

## YouGov Survey Results

Sample Size: 2003

Fieldwork: 10th May - 23rd May 2012

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

q1. Which if any of the following best describes your current employment status?

	2003	348	270	219	352	631	79	91	13	9	159	348	498	989	1501	502
<b>Base: all</b>																
Full-time employee	54%	47%	56%	53%	59%	56%	49%	42%	69%	67%	76%	72%	60%	41%	57%	45%
Part-time employee	5%	5%	5%	4%	3%	6%	11%	8%	-	-	3%	3%	3%	8%	4%	8%
Self-employed	41%	47%	39%	42%	38%	38%	39%	51%	31%	33%	21%	25%	37%	51%	39%	46%
Student	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unemployed	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Retired	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Long term sick/ unable to work	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Do not work - other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Which of the following best describes your organisation?

	2003	348	270	219	352	631	79	91	13	9	159	348	498	989	1501	502
<b>Base: all</b>																
Private sector firm or company	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Nationalised industry or public corporation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other public sector employer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Charity/ voluntary sector	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Do you work for a family run firm?

	2003	348	270	219	352	631	79	91	13	9	159	348	498	989	1501	502
<b>Base: all</b>																
Yes	52%	57%	56%	50%	40%	54%	62%	52%	46%	44%	38%	36%	48%	62%	51%	55%
No	48%	43%	44%	50%	60%	46%	38%	48%	54%	56%	62%	64%	52%	38%	49%	45%

Are you personally a stakeholder in the business (e.g own shares)?

	2003	348	270	219	352	631	79	91	13	9	159	348	498	989	1501	502
<b>Base: all</b>																
Yes	68%	67%	67%	68%	70%	68%	70%	68%	46%	56%	55%	58%	69%	74%	69%	66%
No	32%	33%	33%	32%	30%	32%	30%	32%	54%	44%	45%	42%	31%	26%	31%	34%

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

Which of the following best describes your job title or position?

	2003	348	270	219	352	631	79	91	13	9	159	348	498	989	1501	502
<b>Base: all</b>																
Owner/ Partner	55%	58%	55%	56%	52%	54%	65%	59%	31%	44%	34%	39%	56%	64%	54%	59%
Chairman/ President	2%	1%	2%	1%	2%	2%	1%	1%	23%	-	4%	1%	2%	2%	2%	2%
CEO/ COO	2%	2%	1%	1%	2%	2%	1%	3%	-	-	4%	2%	2%	2%	2%	2%
Managing Director	9%	8%	10%	11%	9%	8%	5%	10%	8%	33%	9%	9%	6%	10%	9%	7%
Non-Executive Director	1%	1%	1%	1%	2%	2%	3%	-	-	11%	3%	2%	1%	1%	1%	2%
Other Board-Level Manager/ Director	10%	10%	12%	10%	10%	9%	10%	8%	8%	-	8%	15%	11%	8%	10%	9%
Other Senior Manager/ Director (just below Board-Level)	21%	20%	18%	19%	23%	22%	15%	19%	31%	11%	39%	32%	22%	13%	21%	20%
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Does your job involve responsibility for making decisions on behalf of your organisation about the purchase, lease or use of any kinds of goods and/ or services?

	2003	348	270	219	352	631	79	91	13	9	159	348	498	989	1501	502
<b>Base: all</b>																
Yes	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

How many people in your organisation are typically involved in the decision-making process for these? If you're not quite sure please give us your best estimate.

	2003	348	270	219	352	631	79	91	13	9	159	348	498	989	1501	502
<b>Base: all</b>																
1 (just me)	38%	40%	37%	40%	38%	37%	42%	43%	31%	33%	25%	29%	39%	44%	39%	37%
2	29%	27%	29%	31%	26%	31%	33%	26%	15%	22%	24%	25%	28%	32%	27%	35%
3	13%	14%	16%	13%	14%	12%	11%	11%	8%	33%	20%	17%	13%	11%	14%	12%
4-5	11%	10%	11%	8%	10%	12%	6%	11%	38%	-	15%	14%	12%	8%	12%	8%
6-10	4%	5%	3%	3%	4%	4%	4%	4%	-	-	5%	7%	3%	3%	4%	3%
11-25	2%	2%	2%	3%	4%	2%	-	2%	-	-	6%	4%	2%	2%	3%	2%
More than 25	3%	2%	2%	3%	5%	2%	4%	2%	8%	11%	6%	4%	3%	1%	3%	1%

Which of the following best describes your company's receptivity to purchasing, leasing or using different goods and/or services - if you or a colleague were to spot a better deal or opportunity?

	2003	348	270	219	352	631	79	91	13	9	159	348	498	989	1501	502
<b>Base: all</b>																
Always open to switching	52%	52%	53%	57%	47%	51%	49%	60%	38%	22%	45%	51%	55%	51%	53%	48%
Occasionally open to switching	38%	38%	36%	36%	42%	37%	41%	26%	62%	56%	45%	42%	38%	35%	37%	40%
Rarely open to switching	8%	7%	8%	5%	8%	8%	8%	12%	-	22%	9%	6%	6%	9%	7%	9%
Almost never open to switching	2%	2%	1%	1%	1%	3%	-	1%	-	-	-	0%	1%	3%	2%	2%
Never open to switching	1%	1%	1%	1%	2%	1%	3%	-	-	-	1%	0%	1%	2%	1%	1%

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

**National newspaper read in the last week**

	2003	348	270	219	352	631	79	91	13	9	159	348	498	989	1501	502
<b>Base: all</b>																
The Daily Telegraph	32%	30%	32%	32%	31%	33%	28%	33%	23%	11%	25%	24%	30%	36%	33%	28%
The Times	26%	24%	26%	26%	28%	27%	23%	16%	15%	22%	33%	27%	21%	26%	26%	24%
The Financial Times	12%	12%	8%	8%	20%	9%	14%	13%	23%	11%	23%	14%	10%	10%	12%	12%
The Guardian	21%	21%	17%	18%	33%	16%	23%	32%	8%	22%	35%	30%	23%	15%	20%	26%
The Independent	11%	12%	10%	8%	13%	10%	16%	18%	-	11%	17%	13%	11%	10%	11%	11%
The Daily Mail	31%	37%	33%	33%	27%	28%	32%	30%	46%	33%	20%	25%	28%	37%	31%	32%
None of these	14%	15%	11%	15%	11%	15%	19%	15%	15%	22%	17%	18%	16%	10%	13%	15%

**Sunday national newspapers read in the last week**

	2003	348	270	219	352	631	79	91	13	9	159	348	498	989	1501	502
<b>Base: all</b>																
The Sunday Telegraph	18%	21%	17%	16%	18%	17%	20%	16%	8%	11%	16%	14%	16%	21%	18%	17%
The Sunday Times	28%	25%	25%	31%	34%	28%	23%	26%	15%	33%	29%	26%	25%	30%	29%	26%
The Observer	11%	10%	9%	9%	16%	9%	9%	18%	-	-	16%	13%	10%	10%	10%	12%
The Independent on Sunday	5%	5%	8%	3%	6%	3%	6%	5%	-	-	9%	6%	5%	4%	5%	5%
The Mail on Sunday	23%	28%	24%	26%	19%	20%	22%	21%	54%	11%	16%	18%	17%	28%	22%	26%
None of these	35%	33%	34%	33%	33%	37%	41%	34%	31%	44%	36%	43%	43%	28%	34%	36%

**National newspaper websites used in the last week**

	2003	348	270	219	352	631	79	91	13	9	159	348	498	989	1501	502
<b>Base: all</b>																
Telegraph.co.uk	27%	23%	24%	24%	32%	29%	29%	26%	23%	11%	25%	29%	31%	25%	29%	23%
FT.com (available by paid subscription only)	8%	7%	4%	7%	14%	9%	6%	11%	8%	11%	17%	10%	8%	7%	8%	9%
TheTimes.co.uk (available by paid subscription only)	8%	7%	10%	10%	12%	7%	5%	3%	15%	-	20%	12%	5%	7%	8%	10%
Guardian.co.uk	25%	27%	21%	22%	33%	21%	28%	32%	15%	33%	43%	36%	27%	17%	24%	29%
Independent.co.uk	11%	13%	10%	9%	13%	10%	18%	12%	8%	-	14%	14%	13%	9%	12%	11%
Dailymail.co.uk	23%	26%	21%	25%	22%	21%	27%	21%	46%	56%	25%	30%	23%	20%	21%	30%
None of these	40%	42%	47%	43%	32%	42%	35%	40%	23%	22%	20%	29%	38%	49%	41%	38%

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

Has the recent phone hacking scandal and ensuing Leveson enquiry decreased your trust in any of the following newspapers? (Please tick all that apply)

	2003	348	270	219	352	631	79	91	13	9	159	348	498	989	1501	502
<b>Base: all</b>																
The Daily Telegraph	8%	9%	6%	6%	8%	8%	11%	10%	8%	11%	11%	8%	9%	7%	8%	7%
The Financial Times	6%	6%	4%	6%	7%	6%	8%	10%	15%	11%	12%	7%	6%	5%	6%	6%
The Times	26%	24%	24%	22%	28%	27%	30%	32%	23%	22%	26%	27%	29%	24%	28%	19%
The Guardian	9%	8%	5%	9%	11%	9%	10%	9%	23%	-	13%	8%	10%	8%	9%	8%
The Independent	5%	5%	3%	5%	8%	4%	9%	5%	8%	-	8%	6%	7%	4%	5%	5%
The Daily Mail	18%	17%	18%	17%	20%	17%	18%	20%	15%	11%	21%	20%	20%	15%	19%	14%
The Sunday Times	22%	22%	19%	21%	22%	22%	25%	30%	15%	22%	22%	21%	25%	20%	24%	16%
The Sunday Telegraph	6%	6%	6%	6%	6%	6%	9%	7%	8%	11%	6%	7%	7%	5%	6%	6%
The Observer	5%	5%	3%	4%	6%	5%	8%	7%	15%	-	6%	5%	6%	4%	5%	4%
The Independent	5%	6%	4%	4%	5%	4%	8%	5%	15%	-	5%	6%	5%	4%	5%	5%
The Mail on Sunday	18%	16%	17%	16%	20%	17%	22%	24%	15%	11%	18%	22%	19%	16%	18%	16%
None of these / don't know	61%	64%	64%	63%	56%	61%	57%	55%	62%	56%	48%	55%	58%	66%	58%	68%

Including yourself, how many people are currently employed by your organisation?

	2003	348	270	219	352	631	79	91	13	9	159	348	498	989	1501	502
<b>Base: all</b>																
1 (just me)	27%	29%	27%	27%	27%	25%	22%	29%	8%	22%	14%	18%	27%	31%	26%	29%
2 to 5	30%	30%	31%	30%	26%	30%	41%	34%	23%	11%	22%	22%	29%	35%	28%	36%
6 to 10	9%	10%	9%	7%	7%	10%	11%	9%	8%	22%	8%	8%	9%	9%	9%	9%
11 to 25	8%	9%	7%	8%	8%	7%	6%	5%	8%	22%	10%	8%	8%	6%	8%	7%
26 to 50	5%	3%	6%	5%	7%	6%	5%	3%	-	11%	9%	8%	4%	4%	6%	2%
51 to 100	5%	4%	6%	4%	6%	6%	4%	4%	-	-	11%	7%	4%	4%	5%	5%
101 to 250	5%	5%	3%	5%	6%	4%	4%	5%	31%	-	6%	8%	5%	4%	5%	4%
251 to 500	3%	2%	3%	3%	3%	3%	-	3%	-	-	4%	6%	2%	1%	3%	2%
More than 500	9%	7%	9%	12%	11%	9%	5%	7%	23%	11%	15%	16%	11%	5%	10%	7%
Don't know	0%	0%	-	-	0%	0%	3%	-	-	-	1%	0%	0%	0%	0%	0%

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

In which of the following industries does your organisation operate? (You may tick more than one answer if necessary)

	2003	348	270	219	352	631	79	91	13	9	159	348	498	989	1501	502
Agriculture and hunting (including forestry and fishing)	2%	3%	3%	1%	1%	2%	3%	1%	-	-	4%	2%	1%	2%	2%	2%
Mining and quarrying	1%	1%	0%	2%	1%	0%	-	-	-	-	1%	1%	1%	1%	0%	1%
Manufacture of food products and beverages	2%	2%	2%	1%	1%	2%	4%	3%	-	-	3%	3%	1%	2%	2%	2%
Manufacture of tobacco products	1%	0%	-	1%	1%	1%	-	-	-	-	3%	1%	0%	-	0%	1%
Manufacture of electrical and optical equipment	3%	3%	1%	5%	3%	2%	1%	2%	-	-	5%	4%	2%	2%	3%	2%
Manufacture of transport equipment	1%	1%	3%	2%	1%	0%	1%	-	-	-	3%	2%	1%	1%	1%	1%
Manufacture of textiles/ textile products (including wearing apparel and leather/ leather products)	1%	3%	1%	0%	1%	0%	1%	2%	-	-	1%	1%	1%	2%	1%	1%
Other manufacturing	7%	9%	9%	7%	3%	7%	8%	2%	15%	-	5%	6%	6%	7%	7%	5%
Publishing, printing and reproduction of recorded media	6%	5%	4%	5%	10%	6%	5%	4%	-	-	8%	7%	5%	5%	5%	8%
Recycling	1%	1%	1%	1%	1%	1%	-	-	-	-	-	2%	1%	1%	1%	2%
Electricity, gas and water supply	1%	1%	2%	-	1%	2%	3%	1%	-	-	1%	2%	1%	1%	1%	1%
Construction	8%	9%	6%	8%	7%	9%	4%	10%	-	22%	6%	6%	7%	9%	9%	6%
Wholesale and retail trade (including repair of motor vehicles, personal and household goods)	8%	8%	10%	7%	5%	8%	9%	9%	15%	11%	5%	8%	9%	8%	8%	8%
Hospitality (including accommodation, restaurants and fast-food, public houses)	4%	5%	3%	4%	2%	4%	10%	8%	-	11%	2%	5%	3%	5%	4%	5%
Land Transport	3%	5%	3%	2%	2%	2%	1%	1%	15%	-	2%	2%	3%	3%	3%	1%
Water Transport	1%	1%	-	0%	1%	1%	-	-	8%	-	-	1%	0%	1%	1%	1%
Air Transport	1%	1%	1%	0%	1%	1%	1%	1%	8%	-	1%	2%	1%	1%	1%	0%
Travel Agencies	0%	1%	0%	0%	0%	0%	-	1%	-	-	-	1%	0%	1%	1%	0%
Post and Telecommunications	1%	2%	1%	2%	2%	2%	-	1%	-	-	1%	3%	1%	1%	1%	1%
Finance	8%	5%	5%	10%	11%	8%	8%	5%	-	11%	14%	7%	8%	7%	8%	7%
Estate Agencies/ Real Estate and renting (including personal and household goods)	4%	4%	1%	3%	4%	5%	6%	1%	8%	-	1%	3%	4%	4%	4%	4%
Computers/ IT and related activities	13%	12%	14%	12%	11%	14%	10%	11%	23%	11%	12%	16%	16%	11%	15%	8%
Research and development	3%	3%	2%	2%	2%	3%	3%	4%	-	22%	3%	3%	2%	2%	2%	3%
Legal	3%	4%	1%	4%	3%	3%	4%	2%	-	-	2%	6%	2%	3%	3%	4%
PR/ Advertising/ Marketing	5%	5%	6%	4%	9%	5%	3%	7%	-	-	6%	9%	6%	4%	5%	6%
Other business activities	10%	12%	8%	10%	13%	8%	11%	11%	8%	-	7%	9%	12%	10%	9%	13%
Public administration/ services and defence	1%	1%	1%	1%	1%	1%	-	-	-	-	1%	1%	1%	1%	1%	1%
Education	3%	2%	4%	4%	5%	3%	1%	3%	15%	-	4%	3%	2%	4%	3%	4%
Health and Social Work	3%	4%	5%	3%	3%	3%	4%	1%	-	11%	6%	3%	3%	3%	2%	6%
Sewage and refuse disposal	0%	0%	0%	1%	1%	0%	-	-	-	-	-	1%	0%	1%	0%	1%
Activities of membership organizations	1%	0%	0%	1%	1%	0%	1%	-	-	-	-	1%	0%	1%	0%	1%
Recreational, cultural and sporting activities	4%	5%	3%	2%	5%	3%	8%	3%	-	11%	3%	4%	6%	3%	4%	4%
Other service activities	9%	8%	11%	10%	10%	7%	15%	10%	-	-	6%	8%	9%	9%	8%	11%
Other	7%	5%	7%	6%	9%	6%	5%	14%	-	-	10%	6%	5%	8%	6%	10%

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

And which of the following bands best describes your organisation's annual turnover?

	2003	348	270	219	352	631	79	91	13	9	159	348	498	989	1501	502
Base: all																
First year of trading	3%	4%	4%	2%	4%	3%	3%	1%	-	11%	6%	5%	3%	2%	3%	4%
Below £500k	49%	55%	49%	49%	43%	49%	56%	56%	31%	33%	28%	35%	51%	57%	49%	52%
£500k to £5m	17%	16%	16%	19%	18%	17%	14%	12%	15%	33%	26%	20%	15%	14%	17%	15%
£5m to £50m	11%	9%	11%	9%	12%	11%	5%	13%	15%	-	13%	17%	9%	9%	12%	7%
£50m plus	9%	7%	8%	11%	12%	10%	5%	5%	23%	-	16%	17%	10%	5%	10%	7%
Don't know	1%	1%	1%	0%	2%	1%	3%	-	8%	11%	3%	1%	1%	1%	1%	2%
Prefer not to say	10%	8%	11%	9%	10%	9%	15%	12%	8%	11%	8%	6%	10%	11%	8%	14%

Please tell us, what is your annual gross income including bonuses and dividends? (Before tax and any deductions)

	2003	348	270	219	352	631	79	91	13	9	159	348	498	989	1501	502
Base: all																
Up to £75,000 per year	58%	66%	59%	56%	48%	59%	61%	62%	46%	56%	48%	54%	57%	62%	58%	59%
£75,000 to £99,999	10%	9%	9%	11%	13%	8%	4%	13%	8%	11%	13%	14%	11%	7%	10%	7%
£100,000 to £149,999	6%	3%	5%	8%	8%	7%	4%	3%	-	-	13%	8%	5%	5%	6%	4%
£150,000 to £249,999	3%	3%	2%	3%	3%	3%	4%	1%	15%	-	6%	4%	3%	2%	3%	3%
£250,000 or more per year	1%	1%	0%	1%	2%	1%	-	-	-	-	3%	2%	1%	1%	1%	1%
Prefer not to say	22%	17%	25%	21%	26%	22%	28%	21%	31%	33%	18%	18%	24%	24%	21%	26%

Do you ever read any General Business and Company News?

	2003	348	270	219	352	631	79	91	13	9	159	348	498	989	1501	502
Base: all																
Yes	69%	65%	71%	64%	73%	71%	58%	64%	62%	89%	60%	66%	70%	70%	72%	58%
No	31%	35%	29%	36%	27%	29%	42%	36%	38%	11%	40%	34%	30%	30%	28%	42%

And do you ever read any News and Information about Stocks, Shares and Markets?

	2003	348	270	219	352	631	79	91	13	9	159	348	498	989	1501	502
Base: all																
Yes	72%	69%	74%	69%	73%	74%	67%	75%	69%	67%	65%	68%	69%	76%	76%	60%
No	28%	31%	26%	31%	27%	26%	33%	25%	31%	33%	35%	32%	31%	24%	24%	40%

Please think about those occasions when you pick up a copy of each of the following newspapers. For each newspaper, on those occasions when you pick it up, please indicate how often you will read their coverage of General Business and Company News. When I pick up a copy of...

The Daily Telegraph

	2003	348	270	219	352	631	79	91	13	9	159	348	498	989	1501	502
Base: all who read general business and company news	1373	227	192	140	256	446	46	58	8	8	95	231	347	692	1083	290
...I always read this type of coverage	35%	32%	33%	39%	34%	36%	43%	31%	13%	-	40%	30%	34%	37%	37%	26%
...I sometimes read this type of coverage	22%	23%	24%	21%	21%	22%	24%	19%	25%	-	23%	22%	25%	21%	21%	25%
...I rarely read this type of coverage	8%	7%	9%	5%	11%	8%	2%	9%	-	13%	9%	11%	8%	7%	8%	10%
...I never read this type of coverage	2%	2%	4%	1%	2%	0%	-	3%	-	-	2%	2%	1%	2%	1%	2%
I never pick up a copy	33%	35%	30%	34%	32%	34%	30%	38%	63%	88%	25%	35%	32%	34%	32%	37%

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

Please think about those occasions when you pick up a copy of each of the following newspapers. For each newspaper, on those occasions when you pick it up, please indicate how often you will read their coverage of General Business and Company News. When I pick up a copy of...

The Financial Times

**Base: all who read general business and company news**

1373	227	192	140	256	446	46	58	8	8	95	231	347	692	1083	290	
...I always read this type of coverage	35%	30%	30%	32%	41%	35%	54%	36%	38%	38%	41%	39%	36%	32%	36%	30%
...I sometimes read this type of coverage	17%	20%	15%	16%	21%	17%	7%	12%	13%	13%	25%	19%	17%	15%	16%	21%
...I rarely read this type of coverage	8%	7%	10%	6%	7%	9%	9%	5%	-	-	11%	5%	9%	8%	7%	10%
...I never read this type of coverage	1%	1%	1%	1%	1%	1%	-	-	-	-	2%	1%	1%	1%	1%	1%
I never pick up a copy	39%	42%	45%	44%	31%	39%	30%	47%	50%	50%	21%	36%	37%	45%	40%	38%

Please think about those occasions when you pick up a copy of each of the following newspapers. For each newspaper, on those occasions when you pick it up, please indicate how often you will read their coverage of General Business and Company News. When I pick up a copy of...

The Times

**Base: all who read general business and company news**

1373	227	192	140	256	446	46	58	8	8	95	231	347	692	1083	290	
...I always read this type of coverage	30%	30%	32%	34%	30%	30%	33%	19%	-	25%	33%	31%	30%	30%	32%	21%
...I sometimes read this type of coverage	23%	22%	14%	17%	28%	24%	24%	28%	50%	13%	27%	27%	22%	21%	21%	28%
...I rarely read this type of coverage	10%	9%	13%	11%	8%	10%	15%	5%	13%	13%	16%	11%	13%	7%	9%	13%
...I never read this type of coverage	2%	3%	2%	2%	2%	2%	-	-	-	-	1%	2%	2%	2%	2%	2%
I never pick up a copy	36%	37%	39%	35%	31%	35%	28%	48%	38%	50%	23%	29%	34%	40%	35%	36%

Please think about those occasions when you pick up a copy of each of the following newspapers. For each newspaper, on those occasions when you pick it up, please indicate how often you will read their coverage of General Business and Company News. When I pick up a copy of...

The Guardian

**Base: all who read general business and company news**

1373	227	192	140	256	446	46	58	8	8	95	231	347	692	1083	290	
...I always read this type of coverage	15%	15%	13%	12%	16%	16%	22%	19%	-	13%	22%	20%	19%	11%	15%	15%
...I sometimes read this type of coverage	19%	23%	11%	20%	23%	16%	24%	28%	-	-	33%	24%	20%	15%	18%	24%
...I rarely read this type of coverage	10%	10%	11%	9%	14%	9%	9%	14%	-	13%	14%	14%	10%	9%	10%	14%
...I never read this type of coverage	5%	6%	9%	4%	6%	4%	-	-	-	13%	9%	3%	5%	5%	5%	5%
I never pick up a copy	51%	47%	56%	55%	41%	55%	46%	40%	100%	63%	22%	39%	46%	60%	53%	42%

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

Please think about those occasions when you pick up a copy of each of the following newspapers. For each newspaper, on those occasions when you pick it up, please indicate how often you will read their coverage of General Business and Company News. When I pick up a copy of...

The Independent

Base: all who read general business and company news

	1373	227	192	140	256	446	46	58	8	8	95	231	347	692	1083	290
...I always read this type of coverage	14%	15%	9%	13%	14%	15%	24%	12%	-	-	17%	20%	16%	11%	15%	11%
...I sometimes read this type of coverage	17%	18%	16%	12%	18%	16%	26%	29%	-	13%	32%	19%	17%	14%	16%	19%
...I rarely read this type of coverage	13%	13%	13%	11%	14%	13%	11%	10%	-	13%	17%	14%	13%	11%	12%	16%
...I never read this type of coverage	5%	4%	8%	8%	6%	4%	2%	-	-	-	7%	6%	5%	5%	5%	6%
I never pick up a copy	51%	49%	54%	56%	48%	53%	37%	48%	100%	75%	27%	41%	50%	59%	53%	48%

Please think about those occasions when you pick up a copy of each of the following newspapers. For each newspaper, on those occasions when you pick it up, please indicate how often you will read their coverage of General Business and Company News. When I pick up a copy of...

The Daily Mail

Base: all who read general business and company news

	1373	227	192	140	256	446	46	58	8	8	95	231	347	692	1083	290
...I always read this type of coverage	19%	23%	18%	19%	20%	16%	15%	21%	13%	13%	18%	20%	16%	20%	19%	18%
...I sometimes read this type of coverage	18%	17%	18%	19%	16%	20%	20%	14%	13%	13%	15%	13%	18%	20%	19%	15%
...I rarely read this type of coverage	10%	7%	7%	9%	9%	12%	20%	9%	13%	-	9%	10%	11%	10%	9%	12%
...I never read this type of coverage	7%	5%	7%	6%	13%	5%	4%	9%	-	-	13%	11%	8%	5%	6%	9%
I never pick up a copy	47%	47%	49%	46%	43%	47%	41%	48%	63%	75%	45%	45%	48%	46%	47%	45%

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

If you could choose the coverage of **ONLY ONE** national newspaper for General Business and Company News, which **ONE** would it be?

	2003	348	270	219	352	631	79	91	13	9	159	348	498	989	1501	502
<b>Base: all</b>																
The Daily Telegraph	23%	22%	26%	26%	19%	25%	15%	21%	15%	11%	11%	15%	25%	27%	24%	19%
The Financial Times	31%	28%	25%	26%	41%	30%	29%	32%	38%	44%	43%	32%	30%	29%	31%	28%
The Times	17%	15%	18%	19%	16%	18%	16%	14%	8%	11%	18%	16%	17%	17%	17%	17%
The Guardian	10%	13%	9%	11%	10%	9%	9%	12%	8%	-	14%	15%	11%	7%	9%	14%
The Independent	4%	5%	4%	4%	1%	5%	14%	5%	-	11%	3%	5%	5%	4%	4%	6%
The Daily Mail	10%	14%	12%	10%	8%	8%	11%	8%	31%	22%	6%	11%	7%	12%	10%	11%
None of these	5%	5%	6%	5%	3%	5%	5%	8%	-	-	4%	6%	5%	5%	5%	6%

And if the FT was unavailable, which **ONE** of the following alternative newspapers would you choose the coverage of for General Business and Company News? (Please tick only one)

	615	96	67	57	146	192	23	29	5	4	68	111	149	283	472	143
<b>All who chose The FT</b>																
The Daily Telegraph	34%	34%	30%	32%	29%	40%	30%	28%	20%	-	25%	31%	36%	36%	36%	27%
The Times	34%	35%	36%	44%	37%	32%	22%	21%	40%	50%	37%	36%	36%	32%	35%	33%
The Guardian	13%	10%	6%	11%	18%	10%	13%	31%	20%	25%	24%	14%	11%	11%	11%	19%
The Independent	9%	5%	10%	7%	9%	9%	17%	10%	-	-	6%	9%	10%	9%	8%	12%
The Daily Mail	5%	8%	9%	2%	2%	5%	9%	-	-	25%	3%	4%	2%	7%	5%	3%
None of these	6%	6%	9%	5%	5%	4%	9%	10%	20%	-	6%	6%	5%	6%	6%	7%

Again thinking about those occasions when you pick up a copy of each of the following newspapers. For each newspaper, on those occasions when you pick it up, please indicate how often you will read their coverage of News and Information about Stocks, Shares and Markets. <bb/>When I pick up a copy of...

The Daily Telegraph

**Base: all who read about stocks, shares and markets**

	1441	239	199	151	257	465	53	68	9	6	104	236	346	749	1141	300
...I always read this type of coverage	31%	31%	31%	32%	28%	34%	38%	21%	22%	17%	35%	25%	32%	33%	34%	22%
...I sometimes read this type of coverage	25%	29%	18%	26%	25%	25%	28%	26%	22%	-	26%	27%	26%	24%	24%	29%
...I rarely read this type of coverage	12%	11%	17%	8%	15%	9%	6%	18%	11%	17%	13%	15%	12%	10%	11%	12%
...I never read this type of coverage	2%	2%	4%	1%	3%	2%	4%	1%	11%	-	3%	3%	3%	2%	2%	3%
I never pick up a copy	30%	27%	31%	32%	29%	31%	25%	34%	33%	67%	24%	30%	28%	31%	29%	35%

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

Again thinking about those occasions when you pick up a copy of each of the following newspapers. For each newspaper, on those occasions when you pick it up, please indicate how often you will read their coverage of News and Information about Stocks, Shares and Markets. <bb/>When I pick up a copy of...

The Financial Times

**Base: all who read about stocks, shares and markets**

1441	239	199	151	257	465	53	68	9	6	104	236	346	749	1141	300	
...I always read this type of coverage	34%	31%	34%	30%	39%	34%	49%	28%	33%	33%	43%	35%	34%	33%	36%	29%
...I sometimes read this type of coverage	19%	19%	15%	21%	24%	20%	9%	15%	33%	33%	25%	24%	23%	15%	18%	25%
...I rarely read this type of coverage	10%	10%	12%	11%	8%	10%	8%	16%	-	17%	10%	8%	11%	10%	9%	12%
...I never read this type of coverage	2%	2%	3%	1%	3%	2%	2%	-	11%	-	4%	2%	3%	1%	2%	1%
I never pick up a copy	34%	38%	37%	38%	26%	35%	32%	41%	22%	17%	18%	31%	29%	40%	35%	33%

Again thinking about those occasions when you pick up a copy of each of the following newspapers. For each newspaper, on those occasions when you pick it up, please indicate how often you will read their coverage of News and Information about Stocks, Shares and Markets. <bb/>When I pick up a copy of...

The Times

**Base: all who read about stocks, shares and markets**

1441	239	199	151	257	465	53	68	9	6	104	236	346	749	1141	300	
...I always read this type of coverage	27%	26%	30%	36%	24%	28%	30%	16%	11%	17%	26%	29%	24%	29%	29%	21%
...I sometimes read this type of coverage	24%	26%	16%	19%	32%	24%	23%	22%	22%	33%	31%	27%	26%	21%	23%	28%
...I rarely read this type of coverage	14%	12%	15%	13%	13%	14%	9%	12%	44%	-	17%	18%	15%	11%	13%	16%
...I never read this type of coverage	3%	3%	5%	2%	2%	2%	4%	3%	-	-	6%	2%	3%	2%	2%	3%
I never pick up a copy	33%	33%	34%	30%	29%	32%	34%	47%	22%	50%	20%	24%	32%	37%	33%	32%

Again thinking about those occasions when you pick up a copy of each of the following newspapers. For each newspaper, on those occasions when you pick it up, please indicate how often you will read their coverage of News and Information about Stocks, Shares and Markets. <bb/>When I pick up a copy of...

The Guardian

**Base: all who read about stocks, shares and markets**

1441	239	199	151	257	465	53	68	9	6	104	236	346	749	1141	300	
...I always read this type of coverage	13%	13%	10%	12%	14%	14%	15%	12%	-	17%	17%	15%	17%	10%	13%	12%
...I sometimes read this type of coverage	17%	16%	11%	13%	21%	16%	28%	26%	-	-	31%	20%	18%	13%	16%	20%
...I rarely read this type of coverage	14%	15%	12%	13%	17%	13%	8%	18%	11%	-	19%	17%	15%	12%	13%	17%
...I never read this type of coverage	6%	6%	9%	7%	8%	4%	6%	6%	-	-	8%	8%	3%	7%	6%	7%
I never pick up a copy	50%	49%	59%	55%	40%	53%	43%	38%	89%	83%	25%	39%	47%	59%	52%	44%

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

Again thinking about those occasions when you pick up a copy of each of the following newspapers. For each newspaper, on those occasions when you pick it up, please indicate how often you will read their coverage of News and Information about Stocks, Shares and Markets. <bb/>When I pick up a copy of...

The Independent

**Base: all who read about stocks, shares and markets**

1441	239	199	151	257	465	53	68	9	6	104	236	346	749	1141	300	
...I always read this type of coverage	13%	15%	13%	13%	12%	13%	13%	9%	-	-	16%	16%	16%	10%	13%	12%
...I sometimes read this type of coverage	15%	15%	13%	12%	16%	15%	23%	28%	-	17%	26%	19%	15%	13%	14%	19%
...I rarely read this type of coverage	14%	13%	12%	13%	18%	14%	17%	12%	11%	-	23%	17%	13%	12%	13%	16%
...I never read this type of coverage	8%	7%	11%	11%	9%	6%	9%	4%	-	-	10%	9%	5%	8%	7%	8%
I never pick up a copy	50%	50%	53%	52%	45%	52%	38%	47%	89%	83%	25%	38%	51%	57%	52%	45%

Again thinking about those occasions when you pick up a copy of each of the following newspapers. For each newspaper, on those occasions when you pick it up, please indicate how often you will read their coverage of News and Information about Stocks, Shares and Markets. <bb/>When I pick up a copy of...

The Daily Mail

**Base: all who read about stocks, shares and markets**

1441	239	199	151	257	465	53	68	9	6	104	236	346	749	1141	300	
...I always read this type of coverage	18%	22%	18%	21%	16%	16%	11%	16%	22%	17%	14%	17%	14%	20%	18%	17%
...I sometimes read this type of coverage	18%	19%	18%	18%	19%	17%	26%	18%	22%	-	23%	15%	19%	18%	18%	20%
...I rarely read this type of coverage	12%	12%	11%	13%	11%	14%	17%	10%	-	-	12%	13%	12%	13%	12%	13%
...I never read this type of coverage	7%	4%	9%	7%	12%	7%	6%	6%	-	17%	9%	10%	7%	6%	7%	9%
I never pick up a copy	44%	43%	45%	42%	43%	46%	40%	50%	56%	67%	42%	44%	48%	43%	45%	40%

And if you could choose the coverage of ONLY ONE national newspaper for News and Information about Stocks, Shares and Markets, which ONE would it be?

<b>Base: all</b>	2003	348	270	219	352	631	79	91	13	9	159	348	498	989	1501	502
The Daily Telegraph	20%	20%	21%	24%	15%	22%	15%	19%	23%	11%	9%	12%	20%	24%	21%	17%
The Financial Times	38%	38%	33%	33%	50%	37%	41%	34%	23%	56%	50%	41%	39%	35%	38%	38%
The Times	15%	12%	18%	15%	11%	18%	11%	12%	15%	11%	15%	14%	15%	15%	15%	14%
The Guardian	8%	9%	5%	11%	9%	8%	8%	13%	-	-	12%	11%	10%	6%	8%	10%
The Independent	4%	4%	4%	5%	2%	3%	6%	5%	-	11%	4%	5%	4%	3%	3%	5%
The Daily Mail	9%	10%	10%	8%	7%	7%	11%	10%	31%	11%	4%	8%	6%	11%	9%	9%
None of these	6%	7%	9%	5%	6%	5%	8%	7%	8%	-	6%	9%	6%	6%	6%	7%

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

q25. And if the FT was unavailable, which ONE of the following alternative newspapers would you choose the coverage of for Stocks, Shares and Markets? (Tick only one)

All who chose The FT	769	131	90	72	176	234	32	31	3	5	79	144	196	345	577	192
The Daily Telegraph	33%	33%	36%	32%	29%	37%	25%	35%	-	20%	24%	31%	36%	35%	34%	29%
The Times	36%	34%	36%	49%	37%	36%	25%	26%	67%	20%	41%	40%	35%	34%	37%	35%
The Guardian	11%	11%	6%	10%	16%	7%	19%	23%	33%	20%	23%	12%	9%	10%	11%	12%
The Independent	8%	7%	8%	3%	8%	9%	25%	10%	-	20%	6%	6%	10%	8%	7%	11%
The Daily Mail	5%	11%	8%	4%	2%	5%	3%	-	-	20%	3%	3%	4%	7%	6%	4%
None of these	6%	5%	8%	3%	8%	6%	3%	6%	-	-	4%	8%	7%	6%	5%	8%

q26. And if you could choose the coverage of ONLY ONE national newspaper to help you with your own personal finance and retirement planning, which ONE would it be?

Base: all	2003	348	270	219	352	631	79	91	13	9	159	348	498	989	1501	502
The Daily Telegraph	24%	21%	25%	23%	21%	27%	20%	22%	23%	-	13%	17%	25%	28%	26%	19%
The Financial Times	17%	19%	14%	12%	21%	16%	19%	13%	23%	56%	29%	18%	17%	14%	17%	17%
The Times	17%	14%	20%	21%	14%	18%	13%	14%	15%	11%	20%	18%	14%	17%	17%	15%
The Guardian	12%	13%	9%	14%	14%	11%	11%	19%	-	-	17%	18%	13%	9%	10%	18%
The Independent	4%	5%	3%	6%	2%	4%	13%	7%	-	11%	3%	4%	5%	4%	4%	5%
The Daily Mail	13%	16%	16%	14%	11%	11%	11%	10%	31%	11%	9%	11%	10%	16%	13%	14%
None of these	13%	11%	14%	11%	16%	13%	13%	15%	8%	11%	10%	14%	16%	12%	13%	14%

q27. Which, if any, of the following Business writers/columnists are you aware of? (Please tick all that apply)

Base: all	2003	348	270	219	352	631	79	91	13	9	159	348	498	989	1501	502
Jeff Randall	41%	40%	47%	37%	41%	41%	38%	36%	46%	-	33%	39%	43%	42%	45%	28%
Ambrose Evans-Pritchard	13%	9%	11%	14%	17%	12%	16%	20%	-	-	18%	14%	14%	11%	14%	9%
Damian Reece	11%	10%	10%	9%	14%	11%	13%	10%	-	11%	12%	11%	11%	10%	11%	10%
Jeremy Warner	12%	11%	13%	11%	13%	12%	10%	10%	-	22%	13%	11%	12%	12%	13%	9%
Richard Fletcher	4%	5%	4%	2%	6%	4%	3%	8%	-	-	8%	6%	4%	3%	4%	5%
Kamal Ahmed	7%	6%	8%	6%	6%	7%	9%	8%	-	-	8%	8%	6%	7%	8%	5%
Alistair Osborne	10%	11%	9%	9%	12%	9%	11%	8%	-	-	12%	10%	9%	10%	10%	9%
James Quinn	6%	5%	8%	5%	7%	5%	9%	3%	-	-	8%	6%	6%	5%	6%	6%
Garry White	3%	3%	2%	4%	5%	3%	3%	2%	-	-	5%	5%	3%	3%	3%	5%
Ian King	6%	6%	5%	7%	7%	6%	1%	7%	-	-	8%	8%	4%	6%	6%	6%
David Wighton	5%	4%	6%	5%	6%	3%	3%	4%	-	11%	6%	5%	3%	5%	5%	4%
Nils Pratley	10%	8%	7%	9%	14%	10%	10%	12%	-	22%	11%	12%	11%	8%	10%	9%
Alex Brummer	16%	16%	17%	17%	21%	14%	13%	12%	31%	-	8%	14%	16%	19%	18%	13%
Hamish McRae	11%	9%	7%	8%	16%	11%	14%	20%	8%	11%	10%	12%	11%	11%	12%	10%
Martin Wolf	12%	8%	10%	10%	17%	12%	13%	12%	-	33%	13%	16%	10%	10%	12%	10%
Gillian Tett	10%	7%	9%	7%	16%	10%	4%	4%	-	11%	9%	8%	11%	9%	9%	11%
None of these	42%	45%	39%	50%	39%	42%	42%	37%	31%	56%	41%	42%	40%	44%	39%	51%

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

q28x. And if you could choose to read ONLY ONE of these Business writers/ columnists, which ONE would you choose?

All those who did not say 'none of these'

	1156	191	164	110	216	363	46	57	9	4	94	203	301	554	911	245
Jeff Randall	29%	32%	35%	28%	25%	29%	26%	26%	33%	-	22%	25%	29%	33%	32%	21%
Ambrose Evans-Pritchard	6%	3%	2%	6%	8%	7%	11%	9%	-	-	7%	9%	4%	6%	7%	3%
Damian Reece	1%	1%	2%	1%	0%	2%	-	-	-	-	4%	1%	1%	0%	1%	2%
Jeremy Warner	3%	3%	5%	5%	1%	3%	4%	2%	-	25%	1%	3%	3%	4%	4%	2%
Richard Fletcher	1%	2%	1%	1%	3%	0%	-	-	-	-	2%	2%	1%	1%	0%	4%
Kamal Ahmed	1%	2%	1%	2%	1%	2%	-	-	-	-	2%	0%	2%	1%	1%	2%
Alistair Osborne	3%	5%	1%	3%	2%	2%	4%	2%	-	-	3%	4%	2%	2%	2%	3%
James Quinn	1%	1%	1%	2%	0%	1%	2%	2%	-	-	3%	-	1%	1%	1%	2%
Garry White	1%	1%	1%	4%	1%	1%	2%	-	-	-	4%	1%	1%	1%	1%	1%
Ian King	2%	3%	1%	2%	2%	2%	-	2%	-	-	3%	2%	1%	3%	2%	2%
David Wighton	3%	1%	5%	3%	3%	2%	-	2%	-	-	2%	1%	2%	3%	3%	2%
Nils Pratley	3%	4%	-	3%	5%	3%	2%	7%	-	-	1%	5%	5%	2%	3%	6%
Alex Brummer	8%	10%	9%	8%	8%	7%	7%	7%	44%	-	4%	7%	7%	10%	8%	9%
Hamish McRae	4%	4%	2%	3%	3%	4%	4%	7%	-	25%	-	3%	4%	4%	4%	3%
Martin Wolf	5%	3%	3%	4%	8%	5%	2%	5%	-	-	9%	6%	5%	4%	4%	6%
Gillian Tett	5%	3%	4%	5%	8%	4%	-	4%	-	-	4%	1%	8%	5%	4%	7%
None of these	24%	25%	26%	22%	21%	25%	35%	26%	22%	50%	27%	27%	27%	22%	25%	24%

q29. Which of the following newspaper(s) would you describe as "the authoritative voice for Business coverage in Britain"?

Base: all	2003	348	270	219	352	631	79	91	13	9	159	348	498	989	1501	502
The Daily Telegraph	21%	24%	22%	23%	17%	22%	16%	22%	23%	-	14%	16%	21%	25%	23%	17%
The Financial Times	58%	56%	56%	58%	64%	59%	59%	53%	46%	67%	57%	57%	58%	59%	60%	55%
The Times	18%	16%	16%	21%	19%	19%	22%	13%	8%	11%	21%	18%	15%	19%	19%	16%
The Guardian	5%	5%	4%	4%	7%	5%	6%	7%	8%	-	11%	6%	5%	4%	5%	6%
The Independent	3%	4%	3%	4%	2%	3%	6%	4%	-	-	7%	3%	4%	3%	3%	4%
The Daily Mail	4%	5%	5%	4%	3%	2%	5%	7%	23%	-	3%	5%	2%	4%	4%	4%
None of these/ don't know	19%	21%	21%	18%	15%	18%	22%	25%	-	22%	18%	23%	20%	17%	18%	23%

q30. Which of the following newspaper(s) would you describe as "a useful resource and opinion-former for business people in Britain"?

Base: all	2003	348	270	219	352	631	79	91	13	9	159	348	498	989	1501	502
The Daily Telegraph	37%	35%	37%	36%	34%	40%	35%	38%	31%	11%	23%	31%	38%	41%	39%	30%
The Financial Times	51%	51%	47%	51%	58%	51%	46%	48%	46%	56%	55%	54%	51%	50%	51%	51%
The Times	34%	32%	36%	36%	34%	35%	38%	25%	38%	33%	36%	38%	34%	33%	35%	31%
The Guardian	16%	18%	13%	13%	17%	16%	15%	21%	8%	-	21%	19%	17%	13%	15%	18%
The Independent	12%	11%	13%	11%	10%	13%	15%	14%	8%	11%	9%	13%	14%	11%	11%	14%
The Daily Mail	9%	13%	12%	8%	8%	7%	10%	9%	31%	11%	6%	8%	7%	11%	9%	9%
None of these/ don't know	15%	17%	18%	16%	11%	14%	15%	18%	-	11%	15%	17%	17%	13%	14%	18%

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

q31. Which of the following newspaper(s) would you describe as "a newspaper for established and respected senior business people"?

	2003	348	270	219	352	631	79	91	13	9	159	348	498	989	1501	502
<b>Base: all</b>																
The Daily Telegraph	36%	35%	39%	39%	32%	36%	37%	33%	23%	-	25%	29%	41%	38%	38%	30%
The Financial Times	66%	68%	62%	63%	70%	64%	70%	65%	69%	89%	65%	69%	64%	65%	66%	65%
The Times	35%	37%	40%	38%	34%	35%	35%	20%	8%	-	35%	32%	37%	36%	36%	32%
The Guardian	12%	11%	10%	12%	14%	11%	14%	16%	-	-	16%	14%	11%	11%	11%	15%
The Independent	8%	9%	9%	10%	9%	6%	9%	11%	-	-	10%	8%	10%	7%	7%	10%
The Daily Mail	4%	7%	5%	4%	5%	2%	4%	5%	15%	-	3%	5%	3%	5%	5%	4%
None of these/ don't know	12%	11%	12%	12%	9%	12%	11%	18%	8%	11%	10%	14%	12%	11%	10%	15%

How frequently, if at all, do you read General Business and Company News on the following websites?

Telegraph.co.uk

**Base: all who read general business and company news**

	1373	227	192	140	256	446	46	58	8	8	95	231	347	692	1083	290
Daily	15%	13%	12%	17%	17%	15%	13%	19%	13%	-	25%	16%	16%	12%	16%	11%
Weekly	15%	13%	16%	11%	17%	15%	20%	14%	13%	25%	18%	17%	16%	13%	15%	14%
Monthly	11%	11%	10%	10%	11%	11%	17%	10%	-	-	20%	14%	10%	9%	11%	12%
Never	59%	63%	62%	61%	55%	59%	50%	57%	75%	75%	37%	52%	58%	65%	59%	62%

How frequently, if at all, do you read General Business and Company News on the following websites?

FT.com

**Base: all who read general business and company news**

	1373	227	192	140	256	446	46	58	8	8	95	231	347	692	1083	290
Daily	8%	8%	4%	10%	12%	5%	7%	14%	-	25%	15%	13%	6%	5%	8%	7%
Weekly	10%	8%	9%	9%	13%	11%	9%	7%	-	-	20%	14%	12%	7%	10%	13%
Monthly	9%	8%	8%	11%	13%	8%	11%	3%	-	13%	18%	13%	7%	7%	9%	10%
Never	73%	76%	79%	70%	63%	75%	74%	76%	100%	63%	47%	60%	74%	80%	74%	70%

How frequently, if at all, do you read General Business and Company News on the following websites?

TheTimes.co.uk

**Base: all who read general business and company news**

	1373	227	192	140	256	446	46	58	8	8	95	231	347	692	1083	290
Daily	5%	5%	3%	8%	7%	5%	2%	7%	-	-	11%	10%	3%	4%	6%	4%
Weekly	6%	6%	5%	11%	11%	3%	7%	7%	-	-	14%	10%	5%	5%	5%	10%
Monthly	6%	6%	8%	6%	6%	6%	7%	2%	-	25%	15%	6%	5%	5%	5%	9%
Never	82%	84%	84%	75%	76%	86%	85%	84%	100%	75%	61%	74%	86%	86%	84%	78%

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

How frequently, if at all, do you read General Business and Company News on the following websites?

Guardian.co.uk

Base: all who read general business and company news

1373	227	192	140	256	446	46	58	8	8	95	231	347	692	1083	290	
Daily	6%	7%	5%	7%	9%	5%	7%	10%	-	-	16%	10%	5%	4%	7%	5%
Weekly	13%	13%	11%	8%	16%	12%	22%	17%	25%	13%	23%	16%	14%	10%	12%	15%
Monthly	11%	11%	9%	10%	14%	10%	9%	21%	-	-	23%	13%	13%	8%	10%	16%
Never	70%	69%	74%	75%	61%	74%	63%	52%	75%	88%	38%	61%	67%	78%	71%	64%

How frequently, if at all, do you read General Business and Company News on the following websites?

Independent.co.uk

Base: all who read general business and company news

1373	227	192	140	256	446	46	58	8	8	95	231	347	692	1083	290	
Daily	4%	5%	3%	4%	5%	3%	2%	3%	-	-	6%	6%	3%	3%	4%	4%
Weekly	8%	7%	7%	8%	8%	8%	20%	16%	13%	13%	21%	10%	8%	6%	9%	7%
Monthly	10%	7%	11%	8%	12%	9%	11%	14%	-	-	21%	14%	11%	6%	10%	9%
Never	78%	80%	79%	81%	75%	80%	67%	67%	88%	88%	52%	70%	79%	84%	78%	80%

How frequently, if at all, do you read General Business and Company News on the following websites?

Dailymail.co.uk

Base: all who read general business and company news

1373	227	192	140	256	446	46	58	8	8	95	231	347	692	1083	290	
Daily	7%	7%	7%	9%	7%	6%	4%	9%	13%	-	11%	12%	5%	6%	7%	8%
Weekly	9%	12%	9%	9%	7%	8%	9%	9%	25%	13%	14%	10%	8%	8%	8%	9%
Monthly	7%	6%	8%	6%	9%	7%	9%	3%	-	13%	18%	7%	7%	6%	7%	9%
Never	77%	75%	76%	76%	76%	80%	78%	79%	63%	75%	58%	71%	80%	80%	78%	74%

How frequently, if at all, do you read News and Information about Stocks, Shares and Markets on the following websites?

Telegraph.co.uk

Base: all who read about stocks, shares and markets

1441	239	199	151	257	465	53	68	9	6	104	236	346	749	1141	300	
Daily	11%	8%	8%	10%	15%	13%	13%	13%	11%	17%	19%	13%	11%	10%	12%	10%
Weekly	14%	15%	12%	13%	15%	13%	17%	15%	22%	-	22%	19%	14%	11%	14%	11%
Monthly	10%	8%	12%	10%	8%	12%	11%	6%	-	-	13%	13%	13%	7%	10%	11%
Never	65%	69%	68%	68%	62%	63%	58%	66%	67%	83%	45%	56%	62%	72%	64%	67%

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

How frequently, if at all, do you read News and Information about Stocks, Shares and Markets on the following websites?

FT.com

Base: all who read about stocks, shares and markets

1441	239	199	151	257	465	53	68	9	6	104	236	346	749	1141	300	
Daily	7%	7%	4%	9%	12%	6%	6%	10%	-	17%	16%	12%	6%	5%	7%	7%
Weekly	11%	9%	13%	9%	12%	11%	13%	9%	11%	17%	22%	17%	13%	6%	10%	12%
Monthly	10%	9%	7%	13%	12%	11%	9%	9%	-	17%	14%	14%	10%	9%	10%	12%
Never	72%	75%	77%	70%	65%	72%	72%	72%	89%	50%	47%	58%	71%	80%	73%	68%

How frequently, if at all, do you read News and Information about Stocks, Shares and Markets on the following websites?

TheTimes.co.uk

Base: all who read about stocks, shares and markets

1441	239	199	151	257	465	53	68	9	6	104	236	346	749	1141	300	
Daily	5%	4%	2%	6%	7%	4%	6%	6%	-	-	13%	8%	1%	4%	5%	5%
Weekly	7%	5%	5%	9%	9%	6%	6%	7%	11%	17%	11%	11%	7%	4%	6%	9%
Monthly	6%	5%	9%	9%	5%	6%	6%	-	11%	-	15%	8%	5%	5%	6%	9%
Never	83%	86%	84%	77%	79%	83%	83%	87%	78%	83%	61%	73%	86%	87%	84%	77%

How frequently, if at all, do you read News and Information about Stocks, Shares and Markets on the following websites?

Guardian.co.uk

Base: all who read about stocks, shares and markets

1441	239	199	151	257	465	53	68	9	6	104	236	346	749	1141	300	
Daily	5%	5%	2%	5%	7%	4%	4%	6%	-	-	11%	8%	5%	3%	5%	4%
Weekly	8%	6%	10%	3%	12%	7%	17%	15%	22%	17%	17%	9%	9%	7%	8%	9%
Monthly	9%	9%	7%	5%	11%	8%	4%	18%	-	17%	18%	13%	10%	5%	8%	9%
Never	78%	80%	81%	86%	70%	81%	75%	62%	78%	67%	54%	69%	77%	86%	79%	78%

How frequently, if at all, do you read News and Information about Stocks, Shares and Markets on the following websites?

Independent.co.uk

Base: all who read about stocks, shares and markets

1441	239	199	151	257	465	53	68	9	6	104	236	346	749	1141	300	
Daily	3%	5%	2%	1%	4%	3%	2%	4%	-	-	10%	5%	2%	2%	3%	4%
Weekly	7%	5%	5%	7%	9%	6%	13%	13%	22%	-	17%	11%	5%	5%	7%	6%
Monthly	8%	6%	8%	5%	9%	8%	11%	12%	-	17%	17%	13%	7%	5%	8%	7%
Never	83%	85%	85%	87%	79%	83%	74%	71%	78%	83%	56%	72%	85%	89%	83%	82%

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

How frequently, if at all, do you read News and Information about Stocks, Shares and Markets on the following websites?

Dailymail.co.uk

**Base: all who read about stocks, shares and markets**

	2003	348	270	219	352	631	79	91	13	9	159	348	498	989	1501	502
Telegraph.co.uk	26%	27%	26%	27%	25%	28%	24%	22%	15%	11%	10%	20%	28%	30%	28%	21%
FT.com	20%	17%	13%	19%	30%	19%	13%	23%	8%	44%	31%	24%	18%	17%	21%	18%
TheTimes.co.uk	10%	9%	14%	12%	10%	9%	5%	5%	15%	11%	19%	10%	9%	9%	9%	11%
Guardian.co.uk	11%	12%	9%	12%	13%	9%	16%	16%	8%	11%	14%	16%	12%	9%	10%	15%
Independent.co.uk	5%	5%	4%	5%	3%	5%	10%	5%	8%	11%	5%	5%	6%	4%	4%	6%
Dailymail.co.uk	8%	10%	11%	8%	7%	7%	6%	7%	38%	11%	6%	7%	7%	9%	8%	8%
None of these	20%	20%	23%	16%	13%	23%	25%	21%	8%	-	15%	17%	21%	22%	20%	22%

If you could choose the coverage of ONLY ONE newspaper website for General Business and Company News, which ONE would it be? (Bear in mind that you would have to pay for access to The Times and FT sites)

**Base: all**

	2003	348	270	219	352	631	79	91	13	9	159	348	498	989	1501	502
Telegraph.co.uk	26%	27%	26%	27%	25%	28%	24%	22%	15%	11%	10%	20%	28%	30%	28%	21%
FT.com	20%	17%	13%	19%	30%	19%	13%	23%	8%	44%	31%	24%	18%	17%	21%	18%
TheTimes.co.uk	10%	9%	14%	12%	10%	9%	5%	5%	15%	11%	19%	10%	9%	9%	9%	11%
Guardian.co.uk	11%	12%	9%	12%	13%	9%	16%	16%	8%	11%	14%	16%	12%	9%	10%	15%
Independent.co.uk	5%	5%	4%	5%	3%	5%	10%	5%	8%	11%	5%	5%	6%	4%	4%	6%
Dailymail.co.uk	8%	10%	11%	8%	7%	7%	6%	7%	38%	11%	6%	7%	7%	9%	8%	8%
None of these	20%	20%	23%	16%	13%	23%	25%	21%	8%	-	15%	17%	21%	22%	20%	22%

And if you could choose the coverage of ONLY ONE newspaper website for News and Information about Stocks, Shares and Markets, which ONE would it be? (Bear in mind that you would have to pay for access to The Times and FT sites)

**Base: all**

	2003	348	270	219	352	631	79	91	13	9	159	348	498	989	1501	502
Telegraph.co.uk	25%	26%	24%	26%	21%	28%	20%	20%	15%	11%	11%	20%	26%	28%	26%	21%
FT.com	24%	22%	20%	24%	34%	23%	18%	25%	8%	56%	36%	27%	22%	22%	24%	23%
TheTimes.co.uk	8%	6%	10%	11%	7%	8%	3%	5%	15%	-	13%	8%	7%	7%	8%	9%
Guardian.co.uk	10%	9%	8%	10%	14%	9%	16%	15%	8%	11%	16%	14%	10%	8%	9%	13%
Independent.co.uk	4%	4%	5%	5%	2%	5%	10%	5%	8%	11%	3%	4%	6%	4%	4%	5%
Dailymail.co.uk	7%	11%	9%	6%	6%	6%	6%	8%	31%	11%	6%	7%	6%	9%	7%	8%
None of these	21%	22%	25%	18%	16%	22%	27%	21%	15%	-	14%	20%	22%	22%	21%	22%

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

And if you could choose the coverage of ONLY ONE newspaper website to help you with your own personal finance and retirement planning, which ONE would it be? (Bear in mind that you would have to pay for access to The Times and FT sites)

	2003	348	270	219	352	631	79	91	13	9	159	348	498	989	1501	502
<b>Base: all</b>	25%	26%	25%	24%	24%	26%	19%	21%	15%	11%	11%	18%	27%	28%	26%	20%
Telegraph.co.uk	13%	12%	9%	13%	18%	12%	14%	12%	8%	44%	28%	18%	11%	10%	13%	12%
FT.com	10%	8%	13%	15%	9%	10%	6%	9%	15%	-	14%	10%	9%	10%	10%	10%
TheTimes.co.uk	12%	12%	9%	11%	16%	11%	18%	20%	8%	11%	16%	19%	13%	9%	11%	18%
Guardian.co.uk	5%	4%	6%	5%	4%	5%	10%	7%	8%	11%	6%	5%	5%	5%	5%	5%
Independent.co.uk	11%	14%	11%	11%	9%	10%	8%	9%	31%	11%	9%	9%	8%	13%	11%	11%
Dailymail.co.uk	24%	24%	27%	21%	20%	26%	25%	23%	15%	11%	16%	21%	27%	25%	24%	24%
None of these																

Which of the following daily newspapers did you read or look at YESTERDAY (or the last available issue, if yesterday was a Sunday)?

	2003	348	270	219	352	631	79	91	13	9	159	348	498	989	1501	502
<b>Base: all</b>	21%	22%	20%	20%	18%	23%	16%	20%	-	11%	9%	14%	17%	26%	22%	16%
The Daily Telegraph	8%	8%	4%	8%	13%	7%	4%	12%	15%	11%	17%	10%	6%	7%	8%	7%
The Financial Times	16%	12%	17%	18%	17%	16%	16%	12%	8%	-	20%	15%	12%	17%	16%	14%
The Times	12%	12%	9%	11%	16%	10%	15%	16%	-	11%	15%	17%	13%	10%	11%	16%
The Guardian	6%	7%	6%	6%	5%	6%	9%	7%	-	11%	7%	7%	5%	6%	6%	5%
The Independent	20%	24%	23%	26%	15%	18%	16%	21%	46%	22%	9%	16%	16%	26%	20%	22%
The Daily Mail	35%	36%	35%	30%	36%	35%	37%	37%	31%	33%	42%	41%	44%	27%	34%	37%
None of these																

And which of the following websites have you read or looked at YESTERDAY?

	2003	348	270	219	352	631	79	91	13	9	159	348	498	989	1501	502
<b>Base: all</b>	19%	15%	18%	16%	22%	19%	19%	24%	23%	11%	14%	20%	22%	17%	20%	15%
Telegraph.co.uk	7%	8%	3%	7%	10%	4%	8%	12%	-	11%	11%	9%	6%	5%	7%	6%
FT.com	6%	6%	6%	9%	6%	6%	5%	4%	8%	-	13%	8%	5%	5%	6%	6%
TheTimes.co.uk	17%	18%	14%	16%	24%	14%	23%	27%	15%	22%	32%	23%	21%	12%	17%	20%
Guardian.co.uk	7%	8%	8%	4%	8%	6%	10%	4%	8%	-	10%	8%	8%	5%	7%	7%
Independent.co.uk	15%	17%	15%	16%	15%	13%	23%	13%	46%	44%	14%	20%	16%	13%	14%	19%
Dailymail.co.uk	54%	53%	61%	52%	47%	58%	46%	47%	31%	33%	36%	43%	51%	62%	54%	53%
None of these																

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

Please think about those occasions when you pick up a copy of each of the following Sunday newspapers. For each Sunday newspaper, on those occasions when you pick it up, please indicate how often you will read their coverage of General Business and Company News. When I pick up a copy of...

The Sunday Telegraph

Base: all who read general business and company news

...I always read this type of coverage	1373	227	192	140	256	446	46	58	8	8	95	231	347	692	1083	290
...I sometimes read this type of coverage	24%	24%	23%	25%	23%	24%	28%	19%	-	-	27%	25%	24%	23%	24%	22%
...I rarely read this type of coverage	15%	17%	13%	16%	15%	15%	15%	17%	38%	13%	21%	16%	14%	15%	15%	18%
...I never read this type of coverage	8%	7%	10%	9%	9%	8%	7%	5%	-	-	8%	8%	8%	8%	9%	6%
I never pick up a copy	2%	3%	4%	2%	2%	2%	-	-	-	13%	3%	3%	2%	2%	2%	2%
	50%	49%	50%	47%	50%	51%	50%	59%	63%	75%	40%	48%	51%	52%	50%	52%

Please think about those occasions when you pick up a copy of each of the following Sunday newspapers. For each Sunday newspaper, on those occasions when you pick it up, please indicate how often you will read their coverage of General Business and Company News. When I pick up a copy of...

The Sunday Times

Base: all who read general business and company news

...I always read this type of coverage	1373	227	192	140	256	446	46	58	8	8	95	231	347	692	1083	290
...I sometimes read this type of coverage	32%	33%	29%	40%	32%	31%	30%	28%	-	13%	31%	32%	31%	33%	34%	24%
...I rarely read this type of coverage	16%	19%	14%	9%	20%	16%	17%	10%	50%	13%	20%	19%	16%	15%	14%	23%
...I never read this type of coverage	9%	7%	9%	7%	6%	11%	13%	10%	13%	13%	14%	9%	11%	7%	8%	10%
I never pick up a copy	2%	2%	3%	1%	2%	2%	-	2%	-	-	3%	2%	2%	2%	2%	3%
	41%	40%	46%	42%	39%	41%	39%	50%	38%	63%	33%	37%	41%	44%	42%	40%

Please think about those occasions when you pick up a copy of each of the following Sunday newspapers. For each Sunday newspaper, on those occasions when you pick it up, please indicate how often you will read their coverage of General Business and Company News. When I pick up a copy of...

The Observer

Base: all who read general business and company news

...I always read this type of coverage	1373	227	192	140	256	446	46	58	8	8	95	231	347	692	1083	290
...I sometimes read this type of coverage	11%	13%	9%	11%	13%	10%	11%	17%	-	-	20%	14%	11%	9%	11%	11%
...I rarely read this type of coverage	12%	11%	7%	10%	17%	12%	13%	21%	13%	-	19%	18%	13%	9%	11%	17%
...I never read this type of coverage	10%	11%	8%	11%	13%	9%	7%	9%	-	-	14%	16%	10%	8%	10%	10%
I never pick up a copy	4%	4%	7%	4%	4%	3%	2%	-	13%	13%	5%	4%	3%	4%	4%	3%
	63%	61%	69%	64%	53%	66%	67%	53%	75%	88%	42%	48%	63%	70%	64%	58%

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

Please think about those occasions when you pick up a copy of each of the following Sunday newspapers. For each Sunday newspaper, on those occasions when you pick it up, please indicate how often you will read their coverage of General Business and Company News. When I pick up a copy of...

The Independent on Sunday

**Base: all who read general business and company news**

1373	227	192	140	256	446	46	58	8	8	95	231	347	692	1083	290
...I always read this type of coverage	9%	13%	8%	9%	8%	11%	7%	-	13%	15%	13%	9%	7%	9%	8%
...I sometimes read this type of coverage	10%	8%	10%	5%	11%	8%	15%	22%	-	16%	13%	9%	8%	9%	13%
...I rarely read this type of coverage	8%	7%	6%	11%	7%	9%	9%	7%	-	17%	8%	10%	6%	8%	7%
...I never read this type of coverage	5%	4%	7%	5%	7%	3%	-	13%	-	7%	6%	3%	5%	5%	4%
I never pick up a copy	69%	68%	69%	70%	65%	72%	65%	64%	88%	88%	45%	61%	69%	75%	67%

Please think about those occasions when you pick up a copy of each of the following Sunday newspapers. For each Sunday newspaper, on those occasions when you pick it up, please indicate how often you will read their coverage of General Business and Company News. When I pick up a copy of...

The Mail on Sunday

**Base: all who read general business and company news**

1373	227	192	140	256	446	46	58	8	8	95	231	347	692	1083	290
...I always read this type of coverage	18%	21%	17%	21%	16%	17%	13%	17%	25%	-	15%	19%	14%	20%	18%
...I sometimes read this type of coverage	11%	13%	10%	9%	10%	10%	20%	12%	13%	-	12%	10%	12%	11%	10%
...I rarely read this type of coverage	8%	8%	7%	6%	9%	8%	9%	7%	-	13%	9%	10%	7%	7%	8%
...I never read this type of coverage	4%	2%	4%	1%	7%	4%	2%	2%	13%	-	5%	4%	3%	4%	3%
I never pick up a copy	60%	56%	62%	62%	58%	61%	57%	62%	50%	88%	59%	58%	63%	58%	60%

Again thinking about those occasions when you pick up a copy of each of the following newspapers. For each Sunday newspaper, on those occasions when you pick it up, please indicate how often you will read their coverage of News and Information about Stocks, Shares and Markets. When I pick up a copy of...

The Sunday Telegraph

**Base: all who read about stocks, shares and markets**

1441	239	199	151	257	465	53	68	9	6	104	236	346	749	1141	300
...I always read this type of coverage	23%	25%	21%	21%	24%	23%	32%	21%	22%	-	25%	23%	25%	22%	24%
...I sometimes read this type of coverage	17%	21%	15%	20%	13%	17%	11%	18%	11%	-	29%	18%	14%	16%	16%
...I rarely read this type of coverage	10%	10%	9%	12%	10%	8%	13%	7%	22%	17%	4%	12%	10%	9%	9%
...I never read this type of coverage	3%	2%	5%	4%	4%	3%	6%	3%	-	17%	4%	3%	4%	3%	4%
I never pick up a copy	48%	42%	51%	44%	50%	49%	38%	51%	44%	67%	38%	44%	47%	50%	48%

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

Again thinking about those occasions when you pick up a copy of each of the following newspapers. For each Sunday newspaper, on those occasions when you pick it up, please indicate how often you will read their coverage of News and Information about Stocks, Shares and Markets. When I pick up a copy of...

The Sunday Times

**Base: all who read about stocks, shares and markets**

1441	239	199	151	257	465	53	68	9	6	104	236	346	749	1141	300
...I always read this type of coverage	30%	32%	29%	34%	32%	29%	32%	24%	11%	17%	28%	31%	27%	32%	24%
...I sometimes read this type of coverage	18%	20%	15%	19%	18%	18%	17%	12%	33%	17%	26%	19%	20%	15%	22%
...I rarely read this type of coverage	9%	8%	7%	9%	9%	10%	9%	12%	33%	17%	10%	10%	10%	8%	9%
...I never read this type of coverage	3%	3%	4%	3%	2%	4%	2%	4%	-	-	7%	6%	3%	2%	5%
I never pick up a copy	40%	37%	45%	35%	40%	39%	40%	49%	22%	50%	30%	33%	40%	43%	40%

Again thinking about those occasions when you pick up a copy of each of the following newspapers. For each Sunday newspaper, on those occasions when you pick it up, please indicate how often you will read their coverage of News and Information about Stocks, Shares and Markets. When I pick up a copy of...

The Observer

**Base: all who read about stocks, shares and markets**

1441	239	199	151	257	465	53	68	9	6	104	236	346	749	1141	300
...I always read this type of coverage	10%	13%	9%	8%	11%	9%	8%	9%	-	-	13%	13%	9%	9%	9%
...I sometimes read this type of coverage	12%	12%	6%	11%	16%	12%	15%	18%	-	-	26%	15%	12%	9%	15%
...I rarely read this type of coverage	10%	8%	8%	11%	13%	9%	13%	12%	22%	-	13%	14%	12%	7%	13%
...I never read this type of coverage	6%	6%	8%	8%	5%	5%	6%	7%	11%	17%	10%	8%	5%	5%	8%
I never pick up a copy	62%	62%	69%	62%	54%	65%	58%	54%	67%	83%	38%	50%	62%	69%	55%

Again thinking about those occasions when you pick up a copy of each of the following newspapers. For each Sunday newspaper, on those occasions when you pick it up, please indicate how often you will read their coverage of News and Information about Stocks, Shares and Markets. When I pick up a copy of...

The Independent on Sunday

**Base: all who read about stocks, shares and markets**

1441	239	199	151	257	465	53	68	9	6	104	236	346	749	1141	300
...I always read this type of coverage	8%	13%	9%	5%	5%	7%	9%	6%	-	-	9%	12%	8%	6%	7%
...I sometimes read this type of coverage	11%	10%	8%	10%	15%	8%	15%	16%	-	17%	26%	11%	10%	8%	15%
...I rarely read this type of coverage	8%	6%	7%	9%	9%	8%	8%	13%	11%	-	13%	10%	8%	7%	7%
...I never read this type of coverage	6%	4%	8%	6%	7%	6%	6%	3%	11%	-	9%	9%	6%	5%	8%
I never pick up a copy	68%	67%	69%	70%	63%	71%	62%	62%	78%	83%	43%	58%	68%	74%	63%

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

Again thinking about those occasions when you pick up a copy of each of the following newspapers. For each Sunday newspaper, on those occasions when you pick it up, please indicate how often you will read their coverage of News and Information about Stocks, Shares and Markets. When I pick up a copy of...

The Mail on Sunday

**Base: all who read about stocks, shares and markets**

	1441	239	199	151	257	465	53	68	9	6	104	236	346	749	1141	300
...I always read this type of coverage	17%	21%	17%	17%	15%	15%	13%	18%	44%	-	11%	17%	13%	19%	17%	17%
...I sometimes read this type of coverage	13%	14%	12%	15%	13%	11%	25%	13%	11%	-	23%	12%	13%	12%	12%	17%
...I rarely read this type of coverage	8%	9%	9%	8%	8%	9%	9%	6%	-	-	7%	11%	7%	9%	9%	6%
...I never read this type of coverage	4%	3%	4%	5%	6%	4%	6%	3%	11%	-	7%	5%	5%	3%	4%	5%
I never pick up a copy	58%	53%	59%	56%	58%	61%	47%	60%	33%	100%	53%	56%	62%	57%	58%	55%

**q41. If you could choose the coverage of ONLY ONE national Sunday newspaper for General Business and Company News, which ONE would it be?**

**Base: all**

	2003	348	270	219	352	631	79	91	13	9	159	348	498	989	1501	502
The Sunday Telegraph	20%	19%	20%	21%	19%	22%	19%	16%	23%	11%	15%	15%	21%	23%	21%	18%
The Sunday Times	35%	33%	34%	37%	37%	36%	29%	31%	23%	22%	37%	33%	34%	36%	36%	32%
The Observer	10%	9%	8%	9%	13%	10%	8%	15%	8%	-	13%	14%	11%	7%	9%	12%
The Independent on Sunday	5%	6%	4%	6%	5%	5%	10%	4%	-	22%	9%	7%	6%	4%	5%	7%
The Mail on Sunday	12%	16%	14%	13%	10%	10%	13%	11%	23%	33%	8%	11%	9%	14%	12%	12%
None of these	17%	16%	20%	14%	16%	17%	22%	22%	23%	11%	18%	20%	19%	16%	17%	18%

**q42. And if you could choose the coverage of ONLY ONE national Sunday newspaper for News and Information about Stocks, Shares and Markets, which ONE would it be?**

**Base: all**

	2003	348	270	219	352	631	79	91	13	9	159	348	498	989	1501	502
The Sunday Telegraph	21%	19%	20%	21%	19%	23%	22%	20%	23%	22%	14%	14%	22%	23%	22%	18%
The Sunday Times	34%	34%	33%	38%	37%	34%	29%	27%	23%	44%	38%	32%	34%	35%	35%	34%
The Observer	9%	8%	7%	8%	11%	9%	6%	15%	8%	-	13%	13%	10%	7%	9%	11%
The Independent on Sunday	5%	5%	4%	7%	5%	5%	10%	4%	-	11%	9%	8%	6%	3%	5%	7%
The Mail on Sunday	11%	16%	14%	11%	8%	10%	10%	10%	23%	22%	7%	10%	9%	14%	11%	11%
None of these	19%	18%	21%	15%	20%	19%	23%	23%	23%	-	20%	22%	20%	18%	19%	20%

**q43. And if you could choose the coverage of ONLY ONE national Sunday newspaper to help you with your own personal finance and retirement planning, which ONE would it be?**

**Base: all**

	2003	348	270	219	352	631	79	91	13	9	159	348	498	989	1501	502
The Sunday Telegraph	20%	20%	21%	20%	18%	21%	20%	15%	23%	11%	15%	15%	20%	22%	21%	17%
The Sunday Times	29%	29%	27%	32%	32%	29%	23%	29%	23%	33%	33%	28%	27%	30%	30%	27%
The Observer	10%	10%	8%	10%	13%	11%	8%	15%	8%	-	14%	17%	11%	7%	10%	13%
The Independent on Sunday	5%	5%	6%	6%	5%	4%	14%	5%	-	22%	11%	5%	6%	4%	5%	7%
The Mail on Sunday	13%	16%	15%	16%	10%	12%	10%	11%	23%	11%	8%	11%	11%	16%	13%	14%
None of these	22%	20%	23%	17%	22%	23%	25%	24%	23%	22%	19%	23%	25%	21%	22%	21%

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

q44. How many years experience do you have in business?

Base: all	2003	348	270	219	352	631	79	91	13	9	159	348	498	989	1501	502
0-9	13%	16%	13%	12%	13%	10%	22%	16%	-	67%	45%	18%	10%	7%	9%	24%
10-19	21%	24%	19%	19%	27%	18%	19%	25%	31%	33%	41%	51%	17%	9%	19%	26%
20-29	25%	23%	29%	26%	25%	25%	24%	24%	31%	-	8%	29%	47%	16%	25%	26%
30-39	25%	20%	23%	28%	24%	29%	18%	23%	31%	-	6%	2%	25%	36%	26%	20%
40-49	14%	14%	14%	15%	9%	16%	13%	11%	8%	-	-	0%	1%	27%	17%	4%
50+	3%	3%	2%	0%	3%	3%	5%	-	-	-	-	-	0%	5%	3%	1%

q45. Which of the following are priorities for you and your business in the next 12 months?

Base: all	2003	348	270	219	352	631	79	91	13	9	159	348	498	989	1501	502
Finding new markets	60%	60%	60%	58%	60%	61%	54%	57%	46%	22%	49%	61%	63%	59%	61%	55%
Cutting costs	40%	45%	46%	35%	36%	39%	44%	37%	69%	56%	39%	46%	37%	40%	42%	37%
Assessing potentially new suppliers	21%	22%	23%	22%	18%	21%	14%	20%	23%	22%	28%	20%	20%	20%	21%	19%
Acquisitions	9%	7%	10%	9%	11%	8%	11%	5%	23%	22%	14%	12%	10%	7%	9%	8%
Trusted coverage of business news	5%	6%	5%	2%	7%	4%	1%	3%	-	11%	9%	6%	3%	4%	4%	5%
Diversification from your core business	22%	22%	23%	21%	27%	20%	28%	16%	15%	22%	23%	24%	27%	20%	23%	22%
Business education (for you or your staff)	12%	12%	11%	14%	11%	11%	11%	15%	15%	44%	13%	14%	12%	11%	11%	14%
Getting the best business banking deals	14%	17%	14%	13%	12%	13%	28%	11%	-	22%	16%	14%	12%	15%	13%	16%
Finding the right business travel deals	6%	5%	5%	3%	9%	6%	9%	4%	15%	-	8%	7%	5%	6%	6%	4%
Taking on new staff	16%	12%	13%	18%	15%	17%	22%	19%	8%	11%	24%	25%	16%	11%	17%	13%
None of these	13%	14%	13%	16%	13%	12%	18%	18%	8%	11%	7%	9%	10%	18%	14%	13%

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

q46. What is the value of your own personal savings and investments in Stocks and Shares?

	2003	348	270	219	352	631	79	91	13	9	159	348	498	989	1501	502
<b>Base: all</b>																
Below 7,500	27%	32%	24%	26%	23%	29%	29%	26%	23%	33%	30%	30%	30%	24%	25%	33%
7,500-24,999	11%	11%	12%	11%	11%	11%	13%	7%	-	11%	15%	13%	11%	10%	11%	9%
25,000-49,999	8%	8%	7%	11%	8%	7%	9%	13%	8%	11%	12%	10%	8%	7%	9%	7%
50,000-74,999	5%	7%	5%	6%	5%	5%	5%	5%	15%	-	8%	6%	6%	5%	6%	5%
75,000-99,999	5%	5%	5%	5%	5%	5%	1%	7%	8%	-	6%	5%	4%	5%	5%	4%
100,000-240,999	7%	5%	9%	6%	7%	8%	4%	5%	8%	-	4%	4%	8%	8%	8%	5%
250,000-499,999	4%	3%	3%	5%	6%	4%	3%	4%	-	-	3%	4%	3%	5%	5%	3%
500,000+	4%	3%	2%	4%	5%	4%	6%	1%	-	-	-	2%	2%	6%	5%	1%
Would rather not say	29%	25%	33%	26%	31%	28%	30%	31%	38%	44%	23%	26%	27%	31%	27%	34%

q47. And finally, what is your personal net worth (i.e. the total value of your savings, investments, properties, cars and other possessions)

	2003	348	270	219	352	631	79	91	13	9	159	348	498	989	1501	502
<b>Base: all</b>																
£0-£249,999	24%	30%	26%	21%	21%	21%	30%	24%	31%	33%	36%	34%	26%	17%	22%	28%
£250,000-£499,999	17%	22%	16%	19%	13%	16%	14%	22%	8%	-	11%	19%	16%	18%	18%	16%
£500,000-£1m	18%	14%	19%	19%	17%	22%	11%	15%	15%	22%	13%	16%	19%	20%	19%	15%
£1m-£2m	9%	7%	9%	11%	11%	9%	5%	7%	8%	-	8%	5%	8%	11%	10%	5%
£3m-£4m	2%	1%	1%	3%	3%	2%	-	-	-	-	5%	1%	2%	2%	2%	1%
£4m-£5m	1%	1%	-	-	1%	1%	-	-	-	-	1%	0%	0%	1%	1%	1%
Over £5m	1%	1%	0%	-	2%	0%	1%	-	-	-	-	0%	1%	1%	1%	-
Would rather not say	29%	24%	30%	27%	31%	28%	38%	32%	38%	44%	26%	25%	28%	31%	27%	35%