YouGov / Daily Telegraph Survey Results

Sample Size: 2364
Fieldwork: 21st - 23rd August 2007

Daily Telegraph	Total	Gender		Age			Social Grade		Region				
		Male	Female	18 to 34	35 to 54	55 +	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
All GB Adults	2364	1135	1229	737	787	840	1273	1087	297	762	507	586	212
Unweighted Sample	2364	1092	1272	701	713	950	1384	976	261	848	482	574	199
	%	%	%	%	%	%	%	%	%	%	%	%	%
As you no doubt know, Diana, Princess of Wales, died in a car crash 10 years ago.													
Some of the following questions about her may possibly be upsetting. Please indicate now whether you would be happy or not to continue with these questions:													
Yes, I am happy to continue with these questions	**95**	94	96	92	97	96	96	94	91	96	96	96	94
No, I would rather not continue with these questions	**5**	6	4	8	3	4	4	6	9	4	4	4	6

[all proceeding questions exclude those who did not wish to continue with these questions]

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YouGov / Daily Telegraph Survey

Sample Size: 2364
Fieldwork: 21st - 23rd August 2007

Daily Telegraph	Total	Airports		Airports		Airline Type		Attitude to Diana	
		Heathrow	All Other Airports	All London Airports	All Other Airports	Full Fare	Low Cost	Feel Strongly	Do Not Feel Strongly
All GB Adults	2364	146	699	398	448	514	290	1002	1114
Unweighted Sample	2364	159	693	410	442	520	290	1004	1130
	%	%	%	%	%	%	%	%	%
As you no doubt know, Diana, Princess of Wales, died in a car crash 10 years ago.									
Some of the following questions about her may possibly be upsetting. Please indicate now whether you would be happy or not to continue with these questions:									
Yes, I am happy to continue with these questions	**95**	96	96	95	96	96	95	100	100
No, I would rather not continue with these questions	**5**	4	4	5	4	4	5	0	0

[all proceeding questions exclude those who did not wish to continue with these questions]

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Daily Telegraph	Total	Gender		Age			Social Grade		Region				
		Male	Female	18 to 34	35 to 54	55 +	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
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	%	%	%	%	%	%	%	%	%	%	%	%	%
Do you happen to remember where you were when you heard that Princess Diana had died?													
Yes, I do	89	85	93	91	94	84	89	89	90	89	89	89	91
No, I don't	9	13	5	8	6	14	10	9	8	9	10	10	8
I'm not sure	2	2	1	1	1	3	1	2	2	2	1	1	1
Irrespective of your views about Princess Diana, is she someone you tend to feel strongly about?													
Yes, I tend to feel strongly about her	45	35	53	35	45	52	43	47	40	48	45	45	36
No, I tend NOT to feel strongly about her	50	59	41	55	51	45	53	46	53	47	49	50	57
Don't know	6	6	6	10	4	3	5	7	7	5	6	5	7
How much respect would you say you had for Diana, Princess of Wales when she was alive?													
A great deal	30	25	34	24	31	33	24	36	23	29	34	33	20
A fair amount	40	38	42	44	41	36	43	36	43	41	36	40	43
Not very much	22	25	18	22	20	23	24	19	25	21	22	19	25
None at all	7	10	4	4	7	8	8	5	4	6	7	6	10
Don't know	2	2	3	5	2	1	1	4	5	2	1	3	2
And how much respect would you say you have for the Royal Family more generally?													
A great deal	12	13	11	8	12	15	13	10	14	13	12	9	9
A fair amount	37	37	38	33	39	39	39	34	36	40	36	37	34
Not very much	40	38	42	46	39	35	37	43	41	38	42	41	38
None at all	10	12	9	11	9	10	9	11	8	8	10	11	19
Don't know	1	1	2	3	1	1	1	2	1	1	1	2	1

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Daily Telegraph	Total	Airports: Heathrow	Airports: All Other Airports	Airports: All London Airports	Airports: All Other Airports	Airline Type: Full Fare	Airline Type: Low Cost	Attitude to Diana: Feel Strongly	Attitude to Diana: Do Not Feel Strongly
All GB Adults	2364	146	699	398	448	514	290	1002	1114
Unweighted Sample	2364	159	693	410	442	520	290	1004	1130
	%	%	%	%	%	%	%	%	%
Do you happen to remember where you were when you heard that Princess Diana had died?									
Yes, I do	89	90	91	91	92	91	91	95	85
No, I don't	9	7	8	7	8	7	8	5	14
I'm not sure	2	2	1	2	1	2	1	1	2
Irrespective of your views about Princess Diana, is she someone you tend to feel strongly about?									
Yes, I tend to feel strongly about her	45	47	45	46	45	48	40	100	0
No, I tend NOT to feel strongly about her	50	47	49	48	50	46	54	0	100
Don't know	6	6	5	6	5	6	6	0	0
How much respect would you say you had for Diana, Princess of Wales when she was alive?									
A great deal	30	16	30	23	32	28	26	59	5
A fair amount	40	52	41	44	42	44	44	32	45
Not very much	22	26	21	27	17	22	21	5	38
None at all	7	4	6	4	7	5	7	3	10
Don't know	2	3	3	3	2	3	2	0	3
And how much respect would you say you have for the Royal Family more generally?									
A great deal	12	12	11	13	10	12	11	14	11
A fair amount	37	42	38	41	37	39	37	40	35
Not very much	40	41	41	40	42	40	44	38	42
None at all	10	4	8	4	10	7	8	8	12
Don't know	1	2	1	1	1	2	1	0	1

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	%	%	%	%	%	%	%	%	%	%	%	%	%
Would you say that your opinion of Diana, Princess of Wales was, on balance, favourable or unfavourable?													
Very favourable	29	23	35	24	32	30	25	34	26	29	34	31	16
Fairly favourable	42	42	43	48	41	39	45	39	43	42	38	44	49
Fairly unfavourable	13	15	10	9	12	16	14	11	16	14	11	10	13
Very unfavourable	6	8	4	5	6	7	7	5	6	6	7	5	6
I have no opinion about her	9	11	7	12	10	6	9	10	9	8	9	9	14
Don't know	1	1	1	2	1	1	1	2	1	1	1	1	1
And would you say that over the years your opinion of her has gone up, gone down or stayed much the same?													
My opinion of her has gone up	11	9	13	14	10	10	9	13	11	9	11	15	6
My opinion of her has gone down	6	7	5	5	6	7	7	5	6	7	5	5	8
My opinion of her has stayed much the same	75	73	76	70	75	78	76	73	75	77	75	71	72
I still have no opinion about her	8	10	6	10	9	5	7	8	7	7	8	8	12
Don't know	1	1	1	1	1	0	1	1	2	1	1	1	1
If Diana, Princess of Wales were still alive, would you look forward to her becoming Queen one day?													
Yes, I would look forward to her becoming Queen	47	39	53	43	47	49	43	51	39	49	48	49	36
No, I wouldn't look forward to her becoming Queen	15	19	12	13	14	18	17	13	17	17	15	11	20
I wouldn't care much either way	36	40	32	41	35	31	38	33	41	31	35	38	41
Don't know	3	3	3	3	4	3	3	3	4	3	2	3	4
And do you think that over these past ten years she would have proved to be a good mother to her sons, William and Harry?													
Yes, I think she would	84	77	91	86	85	83	83	86	84	86	85	84	81
No, I don't think she would	5	8	3	3	5	7	6	4	5	5	5	5	5
Don't know	11	15	7	12	10	10	11	10	11	10	10	11	15

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	%	%	%	%	%	%	%	%	%
Would you say that your opinion of Diana, Princess of Wales was, on balance, favourable or unfavourable?									
Very favourable	29	23	29	26	29	29	28	57	5
Fairly favourable	42	46	43	39	48	44	45	33	48
Fairly unfavourable	13	11	11	15	9	11	12	5	21
Very unfavourable	6	6	6	6	6	6	6	4	8
I have no opinion about her	9	12	9	12	8	10	9	1	17
Don't know	1	1	2	2	1	1	1	0	1
And would you say that over the years your opinion of her has gone up, gone down or stayed much the same?									
My opinion of her has gone up	11	7	8	8	8	8	9	19	4
My opinion of her has gone down	6	6	6	5	6	7	5	4	8
My opinion of her has stayed much the same	75	73	78	75	79	76	78	76	73
I still have no opinion about her	8	13	7	10	7	8	7	0	15
Don't know	1	2	1	2	0	1	1	0	1
If Diana, Princess of Wales were still alive, would you look forward to her becoming Queen one day?									
Yes, I would look forward to her becoming Queen	47	42	48	44	50	49	44	77	19
No, I wouldn't look forward to her becoming Queen	15	17	15	18	14	14	18	9	22
I wouldn't care much either way	36	40	34	36	34	34	37	12	57
Don't know	3	1	3	3	2	3	2	2	2
And do you think that over these past ten years she would have proved to be a good mother to her sons, William and Harry?									
Yes, I think she would	84	86	85	85	86	87	84	93	76
No, I don't think she would	5	5	4	5	4	4	5	3	7
Don't know	11	10	10	11	10	9	11	4	17

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	%	%	%	%	%	%	%	%	%	%	%	%	%
And if she had lived, do you think she would eventually have married someone who could have made her happy?													
Yes, she probably would have	63	58	67	67	68	55	59	68	60	65	61	65	62
No, she probably wouldn't have	17	20	15	10	15	26	21	13	18	19	17	16	16
Don't know	20	21	18	23	17	19	20	19	22	16	22	20	22
Would you say you 'missed' Diana, Princess of Wales?													
Yes, I'd say I missed her a lot	12	9	15	8	12	16	10	15	12	13	14	14	4
Yes, I'd say I missed her a little	27	23	30	23	30	27	25	29	24	27	26	28	28
No, I wouldn't say I missed her	57	65	50	62	56	54	62	51	60	56	55	56	65
Don't know	4	3	5	7	3	2	4	5	5	4	5	3	3
Here are some things people often say about Princess Diana. Some are favourable, some are unfavourable.													
Please indicate whether you BROADLY AGREE or BROADLY DISAGREE with each of the following statements:													
She was hounded by the media													
Broadly agree	91	90	91	89	92	90	90	91	92	91	91	89	91
Broadly disagree	5	7	4	5	5	6	6	4	4	6	5	5	7
Not sure	4	4	5	6	3	4	4	4	4	4	4	6	2
She very much wanted to be loved													
Broadly agree	85	80	90	77	87	91	87	83	84	87	87	83	86
Broadly disagree	3	4	2	4	2	2	2	4	2	2	3	3	4
Not sure	12	16	9	20	11	7	11	14	14	11	10	15	10
She had a very unhappy childhood													
Broadly agree	21	15	27	13	19	31	22	20	23	20	20	22	22
Broadly disagree	17	19	16	14	21	16	18	17	15	17	18	18	18
Not sure	62	66	57	73	60	53	60	63	63	63	62	60	59

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	%	%	%	%	%	%	%	%	%
And if she had lived, do you think she would eventually have married someone who could have made her happy?									
Yes, she probably would have	63	57	66	62	66	67	62	75	51
No, she probably wouldn't have	17	26	15	19	14	18	14	13	22
Don't know	20	17	20	19	20	16	24	12	27
Would you say you 'missed' Diana, Princess of Wales?									
Yes, I'd say I missed her a lot	12	8	11	11	9	10	11	27	1
Yes, I'd say I missed her a little	27	27	30	25	33	31	25	45	11
No, I wouldn't say I missed her	57	63	55	59	54	54	61	25	86
Don't know	4	2	5	5	4	5	4	4	2
Here are some things people often say about Princess Diana. Some are favourable, some are unfavourable.									
Please indicate whether you BROADLY AGREE or BROADLY DISAGREE with each of the following statements:									
She was hounded by the media									
Broadly agree	91	91	94	93	94	93	94	95	86
Broadly disagree	5	5	3	4	4	5	2	3	8
Not sure	4	4	3	3	3	3	3	2	6
She very much wanted to be loved									
Broadly agree	85	89	86	88	86	88	86	92	80
Broadly disagree	3	2	2	2	2	2	2	2	3
Not sure	12	9	12	11	12	10	12	6	17
She had a very unhappy childhood									
Broadly agree	21	21	20	20	20	21	18	28	17
Broadly disagree	17	18	17	17	18	19	15	18	18
Not sure	62	61	63	64	62	60	67	55	65

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	%	%	%	%	%	%	%	%	%	%	%	%	%
She flirted a lot													
Broadly agree	**48**	50	47	34	50	58	52	44	48	49	47	47	53
Broadly disagree	**19**	17	22	18	21	19	16	23	20	19	18	21	18
Not sure	**33**	33	32	48	28	23	32	33	32	32	35	32	29
She had a remarkable ability to connect with people													
Broadly agree	**82**	77	87	78	83	86	82	83	82	83	83	82	79
Broadly disagree	**5**	7	3	4	6	5	6	4	3	5	5	4	7
Not sure	**13**	16	10	18	11	10	13	13	15	12	12	14	14
During her last years, she matured greatly as a person													
Broadly agree	**59**	51	66	52	64	60	53	65	50	59	61	62	56
Broadly disagree	**16**	20	13	9	16	22	20	12	20	17	14	15	17
Not sure	**25**	30	21	39	21	18	27	23	29	24	25	24	27
She was an intelligent woman													
Broadly agree	**60**	55	64	68	60	53	52	69	49	61	60	64	57
Broadly disagree	**19**	22	16	9	20	25	24	13	28	19	16	15	21
Not sure	**22**	23	20	23	21	21	24	19	23	20	25	21	22
She could behave very badly towards other people													
Broadly agree	**23**	25	22	15	24	30	27	19	26	24	21	23	27
Broadly disagree	**37**	33	41	39	38	35	31	45	34	38	39	37	35
Not sure	**39**	42	38	45	39	35	42	37	41	39	40	40	38
She genuinely cared about people who were ill, disabled or disadvantaged in some way													
Broadly agree	**80**	75	86	78	81	81	78	83	79	81	80	82	75
Broadly disagree	**6**	9	3	4	6	7	6	5	5	7	5	5	7
Not sure	**14**	17	12	18	13	12	16	12	16	12	15	13	18

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	%	%	%	%	%	%	%	%	%
She flirted a lot									
Broadly agree	**48**	51	48	51	47	51	44	42	56
Broadly disagree	**19**	15	20	17	21	19	20	31	9
Not sure	**33**	34	32	32	33	31	36	27	35
She had a remarkable ability to connect with people									
Broadly agree	**82**	81	85	83	85	84	82	93	72
Broadly disagree	**5**	4	4	4	4	5	3	3	7
Not sure	**13**	15	11	13	11	11	14	4	21
During her last years, she matured greatly as a person									
Broadly agree	**59**	52	61	59	61	60	59	81	39
Broadly disagree	**16**	21	14	18	12	17	13	9	24
Not sure	**25**	27	25	23	27	23	29	11	38
She was an intelligent woman									
Broadly agree	**60**	55	61	57	62	60	61	77	43
Broadly disagree	**19**	23	18	21	17	17	22	10	28
Not sure	**22**	22	21	22	20	23	18	13	29
She could behave very badly towards other people									
Broadly agree	**23**	27	22	26	20	23	23	18	30
Broadly disagree	**37**	33	39	36	39	39	37	53	23
Not sure	**39**	40	39	38	41	39	40	29	47
She genuinely cared about people who were ill, disabled or disadvantaged in some way									
Broadly agree	**80**	80	83	81	83	82	82	93	68
Broadly disagree	**6**	6	5	5	5	5	6	3	9
Not sure	**14**	13	12	14	11	13	12	4	23

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	%	%	%	%	%	%	%	%	%	%	%	%	%
She exploited the media for her own purposes													
Broadly agree	46	50	41	33	49	53	51	39	48	46	43	43	55
Broadly disagree	30	27	34	36	30	26	24	37	26	32	27	33	29
Not sure	24	23	25	31	21	21	25	24	27	22	31	24	16
Do you think that the way in which Diana lived and died has changed the Royal Family in any way?													
Yes – the Royal Family has changed for the better	32	30	34	28	35	32	35	28	29	34	35	29	29
Yes – the Royal Family has changed for the worse	8	8	8	9	7	8	8	8	11	8	6	9	7
No – the Royal Family doesn't seem to have changed at all	48	51	46	45	47	51	45	52	45	48	49	50	48
Don't know	12	11	13	18	10	9	12	11	15	11	11	12	15
And has the way in which Diana lived and died changed YOUR opinion of the Royal Family in any way?													
Yes, and my opinion has changed for the better	6	8	5	8	7	5	6	7	4	8	8	6	4
Yes, but my opinion has changed for the worse	25	20	29	19	25	30	22	28	24	26	23	26	22
No, my opinion hasn't changed at all	65	70	61	67	65	63	69	60	67	63	65	64	73
Don't know	4	2	6	7	3	3	4	4	5	4	5	4	1
From what you know, do you believe that Diana's death was almost certainly accidental or do you think that suspicious circumstances still surround it?													
Almost certainly accidental	42	50	35	38	43	44	48	34	46	43	43	36	46
Suspicious circumstances still surround it	43	39	47	43	43	42	37	50	36	43	43	49	36
Not sure	15	12	19	19	13	14	15	16	18	15	15	15	18
And finally…													
From what you know, would you be in favour of or against a law to make it more difficult for the media to report on the private lives of the Royal Family and other people in public life?													
I would be in favour of such a law	53	48	58	56	53	50	52	54	52	55	52	52	51
I would be against such a law	28	36	21	22	28	34	31	26	29	27	27	29	33
Not sure	19	16	21	22	19	16	17	21	19	18	21	19	16

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	%	%	%	%	%	%	%	%	%
She exploited the media for her own purposes									
Broadly agree	**46**	45	46	48	45	48	44	33	59
Broadly disagree	**30**	29	32	32	30	31	31	44	17
Not sure	**24**	26	22	20	25	22	24	23	24
Do you think that the way in which Diana lived and died has changed the Royal Family in any way?									
Yes – the Royal Family has changed for the better	**32**	38	32	38	28	34	32	38	27
Yes – the Royal Family has changed for the worse	**8**	11	8	9	8	10	6	11	5
No – the Royal Family doesn't seem to have changed at all	**48**	40	49	41	53	47	49	43	54
Don't know	**12**	12	11	13	11	9	14	8	14
And has the way in which Diana lived and died changed YOUR opinion of the Royal Family in any way?									
Yes, and my opinion has changed for the better	**6**	7	7	9	4	8	5	10	4
Yes, but my opinion has changed for the worse	**25**	19	25	20	27	24	23	38	14
No, my opinion hasn't changed at all	**65**	71	64	66	65	63	69	49	80
Don't know	**4**	3	4	5	3	4	3	4	3
From what you know, do you believe that Diana's death was almost certainly accidental or do you think that suspicious circumstances still surround it?									
Almost certainly accidental	**42**	50	42	46	40	43	43	32	52
Suspicious circumstances still surround it	**43**	32	44	37	46	42	44	56	31
Not sure	**15**	18	15	16	15	16	13	12	18
And finally…									
From what you know, would you be in favour of or against a law to make it more difficult for the media to report on the private lives of the Royal Family and other people in public life?									
I would be in favour of such a law	**53**	60	51	54	52	52	55	64	43
I would be against such a law	**28**	24	28	28	27	29	26	20	37
Not sure	**19**	17	20	18	21	19	19	16	20

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