

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

National newspaper read in the last week

	2003	348	270	219	352	631	79	91	13	9	159	348	498	989	1501	502
Base: all																
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%

National newspaper websites used in the last week

	2003	348	270	219	352	631	79	91	13	9	159	348	498	989	1501	502
Base: all																
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%

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
Base: all																
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%

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** national newspaper for News and Information about Stocks, Shares and Markets, which **ONE** would it be?

	2003	348	270	219	352	631	79	91	13	9	159	348	498	989	1501	502
Base: all																
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%

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?

	2003	348	270	219	352	631	79	91	13	9	159	348	498	989	1501	502
Base: all																
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%

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)

	2003	348	270	219	352	631	79	91	13	9	159	348	498	989	1501	502
Base: all																
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%

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 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)

	2003	348	270	219	352	631	79	91	13	9	159	348	498	989	1501	502
Base: all																
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%

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
Base: all																
Telegraph.co.uk	25%	26%	25%	24%	24%	26%	19%	21%	15%	11%	11%	18%	27%	28%	26%	20%
FT.com	13%	12%	9%	13%	18%	12%	14%	12%	8%	44%	28%	18%	11%	10%	13%	12%
TheTimes.co.uk	10%	8%	13%	15%	9%	10%	6%	9%	15%	-	14%	10%	9%	10%	10%	10%
Guardian.co.uk	12%	12%	9%	11%	16%	11%	18%	20%	8%	11%	16%	19%	13%	9%	11%	18%
Independent.co.uk	5%	4%	6%	5%	4%	5%	10%	7%	8%	11%	6%	5%	5%	5%	5%	5%
Dailymail.co.uk	11%	14%	11%	11%	9%	10%	8%	9%	31%	11%	9%	9%	8%	13%	11%	11%
None of these	24%	24%	27%	21%	20%	26%	25%	23%	15%	11%	16%	21%	27%	25%	24%	24%

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
Base: all																
The Daily Telegraph	21%	22%	20%	20%	18%	23%	16%	20%	-	11%	9%	14%	17%	26%	22%	16%
The Financial Times	8%	8%	4%	8%	13%	7%	4%	12%	15%	11%	17%	10%	6%	7%	8%	7%
The Times	16%	12%	17%	18%	17%	16%	16%	12%	8%	-	20%	15%	12%	17%	16%	14%
The Guardian	12%	12%	9%	11%	16%	10%	15%	16%	-	11%	15%	17%	13%	10%	11%	16%
The Independent	6%	7%	6%	6%	5%	6%	9%	7%	-	11%	7%	7%	5%	6%	6%	5%
The Daily Mail	20%	24%	23%	26%	15%	18%	16%	21%	46%	22%	9%	16%	16%	26%	20%	22%
None of these	35%	36%	35%	30%	36%	35%	37%	37%	31%	33%	42%	41%	44%	27%	34%	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

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
Base: all																
Telegraph.co.uk	19%	15%	18%	16%	22%	19%	19%	24%	23%	11%	14%	20%	22%	17%	20%	15%
FT.com	7%	8%	3%	7%	10%	4%	8%	12%	-	11%	11%	9%	6%	5%	7%	6%
TheTimes.co.uk	6%	6%	6%	9%	6%	6%	5%	4%	8%	-	13%	8%	5%	5%	6%	6%
Guardian.co.uk	17%	18%	14%	16%	24%	14%	23%	27%	15%	22%	32%	23%	21%	12%	17%	20%
Independent.co.uk	7%	8%	8%	4%	8%	6%	10%	4%	8%	-	10%	8%	8%	5%	7%	7%
Dailymail.co.uk	15%	17%	15%	16%	15%	13%	23%	13%	46%	44%	14%	20%	16%	13%	14%	19%
None of these	54%	53%	61%	52%	47%	58%	46%	47%	31%	33%	36%	43%	51%	62%	54%	53%