

































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%	37%	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%	1%	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%	36%	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%

