent do you agree or disagree with the idea that if there is declining investigative journalism coming out of traditional media outlets, then the gap will be adequately filled by citizen journalists through digital media.

Unweighted base	1807	1019	403	385	788	665	123	545	474	55	114	80
Base	1807	1019	403	385	788	665	123	560	459	43	114	87
Strongly agree	5%	4%	4%	7%	6%	6%	6%	3%	5%	2%	6%	2%
Agree	25%	24%	20%	32%	26%	28%	13%	26%	23%	28%	28%	17%
Neither agree nor disagree	26%	33%	11%	22%	16%	18%	10%	31%	35%	25%	32%	36%
Disagree	22%	16%	35%	24%	30%	29%	33%	18%	13%	25%	16%	21%
Strongly disagree	11%	4%	28%	12%	20%	17%	37%	5%	3%	3%	5%	3%
Don't know	12%	19%	1%	4%	3%	3%	2%	17%	22%	17%	13%	22%
Net: Agree	29%	28%	24%	39%	31%	33%	19%	29%	27%	30%	34%	19%
Net: Disagree	33%	20%	63%	36%	50%	46%	70%	23%	16%	28%	21%	23%

Q9\_1. Declining newspaper revenues : The following are a list of reasons that have been given for a potential decline in investigative journalism? Which, if any, do you believe have had impact?

Unweighted base	1807	1019	403	385	788	665	123	545	474	55	114	80
Base	1807	1019	403	385	788	665	123	560	459	43	114	87
A lot	43%	29%	73%	50%	62%	60%	74%	31%	26%	32%	35%	22%
A little	38%	45%	22%	38%	30%	32%	21%	46%	43%	51%	37%	49%
Not at all	8%	10%	3%	6%	5%	5%	3%	9%	11%	2%	15%	12%
Don't know	11%	16%	2%	5%	4%	4%	2%	14%	19%	15%	14%	17%

Q9\_2. Falling trust in journalists : The following are a list of reasons that have been given for a potential decline in investigative journalism? Which, if any, do you believe have had impact?

Unweighted base	1807	1019	403	385	788	665	123	545	474	55	114	80
Base	1807	1019	403	385	788	665	123	560	459	43	114	87
A lot	31%	32%	25%	35%	30%	29%	30%	31%	32%	51%	32%	22%
A little	46%	45%	48%	47%	47%	49%	41%	47%	42%	30%	44%	55%
Not at all	14%	10%	24%	15%	20%	18%	28%	9%	11%	8%	14%	13%
Don't know	9%	13%	3%	4%	3%	4%	1%	13%	14%	11%	10%	11%

Q9\_3. Growth of other agencies or groups monitoring the democratic process : The following are a list of reasons that have been given for a potential decline in investigative journalism? Which, if any, do you believe have had impact?

Unweighted base	1807	1019	403	385	788	665	123	545	474	55	114	80
Base	1807	1019	403	385	788	665	123	560	459	43	114	87
A lot	13%	12%	10%	17%	13%	14%	9%	13%	11%	13%	10%	10%
A little	45%	44%	44%	46%	45%	47%	37%	46%	43%	35%	49%	52%
Not at all	26%	20%	37%	30%	34%	33%	41%	20%	21%	20%	24%	12%
Don't know	17%	23%	9%	7%	8%	7%	14%	21%	26%	32%	17%	26%

GENERAL PUBLIC															
Government Office Region									Age					Gender	
East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland	18-24	25-34	35-44	45-54	55+	Male	Female

Q8. To what extent do you agree or disagree with the idea that if there is declining investigative journalism coming out of traditional media outlets, then the gap will be adequately filled by citizen journalists through digital media.

Unweighted base	69	85	96	144	129	76	59	87	25	109	112	161	206	431	474	545
Base	74	90	95	126	139	87	50	86	30	122	155	191	188	363	490	529
Strongly agree	-	3%	5%	6%	3%	5%	6%	2%	4%	2%	7%	3%	3%	5%	3%	3%
Agree	24%	18%	30%	25%	24%	23%	22%	23%	36%	28%	31%	22%	19%	24%	24%	24%
Neither agree nor disagree	37%	34%	30%	36%	25%	32%	40%	34%	36%	17%	24%	37%	38%	36%	31%	34%
Disagree	12%	14%	14%	19%	15%	11%	17%	18%	8%	13%	20%	12%	14%	18%	17%	15%
Strongly disagree	3%	9%	4%	3%	4%	-	1%	5%	11%	2%	4%	4%	7%	4%	6%	2%
Don't know	24%	23%	17%	11%	29%	31%	14%	14%	8%	36%	19%	19%	19%	14%	17%	22%
Net: Agree	24%	21%	35%	31%	27%	26%	28%	29%	38%	32%	33%	29%	23%	27%	29%	27%
Net: Disagree	15%	22%	18%	22%	19%	11%	18%	23%	19%	14%	24%	16%	20%	22%	23%	16%

Q9\_1. Declining newspaper revenues : The following are a list of reasons that have been given for a potential decline in investigative journalism? Which, if any, do you believe have had impact?

Unweighted base	69	85	96	144	129	76	59	87	25	109	112	161	206	431	474	545
Base	74	90	95	126	139	87	50	86	30	122	155	191	188	363	490	529
A lot	18%	31%	25%	34%	26%	29%	21%	32%	46%	23%	29%	26%	30%	31%	32%	26%
A little	53%	42%	41%	44%	51%	40%	63%	37%	37%	32%	45%	49%	43%	48%	42%	47%
Not at all	11%	11%	11%	11%	4%	10%	11%	14%	2%	10%	7%	12%	11%	10%	11%	9%
Don't know	18%	16%	22%	11%	18%	21%	4%	17%	15%	34%	20%	12%	16%	11%	15%	18%

Q9\_2. Falling trust in journalists : The following are a list of reasons that have been given for a potential decline in investigative journalism? Which, if any, do you believe have had impact?

Unweighted base	69	85	96	144	129	76	59	87	25	109	112	161	206	431	474	545
Base	74	90	95	126	139	87	50	86	30	122	155	191	188	363	490	529
A lot	43%	30%	29%	25%	28%	34%	46%	27%	40%	27%	28%	27%	35%	35%	31%	32%
A little	39%	51%	48%	48%	42%	38%	37%	54%	43%	29%	45%	48%	46%	49%	45%	45%
Not at all	5%	7%	10%	17%	10%	10%	12%	4%	-	13%	11%	10%	9%	9%	12%	8%
Don't know	14%	12%	13%	10%	21%	17%	5%	15%	17%	31%	17%	15%	10%	7%	12%	15%

Q9\_3. Growth of other agencies or groups monitoring the democratic process : The following are a list of reasons that have been given for a potential decline in investigative journalism? Which, if any, do you believe have had impact?

Unweighted base	69	85	96	144	129	76	59	87	25	109	112	161	206	431	474	545
Base	74	90	95	126	139	87	50	86	30	122	155	191	188	363	490	529
A lot	6%	6%	17%	15%	11%	16%	12%	13%	24%	10%	15%	10%	10%	13%	12%	12%
A little	49%	45%	36%	42%	46%	37%	58%	43%	33%	39%	36%	48%	45%	48%	44%	45%
Not at all	18%	24%	19%	21%	19%	21%	14%	23%	25%	16%	23%	19%	23%	19%	24%	17%
Don't know	27%	24%	27%	22%	25%	25%	16%	21%	17%	35%	26%	23%	21%	20%	20%	26%

OPINION FORMERS															
Which area(s) do you work in? (Or did you most recently work in, if not currently working)? Please select all that apply in case you hold more than one major role.							And thinking about the organisation you work for, what sector is it in? (Or again, did you most recently work in, if not currently working)?				Finally, if there were a general election held tomorrow, which party would you vote for?				
Business	Culture and leisure	Education or academia	Government or politics	Health	Media	Charity	Private i.e. private or listed commercial businesses	Public i.e. government and public services	Charity or NGO	Not applicable	Conservative	Labour	Liberal Democrat	United Kingdom Independence Party (UKIP)	Other

Q8. To what extent do you agree or disagree with the idea that if there is declining investigative journalism coming out of traditional media outlets, then the gap will be adequately filled by citizen journalists through digital media.

Unweighted base	276	117	119	94	55	362	114	167	500	107	14	224	209	70	46	59
Base	276	117	119	94	55	362	114	167	500	107	14	224	209	70	46	59
Strongly agree	7%	4%	4%	6%	7%	4%	5%	5%	6%	4%	14%	6%	2%	6%	17%	5%
Agree	26%	32%	30%	33%	27%	20%	39%	17%	26%	38%	14%	25%	25%	33%	30%	19%
Neither agree nor disagree	22%	11%	16%	17%	20%	11%	19%	8%	18%	20%	21%	18%	16%	16%	17%	19%
Disagree	22%	32%	29%	23%	25%	36%	25%	31%	31%	28%	21%	29%	32%	31%	24%	37%
Strongly disagree	17%	19%	18%	19%	18%	28%	11%	38%	16%	8%	29%	19%	23%	13%	4%	20%
Don't know	4%	2%	3%	1%	2%	1%	-	1%	3%	2%	-	2%	3%	1%	7%	-
Net: Agree	34%	36%	34%	39%	35%	23%	45%	22%	32%	42%	29%	31%	27%	39%	48%	24%
Net: Disagree	40%	51%	46%	43%	44%	64%	36%	69%	47%	36%	50%	49%	55%	44%	28%	58%

Q9\_1. Declining newspaper revenues : The following are a list of reasons that have been given for a potential decline in investigative journalism? Which, if any, do you believe have had impact?

Unweighted base	276	117	119	94	55	362	114	167	500	107	14	224	209	70	46	59
Base	276	117	119	94	55	362	114	167	500	107	14	224	209	70	46	59
A lot	54%	67%	59%	57%	58%	74%	54%	68%	61%	58%	64%	54%	69%	67%	43%	75%
A little	34%	25%	33%	36%	33%	21%	37%	26%	30%	34%	36%	38%	23%	23%	41%	17%
Not at all	8%	5%	5%	1%	5%	3%	5%	4%	5%	5%	-	4%	5%	6%	9%	5%
Don't know	4%	3%	3%	5%	4%	2%	4%	2%	4%	4%	-	4%	2%	4%	7%	3%

Q9\_2. Falling trust in journalists : The following are a list of reasons that have been given for a potential decline in investigative journalism? Which, if any, do you believe have had impact?

Unweighted base	276	117	119	94	55	362	114	167	500	107	14	224	209	70	46	59
Base	276	117	119	94	55	362	114	167	500	107	14	224	209	70	46	59
A lot	37%	33%	39%	33%	25%	23%	33%	29%	29%	32%	29%	33%	26%	24%	28%	31%
A little	46%	50%	48%	49%	51%	49%	45%	43%	49%	44%	71%	47%	54%	47%	41%	37%
Not at all	14%	12%	13%	16%	18%	25%	18%	27%	18%	20%	-	17%	18%	20%	28%	29%
Don't know	3%	4%	1%	2%	5%	3%	4%	2%	3%	5%	-	3%	3%	9%	2%	3%

Q9\_3. Growth of other agencies or groups monitoring the democratic process : The following are a list of reasons that have been given for a potential decline in investigative journalism? Which, if any, do you believe have had impact?

Unweighted base	276	117	119	94	55	362	114	167	500	107	14	224	209	70	46	59
Base	276	117	119	94	55	362	114	167	500	107	14	224	209	70	46	59
A lot	17%	18%	18%	18%	4%	9%	16%	10%	14%	15%	7%	12%	9%	14%	24%	7%
A little	41%	38%	45%	52%	51%	45%	41%	40%	46%	48%	50%	51%	45%	49%	33%	49%
Not at all	35%	37%	29%	24%	33%	38%	32%	42%	33%	28%	14%	28%	39%	30%	33%	42%
Don't know	7%	7%	8%	5%	13%	8%	11%	8%	7%	9%	29%	8%	7%	7%	11%	2%

Total	Sample						Social grade					
	General public	Opinion formers-Media	Opinion formers - not media	Opinion formers (all)	OFF	LPC	ABC1	C2DE	North East	North West	Yorkshire and the Humber	

Q9\_4. Changes to the law : The following are a list of reasons that have been given for a potential decline in investigative journalism? Which, if any, do you believe have had impact?

Unweighted base	1807	1019	403	385	788	665	123	545	474	55	114	80
Base	1807	1019	403	385	788	665	123	560	459	43	114	87
A lot	21%	23%	21%	16%	18%	17%	25%	21%	24%	33%	21%	30%
A little	46%	44%	49%	48%	49%	50%	42%	45%	44%	33%	42%	31%
Not at all	18%	14%	21%	26%	23%	24%	21%	15%	13%	22%	18%	17%
Don't know	15%	19%	9%	10%	10%	9%	11%	19%	19%	13%	19%	22%

Q9\_5. Level of public interest : The following are a list of reasons that have been given for a potential decline in investigative journalism? Which, if any, do you believe have had impact?

Unweighted base	1807	1019	403	385	788	665	123	545	474	55	114	80
Base	1807	1019	403	385	788	665	123	560	459	43	114	87
A lot	13%	15%	9%	11%	10%	11%	9%	15%	15%	19%	15%	18%
A little	42%	44%	39%	39%	39%	38%	45%	45%	42%	44%	41%	33%
Not at all	36%	27%	47%	46%	47%	47%	45%	27%	28%	27%	33%	36%
Don't know	10%	14%	4%	3%	4%	4%	2%	14%	15%	11%	11%	13%

Q9\_6. 24 hour news cycle : The following are a list of reasons that have been given for a potential decline in investigative journalism? Which, if any, do you believe have had impact?

Unweighted base	1807	1019	403	385	788	665	123	545	474	55	114	80
Base	1807	1019	403	385	788	665	123	560	459	43	114	87
A lot	32%	24%	43%	40%	42%	40%	50%	27%	20%	28%	19%	22%
A little	38%	39%	35%	39%	37%	39%	28%	39%	39%	38%	43%	42%
Not at all	17%	17%	18%	16%	17%	17%	19%	16%	19%	14%	21%	17%
Don't know	13%	20%	3%	5%	4%	5%	2%	18%	22%	20%	18%	20%

Q10. Journalists have often complained about the power of super injunctions. On balance do you think the protection they can provide is a good thing or a bad thing?

Unweighted base	1807	1019	403	385	788	665	123	545	474	55	114	80
Base	1807	1019	403	385	788	665	123	560	459	43	114	87
Very good	3%	4%	0%	4%	2%	3%	-	4%	5%	8%	8%	4%
Reasonably good	20%	22%	10%	22%	16%	16%	12%	24%	20%	28%	19%	16%
Neither good nor bad	21%	23%	15%	19%	17%	17%	15%	23%	24%	11%	28%	29%
Reasonably bad	27%	22%	34%	35%	35%	35%	32%	22%	22%	33%	20%	26%
Very bad	20%	14%	37%	18%	28%	26%	37%	14%	13%	9%	15%	16%
Don't know	9%	14%	3%	3%	3%	3%	3%	13%	16%	10%	9%	8%
Net: Good	23%	27%	10%	26%	18%	19%	12%	28%	25%	36%	27%	20%
Net: Bad	47%	36%	71%	53%	62%	61%	69%	36%	35%	43%	36%	43%

GENERAL PUBLIC															
Government Office Region									Age					Gender	
East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland	18-24	25-34	35-44	45-54	55+	Male	Female

**Q9\_4. Changes to the law : The following are a list of reasons that have been given for a potential decline in investigative journalism? Which, if any, do you believe have had impact?**

Unweighted base	69	85	96	144	129	76	59	87	25	109	112	161	206	431	474	545
Base	74	90	95	126	139	87	50	86	30	122	155	191	188	363	490	529
A lot	23%	30%	18%	25%	19%	16%	24%	19%	17%	12%	19%	20%	23%	29%	20%	25%
A little	52%	41%	47%	44%	44%	52%	57%	52%	28%	38%	40%	51%	42%	46%	45%	44%
Not at all	7%	8%	17%	17%	15%	10%	15%	9%	25%	14%	21%	14%	18%	10%	19%	10%
Don't know	19%	21%	19%	14%	23%	22%	4%	21%	30%	36%	21%	15%	17%	15%	16%	21%

**Q9\_5. Level of public interest : The following are a list of reasons that have been given for a potential decline in investigative journalism? Which, if any, do you believe have had impact?**

Unweighted base	69	85	96	144	129	76	59	87	25	109	112	161	206	431	474	545
Base	74	90	95	126	139	87	50	86	30	122	155	191	188	363	490	529
A lot	15%	25%	15%	10%	11%	12%	26%	5%	22%	7%	14%	17%	16%	15%	16%	14%
A little	46%	38%	41%	50%	45%	40%	51%	51%	47%	38%	38%	47%	42%	47%	43%	44%
Not at all	21%	24%	28%	31%	25%	27%	19%	26%	21%	21%	32%	24%	30%	28%	27%	28%
Don't know	17%	13%	16%	9%	20%	21%	4%	18%	10%	35%	16%	12%	12%	9%	14%	14%

**Q9\_6. 24 hour news cycle : The following are a list of reasons that have been given for a potential decline in investigative journalism? Which, if any, do you believe have had impact?**

Unweighted base	69	85	96	144	129	76	59	87	25	109	112	161	206	431	474	545
Base	74	90	95	126	139	87	50	86	30	122	155	191	188	363	490	529
A lot	20%	27%	27%	28%	23%	16%	28%	25%	34%	19%	23%	29%	24%	24%	26%	22%
A little	37%	35%	41%	39%	37%	35%	51%	33%	46%	30%	34%	38%	42%	43%	37%	41%
Not at all	23%	16%	14%	21%	16%	21%	12%	16%	7%	14%	19%	17%	14%	20%	19%	16%
Don't know	20%	22%	17%	13%	24%	28%	9%	26%	12%	38%	24%	16%	20%	14%	18%	21%

**Q10. Journalists have often complained about the power of super injunctions. On balance do you think the protection they can provide is a good thing or a bad thing?**

Unweighted base	69	85	96	144	129	76	59	87	25	109	112	161	206	431	474	545
Base	74	90	95	126	139	87	50	86	30	122	155	191	188	363	490	529
Very good	1%	2%	2%	5%	1%	10%	2%	4%	4%	4%	5%	3%	6%	4%	4%	4%
Reasonably good	23%	24%	34%	26%	28%	18%	15%	16%	4%	20%	30%	21%	21%	22%	17%	28%
Neither good nor bad	26%	28%	23%	25%	22%	15%	31%	22%	10%	23%	19%	29%	24%	22%	22%	25%
Reasonably bad	27%	17%	17%	22%	18%	19%	19%	28%	24%	17%	17%	23%	25%	23%	25%	19%
Very bad	6%	13%	13%	13%	10%	15%	26%	15%	30%	5%	11%	10%	13%	20%	19%	9%
Don't know	16%	16%	12%	9%	21%	24%	8%	16%	27%	32%	19%	14%	11%	9%	13%	16%
Net: Good	24%	27%	36%	31%	30%	27%	17%	19%	8%	24%	35%	23%	27%	25%	21%	31%
Net: Bad	34%	30%	29%	35%	28%	33%	45%	43%	54%	21%	27%	33%	38%	44%	44%	28%

OPINION FORMERS															
Which area(s) do you work in? (Or did you most recently work in, if not currently working)? Please select all that apply in case you hold more than one major role.							And thinking about the organisation you work for, what sector is it in? (Or again, did you most recently work in, if not currently working)?				Finally, if there were a general election held tomorrow, which party would you vote for?				
Business	Culture and leisure	Education or academia	Government or politics	Health	Media	Charity	Private i.e. private or listed commercial businesses	Public i.e. government and public services	Charity or NGO	Not applicable	Conservative	Labour	Liberal Democrat	United Kingdom Independence Party (UKIP)	Other

Q9\_4. Changes to the law : The following are a list of reasons that have been given for a potential decline in investigative journalism? Which, if any, do you believe have had impact?

Unweighted base	276	117	119	94	55	362	114	167	500	107	14	224	209	70	46	59
Base	276	117	119	94	55	362	114	167	500	107	14	224	209	70	46	59
A lot	21%	21%	16%	16%	18%	20%	14%	20%	18%	14%	29%	18%	14%	17%	37%	15%
A little	50%	42%	53%	41%	49%	50%	46%	50%	50%	46%	21%	52%	49%	47%	41%	59%
Not at all	22%	26%	23%	34%	22%	21%	25%	23%	23%	24%	29%	22%	25%	23%	15%	17%
Don't know	8%	11%	8%	9%	11%	9%	15%	7%	9%	16%	21%	8%	11%	13%	7%	8%

Q9\_5. Level of public interest : The following are a list of reasons that have been given for a potential decline in investigative journalism? Which, if any, do you believe have had impact?

Unweighted base	276	117	119	94	55	362	114	167	500	107	14	224	209	70	46	59
Base	276	117	119	94	55	362	114	167	500	107	14	224	209	70	46	59
A lot	13%	15%	7%	5%	9%	9%	7%	8%	12%	5%	7%	12%	7%	9%	9%	17%
A little	39%	39%	41%	44%	36%	38%	39%	38%	38%	46%	36%	39%	40%	40%	37%	31%
Not at all	45%	41%	49%	48%	47%	49%	49%	50%	45%	48%	50%	46%	49%	47%	50%	47%
Don't know	3%	5%	3%	3%	7%	4%	4%	3%	4%	2%	7%	4%	4%	4%	4%	5%

Q9\_6. 24 hour news cycle : The following are a list of reasons that have been given for a potential decline in investigative journalism? Which, if any, do you believe have had impact?

Unweighted base	276	117	119	94	55	362	114	167	500	107	14	224	209	70	46	59
Base	276	117	119	94	55	362	114	167	500	107	14	224	209	70	46	59
A lot	39%	43%	44%	52%	40%	43%	45%	46%	41%	36%	43%	37%	41%	50%	28%	44%
A little	41%	33%	37%	35%	40%	35%	34%	36%	36%	46%	21%	39%	38%	29%	39%	46%
Not at all	17%	17%	15%	11%	13%	19%	13%	17%	18%	13%	29%	20%	17%	14%	22%	10%
Don't know	3%	7%	4%	2%	7%	4%	8%	2%	5%	5%	7%	4%	4%	7%	11%	-

Q10. Journalists have often complained about the power of super injunctions. On balance do you think the protection they can provide is a good thing or a bad thing?

Unweighted base	276	117	119	94	55	362	114	167	500	107	14	224	209	70	46	59
Base	276	117	119	94	55	362	114	167	500	107	14	224	209	70	46	59
Very good	3%	2%	1%	2%	4%	0%	2%	2%	2%	2%	-	4%	1%	-	4%	-
Reasonably good	17%	19%	23%	20%	13%	9%	16%	11%	16%	19%	21%	23%	14%	16%	9%	3%
Neither good nor bad	20%	20%	20%	20%	22%	15%	19%	14%	19%	14%	14%	19%	17%	20%	17%	10%
Reasonably bad	33%	30%	29%	30%	31%	35%	39%	34%	33%	42%	29%	32%	35%	33%	24%	44%
Very bad	24%	28%	24%	26%	25%	37%	19%	36%	27%	17%	36%	20%	30%	29%	41%	36%
Don't know	2%	2%	4%	2%	5%	3%	5%	2%	2%	7%	-	3%	3%	4%	7%	7%
Net: Good	21%	21%	24%	22%	16%	10%	18%	13%	19%	21%	21%	27%	16%	16%	13%	3%
Net: Bad	57%	58%	52%	55%	56%	72%	58%	70%	60%	59%	64%	51%	65%	61%	65%	80%

Total	Sample						Social grade				
	General public	Opinion formers-Media	Opinion formers - not media	Opinion formers (all)	OFF	LPC	ABC1	C2DE	North East	North West	Yorkshire and the Humber

Q11. Do you believe UK investigative journalism needs some kind of outside support, from beyond the media itself, in order to maintain its influence and quality? Please select as many or as few as you wish.

Unweighted base	1807	1019	403	385	788	665	123	545	474	55	114	80
Base	1807	1019	403	385	788	665	123	560	459	43	114	87
Yes – changes to the law to help journalists	34%	29%	50%	30%	40%	37%	58%	30%	28%	27%	29%	33%
Yes – more BBC resources should go into it	26%	20%	41%	29%	35%	35%	37%	20%	18%	16%	26%	17%
Yes – some kind of state funding	9%	10%	11%	5%	8%	6%	23%	9%	11%	8%	17%	3%
Yes – other	7%	2%	16%	11%	14%	12%	20%	2%	2%	-	3%	3%
No, things are fine as they are	28%	27%	17%	41%	29%	32%	11%	29%	25%	25%	34%	23%
Don't know	18%	25%	9%	9%	9%	9%	8%	22%	28%	37%	13%	29%

Q12\_1. The Telegraph/Sunday Telegraph : How would you rate the quality of investigative journalism at each of these media outlets?

Unweighted base	1807	1019	403	385	788	665	123	545	474	55	114	80
Base	1807	1019	403	385	788	665	123	560	459	43	114	87
Very good	12%	8%	21%	12%	17%	16%	19%	9%	7%	8%	8%	9%
Reasonably good	41%	34%	55%	47%	51%	50%	58%	36%	31%	34%	32%	31%
Neither good nor bad	20%	21%	15%	22%	18%	19%	13%	20%	22%	29%	22%	18%
Reasonably bad	4%	4%	2%	6%	4%	4%	4%	4%	5%	4%	4%	4%
Very bad	2%	1%	1%	4%	2%	3%	-	1%	1%	1%	2%	1%
Doesn't have any	1%	1%	-	1%	0%	0%	-	0%	1%	-	1%	1%
Don't know	21%	31%	7%	8%	7%	8%	7%	30%	33%	24%	31%	35%
Net: Good	53%	42%	75%	68%	66%	66%	76%	45%	38%	42%	40%	40%
Net: Bad	6%	6%	3%	10%	6%	7%	4%	6%	6%	6%	6%	5%

Q12\_2. The Guardian/Observer : How would you rate the quality of investigative journalism at each of these media outlets?

Unweighted base	1807	1019	403	385	788	665	123	545	474	55	114	80
Base	1807	1019	403	385	788	665	123	560	459	43	114	87
Very good	21%	9%	44%	30%	37%	35%	50%	9%	9%	9%	10%	10%
Reasonably good	37%	33%	43%	39%	41%	41%	42%	36%	29%	36%	33%	20%
Neither good nor bad	16%	21%	4%	12%	8%	10%	-	21%	22%	27%	27%	24%
Reasonably bad	5%	4%	4%	6%	5%	5%	5%	4%	5%	3%	2%	5%
Very bad	2%	2%	1%	5%	3%	4%	-	2%	2%	2%	1%	1%
Doesn't have any	0%	0%	-	1%	0%	0%	-	0%	1%	-	1%	1%
Don't know	19%	30%	3%	7%	5%	5%	2%	27%	34%	23%	26%	38%
Net: Good	58%	42%	87%	69%	79%	76%	93%	46%	38%	42%	44%	30%
Net: Bad	7%	6%	5%	11%	8%	9%	5%	6%	6%	5%	3%	7%

Q12\_3. The Times/Sunday Times : How would you rate the quality of investigative journalism at each of these media outlets?

Unweighted base	1807	1019	403	385	788	665	123	545	474	55	114	80
Base	1807	1019	403	385	788	665	123	560	459	43	114	87
Very good	11%	7%	21%	12%	17%	15%	24%	8%	5%	5%	6%	5%
Reasonably good	38%	32%	47%	46%	47%	47%	45%	35%	29%	32%	24%	23%
Neither good nor bad	21%	23%	16%	22%	19%	20%	13%	23%	24%	20%	31%	21%
Reasonably bad	5%	4%	7%	8%	7%	8%	7%	4%	3%	8%	2%	6%
Very bad	3%	2%	2%	4%	3%	3%	2%	1%	3%	2%	4%	4%
Doesn't have any	1%	1%	1%	1%	1%	0%	2%	1%	1%	-	3%	1%
Don't know	21%	31%	7%	7%	7%	6%	8%	28%	35%	34%	31%	40%
Net: Good	49%	39%	68%	58%	63%	62%	69%	43%	33%	34%	30%	29%
Net: Bad	8%	6%	9%	12%	11%	11%	8%	6%	6%	10%	5%	9%



GENERAL PUBLIC															
Government Office Region									Age					Gender	
East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland	18-24	25-34	35-44	45-54	55+	Male	Female

Q11. Do you believe UK investigative journalism needs some kind of outside support, from beyond the media itself, in order to maintain its influence and quality? Please select as many or as few as you wish.

Unweighted base	69	85	96	144	129	76	59	87	25	109	112	161	206	431	474	545
Base	74	90	95	126	139	87	50	86	30	122	155	191	188	363	490	529
Yes – changes to the law to help journalists	34%	33%	22%	40%	23%	22%	29%	25%	34%	20%	26%	22%	29%	37%	31%	27%
Yes – more BBC resources should go into it	21%	15%	18%	19%	19%	13%	21%	26%	25%	16%	24%	19%	13%	22%	21%	18%
Yes – some kind of state funding	9%	11%	9%	9%	13%	9%	13%	7%	10%	12%	12%	10%	8%	10%	8%	12%
Yes – other	1%	1%	1%	3%	3%	-	2%	2%	7%	2%	-	1%	3%	3%	2%	2%
No, things are fine as they are	30%	22%	32%	24%	30%	28%	26%	25%	31%	18%	24%	29%	33%	28%	29%	26%
Don't know	26%	30%	23%	17%	27%	36%	20%	30%	21%	39%	27%	28%	25%	18%	23%	27%

Q12\_1. The Telegraph/Sunday Telegraph : How would you rate the quality of investigative journalism at each of these media outlets?

Unweighted base	69	85	96	144	129	76	59	87	25	109	112	161	206	431	474	545
Base	74	90	95	126	139	87	50	86	30	122	155	191	188	363	490	529
Very good	6%	10%	3%	9%	7%	10%	12%	8%	6%	6%	5%	7%	8%	10%	8%	8%
Reasonably good	38%	29%	31%	39%	36%	29%	34%	30%	48%	30%	34%	33%	29%	37%	33%	34%
Neither good nor bad	19%	20%	19%	23%	19%	20%	26%	23%	11%	14%	17%	28%	23%	20%	23%	18%
Reasonably bad	1%	1%	4%	5%	7%	5%	3%	7%	5%	6%	5%	4%	4%	4%	6%	3%
Very bad	-	-	-	3%	0%	3%	-	1%	8%	1%	3%	0%	2%	1%	2%	1%
Doesn't have any	-	1%	1%	1%	-	1%	-	-	3%	3%	1%	-	0%	0%	1%	1%
Don't know	36%	39%	41%	20%	30%	33%	24%	30%	19%	40%	35%	28%	33%	27%	27%	35%
Net: Good	44%	39%	35%	48%	43%	38%	47%	38%	55%	36%	40%	40%	38%	41%	41%	42%
Net: Bad	1%	1%	4%	8%	8%	8%	3%	8%	12%	7%	8%	4%	6%	5%	8%	4%

Q12\_2. The Guardian/Observer : How would you rate the quality of investigative journalism at each of these media outlets?

Unweighted base	69	85	96	144	129	76	59	87	25	109	112	161	206	431	474	545
Base	74	90	95	126	139	87	50	86	30	122	155	191	188	363	490	529
Very good	7%	8%	5%	11%	9%	10%	9%	9%	19%	10%	7%	10%	9%	10%	9%	10%
Reasonably good	32%	31%	36%	40%	31%	36%	35%	32%	31%	28%	39%	35%	32%	31%	34%	32%
Neither good nor bad	23%	23%	17%	18%	24%	16%	17%	20%	17%	11%	16%	26%	23%	23%	21%	21%
Reasonably bad	1%	5%	3%	7%	3%	4%	2%	9%	11%	5%	6%	4%	3%	5%	6%	3%
Very bad	3%	-	1%	4%	2%	1%	-	2%	-	1%	1%	0%	3%	2%	2%	1%
Doesn't have any	-	-	-	1%	-	-	1%	-	3%	1%	-	-	1%	0%	1%	0%
Don't know	35%	33%	38%	20%	32%	33%	36%	27%	19%	44%	31%	24%	31%	28%	28%	33%
Net: Good	39%	39%	40%	51%	40%	46%	43%	42%	49%	37%	46%	45%	41%	41%	43%	41%
Net: Bad	4%	5%	4%	11%	5%	5%	2%	11%	11%	6%	7%	5%	3%	8%	8%	4%

Q12\_3. The Times/Sunday Times : How would you rate the quality of investigative journalism at each of these media outlets?

Unweighted base	69	85	96	144	129	76	59	87	25	109	112	161	206	431	474	545
Base	74	90	95	126	139	87	50	86	30	122	155	191	188	363	490	529
Very good	8%	9%	4%	8%	6%	6%	4%	6%	18%	4%	6%	9%	7%	7%	4%	9%
Reasonably good	35%	22%	35%	47%	29%	33%	44%	35%	23%	27%	28%	34%	29%	36%	32%	32%
Neither good nor bad	22%	32%	15%	16%	29%	14%	20%	25%	37%	15%	23%	32%	21%	23%	26%	21%
Reasonably bad	1%	2%	5%	2%	5%	4%	3%	7%	5%	7%	5%	2%	3%	4%	6%	2%
Very bad	-	-	-	3%	1%	6%	-	2%	-	2%	3%	2%	3%	2%	3%	1%
Doesn't have any	-	1%	1%	2%	-	-	1%	-	3%	3%	-	0%	1%	1%	1%	1%
Don't know	35%	34%	40%	21%	30%	38%	28%	24%	15%	41%	35%	27%	32%	29%	28%	35%
Net: Good	42%	31%	39%	55%	35%	38%	47%	41%	40%	31%	34%	38%	40%	43%	36%	41%
Net: Bad	1%	2%	5%	5%	6%	10%	3%	9%	5%	9%	8%	4%	6%	5%	9%	3%

OPINION FORMERS															
Which area(s) do you work in? (Or did you most recently work in, if not currently working)? Please select all that apply in case you hold more than one major role.							And thinking about the organisation you work for, what sector is it in? (Or again, did you most recently work in, if not currently working)?				Finally, if there were a general election held tomorrow, which party would you vote for?				
Business	Culture and leisure	Education or academia	Government or politics	Health	Media	Charity	Private i.e. private or listed commercial businesses	Public i.e. government and public services	Charity or NGO	Not applicable	Conservative	Labour	Liberal Democrat	United Kingdom Independence Party (UKIP)	Other

Q11. Do you believe UK investigative journalism needs some kind of outside support, from beyond the media itself, in order to maintain its influence and quality? Please select as many or as few as you wish.

Unweighted base	276	117	119	94	55	362	114	167	500	107	14	224	209	70	46	59
Base	276	117	119	94	55	362	114	167	500	107	14	224	209	70	46	59
Yes – changes to the law to help journalists	34%	43%	41%	31%	36%	50%	32%	49%	39%	29%	50%	31%	48%	46%	50%	53%
Yes – more BBC resources should go into it	27%	46%	43%	35%	38%	41%	40%	34%	35%	37%	43%	28%	40%	40%	26%	53%
Yes – some kind of state funding	5%	9%	8%	9%	9%	8%	8%	13%	6%	9%	21%	5%	12%	7%	9%	10%
Yes – other	13%	17%	20%	19%	22%	15%	21%	19%	12%	13%	21%	9%	15%	14%	7%	29%
No, things are fine as they are	36%	24%	24%	37%	29%	19%	26%	22%	32%	25%	7%	44%	20%	23%	33%	8%
Don't know	11%	7%	8%	6%	11%	9%	11%	6%	9%	15%	14%	7%	8%	11%	2%	8%

Q12\_1. The Telegraph/Sunday Telegraph : How would you rate the quality of investigative journalism at each of these media outlets?

Unweighted base	276	117	119	94	55	362	114	167	500	107	14	224	209	70	46	59
Base	276	117	119	94	55	362	114	167	500	107	14	224	209	70	46	59
Very good	14%	27%	19%	6%	15%	20%	14%	11%	18%	13%	50%	20%	15%	11%	22%	12%
Reasonably good	49%	51%	44%	54%	49%	56%	57%	56%	48%	59%	36%	51%	51%	53%	61%	47%
Neither good nor bad	22%	14%	16%	17%	20%	15%	17%	14%	20%	17%	14%	15%	17%	26%	15%	20%
Reasonably bad	5%	1%	7%	10%	2%	2%	4%	5%	4%	5%	-	4%	6%	3%	-	7%
Very bad	3%	1%	3%	5%	2%	1%	2%	4%	2%	1%	-	2%	3%	2%	2%	3%
Doesn't have any	0%	1%	1%	1%	-	-	-	-	1%	-	-	-	0%	-	-	-
Don't know	7%	6%	10%	6%	13%	7%	6%	10%	7%	6%	-	8%	8%	4%	-	10%
Net: Good	64%	78%	63%	61%	64%	75%	71%	67%	66%	72%	86%	71%	66%	64%	83%	59%
Net: Bad	8%	2%	10%	15%	4%	3%	6%	9%	6%	6%	-	6%	9%	6%	2%	10%

Q12\_2. The Guardian/Observer : How would you rate the quality of investigative journalism at each of these media outlets?

Unweighted base	276	117	119	94	55	362	114	167	500	107	14	224	209	70	46	59
Base	276	117	119	94	55	362	114	167	500	107	14	224	209	70	46	59
Very good	26%	41%	39%	33%	31%	44%	43%	43%	34%	38%	64%	21%	54%	47%	20%	53%
Reasonably good	44%	43%	42%	46%	45%	43%	42%	41%	41%	48%	29%	42%	38%	40%	37%	36%
Neither good nor bad	12%	6%	9%	5%	9%	5%	4%	5%	10%	5%	-	13%	2%	7%	17%	5%
Reasonably bad	7%	5%	3%	7%	4%	3%	5%	5%	5%	5%	7%	9%	3%	1%	4%	3%
Very bad	5%	3%	3%	1%	-	2%	-	1%	4%	1%	-	5%	1%	1%	20%	-
Doesn't have any	-	-	-	1%	-	-	1%	1%	0%	-	-	-	0%	-	-	-
Don't know	5%	3%	4%	6%	11%	3%	5%	4%	5%	4%	-	9%	1%	3%	2%	3%
Net: Good	70%	84%	81%	79%	76%	88%	85%	84%	75%	86%	93%	64%	92%	87%	57%	88%
Net: Bad	13%	8%	6%	9%	4%	5%	5%	7%	9%	6%	7%	14%	4%	3%	24%	3%

Q12\_3. The Times/Sunday Times : How would you rate the quality of investigative journalism at each of these media outlets?

Unweighted base	276	117	119	94	55	362	114	167	500	107	14	224	209	70	46	59
Base	276	117	119	94	55	362	114	167	500	107	14	224	209	70	46	59
Very good	15%	17%	14%	10%	13%	21%	11%	21%	17%	8%	14%	21%	13%	13%	22%	3%
Reasonably good	48%	55%	45%	48%	49%	48%	49%	43%	48%	47%	43%	52%	45%	44%	48%	49%
Neither good nor bad	22%	16%	20%	22%	22%	17%	22%	16%	18%	26%	36%	13%	23%	26%	20%	20%
Reasonably bad	6%	8%	9%	13%	5%	7%	10%	8%	7%	9%	-	6%	9%	9%	7%	8%
Very bad	3%	2%	4%	4%	4%	2%	2%	5%	3%	1%	-	2%	4%	3%	2%	5%
Doesn't have any	1%	1%	1%	1%	-	0%	-	1%	1%	-	7%	0%	1%	-	-	-
Don't know	5%	2%	6%	2%	7%	6%	6%	8%	6%	8%	-	5%	6%	6%	2%	14%
Net: Good	63%	72%	60%	57%	62%	68%	61%	63%	65%	55%	57%	73%	57%	57%	70%	53%
Net: Bad	9%	9%	13%	17%	9%	9%	11%	13%	10%	10%	-	8%	13%	11%	9%	14%

Total	Sample						Social grade				
	General public	Opinion formers-Media	Opinion formers - not media	Opinion formers (all)	OFF	LPC	ABC1	C2DE	North East	North West	Yorkshire and the Humber

Q12\_4. BBC : How would you rate the quality of investigative journalism at each of these media outlets?

Unweighted base	1807	1019	403	385	788	665	123	545	474	55	114	80
Base	1807	1019	403	385	788	665	123	560	459	43	114	87
Very good	17%	16%	19%	16%	17%	17%	21%	17%	15%	29%	21%	16%
Reasonably good	44%	38%	51%	50%	51%	51%	48%	41%	35%	32%	33%	40%
Neither good nor bad	16%	17%	16%	15%	15%	15%	18%	15%	19%	21%	20%	21%
Reasonably bad	9%	8%	11%	12%	11%	12%	9%	8%	8%	3%	4%	6%
Very bad	4%	4%	2%	4%	3%	3%	2%	4%	4%	1%	5%	4%
Doesn't have any	1%	1%	0%	1%	1%	0%	1%	1%	1%	1%	1%	2%
Don't know	10%	16%	1%	3%	2%	2%	2%	14%	18%	12%	15%	11%
Net: Good	61%	55%	70%	65%	68%	68%	69%	58%	50%	61%	54%	55%
Net: Bad	13%	12%	13%	16%	14%	15%	11%	12%	12%	5%	9%	10%

Q12\_5. 'Independent Newspapers (Independent, Independent on Sunday, i, Evening Standard)' : How would you rate the quality of investigative journalism at each of these media outlets?

Unweighted base	1807	1019	403	385	788	665	123	545	474	55	114	80
Base	1807	1019	403	385	788	665	123	560	459	43	114	87
Very good	7%	5%	10%	7%	9%	9%	7%	4%	6%	-	11%	6%
Reasonably good	32%	28%	38%	37%	38%	38%	38%	30%	26%	26%	22%	21%
Neither good nor bad	26%	24%	29%	27%	28%	28%	28%	25%	23%	24%	26%	21%
Reasonably bad	7%	5%	9%	9%	9%	9%	9%	5%	5%	5%	4%	7%
Very bad	2%	1%	1%	3%	2%	2%	-	1%	1%	1%	1%	1%
Doesn't have any	1%	1%	2%	1%	1%	1%	4%	1%	1%	1%	2%	1%
Don't know	26%	35%	11%	16%	14%	14%	13%	33%	37%	43%	33%	42%
Net: Good	39%	33%	48%	44%	46%	46%	46%	35%	32%	26%	34%	28%
Net: Bad	8%	6%	10%	12%	11%	11%	9%	6%	6%	6%	5%	8%

Q12\_6. ITN : How would you rate the quality of investigative journalism at each of these media outlets?

Unweighted base	1807	1019	403	385	788	665	123	545	474	55	114	80
Base	1807	1019	403	385	788	665	123	560	459	43	114	87
Very good	9%	10%	9%	6%	7%	7%	10%	8%	12%	15%	11%	12%
Reasonably good	33%	31%	37%	36%	37%	38%	31%	35%	26%	39%	32%	37%
Neither good nor bad	28%	27%	29%	30%	29%	29%	29%	26%	28%	22%	31%	27%
Reasonably bad	7%	6%	6%	8%	7%	8%	3%	7%	5%	5%	6%	3%
Very bad	2%	2%	3%	2%	3%	3%	2%	2%	2%	1%	1%	1%
Doesn't have any	2%	2%	2%	4%	3%	3%	4%	2%	1%	1%	1%	2%
Don't know	19%	23%	14%	14%	14%	12%	21%	21%	24%	17%	19%	17%
Net: Good	42%	41%	46%	42%	44%	45%	41%	43%	39%	54%	43%	49%
Net: Bad	9%	8%	9%	11%	10%	11%	5%	8%	8%	6%	6%	4%

GENERAL PUBLIC															
Government Office Region									Age					Gender	
East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland	18-24	25-34	35-44	45-54	55+	Male	Female

Q12\_4. BBC : How would you rate the quality of investigative journalism at each of these media outlets?

Unweighted base	69	85	96	144	129	76	59	87	25	109	112	161	206	431	474	545
Base	74	90	95	126	139	87	50	86	30	122	155	191	188	363	490	529
Very good	22%	15%	12%	16%	12%	12%	20%	15%	18%	13%	12%	23%	16%	16%	15%	18%
Reasonably good	51%	37%	45%	43%	31%	30%	34%	42%	50%	31%	35%	33%	49%	39%	38%	38%
Neither good nor bad	4%	17%	12%	16%	20%	19%	21%	16%	13%	11%	16%	17%	15%	20%	17%	16%
Reasonably bad	5%	9%	5%	9%	13%	12%	2%	7%	6%	4%	8%	9%	6%	9%	8%	7%
Very bad	2%	1%	3%	7%	3%	6%	6%	6%	2%	4%	3%	3%	3%	6%	6%	3%
Doesn't have any	1%	-	1%	-	1%	-	2%	-	3%	0%	-	0%	1%	2%	1%	1%
Don't know	14%	21%	22%	10%	20%	21%	15%	14%	8%	36%	26%	15%	9%	9%	14%	17%
Net: Good	74%	52%	58%	59%	43%	42%	54%	57%	67%	45%	47%	57%	66%	54%	55%	55%
Net: Bad	6%	10%	8%	15%	16%	18%	8%	13%	8%	8%	10%	12%	9%	15%	13%	10%

Q12\_5. 'Independent Newspapers (Independent, Independent on Sunday, i, Evening Standard)' : How would you rate the quality of investigative journalism at each of these media outlets?

Unweighted base	69	85	96	144	129	76	59	87	25	109	112	161	206	431	474	545
Base	74	90	95	126	139	87	50	86	30	122	155	191	188	363	490	529
Very good	4%	4%	5%	4%	5%	5%	5%	4%	2%	3%	3%	7%	7%	5%	3%	7%
Reasonably good	30%	24%	22%	40%	27%	27%	34%	35%	34%	23%	30%	28%	33%	27%	27%	29%
Neither good nor bad	20%	28%	26%	21%	29%	21%	23%	19%	35%	18%	20%	30%	21%	27%	26%	22%
Reasonably bad	6%	7%	2%	8%	3%	4%	1%	6%	4%	5%	10%	6%	2%	4%	7%	3%
Very bad	1%	-	2%	4%	-	3%	-	1%	-	4%	3%	1%	0%	1%	2%	0%
Doesn't have any	-	4%	1%	-	-	2%	-	-	3%	0%	1%	0%	1%	1%	1%	1%
Don't know	39%	33%	43%	23%	36%	37%	37%	35%	23%	47%	32%	29%	35%	35%	34%	37%
Net: Good	34%	28%	28%	44%	31%	32%	39%	39%	36%	26%	34%	34%	40%	32%	30%	36%
Net: Bad	7%	7%	3%	12%	3%	8%	1%	8%	4%	9%	13%	7%	3%	5%	9%	4%

Q12\_6. ITN : How would you rate the quality of investigative journalism at each of these media outlets?

Unweighted base	69	85	96	144	129	76	59	87	25	109	112	161	206	431	474	545
Base	74	90	95	126	139	87	50	86	30	122	155	191	188	363	490	529
Very good	9%	9%	9%	9%	8%	10%	9%	12%	2%	7%	4%	11%	11%	12%	7%	12%
Reasonably good	35%	27%	30%	36%	25%	26%	29%	33%	29%	16%	27%	33%	34%	35%	30%	33%
Neither good nor bad	30%	28%	20%	27%	28%	27%	31%	20%	31%	14%	21%	30%	33%	29%	29%	24%
Reasonably bad	6%	5%	9%	6%	5%	8%	3%	11%	6%	8%	10%	3%	5%	6%	8%	4%
Very bad	2%	1%	-	4%	1%	6%	1%	-	10%	3%	4%	3%	2%	1%	3%	1%
Doesn't have any	-	4%	1%	2%	2%	-	4%	1%	8%	2%	-	3%	1%	2%	3%	0%
Don't know	18%	27%	32%	16%	31%	23%	23%	23%	12%	50%	34%	18%	14%	15%	20%	25%
Net: Good	45%	35%	39%	45%	33%	36%	38%	44%	31%	24%	31%	44%	45%	47%	36%	45%
Net: Bad	8%	6%	9%	10%	6%	14%	4%	11%	16%	11%	14%	6%	7%	7%	11%	5%

OPINION FORMERS															
Which area(s) do you work in? (Or did you most recently work in, if not currently working)? Please select all that apply in case you hold more than one major role.							And thinking about the organisation you work for, what sector is it in? (Or again, did you most recently work in, if not currently working)?				Finally, if there were a general election held tomorrow, which party would you vote for?				
Business	Culture and leisure	Education or academia	Government or politics	Health	Media	Charity	Private i.e. private or listed commercial businesses	Public i.e. government and public services	Charity or NGO	Not applicable	Conservative	Labour	Liberal Democrat	United Kingdom Independence Party (UKIP)	Other

Q12\_4. BBC : How would you rate the quality of investigative journalism at each of these media outlets?

Unweighted base	276	117	119	94	55	362	114	167	500	107	14	224	209	70	46	59
Base	276	117	119	94	55	362	114	167	500	107	14	224	209	70	46	59
Very good	16%	25%	16%	15%	7%	19%	19%	17%	16%	21%	36%	17%	19%	14%	13%	20%
Reasonably good	42%	47%	54%	57%	56%	52%	53%	52%	50%	51%	50%	49%	53%	64%	33%	51%
Neither good nor bad	18%	13%	18%	13%	20%	16%	15%	14%	16%	14%	14%	13%	16%	11%	15%	14%
Reasonably bad	14%	10%	10%	12%	13%	11%	11%	12%	11%	12%	-	13%	9%	10%	20%	12%
Very bad	6%	3%	1%	2%	2%	2%	1%	2%	4%	1%	-	5%	1%	-	13%	2%
Doesn't have any	1%	1%	1%	-	-	0%	-	1%	1%	-	-	0%	0%	-	2%	-
Don't know	3%	1%	-	1%	2%	1%	2%	2%	2%	1%	-	2%	1%	-	4%	2%
Net: Good	58%	72%	70%	72%	64%	71%	72%	69%	66%	72%	86%	66%	72%	79%	46%	71%
Net: Bad	20%	14%	11%	14%	15%	12%	11%	14%	15%	13%	-	19%	11%	10%	33%	14%

Q12\_5. 'Independent Newspapers (Independent, Independent on Sunday, i, Evening Standard)' : How would you rate the quality of investigative journalism at each of these media outlets?

Unweighted base	276	117	119	94	55	362	114	167	500	107	14	224	209	70	46	59
Base	276	117	119	94	55	362	114	167	500	107	14	224	209	70	46	59
Very good	7%	7%	9%	6%	5%	9%	11%	9%	8%	9%	7%	7%	10%	10%	9%	10%
Reasonably good	33%	50%	40%	50%	38%	38%	43%	37%	38%	37%	36%	33%	43%	43%	33%	42%
Neither good nor bad	31%	25%	30%	23%	31%	30%	23%	28%	28%	28%	36%	28%	23%	33%	37%	25%
Reasonably bad	10%	7%	8%	7%	7%	9%	8%	10%	9%	8%	7%	9%	10%	9%	9%	7%
Very bad	3%	2%	2%	1%	4%	1%	-	2%	2%	-	-	4%	2%	-	2%	-
Doesn't have any	2%	2%	1%	1%	-	2%	1%	4%	1%	2%	-	1%	1%	-	-	3%
Don't know	13%	9%	9%	11%	15%	11%	14%	11%	14%	15%	14%	17%	11%	6%	11%	12%
Net: Good	41%	56%	50%	56%	44%	48%	54%	46%	46%	47%	43%	41%	53%	53%	41%	53%
Net: Bad	13%	9%	10%	9%	11%	11%	8%	12%	11%	8%	7%	14%	12%	9%	11%	7%

Q12\_6. ITN : How would you rate the quality of investigative journalism at each of these media outlets?

Unweighted base	276	117	119	94	55	362	114	167	500	107	14	224	209	70	46	59
Base	276	117	119	94	55	362	114	167	500	107	14	224	209	70	46	59
Very good	6%	16%	7%	2%	9%	9%	6%	5%	7%	13%	29%	8%	8%	4%	11%	12%
Reasonably good	33%	30%	43%	39%	49%	37%	40%	32%	38%	36%	29%	37%	33%	46%	37%	34%
Neither good nor bad	32%	32%	29%	30%	15%	30%	33%	29%	30%	27%	21%	29%	31%	34%	33%	27%
Reasonably bad	10%	4%	6%	9%	7%	7%	6%	5%	8%	8%	-	8%	7%	6%	7%	5%
Very bad	3%	3%	3%	3%	-	4%	2%	6%	2%	-	-	4%	2%	3%	-	2%
Doesn't have any	4%	3%	2%	3%	2%	2%	-	4%	3%	2%	-	4%	1%	-	2%	5%
Don't know	12%	12%	11%	14%	18%	13%	12%	19%	12%	14%	21%	11%	18%	7%	11%	15%
Net: Good	39%	46%	50%	41%	58%	46%	46%	37%	45%	49%	57%	45%	42%	50%	48%	46%
Net: Bad	13%	8%	9%	12%	7%	10%	8%	11%	10%	8%	-	12%	9%	9%	7%	7%

Total	Sample						Social grade				
	General public	Opinion formers-Media	Opinion formers - not media	Opinion formers (all)	OFF	LPC	ABC1	C2DE	North East	North West	Yorkshire and the Humber

Q12\_7. The Sun/Sun on Sunday : How would you rate the quality of investigative journalism at each of these media outlets?

Unweighted base	1807	1019	403	385	788	665	123	545	474	55	114	80
Base	1807	1019	403	385	788	665	123	560	459	43	114	87
Very good	2%	3%	2%	0%	1%	1%	1%	3%	4%	1%	6%	5%
Reasonably good	11%	12%	13%	8%	10%	9%	20%	10%	14%	13%	7%	6%
Neither good nor bad	18%	18%	21%	15%	18%	18%	20%	19%	18%	18%	17%	24%
Reasonably bad	20%	18%	22%	25%	24%	24%	21%	18%	17%	22%	18%	13%
Very bad	18%	18%	15%	21%	18%	19%	15%	20%	15%	20%	19%	18%
Doesn't have any	6%	5%	7%	9%	8%	8%	6%	6%	4%	5%	15%	1%
Don't know	24%	26%	20%	21%	21%	21%	19%	24%	28%	21%	18%	33%
Net: Good	13%	15%	15%	8%	12%	10%	20%	13%	17%	14%	13%	11%
Net: Bad	38%	36%	37%	46%	42%	43%	36%	38%	33%	42%	37%	31%

Q12\_8. The Mirror/Sunday Mirror : How would you rate the quality of investigative journalism at each of these media outlets?

Unweighted base	1807	1019	403	385	788	665	123	545	474	55	114	80
Base	1807	1019	403	385	788	665	123	560	459	43	114	87
Very good	3%	4%	2%	0%	1%	1%	2%	4%	3%	6%	9%	7%
Reasonably good	14%	16%	17%	7%	12%	11%	20%	14%	19%	18%	15%	21%
Neither good nor bad	24%	23%	26%	23%	24%	24%	25%	22%	23%	27%	25%	27%
Reasonably bad	19%	15%	24%	25%	24%	24%	24%	17%	13%	17%	13%	8%
Very bad	9%	9%	5%	12%	9%	9%	3%	10%	8%	4%	5%	5%
Doesn't have any	4%	3%	3%	6%	5%	5%	3%	4%	3%	3%	10%	1%
Don't know	28%	30%	24%	26%	25%	25%	24%	29%	31%	24%	25%	32%
Net: Good	17%	20%	19%	7%	13%	12%	21%	18%	22%	24%	23%	27%
Net: Bad	28%	24%	28%	37%	33%	34%	27%	27%	21%	21%	17%	13%

Q13\_9. Channel 4 : How would you rate the quality of investigative journalism at each of these media outlets?

Unweighted base	1019	1019	-	-	-	-	-	545	474	55	114	80
Base	1019	1019	-	-	-	-	-	560	459	43	114	87
Very good	14%	14%	-	-	-	-	-	14%	14%	15%	22%	7%
Reasonably good	34%	34%	-	-	-	-	-	37%	30%	40%	24%	34%
Neither good nor bad	24%	24%	-	-	-	-	-	23%	25%	18%	28%	30%
Reasonably bad	5%	5%	-	-	-	-	-	4%	5%	3%	2%	3%
Very bad	2%	2%	-	-	-	-	-	2%	2%	2%	1%	4%
Doesn't have any	0%	0%	-	-	-	-	-	0%	1%	-	1%	2%
Don't know	22%	22%	-	-	-	-	-	20%	23%	21%	22%	19%
Net: Good	48%	48%	-	-	-	-	-	51%	44%	55%	46%	42%
Net: Bad	6%	6%	-	-	-	-	-	6%	7%	6%	4%	6%

GENERAL PUBLIC

Government Office Region									Age					Gender	
East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland	18-24	25-34	35-44	45-54	55+	Male	Female

Q12\_7. The Sun/Sun on Sunday : How would you rate the quality of investigative journalism at each of these media outlets?

Unweighted base	69	85	96	144	129	76	59	87	25	109	112	161	206	431	474	545
Base	74	90	95	126	139	87	50	86	30	122	155	191	188	363	490	529
Very good	-	-	3%	9%	3%	1%	-	1%	-	2%	3%	4%	2%	4%	3%	4%
Reasonably good	14%	11%	13%	11%	11%	15%	13%	20%	5%	15%	12%	19%	12%	19%	13%	10%
Neither good nor bad	21%	21%	20%	19%	18%	9%	13%	20%	16%	12%	21%	15%	21%	20%	18%	18%
Reasonably bad	28%	22%	11%	18%	17%	13%	17%	16%	25%	7%	12%	20%	24%	19%	18%	17%
Very bad	15%	15%	16%	19%	18%	24%	18%	19%	17%	20%	21%	17%	17%	18%	20%	17%
Doesn't have any	2%	4%	4%	4%	3%	5%	7%	2%	19%	5%	6%	5%	5%	6%	7%	4%
Don't know	21%	26%	32%	20%	31%	32%	22%	19%	39%	25%	21%	22%	27%	22%	30%	
Net: Good	14%	11%	16%	20%	14%	17%	13%	21%	5%	17%	15%	23%	12%	11%	16%	14%
Net: Bad	43%	37%	28%	37%	34%	37%	34%	35%	42%	27%	33%	37%	40%	36%	38%	34%

Q12\_8. The Mirror/Sunday Mirror : How would you rate the quality of investigative journalism at each of these media outlets?

Unweighted base	69	85	96	144	129	76	59	87	25	109	112	161	206	431	474	545
Base	74	90	95	126	139	87	50	86	30	122	155	191	188	363	490	529
Very good	2%	3%	2%	6%	1%	-	5%	1%	-	3%	1%	4%	5%	4%	3%	4%
Reasonably good	17%	11%	22%	16%	12%	15%	21%	18%	14%	14%	18%	16%	17%	17%	16%	17%
Neither good nor bad	18%	21%	18%	23%	26%	19%	26%	20%	30%	12%	18%	28%	24%	25%	24%	22%
Reasonably bad	22%	26%	10%	14%	15%	12%	16%	17%	15%	7%	14%	17%	18%	16%	17%	14%
Very bad	5%	6%	8%	17%	11%	14%	3%	14%	12%	15%	12%	8%	8%	7%	9%	9%
Doesn't have any	2%	5%	1%	1%	3%	4%	-	1%	8%	2%	5%	3%	3%	3%	4%	2%
Don't know	33%	28%	39%	23%	32%	35%	29%	29%	21%	46%	32%	24%	25%	29%	27%	32%
Net: Good	20%	14%	24%	22%	13%	15%	26%	19%	14%	17%	19%	20%	22%	20%	19%	21%
Net: Bad	27%	32%	18%	31%	26%	26%	19%	31%	27%	22%	26%	25%	26%	23%	26%	23%

Q13\_9. Channel 4 : How would you rate the quality of investigative journalism at each of these media outlets?

Unweighted base	69	85	96	144	129	76	59	87	25	109	112	161	206	431	474	545
Base	74	90	95	126	139	87	50	86	30	122	155	191	188	363	490	529
Very good	14%	9%	8%	20%	11%	16%	11%	15%	13%	15%	14%	18%	9%	14%	13%	14%
Reasonably good	38%	35%	32%	41%	33%	33%	33%	32%	33%	21%	32%	34%	42%	35%	33%	34%
Neither good nor bad	24%	25%	21%	18%	22%	22%	27%	27%	40%	14%	19%	25%	25%	29%	25%	23%
Reasonably bad	4%	9%	2%	5%	5%	4%	5%	10%	-	6%	6%	3%	5%	4%	7%	2%
Very bad	-	-	2%	3%	2%	2%	-	-	2%	4%	1%	1%	2%	1%	3%	1%
Doesn't have any	-	-	1%	-	-	-	-	-	3%	0%	-	-	1%	1%	0%	0%
Don't know	20%	22%	35%	13%	28%	24%	24%	16%	8%	40%	28%	18%	17%	17%	18%	25%
Net: Good	52%	44%	40%	61%	44%	49%	44%	47%	47%	36%	46%	52%	51%	48%	46%	49%
Net: Bad	4%	9%	4%	8%	7%	6%	5%	10%	2%	10%	7%	4%	7%	6%	10%	3%

