

Lord Ashcroft Survey Results

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

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	6863	1652	2306	446	2172	1734	1509	3335	3528	830	1750	2347	1935	3912	2951	878	2230	1469	1688	597
Unweighted Sample	6863	1687	2134	449	2210	1649	1585	3289	3574	372	1760	2797	1934	4561	2302	950	2363	1356	1551	643
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following television news channels or outlets do you regularly watch?

BBC News	76	82	79	74	79	80	77	79	74	66	72	77	84	79	73	76	76	79	74	76
ITV News	36	35	39	23	37	40	29	32	40	26	27	39	46	32	42	33	36	35	41	33
Sky News	23	28	23	18	28	22	20	26	21	17	22	25	25	24	22	25	20	23	26	24
Channel 4 News	15	14	16	19	15	15	18	17	13	11	15	15	17	17	12	22	14	13	13	18
None of them	11	9	9	16	10	8	12	10	12	16	15	10	7	11	11	11	12	11	10	11
Don't know	2	0	1	2	1	1	1	2	2	7	3	1	0	1	3	2	2	2	2	2

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 BBC

Is generally much more favourable towards Labour and/or the left	10	22	1	4	23	2	3	13	8	4	7	9	17	11	9	11	12	10	9	9
Is generally a little more favourable towards Labour and/or the left	10	17	6	12	17	5	8	12	7	11	6	9	12	12	7	13	10	9	9	7
TOTAL LABOUR/LEFT	20	39	7	16	40	7	11	25	15	15	13	18	29	23	16	24	22	19	18	16
Is generally neutral	38	30	51	53	27	49	51	44	33	31	40	39	39	42	34	41	37	39	38	39
Is generally a little more favourable Conservatives and/or the right	8	6	11	5	6	11	7	7	9	7	8	9	8	7	9	7	8	7	9	9
Is generally much more favourable Conservatives and/or the right	3	1	4	2	1	4	3	2	3	2	2	3	2	2	3	2	3	3	3	2
TOTAL CONSERVATIVE/RIGHT	11	7	15	7	7	15	10	9	12	9	10	12	10	9	12	9	11	10	12	11
Don't know	31	23	27	25	25	30	28	22	39	44	37	30	22	26	38	26	30	32	33	34

ITV news

Is generally much more favourable towards Labour and/or the left	2	3	1	1	3	1	1	2	1	2	2	2	2	2	2	2	1	2	2	2
Is generally a little more favourable towards Labour and/or the left	6	8	4	8	8	2	6	7	5	9	4	4	6	6	4	5	5	7	6	4
TOTAL LABOUR/LEFT	8	11	5	9	11	3	7	9	6	11	6	6	8	8	6	7	6	9	8	6
Is generally neutral	41	45	45	44	44	45	40	47	35	26	34	45	49	43	39	45	40	40	41	40
Is generally a little more favourable Conservatives and/or the right	5	4	8	8	3	8	6	7	4	5	6	5	5	6	5	8	6	5	4	5
Is generally much more favourable Conservatives and/or the right	1	0	2	0	0	3	1	2	1	1	1	2	1	1	1	2	1	1	1	2
TOTAL CONSERVATIVE/RIGHT	6	4	10	8	3	11	7	9	5	6	7	7	6	7	6	10	7	6	5	7
Don't know	45	40	39	39	41	41	46	36	54	57	53	43	36	42	49	38	46	46	46	47

Lord Ashcroft Survey Results

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

	TV News Programme				Newspaper Readership								
Total	Channel 4 News	Sky News	ITV News	BBC News	Express	Mail	Mirror / Record	Sun	Telegraph	Guardian	Independent	Times	
Weighted Sample	6863	1035	1591	2487	5239	147	951	686	1509	301	232	77	313
Unweighted Sample	6863	1132	1568	2309	5322	203	1258	463	687	209	295	96	204
	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following television news channels or outlets do you regularly watch?

BBC News	76	90	83	82	100	76	83	79	71	86	82	86	87
ITV News	36	53	45	100	39	45	42	47	50	29	17	24	20
Sky News	23	31	100	29	25	25	31	26	25	26	13	20	24
Channel 4 News	15	100	20	22	18	12	16	10	10	22	35	37	23
None of them	11	0	0	0	0	6	8	6	8	8	13	12	10
Don't know	2	0	0	0	0	0	1	2	4	0	1	0	0

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 BBC

Is generally much more favourable towards Labour and/or the left	10	15	17	12	10	16	26	2	9	31	3	10	11
Is generally a little more favourable towards Labour and/or the left	10	13	10	8	11	9	16	4	7	23	8	7	13
TOTAL LABOUR/LEFT	20	28	27	20	21	25	42	6	16	54	11	17	24
Is generally neutral	38	44	36	34	43	38	27	49	30	32	71	65	48
Is generally a little more favourable Conservatives and/or the right	8	9	9	10	8	9	7	11	8	4	11	5	10
Is generally much more favourable Conservatives and/or the right	3	2	4	4	2	2	3	5	3	1	1	2	1
TOTAL CONSERVATIVE/RIGHT	11	11	13	14	10	11	10	16	11	5	12	7	11
Don't know	31	17	23	32	26	26	22	29	42	10	6	11	17

ITV news

Is generally much more favourable towards Labour and/or the left	2	3	2	2	1	2	3	2	2	2	1	1	1
Is generally a little more favourable towards Labour and/or the left	6	7	7	5	5	8	8	4	5	17	3	3	7
TOTAL LABOUR/LEFT	8	10	9	7	6	10	11	6	7	19	4	4	8
Is generally neutral	41	50	48	51	45	47	46	47	37	51	52	46	52
Is generally a little more favourable Conservatives and/or the right	5	9	5	4	6	4	4	7	3	5	15	11	5
Is generally much more favourable Conservatives and/or the right	1	2	1	1	1	1	1	2	1	0	4	2	1
TOTAL CONSERVATIVE/RIGHT	6	11	6	5	7	5	5	9	4	5	19	13	6
Don't know	45	28	35	37	41	40	38	39	52	25	24	37	34

Fieldwork: 12th - 18th June 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	6863	1652	2306	446	2172	1734	1509	3335	3528	830	1750	2347	1935	3912	2951	878	2230	1469	1688	597
Unweighted Sample	6863	1687	2134	449	2210	1649	1585	3289	3574	372	1760	2797	1934	4561	2302	950	2363	1356	1551	643
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Sky News																				
Is generally much more favourable towards Labour and/or the left	1	2	1	1	2	1	1	2	1	1	2	1	2	1	1	1	1	2	2	2
Is generally a little more favourable towards Labour and/or the left	4	6	2	6	6	1	3	5	3	5	3	3	4	4	3	4	4	3	3	4
TOTAL LABOUR/LEFT	5	8	3	7	8	2	4	7	4	6	5	4	6	5	4	5	5	4	5	6
Is generally neutral	28	36	28	22	35	27	23	31	26	20	23	29	34	30	26	30	27	29	29	24
Is generally a little more favourable Conservatives and/or the right	11	9	14	14	8	15	13	15	7	12	12	12	8	13	9	16	10	10	10	13
Is generally much more favourable Conservatives and/or the right	6	2	11	8	1	12	8	9	4	6	7	7	5	7	6	7	7	5	7	7
TOTAL CONSERVATIVE/RIGHT	17	11	25	22	9	27	21	24	11	18	19	19	13	20	15	23	17	15	17	20
Don't know	50	45	42	47	47	44	51	39	60	55	53	47	47	46	54	42	52	51	49	50
Channel 4 News																				
Is generally much more favourable towards Labour and/or the left	3	5	1	2	5	1	1	3	2	2	3	3	3	3	3	4	3	3	2	2
Is generally a little more favourable towards Labour and/or the left	9	12	7	14	12	7	10	11	7	10	10	8	8	11	7	14	9	8	8	7
TOTAL LABOUR/LEFT	12	17	8	16	17	8	11	14	9	12	13	11	11	14	10	18	12	11	10	9
Is generally neutral	35	34	44	41	32	42	40	42	29	26	32	38	39	39	31	38	35	34	35	36
Is generally a little more favourable Conservatives and/or the right	2	2	3	3	2	3	3	3	2	4	2	2	2	3	2	4	2	1	2	4
Is generally much more favourable Conservatives and/or the right	1	0	1	1	1	1	0	1	1	0	1	1	1	1	1	1	1	1	1	1
TOTAL CONSERVATIVE/RIGHT	3	2	4	4	3	4	3	4	3	4	3	3	3	4	3	5	3	2	3	5
Don't know	50	47	43	39	49	46	46	40	59	58	52	47	47	44	56	41	49	53	51	51
The Mirror																				
Is generally much more favourable towards Labour and/or the left	26	36	24	22	35	25	22	32	19	12	18	28	35	27	24	28	26	27	27	16
Is generally a little more favourable towards Labour and/or the left	21	21	24	26	20	25	23	24	18	15	17	22	25	22	19	23	21	22	20	16
TOTAL LABOUR/LEFT	47	57	48	48	55	50	45	56	37	27	35	50	60	49	43	51	47	49	47	32
Is generally neutral	5	4	7	8	4	5	5	5	4	7	7	4	3	5	5	6	5	4	4	6
Is generally a little more favourable Conservatives and/or the right	4	2	6	6	3	5	5	4	4	5	4	4	4	4	3	5	4	4	4	5
Is generally much more favourable Conservatives and/or the right	2	1	3	3	1	3	3	2	2	3	2	2	1	2	2	2	2	2	2	4
TOTAL CONSERVATIVE/RIGHT	6	3	9	9	4	8	8	6	6	8	6	6	5	6	5	7	6	6	6	9
Don't know	43	36	36	36	38	38	42	33	53	57	52	40	32	40	47	37	43	42	43	53
The Sun																				
Is generally much more favourable towards Labour and/or the left	7	11	6	7	10	4	6	5	9	8	7	6	9	7	8	7	7	7	8	7
Is generally a little more favourable towards Labour and/or the left	8	10	7	9	10	7	8	7	9	9	7	7	11	8	8	8	8	8	9	8
TOTAL LABOUR/LEFT	15	21	13	16	20	11	14	12	18	17	14	13	20	15	16	15	15	15	17	15
Is generally neutral	5	6	5	6	6	4	3	6	4	8	7	4	4	5	5	7	5	4	5	7
Is generally a little more favourable Conservatives and/or the right	22	28	21	24	28	21	20	28	17	16	20	24	24	24	19	26	23	22	20	17
Is generally much more favourable Conservatives and/or the right	20	13	32	21	12	32	26	26	16	13	19	24	21	22	19	23	20	19	22	20
TOTAL CONSERVATIVE/RIGHT	42	41	53	45	40	53	46	54	33	29	39	48	45	46	38	49	43	41	42	37
Don't know	37	33	30	33	33	32	36	28	45	46	41	35	32	34	41	29	36	40	38	41

	TV News Programme					Newspaper Readership							
	Channel 4 News	Sky News	ITV News	BBC News	Express	Mail	Mirror / Record	Sun	Telegraph	Guardian	Independent	Times	
Weighted Sample	6863	1035	1591	2487	5239	147	951	686	1509	301	232	77	313
Unweighted Sample	6863	1132	1568	2309	5322	203	1258	463	687	209	295	96	204
	%	%	%	%	%	%	%	%	%	%	%	%	%
Sky News													
Is generally much more favourable towards Labour and/or the left	1	2	2	1	1	1	2	1	1	3	1	1	0
Is generally a little more favourable towards Labour and/or the left	4	4	6	3	4	9	5	2	4	10	1	2	4
TOTAL LABOUR/LEFT	5	6	8	4	5	10	7	3	5	13	2	3	4
Is generally neutral	28	30	48	34	29	38	36	30	29	43	15	23	34
Is generally a little more favourable Conservatives and/or the right	11	17	12	8	12	8	8	15	7	7	33	19	12
Is generally much more favourable Conservatives and/or the right	6	10	5	4	7	2	3	10	4	3	24	14	5
TOTAL CONSERVATIVE/RIGHT	17	27	17	12	19	10	11	25	11	10	57	33	17
Don't know	50	36	28	49	46	44	45	42	55	34	25	41	45
Channel 4 News													
Is generally much more favourable towards Labour and/or the left	3	5	4	2	2	2	5	1	2	8	2	4	3
Is generally a little more favourable towards Labour and/or the left	9	18	11	7	9	9	11	4	7	20	19	17	14
TOTAL LABOUR/LEFT	12	23	15	9	11	11	16	5	9	28	21	21	17
Is generally neutral	35	53	37	38	39	36	34	44	29	37	54	55	42
Is generally a little more favourable Conservatives and/or the right	2	3	3	2	3	2	2	5	2	3	0	3	4
Is generally much more favourable Conservatives and/or the right	1	0	1	1	1	0	1	1	1	0	1	0	1
TOTAL CONSERVATIVE/RIGHT	3	3	4	3	4	2	3	6	3	3	1	3	5
Don't know	50	20	43	49	46	51	46	46	60	32	24	20	36
The Mirror													
Is generally much more favourable towards Labour and/or the left	26	29	33	27	28	34	32	45	21	39	26	27	34
Is generally a little more favourable towards Labour and/or the left	21	26	23	21	23	21	25	22	15	30	33	31	24
TOTAL LABOUR/LEFT	47	55	56	48	51	55	57	67	36	69	59	58	58
Is generally neutral	5	6	5	6	4	6	4	4	8	4	5	7	2
Is generally a little more favourable Conservatives and/or the right	4	6	3	3	4	4	3	2	5	1	10	5	2
Is generally much more favourable Conservatives and/or the right	2	2	1	2	2	2	1	1	1	0	4	4	4
TOTAL CONSERVATIVE/RIGHT	6	8	4	5	6	6	4	3	6	1	14	9	6
Don't know	43	30	34	41	39	34	36	25	51	26	23	25	33
The Sun													
Is generally much more favourable towards Labour and/or the left	7	6	8	9	8	12	12	7	6	12	1	3	10
Is generally a little more favourable towards Labour and/or the left	8	9	10	9	9	15	12	7	7	12	6	6	8
TOTAL LABOUR/LEFT	15	15	18	18	17	27	24	14	13	24	7	9	18
Is generally neutral	5	5	7	6	4	7	5	5	9	6	1	4	4
Is generally a little more favourable Conservatives and/or the right	22	27	25	22	23	18	24	18	24	30	31	29	35
Is generally much more favourable Conservatives and/or the right	20	28	21	18	22	17	13	34	17	13	47	39	17
TOTAL CONSERVATIVE/RIGHT	42	55	46	40	45	35	37	52	41	43	78	68	52
Don't know	37	24	29	37	34	32	34	29	37	26	13	18	26

Fieldwork: 12th - 18th June 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	6863	1652	2306	446	2172	1734	1509	3335	3528	830	1750	2347	1935	3912	2951	878	2230	1469	1688	597
Unweighted Sample	6863	1687	2134	449	2210	1649	1585	3289	3574	372	1760	2797	1934	4561	2302	950	2363	1356	1551	643
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Daily Mail																				
Is generally much more favourable towards Labour and/or the left	2	2	2	3	2	1	2	2	2	4	1	1	2	1	2	2	2	2	2	1
Is generally a little more favourable towards Labour and/or the left	4	5	4	7	4	3	5	4	4	5	4	3	4	5	3	4	5	4	4	3
TOTAL LABOUR/LEFT	6	7	6	10	6	4	7	6	6	9	5	4	6	6	5	6	7	6	6	4
Is generally neutral	6	5	7	5	6	7	3	6	6	6	6	5	6	5	8	7	6	6	5	7
Is generally a little more favourable Conservatives and/or the right	18	27	15	13	26	15	14	19	18	10	12	19	25	19	17	18	18	19	18	15
Is generally much more favourable Conservatives and/or the right	30	28	35	41	27	34	38	39	21	24	29	32	31	36	22	39	31	27	27	28
TOTAL CONSERVATIVE/RIGHT	48	55	50	54	53	49	52	58	39	34	41	51	56	55	39	57	49	46	45	43
Don't know	40	33	36	32	34	39	38	31	49	50	47	38	32	34	48	30	39	42	43	46
Daily Express																				
Is generally much more favourable towards Labour and/or the left	2	3	1	3	3	1	2	1	2	2	2	1	2	1	2	2	2	1	2	1
Is generally a little more favourable towards Labour and/or the left	5	8	4	5	7	3	5	5	5	6	5	4	6	6	3	6	6	4	5	3
TOTAL LABOUR/LEFT	7	11	5	8	10	4	7	6	7	8	7	5	8	7	5	8	8	5	7	4
Is generally neutral	7	8	7	7	9	6	5	8	7	8	8	6	7	6	8	8	8	6	6	9
Is generally a little more favourable Conservatives and/or the right	19	24	19	18	24	18	18	23	15	13	13	20	25	19	18	19	18	21	20	15
Is generally much more favourable Conservatives and/or the right	18	11	25	24	11	26	23	24	12	11	15	20	21	21	14	22	18	16	18	20
TOTAL CONSERVATIVE/RIGHT	37	35	44	42	35	44	41	47	27	24	28	40	46	40	32	41	36	37	38	35
Don't know	49	46	44	43	46	46	48	39	59	60	57	48	40	45	55	43	49	52	50	53
Daily Telegraph																				
Is generally much more favourable towards Labour and/or the left	1	2	1	2	2	1	1	1	1	2	1	1	1	1	1	1	1	1	1	1
Is generally a little more favourable towards Labour and/or the left	3	4	2	3	3	2	2	3	2	4	3	2	2	3	2	3	3	2	2	3
TOTAL LABOUR/LEFT	4	6	3	5	5	3	3	4	3	6	4	3	3	4	3	4	4	3	3	4
Is generally neutral	7	8	8	5	8	7	6	8	6	7	9	7	7	7	8	8	7	8	7	8
Is generally a little more favourable Conservatives and/or the right	20	26	19	23	26	18	21	23	18	13	15	21	28	22	18	23	21	20	21	14
Is generally much more favourable Conservatives and/or the right	23	21	28	29	20	27	27	28	17	17	19	25	25	26	18	29	23	22	20	22
TOTAL CONSERVATIVE/RIGHT	43	47	47	52	46	45	48	51	35	30	34	46	53	48	36	52	44	42	41	36
Don't know	46	39	41	38	41	45	42	36	55	57	54	43	37	40	53	36	45	47	49	53
The Times																				
Is generally much more favourable towards Labour and/or the left	1	2	1	0	2	0	1	2	1	2	1	1	2	1	1	2	1	1	2	1
Is generally a little more favourable towards Labour and/or the left	3	5	2	5	5	2	2	4	2	4	3	2	5	4	2	3	4	3	2	3
TOTAL LABOUR/LEFT	4	7	3	5	7	2	3	6	3	6	4	3	7	5	3	5	5	4	4	4
Is generally neutral	11	14	10	9	14	9	9	13	9	9	12	10	12	12	9	13	10	11	10	11
Is generally a little more favourable Conservatives and/or the right	26	29	27	39	28	26	30	30	22	21	23	27	28	29	21	33	26	26	23	22
Is generally much more favourable Conservatives and/or the right	15	12	22	11	11	22	17	18	13	9	11	19	18	16	15	18	17	13	15	14
TOTAL CONSERVATIVE/RIGHT	41	41	49	50	39	48	47	48	35	30	34	46	46	45	36	51	43	39	38	36
Don't know	44	38	39	35	39	41	41	34	53	55	50	41	35	38	51	32	42	46	48	49

	TV News Programme					Newspaper Readership							
	Total	Channel 4 News	Sky News	ITV News	BBC News	Express	Mail	Mirror / Record	Sun	Telegraph	Guardian	Independent	Times
Weighted Sample	6863	1035	1591	2487	5239	147	951	686	1509	301	232	77	313
Unweighted Sample	6863	1132	1568	2309	5322	203	1258	463	687	209	295	96	204
	%	%	%	%	%	%	%	%	%	%	%	%	%
Daily Mail													
Is generally much more favourable towards Labour and/or the left	2	2	2	2	2	0	2	1	2	1	2	0	3
Is generally a little more favourable towards Labour and/or the left	4	4	6	5	4	7	4	4	5	6	2	5	4
TOTAL LABOUR/LEFT	6	6	8	7	6	7	6	5	7	7	4	5	7
Is generally neutral	6	6	7	7	5	10	8	7	9	4	1	4	2
Is generally a little more favourable Conservatives and/or the right	18	19	22	21	20	27	34	19	15	26	9	12	13
Is generally much more favourable Conservatives and/or the right	30	45	30	24	33	22	29	32	14	43	78	65	53
TOTAL CONSERVATIVE/RIGHT	48	64	52	45	53	49	63	51	29	69	87	77	66
Don't know	40	24	33	41	36	34	23	38	54	20	8	14	25
Daily Express													
Is generally much more favourable towards Labour and/or the left	2	2	2	2	1	0	2	2	1	2	1	0	2
Is generally a little more favourable towards Labour and/or the left	5	7	6	5	5	5	7	3	5	12	2	4	4
TOTAL LABOUR/LEFT	7	9	8	7	6	5	9	5	6	14	3	4	6
Is generally neutral	7	8	8	8	7	12	10	8	11	6	3	6	3
Is generally a little more favourable Conservatives and/or the right	19	23	25	21	21	34	26	20	14	32	18	30	29
Is generally much more favourable Conservatives and/or the right	18	28	17	14	20	22	13	25	7	20	53	39	25
TOTAL CONSERVATIVE/RIGHT	37	51	42	35	41	56	39	45	21	52	71	69	54
Don't know	49	32	42	50	46	27	41	42	61	28	23	22	36
Daily Telegraph													
Is generally much more favourable towards Labour and/or the left	1	2	2	1	1	1	2	1	2	1	1	0	2
Is generally a little more favourable towards Labour and/or the left	3	4	3	3	3	3	5	2	4	2	1	3	2
TOTAL LABOUR/LEFT	4	6	5	4	4	4	7	3	6	3	2	3	4
Is generally neutral	7	8	9	8	7	16	10	10	8	8	3	5	3
Is generally a little more favourable Conservatives and/or the right	20	25	24	22	22	22	28	21	14	34	23	26	28
Is generally much more favourable Conservatives and/or the right	23	34	23	18	25	18	17	22	12	47	60	48	41
TOTAL CONSERVATIVE/RIGHT	43	59	47	40	47	40	45	43	26	81	83	74	69
Don't know	46	28	40	48	42	40	39	44	61	7	11	18	25
The Times													
Is generally much more favourable towards Labour and/or the left	1	2	2	1	1	1	2	1	1	4	1	1	3
Is generally a little more favourable towards Labour and/or the left	3	6	4	3	3	3	6	1	3	9	2	2	4
TOTAL LABOUR/LEFT	4	8	6	4	4	4	8	2	4	13	3	3	7
Is generally neutral	11	15	13	10	11	16	13	9	9	21	8	10	22
Is generally a little more favourable Conservatives and/or the right	26	31	26	23	28	22	26	27	17	36	50	42	42
Is generally much more favourable Conservatives and/or the right	15	20	17	16	17	17	14	23	13	14	27	26	13
TOTAL CONSERVATIVE/RIGHT	41	51	43	39	45	39	40	50	30	50	77	68	55
Don't know	44	27	37	46	40	40	38	39	57	17	12	19	16

Fieldwork: 12th - 18th June 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	6863	1652	2306	446	2172	1734	1509	3335	3528	830	1750	2347	1935	3912	2951	878	2230	1469	1688	597
Unweighted Sample	6863	1687	2134	449	2210	1649	1585	3289	3574	372	1760	2797	1934	4561	2302	950	2363	1356	1551	643
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
The Guardian																				
Is generally much more favourable towards Labour and/or the left	18	29	11	21	29	9	16	23	14	16	16	18	20	22	12	26	19	16	15	14
Is generally a little more favourable towards Labour and/or the left	17	13	21	27	13	20	23	21	13	14	15	17	19	20	12	22	17	15	15	16
TOTAL LABOUR/LEFT	35	42	32	48	42	29	39	44	27	30	31	35	39	42	24	48	36	31	30	30
Is generally neutral	9	7	12	8	6	11	11	10	8	7	10	9	9	9	9	8	8	9	10	10
Is generally a little more favourable Conservatives and/or the right	8	8	11	5	7	11	7	8	8	6	6	8	10	8	9	7	8	8	9	7
Is generally much more favourable Conservatives and/or the right	4	3	6	3	3	6	3	4	5	3	3	5	5	3	6	3	4	4	6	4
TOTAL CONSERVATIVE/RIGHT	12	11	17	8	10	17	10	12	13	9	9	13	15	11	15	10	12	12	15	11
Don't know	44	39	39	35	41	43	40	35	53	54	50	43	37	38	53	34	44	47	46	49
The Independent																				
Is generally much more favourable towards Labour and/or the left	5	9	2	5	9	1	3	7	3	7	4	4	5	6	3	7	5	4	4	4
Is generally a little more favourable towards Labour and/or the left	11	14	10	13	13	9	12	14	8	9	11	10	12	13	7	15	12	9	9	10
TOTAL LABOUR/LEFT	16	23	12	18	22	10	15	21	11	16	15	14	17	19	10	22	17	13	13	14
Is generally neutral	26	25	31	33	24	31	33	31	22	19	24	29	28	29	23	30	26	28	25	24
Is generally a little more favourable Conservatives and/or the right	7	6	11	6	5	10	6	7	7	7	5	7	8	7	7	7	7	6	9	5
Is generally much more favourable Conservatives and/or the right	3	1	4	3	2	4	2	3	3	3	2	3	3	2	4	2	2	2	3	3
TOTAL CONSERVATIVE/RIGHT	10	7	15	9	7	14	8	10	10	10	7	10	11	9	11	9	9	8	12	8
Don't know	49	45	42	40	47	45	44	39	58	56	53	47	43	43	56	38	48	50	51	55

	TV News Programme				Newspaper Readership								
Total	Channel 4 News	Sky News	ITV News	BBC News	Express	Mail	Mirror / Record	Sun	Telegraph	Guardian	Independent	Times	
Weighted Sample	6863	1035	1591	2487	5239	147	951	686	1509	301	232	77	313
Unweighted Sample	6863	1132	1568	2309	5322	203	1258	463	687	209	295	96	204
	%	%	%	%	%	%	%	%	%	%	%	%	%
The Guardian													
Is generally much more favourable towards Labour and/or the left	18	28	21	14	19	17	27	6	10	45	33	34	38
Is generally a little more favourable towards Labour and/or the left	17	26	16	12	18	11	14	14	8	24	51	29	29
TOTAL LABOUR/LEFT	35	54	37	26	37	28	41	20	18	69	84	63	67
Is generally neutral	9	10	10	9	9	13	9	15	8	6	9	14	5
Is generally a little more favourable Conservatives and/or the right	8	7	10	11	9	12	9	14	9	5	1	5	5
Is generally much more favourable Conservatives and/or the right	4	3	5	7	4	5	3	8	6	3	0	2	0
TOTAL CONSERVATIVE/RIGHT	12	10	15	18	13	17	12	22	15	8	1	7	5
Don't know	44	26	39	47	41	42	37	42	59	18	6	16	23
The Independent													
Is generally much more favourable towards Labour and/or the left	5	8	6	4	5	4	7	2	3	17	8	5	11
Is generally a little more favourable towards Labour and/or the left	11	18	13	7	11	6	12	5	5	22	31	28	18
TOTAL LABOUR/LEFT	16	26	19	11	16	10	19	7	8	39	39	33	29
Is generally neutral	26	35	28	24	29	29	26	29	19	31	45	51	36
Is generally a little more favourable Conservatives and/or the right	7	7	8	9	7	6	7	13	8	4	5	4	4
Is generally much more favourable Conservatives and/or the right	3	1	4	4	2	3	2	4	5	1	1	0	1
TOTAL CONSERVATIVE/RIGHT	10	8	12	13	9	9	9	17	13	5	6	4	5
Don't know	49	31	42	51	46	52	45	48	61	24	11	12	31