

Lord Ashcroft Survey Results

Sample Size: 6863 GB Adults
Fieldwork: 12th - 18th June 2012

	Total	Sun readers	Total voting intention			Sun readers voting intention			Total 2010 Vote			Sun readers 2010 vote			Gender		Sun readers gender	
			Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	Male	Female
Weighted Sample	6863	1509	1652	2306	446	380	471	67	2172	1734	1509	541	340	207	3335	3528	744	765
Unweighted Sample	6863	687	1687	2134	449	184	200	27	2210	1649	1585	267	146	89	3289	3574	336	351
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the following newspapers and media sources, do you think they are generally more favourable towards Labour and the left, to the Conservatives and the right, or are they neutral?

The Sun

Is generally much more favourable towards Labour and/or the left	7	6	11	6	7	3	8	14	10	4	6	5	6	3	5	9	4	8
Is generally a little more favourable towards Labour and/or the left	8	7	10	7	9	6	12	0	10	7	8	6	10	7	7	9	8	7
TOTAL LABOUR / LEFT	15	13	21	13	16	9	20	14	20	11	14	11	16	10	12	18	12	15
Is generally neutral	5	9	6	5	6	7	10	5	6	4	3	9	7	6	6	4	9	9
Is generally a little more favourable Conservatives and/or the right	22	24	28	21	24	30	23	33	28	21	20	30	25	30	28	17	32	16
Is generally much more favourable Conservatives and/or the right	20	17	13	32	21	25	14	16	12	32	26	21	19	20	26	16	18	16
TOTAL CONSERVATIVES / RIGHT	42	41	41	53	45	55	37	49	40	53	46	51	44	50	54	33	50	32
Don't know	37	37	33	30	33	29	33	31	33	32	36	29	34	34	28	45	29	45