

YouGov / News International Survey Results

Sample Size: 2053 GB Adults

Fieldwork: 20th - 22nd February 2012

	Age				Gender		Social Grade		How often do you buy national Sunday newspapers?			
	18-24	25-39	40-59	60+	Male	Female	ABC1	C2DE	Regularly	Occasionally	Never	
Weighted Sample	2053	246	534	741	531	985	1068	1129	924	558	535	960
Unweighted Sample	2053	172	548	791	542	980	1073	1220	833	491	520	1042
	%	%	%	%	%	%	%	%	%	%	%	%

How often do you buy national Sunday newspapers?

Regularly	27	17	13	28	45	29	25	28	26	100	0	0
Occasionally	26	20	32	27	21	24	28	27	24	0	100	0
Never	47	63	55	44	34	47	47	45	49	0	0	100

Are you aware that from Sunday 26th February The Sun will now be publishing on a Sunday?

Yes	81	63	77	86	88	85	77	85	77	92	84	74
No	19	37	23	14	12	15	23	15	23	8	16	26