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●	2	1	Q.1A Media platforms used regularly (at least once a week) for UK/international news and current affairs	Base: All Adults in GB	2018
●	3	1	Q.1A Media platforms used regularly (at least once a week) for UK/international news and current affairs	Base: All Adults in GB	2018
●	4	1	Q.1A Media platforms used regularly (at least once a week) for UK/international news and current affairs	Base: All Adults in GB	2018
●	5	1	Q.1A Media platforms used regularly (at least once a week) for UK/international news and current affairs	Base: All Adults in GB	2018
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●	7	1	Q.1A Media platforms used regularly (at least once a week) for UK/international news and current affairs	Base: All Adults in GB	2018
●	8	1	Q.1A Media platforms used regularly (at least once a week) for UK/international news and current affairs	Base: All Adults in GB	2018
●	9	1	Q.1A Media platforms used regularly (at least once a week) for UK/international news and current affairs	Base: All Adults in GB	2018
●	10	1	Q.1A Media platforms used regularly (at least once a week) for UK/international news and current affairs	Base: All Adults in GB	2018
●	11	1	Q.1A Media platforms used regularly (at least once a week) for UK/international news and current affairs	Base: All Adults in GB	2018
●	12	2	Q.1B Media platforms used occasionally (at least once a month, but less than once a week) for UK/international news and current affairs	Base: All Adults in GB	2018
●	13	2	Q.1B Media platforms used occasionally (at least once a month, but less than once a week) for UK/international news and current affairs	Base: All Adults in GB	2018
●	14	2	Q.1B Media platforms used occasionally (at least once a month, but less than once a week) for UK/international news and current affairs	Base: All Adults in GB	2018
●	15	2	Q.1B Media platforms used occasionally (at least once a month, but less than once a week) for UK/international news and current affairs	Base: All Adults in GB	2018
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●	18	2	Q.1B Media platforms used occasionally (at least once a month, but less than once a week) for UK/international news and current affairs	Base: All Adults in GB	2018
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●	20	2	Q.1B Media platforms used occasionally (at least once a month, but less than once a week) for UK/international news and current affairs	Base: All Adults in GB	2018
●	21	2	Q.1B Media platforms used occasionally (at least once a month, but less than once a week) for UK/international news and current affairs	Base: All Adults in GB	2018
●	22	2	Q.1B Media platforms used occasionally (at least once a month, but less than once a week) for UK/international news and current affairs	Base: All Adults in GB	2018
●	23	2	Q.1B Media platforms used occasionally (at least once a month, but less than once a week) for UK/international news and current affairs	Base: All Adults in GB	2018
●	24	3	Q.1A/1B Media platforms used at least occasionally (at least once a month) for UK/international news and current affairs - TOTAL	Base: All Adults in GB	2018
●	25	3	Q.1A/1B Media platforms used at least occasionally (at least once a month) for UK/international news and current affairs - TOTAL	Base: All Adults in GB	2018
●	26	3	Q.1A/1B Media platforms used at least occasionally (at least once a month) for UK/international news and current affairs - TOTAL	Base: All Adults in GB	2018
●	27	3	Q.1A/1B Media platforms used at least occasionally (at least once a month) for UK/international news and current affairs - TOTAL	Base: All Adults in GB	2018
●	28	3	Q.1A/1B Media platforms used at least occasionally (at least once a month) for UK/international news and current affairs - TOTAL	Base: All Adults in GB	2018
●	29	3	Q.1A/1B Media platforms used at least occasionally (at least once a month) for UK/international news and current affairs - TOTAL	Base: All Adults in GB	2018
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●	34	3	Q.1A/1B Media platforms used at least occasionally (at least once a month) for UK/international news and current affairs - TOTAL	Base: All Adults in GB	2018
●	35	3	Q.1A/1B Media platforms used at least occasionally (at least once a month) for UK/international news and current affairs - TOTAL	Base: All Adults in GB	2018
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●	39	4	Q.2 Main source of reading\watching or listen to UK\International news and current affairs	Base: All Adults in GB who watch\read or listen to the news	1950
●	40	4	Q.2 Main source of reading\watching or listen to UK\International news and current affairs	Base: All Adults in GB who watch\read or listen to the news	1950
●	41	5	Q.3A TV Channels used regularly (at least once a week) for UK/international news and current affairs	Base: All Adults in GB who watch the news on the TV	1784
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●	46	5	Q.3A TV Channels used regularly (at least once a week) for UK/international news and current affairs	Base: All Adults in GB who watch the news on the TV	1784
●	47	5	Q.3A TV Channels used regularly (at least once a week) for UK/international news and current affairs	Base: All Adults in GB who watch the news on the TV	1784
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●	54	6	Q.3B TV Channels used occasionally (at least once a month, but less than once a week) for UK/international news and current affairs	Base: All Adults in GB who watch the news on the TV	1784
●	55	6	Q.3B TV Channels used occasionally (at least once a month, but less than once a week) for UK/international news and current affairs	Base: All Adults in GB who watch the news on the TV	1784
●	56	6	Q.3B TV Channels used occasionally (at least once a month, but less than once a week) for UK/international news and current affairs	Base: All Adults in GB who watch the news on the TV	1784
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●	58	6	Q.3B TV Channels used occasionally (at least once a month, but less than once a week) for UK/international news and current affairs	Base: All Adults in GB who watch the news on the TV	1784
●	59	6	Q.3B TV Channels used occasionally (at least once a month, but less than once a week) for UK/international news and current affairs	Base: All Adults in GB who watch the news on the TV	1784
●	60	6	Q.3B TV Channels used occasionally (at least once a month, but less than once a week) for UK/international news and current affairs	Base: All Adults in GB who watch the news on the TV	1784
●	61	7	Q.3A\3B TV channels used at least occasionally (at least once a month) for UK/international news and current affairs - TOTAL	Base: All Adults in GB who watch the news on the TV	1784
●	62	7	Q.3A\3B TV channels used at least occasionally (at least once a month) for UK/international news and current affairs - TOTAL	Base: All Adults in GB who watch the news on the TV	1784
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●	78	8	Q.4A Daily Newspapers used regularly (at least once a week) for UK/international news and current affairs	Base: All Adults in GB who read the news from a newspaper	1281
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●	80	8	Q.4A Daily Newspapers used regularly (at least once a week) for UK/international news and current affairs	Base: All Adults in GB who read the news from a newspaper	1281
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●	99	10	Q.4A\4B Daily Newspapers used at least occasionally (at least once a month) for UK/international news and current affairs - TOTAL	Base: All Adults in GB who read the news from a newspaper	1281
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●	103	11	Q.5A Weekly Newspapers used regularly (at least once a week) for UK/international news and current affairs	Base: All Adults in GB who read the news from a newspaper	1281
●	104	11	Q.5A Weekly Newspapers used regularly (at least once a week) for UK/international news and current affairs	Base: All Adults in GB who read the news from a newspaper	1281
●	105	11	Q.5A Weekly Newspapers used regularly (at least once a week) for UK/international news and current affairs	Base: All Adults in GB who read the news from a newspaper	1281
●	106	11	Q.5A Weekly Newspapers used regularly (at least once a week) for UK/international news and current affairs	Base: All Adults in GB who read the news from a newspaper	1281
●	107	11	Q.5A Weekly Newspapers used regularly (at least once a week) for UK/international news and current affairs	Base: All Adults in GB who read the news from a newspaper	1281
●	108	11	Q.5A Weekly Newspapers used regularly (at least once a week) for UK/international news and current affairs	Base: All Adults in GB who read the news from a newspaper	1281
●	109	11	Q.5A Weekly Newspapers used regularly (at least once a week) for UK/international news and current affairs	Base: All Adults in GB who read the news from a newspaper	1281
●	110	11	Q.5A Weekly Newspapers used regularly (at least once a week) for UK/international news and current affairs	Base: All Adults in GB who read the news from a newspaper	1281
●	111	12	Q.5B Weekly Newspapers used occasionally (at least once a month, but less than once a week) for UK/international news and current affairs	Base: All Adults in GB who read the news from a newspaper	1281
●	112	12	Q.5B Weekly Newspapers used occasionally (at least once a month, but less than once a week) for UK/international news and current affairs	Base: All Adults in GB who read the news from a newspaper	1281
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●	132	14	Q.6A Radio stations used regularly (at least once a week) for UK/international news and current affairs	Base: All Adults in GB who listen to the news on the radio	942
●	133	14	Q.6A Radio stations used regularly (at least once a week) for UK/international news and current affairs	Base: All Adults in GB who listen to the news on the radio	942
●	134	14	Q.6A Radio stations used regularly (at least once a week) for UK/international news and current affairs	Base: All Adults in GB who listen to the news on the radio	942
●	135	14	Q.6A Radio stations used regularly (at least once a week) for UK/international news and current affairs	Base: All Adults in GB who listen to the news on the radio	942
●	136	14	Q.6A Radio stations used regularly (at least once a week) for UK/international news and current affairs	Base: All Adults in GB who listen to the news on the radio	942
	137	14	Q.6A Radio stations used regularly (at least once a week) for UK/international news and current affairs	Base: All Adults in GB who listen to the news on the radio	942
●	138	15	Q.6B Radio stations used occasionally (at least once a month, but less than once a week) for UK/international news and current affairs	Base: All Adults in GB who listen to the news on the radio	942
●	139	15	Q.6B Radio stations used occasionally (at least once a month, but less than once a week) for UK/international news and current affairs	Base: All Adults in GB who listen to the news on the radio	942
●	140	15	Q.6B Radio stations used occasionally (at least once a month, but less than once a week) for UK/international news and current affairs	Base: All Adults in GB who listen to the news on the radio	942
●	141	15	Q.6B Radio stations used occasionally (at least once a month, but less than once a week) for UK/international news and current affairs	Base: All Adults in GB who listen to the news on the radio	942
●	142	15	Q.6B Radio stations used occasionally (at least once a month, but less than once a week) for UK/international news and current affairs	Base: All Adults in GB who listen to the news on the radio	942
●	143	16	Q.6A\6B Radio stations used at least occasionally (at least once a month) for UK/international news and current affairs - TOTAL	Base: All Adults in GB who listen to the news on the radio	942
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●	147	16	Q.6A\6B Radio stations used at least occasionally (at least once a month) for UK/international news and current affairs - TOTAL	Base: All Adults in GB who listen to the news on the radio	942
	148	16	Q.6A\6B Radio stations used at least occasionally (at least once a month) for UK/international news and current affairs - TOTAL	Base: All Adults in GB who listen to the news on the radio	942
●	149	16	Q.6A\6B Radio stations used at least occasionally (at least once a month) for UK/international news and current affairs - TOTAL	Base: All Adults in GB who listen to the news on the radio	942
●	150	16	Q.6A\6B Radio stations used at least occasionally (at least once a month) for UK/international news and current affairs - TOTAL	Base: All Adults in GB who listen to the news on the radio	942
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●	152	17	Q.7A Websites (Computer or mobile inc. apps) used regularly (at least once a week) for UK/international news and current affairs	Base: All Adults in GB who access the news from the Internet	705
●	153	17	Q.7A Websites (Computer or mobile inc. apps) used regularly (at least once a week) for UK/international news and current affairs	Base: All Adults in GB who access the news from the Internet	705
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●	155	17	Q.7A Websites (Computer or mobile inc. apps) used regularly (at least once a week) for UK/international news and current affairs	Base: All Adults in GB who access the news from the Internet	705
●	156	17	Q.7A Websites (Computer or mobile inc. apps) used regularly (at least once a week) for UK/international news and current affairs	Base: All Adults in GB who access the news from the Internet	705
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●	158	17	Q.7A Websites (Computer or mobile inc. apps) used regularly (at least once a week) for UK/international news and current affairs	Base: All Adults in GB who access the news from the Internet	705
●	159	17	Q.7A Websites (Computer or mobile inc. apps) used regularly (at least once a week) for UK/international news and current affairs	Base: All Adults in GB who access the news from the Internet	705
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●	179	19	Q.7A\7B Websites (Computer or mobile inc. apps) used at least occasionally (at least once a month) for UK/international news and current affairs - TOTAL	Base: All Adults in GB who access the news from the Internet	705
●	180	19	Q.7A\7B Websites (Computer or mobile inc. apps) used at least occasionally (at least once a month) for UK/international news and current affairs - TOTAL	Base: All Adults in GB who access the news from the Internet	705
●	181	20	Q.8 Main source of UK\International news and current affairs used	Base: All Adults in GB who have a regular place they access the news from	1923
●	182	20	Q.8 Main source of UK\International news and current affairs used	Base: All Adults in GB who have a regular place they access the news from	1923
●	183	20	Q.8 Main source of UK\International news and current affairs used	Base: All Adults in GB who have a regular place they access the news from	1923
●	184	20	Q.8 Main source of UK\International news and current affairs used	Base: All Adults in GB who have a regular place they access the news from	1923
●	185	20	Q.8 Main source of UK\International news and current affairs used	Base: All Adults in GB who have a regular place they access the news from	1923
●	186	20	Q.8 Main source of UK\International news and current affairs used	Base: All Adults in GB who have a regular place they access the news from	1923
●	187	20	Q.8 Main source of UK\International news and current affairs used	Base: All Adults in GB who have a regular place they access the news from	1923
●	188	20	Q.8 Main source of UK\International news and current affairs used	Base: All Adults in GB who have a regular place they access the news from	1923
●	189	20	Q.8 Main source of UK\International news and current affairs used	Base: All Adults in GB who have a regular place they access the news from	1923
●	190	20	Q.8 Main source of UK\International news and current affairs used	Base: All Adults in GB who have a regular place they access the news from	1923
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●	195	20	Q.8 Main source of UK\International news and current affairs used	Base: All Adults in GB who have a regular place they access the news from	1923
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●	197	20	Q.8 Main source of UK\International news and current affairs used	Base: All Adults in GB who have a regular place they access the news from	1923
●	198	20	Q.8 Main source of UK\International news and current affairs used	Base: All Adults in GB who have a regular place they access the news from	1923
●	199	20	Q.8 Main source of UK\International news and current affairs used	Base: All Adults in GB who have a regular place they access the news from	1923
●	200	20	Q.8 Main source of UK\International news and current affairs used	Base: All Adults in GB who have a regular place they access the news from	1923
●	201	20	Q.8 Main source of UK\International news and current affairs used	Base: All Adults in GB who have a regular place they access the news from	1923
●	202	20	Q.8 Main source of UK\International news and current affairs used	Base: All Adults in GB who have a regular place they access the news from	1923
●	203	20	Q.8 Main source of UK\International news and current affairs used	Base: All Adults in GB who have a regular place they access the news from	1923
●	204	20	Q.8 Main source of UK\International news and current affairs used	Base: All Adults in GB who have a regular place they access the news from	1923
●	205	20	Q.8 Main source of UK\International news and current affairs used	Base: All Adults in GB who have a regular place they access the news from	1923
●	206	20	Q.8 Main source of UK\International news and current affairs used	Base: All Adults in GB who have a regular place they access the news from	1923
●	207	20	Q.8 Main source of UK\International news and current affairs used	Base: All Adults in GB who have a regular place they access the news from	1923
●	208	20	Q.8 Main source of UK\International news and current affairs used	Base: All Adults in GB who have a regular place they access the news from	1923
●	209	20	Q.8 Main source of UK\International news and current affairs used	Base: All Adults in GB who have a regular place they access the news from	1923

	Page	Table	Title	Base Description	Base
●	210	20	Q.8 Main source of UK\International news and current affairs used	Base: All Adults in GB who have a regular place they access the news from	1923
●	211	20	Q.8 Main source of UK\International news and current affairs used	Base: All Adults in GB who have a regular place they access the news from	1923
●	212	21	Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)	Base: All news consumers (Regular) - TV,Newspapers,Radio,Internet	1923
●	213	21	Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)	Base: All news consumers (Regular) - TV,Newspapers,Radio,Internet	1923
●	214	21	Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)	Base: All news consumers (Regular) - TV,Newspapers,Radio,Internet	1923
●	215	21	Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)	Base: All news consumers (Regular) - TV,Newspapers,Radio,Internet	1923
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●	218	21	Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)	Base: All news consumers (Regular) - TV,Newspapers,Radio,Internet	1923
●	219	21	Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)	Base: All news consumers (Regular) - TV,Newspapers,Radio,Internet	1923
●	220	21	Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)	Base: All news consumers (Regular) - TV,Newspapers,Radio,Internet	1923
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●	222	21	Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)	Base: All news consumers (Regular) - TV,Newspapers,Radio,Internet	1923
●	223	21	Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)	Base: All news consumers (Regular) - TV,Newspapers,Radio,Internet	1923
●	224	21	Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)	Base: All news consumers (Regular) - TV,Newspapers,Radio,Internet	1923
●	225	21	Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)	Base: All news consumers (Regular) - TV,Newspapers,Radio,Internet	1923

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●	227	21	Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)	Base: All news consumers (Regular) - TV,Newspapers,Radio,Internet	1923
●	228	21	Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)	Base: All news consumers (Regular) - TV,Newspapers,Radio,Internet	1923
●	229	21	Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)	Base: All news consumers (Regular) - TV,Newspapers,Radio,Internet	1923
●	230	21	Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)	Base: All news consumers (Regular) - TV,Newspapers,Radio,Internet	1923
●	231	21	Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)	Base: All news consumers (Regular) - TV,Newspapers,Radio,Internet	1923
●	232	21	Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)	Base: All news consumers (Regular) - TV,Newspapers,Radio,Internet	1923
●	233	21	Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)	Base: All news consumers (Regular) - TV,Newspapers,Radio,Internet	1923
●	234	21	Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)	Base: All news consumers (Regular) - TV,Newspapers,Radio,Internet	1923
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	236	21	Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)	Base: All news consumers (Regular) - TV,Newspapers,Radio,Internet	1923
	237	21	Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)	Base: All news consumers (Regular) - TV,Newspapers,Radio,Internet	1923
	238	21	Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)	Base: All news consumers (Regular) - TV,Newspapers,Radio,Internet	1923
	239	21	Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)	Base: All news consumers (Regular) - TV,Newspapers,Radio,Internet	1923
	240	21	Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)	Base: All news consumers (Regular) - TV,Newspapers,Radio,Internet	1923
	241	21	Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)	Base: All news consumers (Regular) - TV,Newspapers,Radio,Internet	1923

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	242	21	Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)	Base: All news consumers (Regular) - TV,Newspapers,Radio,Internet	1923
	243	21	Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)	Base: All news consumers (Regular) - TV,Newspapers,Radio,Internet	1923
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	245	21	Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)	Base: All news consumers (Regular) - TV,Newspapers,Radio,Internet	1923
	246	21	Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)	Base: All news consumers (Regular) - TV,Newspapers,Radio,Internet	1923
	247	21	Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)	Base: All news consumers (Regular) - TV,Newspapers,Radio,Internet	1923
	248	21	Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)	Base: All news consumers (Regular) - TV,Newspapers,Radio,Internet	1923
	249	21	Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)	Base: All news consumers (Regular) - TV,Newspapers,Radio,Internet	1923
	250	21	Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)	Base: All news consumers (Regular) - TV,Newspapers,Radio,Internet	1923
	251	21	Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)	Base: All news consumers (Regular) - TV,Newspapers,Radio,Internet	1923
	252	21	Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)	Base: All news consumers (Regular) - TV,Newspapers,Radio,Internet	1923
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●	254	21	Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)	Base: All news consumers (Regular) - TV,Newspapers,Radio,Internet	1923
●	255	21	Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)	Base: All news consumers (Regular) - TV,Newspapers,Radio,Internet	1923
●	256	21	Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)	Base: All news consumers (Regular) - TV,Newspapers,Radio,Internet	1923
●	257	21	Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)	Base: All news consumers (Regular) - TV,Newspapers,Radio,Internet	1923

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●	259	21	Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)	Base: All news consumers (Regular) - TV,Newspapers,Radio,Internet	1923
●	260	21	Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)	Base: All news consumers (Regular) - TV,Newspapers,Radio,Internet	1923
●	261	21	Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)	Base: All news consumers (Regular) - TV,Newspapers,Radio,Internet	1923
●	262	21	Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)	Base: All news consumers (Regular) - TV,Newspapers,Radio,Internet	1923
●	263	21	Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)	Base: All news consumers (Regular) - TV,Newspapers,Radio,Internet	1923
●	264	21	Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)	Base: All news consumers (Regular) - TV,Newspapers,Radio,Internet	1923
●	265	21	Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)	Base: All news consumers (Regular) - TV,Newspapers,Radio,Internet	1923
●	266	21	Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)	Base: All news consumers (Regular) - TV,Newspapers,Radio,Internet	1923
●	267	22	Media Owner/Provider overview (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - At least Occasionally)	Base: All news consumers (at least occasionally) - TV,Newspapers,Radio,Internet	1931
●	268	22	Media Owner/Provider overview (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - At least Occasionally)	Base: All news consumers (at least occasionally) - TV,Newspapers,Radio,Internet	1931
●	269	22	Media Owner/Provider overview (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - At least Occasionally)	Base: All news consumers (at least occasionally) - TV,Newspapers,Radio,Internet	1931
●	270	22	Media Owner/Provider overview (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - At least Occasionally)	Base: All news consumers (at least occasionally) - TV,Newspapers,Radio,Internet	1931
●	271	22	Media Owner/Provider overview (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - At least Occasionally)	Base: All news consumers (at least occasionally) - TV,Newspapers,Radio,Internet	1931
●	272	22	Media Owner/Provider overview (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - At least Occasionally)	Base: All news consumers (at least occasionally) - TV,Newspapers,Radio,Internet	1931
●	273	22	Media Owner/Provider overview (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - At least Occasionally)	Base: All news consumers (at least occasionally) - TV,Newspapers,Radio,Internet	1931

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●	324	23	Q4\5-A. Newspaper overview - REGULARLY	Base: All Adults in GB who read the news from a newspaper	1281
●	325	23	Q4\5-A. Newspaper overview - REGULARLY	Base: All Adults in GB who read the news from a newspaper	1281
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●	328	23	Q4\5-A. Newspaper overview - REGULARLY	Base: All Adults in GB who read the news from a newspaper	1281
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●	343	25	Q3\4\5\7. Relationship between Sky and News Corp users: Media Owner: 2 circle venn diagram - Regular users	Base: All Sky or News Corp (Owner) regular users	775
●	344	25	Q3\4\5\7. Relationship between Sky and News Corp users: Media Owner: 2 circle venn diagram - Regular users	Base: All Sky or News Corp (Owner) regular users	775

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●	346	25	Q3\4\5\7. Relationship between Sky and News Corp users: Media Owner: 2 circle venn diagram - Regular users	Base: All Sky or News Corp (Owner) regular users	775
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●	348	26	Q3\4\5\6\7. Relationship between Sky and News Corp users: Media Provider: 2 circle venn diagram - Regular users	Base: All Sky or News Corp (Provider) regular users	972
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●	350	26	Q3\4\5\6\7. Relationship between Sky and News Corp users: Media Provider: 2 circle venn diagram - Regular users	Base: All Sky or News Corp (Provider) regular users	972
●	351	26	Q3\4\5\6\7. Relationship between Sky and News Corp users: Media Provider: 2 circle venn diagram - Regular users	Base: All Sky or News Corp (Provider) regular users	972
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	353	27	Q. Breaks X Breaks	Base: All Adults in GB	2018
	354	27	Q. Breaks X Breaks	Base: All Adults in GB	2018
	355	27	Q. Breaks X Breaks	Base: All Adults in GB	2018
●	356	27	Q. Breaks X Breaks	Base: All Adults in GB	2018
●	357	27	Q. Breaks X Breaks	Base: All Adults in GB	2018
●	358	27	Q. Breaks X Breaks	Base: All Adults in GB	2018
	359	27	Q. Breaks X Breaks	Base: All Adults in GB	2018
	360	27	Q. Breaks X Breaks	Base: All Adults in GB	2018
	361	27	Q. Breaks X Breaks	Base: All Adults in GB	2018
	362	27	Q. Breaks X Breaks	Base: All Adults in GB	2018
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	364	27	Q. Breaks X Breaks	Base: All Adults in GB	2018

	Page	Table	Title	Base Description	Base
	365	28	Q. Breaks X Breaks	Base: All Adults in GB who have a regular place they access the news from	1923
	366	28	Q. Breaks X Breaks	Base: All Adults in GB who have a regular place they access the news from	1923
	367	28	Q. Breaks X Breaks	Base: All Adults in GB who have a regular place they access the news from	1923
●	368	28	Q. Breaks X Breaks	Base: All Adults in GB who have a regular place they access the news from	1923
●	369	28	Q. Breaks X Breaks	Base: All Adults in GB who have a regular place they access the news from	1923
●	370	28	Q. Breaks X Breaks	Base: All Adults in GB who have a regular place they access the news from	1923
	371	28	Q. Breaks X Breaks	Base: All Adults in GB who have a regular place they access the news from	1923
	372	28	Q. Breaks X Breaks	Base: All Adults in GB who have a regular place they access the news from	1923
	373	28	Q. Breaks X Breaks	Base: All Adults in GB who have a regular place they access the news from	1923
	374	28	Q. Breaks X Breaks	Base: All Adults in GB who have a regular place they access the news from	1923
	375	28	Q. Breaks X Breaks	Base: All Adults in GB who have a regular place they access the news from	1923
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Q.1A Media platforms used regularly (at least once a week) for UK/international news and current affairs

Base: All Adults in GB

	GENDER		AGE						SOCIAL CLASS		WORKING STATUS		COUNTRY			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	Working	Not working	England	Scotland	Wales
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	
Unweighted Base	2018	953	1065	318	291	311	301	305	492	887	1131	918	1100	1723	189	106
Weighted Base	47125	22815	24310	6818	7597	8536	7926	6524	9724	25846	21279	24268	22857	40765	3978	2381*
Television	37439	17750	19689	4509	5323	6670	6377	5834	8727	20195	17244	18985	18455	32416	3164	1860
	79%	78%	81%	66%	70%	78%cd	80%cd	f	89%cde	90%cdef	78%	81%	81%	80%	80%	78%
Newspapers	20590	10281	10308	2829	2749	3103	3362	3276	5270	12329	8261	10341	10249	17691	1762	1137
	44%	45%	42%	41%	36%	36%	42%	50%cde	54%cdef	48%cj	39%	43%	45%	43%	44%	48%
Radio	15173	7387	7786	1418	2145	2997	2923	2501	3189	9881	5292	8959	6214	13256	971	945
	32%	32%	32%	21%	28%c	35%cd	37%cd	38%cd	33%cd	38%j	25%	37%l	27%	33%n	24%	40%n
Internet on a computer/laptop	11384	6018	5365	2219	2754	2562	2173	1100	575	8437	2946	7161	4222	9962	899	522
	24%	26%b	22%	33%gh	36%fgh	30%gh	27%gh	17%h	6%	33%aj	14%	30%l	18%	24%	23%	22%
Internet on a mobile phone	2433	1331	1102	681	954	303	318	93	84	1642	791	1676	757	2241	138	54
	5%	6%	5%	10%efg	13%efgh	4%h	4%h	1%	1%	6%cj	4%	7%l	3%	5%	3%	2%
TV text services (e.g. Ceefax, Teletext)	1441	715	726	143	202	219	322	255	300	985	457	682	759	1278	59	104
	3%	3%	3%	2%	3%	3%	4%	4%	3%	4%j	2%	3%	3%	3%	1%	4%
Magazines	2743	935	1808	690	483	483	357	321	409	1714	1029	1351	1392	2282	225	236
	6%	4%	7%a	10%efgh	6%	6%	5%	5%	4%	7%	5%	6%	6%	6%	6%	10%
Word of mouth	3676	1844	1832	572	628	531	755	429	760	2188	1488	2105	1571	3120	299	257
	8%	8%	8%	8%	8%	6%	10%	7%	8%	8%	7%	9%	7%	8%	8%	11%
Do not follow the news/not interested in news	1625	854	771	510	264	297	256	115	182	647	978	863	762	1361	192	72
	3%	4%	3%	7%defg	3%	3%	3%	2%	2%	3%	5%l	4%	3%	3%	5%	3%
SUMMARY CODES																
Net : TV only	13037	5737	7299	1632	1825	2310	2178	1896	3197	5382	7655	5758	7279	11349	1167	521
	28%	25%	30%a	24%	24%	27%	27%	29%	33%cd	21%	36%l	24%	32%k	28%	29%	22%
Net : Radio only	1178	472	706	101	207	400	180	138	152	762	415	708	470	1033	68	77
	2%	2%	3%	1%	3%	5%ch	2%	2%	2%	3%	2%	3%	2%	3%	2%	3%
Net : Newspapers only	2530	1407	1123	517	488	400	379	214	532	1305	1225	1114	1416	2262	211	57
	5%	6%	5%	8%g	6%	5%	5%	3%	5%	5%	6%	5%	6%	6%	5%	2%
Net : Internet only	2159	1176	983	567	740	552	206	58	35	1407	752	1288	871	1853	170	136
	5%	5%	4%	8%fgh	10%fgh	6%fgh	3%h	1%	-	5%j	4%	5%	4%	5%	4%	6%
Net : TV & Radio only	3301	1578	1723	235	466	577	786	547	690	1891	1410	1923	1378	2877	255	170
	7%	7%	7%	3%	6%	7%	10%cd	8%cd	7%cd	7%	8%	8%	6%	7%	6%	7%
Net : TV & Newspaper only	7110	3245	3865	781	788	862	1065	1257	2357	3463	3648	2974	4136	5882	829	400
	15%	14%	16%	11%	10%	10%	13%	19%cde	24%cdef	13%	17%l	12%	18%k	14%	21%lm	17%
Net : TV & Internet only	2642	1410	1233	501	713	699	436	232	61	1639	1003	1633	1010	2332	197	113
	6%	6%	5%	7%gh	9%gh	8%gh	5%h	4%h	1%	6%	5%	7%l	4%	6%	5%	5%
Net : TV & Radio & Newspaper only	5223	2556	2667	343	390	796	607	1149	1938	2950	2273	2580	2642	4540	262	421
	11%	11%	11%	5%	5%	9%	8%	18%cde	20%cdef	11%	11%	11%	12%	11%	7%	18%n
Net : TV & Radio & Internet	1551	797	754	158	414	477	255	145	102	1140	411	1120	431	1385	128	37
	3%	3%	3%	2%	5%h	6%gh	3%h	2%	1%	4%j	2%	5%l	2%	3%	3%	2%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o

* small base

Q.1A Media platforms used regularly (at least once a week) for UK/international news and current affairs

Base: All Adults in GB

	GENDER		AGE						SOCIAL CLASS		WORKING STATUS		COUNTRY				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	Working	Not working	England	Scotland	Wales	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)		
Unweighted Base	2018	953	1065	318	291	311	301	305	492	887	1131	918	1100	1723	189	106	
Weighted Base	47125	22815	24310	6818	7597	8536	7926	6524	9724	25846	21279	24268	22857	40765	3978	2381*	
Net : TV & Internet & Newspapers only	1563	949	614	462	284	292	246	142	136	1286	277	981	582	1397	147	19	
	3%	4%	3%	7% ^{fgh}	4%	3%	3%	2%	1%	5% ^j	1%	4%	3%	3%	4%	1%	
Net : Internet & Radio only	385	155	230	81	90	31	151	32	-	322	63	266	119	354	-	31	
	1%	1%	1%	1% ^h	1% ^h	*	2% ^h	*	-	1% ^j	*	1%	1%	1%	-	1%	
Net : Internet & Newspaper only	629	295	333	226	221	36	120	24	-	510	119	330	298	543	55	31	
	1%	1%	1%	3% ^{egh}	3% ^{egh}	*	2% ^h	*	-	2% ^j	1%	1%	1%	1%	1%	1%	
Net : Internet & Radio & Newspaper only	213	163	50	37	95	-	62	-	19	153	60	171	42	190	23	-	
	*	1%	*	1%	1%	-	1%	-	*	1%	*	1%	*	1%	1%	-	
Net : Radio & Newspaper only	310	188	122	67	39	60	78	24	43	218	92	174	135	223	57	29	
	1%	1%	1%	1%	1%	1%	1%	*	*	1%	*	1%	1%	1%	1%	1%	
Net : TV & Radio & Newspaper & Internet	3012	1478	1534	397	442	657	803	467	245	2445	567	2015	997	2654	177	180	
	6%	6%	6%	6% ^h	6% ^h	8% ^h	10% ^h	7% ^h	3%	9% ^j	3%	8% ⁱ	4%	7%	4%	8%	
Net : Any Internet	12154	6423	5731	2429	3001	2745	2281	1100	598	8901	3253	7805	4349	10709	899	546	
	26%	28% ^b	24%	36% ^{gh}	39% ^{fgh}	32% ^{gh}	29% ^{gh}	17% ^h	6%	34% ^j	15%	32% ⁱ	19%	26%	23%	23%	
Net : Any Specified News Platform	45033	21759	23273	6154	7205	8225	7618	6325	9507	24988	20045	23161	21872	39064	3748	2220	
	96%	95%	96%	90%	95% ^c	96% ^c	96% ^c	97% ^c	98% ^{cd}	97% ^j	94%	95%	96%	96%	94%	93%	
Net : TV, Radio, Newspapers or Internet	44843	21606	23237	6104	7205	8148	7554	6325	9507	24873	19970	23036	21806	38874	3748	2220	
	95%	95%	96%	90%	95% ^c	95% ^c	95% ^c	97% ^c	98% ^{cd}	96% ^j	94%	95%	95%	95%	94%	93%	
NUMBER OF MAIN PLATFORMS USED																	
1 Platform only	(1)	18903	8792	10111	2816	3261	3661	2943	2306	3915	8857	10047	8867	10036	16496	1617	790
		40%	39%	42%	41%	43%	43%	37%	35%	40%	34%	47% ⁱ	37%	44% ^k	40%	41%	33%
2 Platforms	(2)	14377	6872	7506	1890	2318	2265	2637	2116	3152	8042	6335	7301	7076	12211	1393	772
		31%	30%	31%	28%	31%	27%	33%	32%	32%	31%	30%	30%	31%	30%	35%	32%
3 Platforms	(3)	8550	4465	4085	1000	1184	1566	1171	1435	2194	5529	3022	4853	3697	7512	561	477
		18%	20%	17%	15%	16%	18%	15%	22% ^{cf}	23% ^{cd}	21% ^j	14%	20% ⁱ	16%	18%	14%	20%
4 Platforms	(4)	3012	1478	1534	397	442	657	803	467	245	2445	567	2015	997	2654	177	180
		6%	6%	6%	6% ^h	6% ^h	8% ^h	10% ^h	7% ^h	3%	9% ^j	3%	8% ⁱ	4%	7%	4%	8%
Don't know		264	109	155	73	111	-	16	41	24	121	143	148	116	138	38	88
		1%	*	1%	1%	1% ^e	-	*	1%	*	*	1%	1%	1%	*	1%	4% ^m
Mean Score	1.903	1.937	1.873	1.833	1.835	1.904	1.978	2.010^c	1.871	2.063^j	1.705	2.001ⁱ	1.801	1.905	1.813	2.021	
Standard Deviation	0.934	0.940	0.927	0.926	0.914	0.977	0.985	0.942	0.854	0.984	0.825	0.972	0.879	0.939	0.858	0.946	
Error Variance	*	0.001	0.001	0.003	0.003	0.003	0.003	0.003	0.002	0.001	0.001	0.001	0.001	0.001	0.004	0.009	

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o

* small base

Q.1A Media platforms used regularly (at least once a week) for UK/international news and current affairs

Base: All Adults in GB

	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED			
	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	2018	614	870	461	1784	942	1281	705
Weighted Base	47125	15173	20590	12154	41631	22651	30407	18366
Television	37439 79%	13087 86%cd	16908 82%cd	8768 72%	37439 90%fgh	19683 87%gh	25394 84%h	14285 78%
Newspapers	20590 44%	16908 45%	20590 100%abd	5417 45%	19093 46%	12118 53%eh	20590 68%efh	8796 48%
Radio	15173 32%	13087 35%	15173 100%acd	5161 42%a	14174 34%	15173 67%egh	11622 38%e	7410 40%e
Internet on a computer/laptop	11384 24%	8299 22%	5183 25%	11384 94%abc	9450 23%	6670 29%eg	7707 25%	11384 62%efg
Internet on a mobile phone	2433 5%	1743 5%	1315 6%	2433 20%abc	1996 5%	1660 7%e	1810 6%	2433 13%efg
TV text services (e.g. Ceefax, Teletext)	1441 3%	1261 3%	785 4%	886 7%ac	1309 3%	1054 5%	1094 4%	1039 6%eg
Magazines	2743 6%	2260 6%	1853 9%a	1403 12%a	2483 6%	1792 8%	2061 7%	1724 9%eg
Word of mouth	3676 8%	3153 8%	2177 11%	1509 12%a	3369 8%	2553 11%e	2653 9%	1830 10%
Do not follow the news/not interested in news	1625 3%	-	-	-	180	33	39	52
SUMMARY CODES								
Net : TV only	13037 28%	13037 35%bcd	-	-	13037 31%fgh	2665 12%	5026 17%fh	2057 11%
Net : Radio only	1178 2%	-	1178 8%acd	-	607 1%	1178 5%egh	415 1%	152 1%
Net : Newspapers only	2530 5%	-	2530 12%abd	-	1582 4%fh	414 2%	2530 8%efh	369 2%
Net : Internet only	2159 5%	-	-	2159 18%abc	744 2%	287 1%	636 2%	2159 12%efg
Net : TV & Radio only	3301 7%	3301 9%cd	3301 22%acd	-	3301 8%gh	3301 15%egh	1576 5%h	531 3%
Net : TV & Newspaper only	7110 15%	7110 19%bd	-	7110 35%abd	7110 17%fh	2285 10%	7110 23%efh	1444 8%
Net : TV & Internet only	2642 6%	2642 7%bc	-	2642 22%abc	2642 6%g	1031 5%	1175 4%	2642 14%efg
Net : TV & Radio & Newspaper only	5223 11%	5223 14%cd	5223 34%acd	5223 25%ad	-	5223 23%egh	5223 17%eh	1485 8%
Net : TV & Radio & Internet	1551 3%	1551 4%c	1551 10%ac	-	1551 13%ac	1551 4%g	709 2%	1551 8%eg
Net : TV & Internet & Newspapers only	1563 3%	1563 4%b	-	1563 8%ab	1563 13%abc	614 3%	1563 5%f	1563 9%efg

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

Q.1A Media platforms used regularly (at least once a week) for UK/international news and current affairs

Base: All Adults in GB

	Total	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED			
		Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	2018	1606	614	870	461	1784	942	1281	705
Weighted Base	47125	37439	15173	20590	12154	41631	22651	30407	18366
Net : Internet & Radio only	385 1%	-	385 3%ac	-	385 3%ac	169 *	385 2%eg	164 1%	385 2%eg
Net : Internet & Newspaper only	629 1%	-	-	629 3%ab	629 5%ab	293 1%	46 *	629 2%ef	629 3%ef
Net : Internet & Radio & Newspaper only	213 *	-	213 1%a	213 1%a	213 2%a	63 *	213 1%e	213 1%e	213 1%e
Net : Radio & Newspaper only	310 1%	-	310 2%ad	310 2%ad	-	247 1%	310 1%e	310 1%	81 *
Net : TV & Radio & Newspaper & Internet	3012 6%	3012 8%	3012 20%ac	3012 15%a	3012 25%ac	3012 7%	3012 13%eg	3012 10%e	3012 16%eg
Net : Any Internet	12154 26%	8768 23%	5161 34%ac	5417 26%	12154 100%abc	10038 24%	7139 32%eg	8101 27%	12154 66%efg
Net : Any Specified News Platform	45033 96%	37439 100%	15173 100%	20590 100%	12154 100%	41274 99%	22568 100%	30329 100%e	18282 100%
Net : TV, Radio, Newspapers or Internet	44843 95%	37439 100%	15173 100%	20590 100%	12154 100%	41145 99%	22516 99%	30291 100%e	18273 99%
NUMBER OF MAIN PLATFORMS USED									
1 Platform only (1)	18903 40%	13037 35%bcd	1178 8%	2530 12%b	2159 18%bc	15969 38%fgh	4544 20%	8608 28%f	4737 26%f
2 Platforms (2)	14377 31%	13054 35%b	3996 26%	8049 39%abd	3656 30%	13763 33%	7358 32%	10963 36%h	5711 31%
3 Platforms (3)	8550 18%	8337 22%	6987 46%acd	6999 34%ad	3327 27%a	8401 20%	7602 34%egh	7709 25%e	4813 26%e
4 Platforms (4)	3012 6%	3012 8%	3012 20%ac	3012 15%a	3012 25%ac	3012 7%	3012 13%eg	3012 10%e	3012 16%eg
Don't know	264 1%	-	-	-	-	95 *	33 *	-	33 *
Mean Score	1.903	2.035	2.780acd	2.510a	2.592a	1.962	2.403eg	2.169e	2.334eg
Standard Deviation	0.934	0.944	0.851	0.888	1.045	0.940	0.955	0.953	1.035
Error Variance	*	0.001	0.001	0.001	0.002	0.001	0.001	0.001	0.002

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

Q.1A Media platforms used regularly (at least once a week) for UK/international news and current affairs

Base: All Adults in GB

	Total	Q2 MAIN PLATFORM				Q1A - TV, RADIO, NEWSPAPERS OR INTERNET
		Main TV	Main Radio	Main Newspaper	Main Internet	
		(a)	(b)	(c)	(d)	
					(e)	
Unweighted Base	2018	1255	177	283	185	1909
Weighted Base	47125	28746	4575	6449	4834	44843
Television	37439 79%	27828 97%abcd	3106 68%cd	3869 60%cd	1917 40%	37439 83%
Newspapers	20590 44%	10464 36%	2070 45%ad	6122 95%abd	1556 32%	20590 46%
Radio	15173 32%	7835 27%	4214 92%acd	1740 27%	1075 22%	15173 34%
Internet on a computer/laptop	11384 24%	4924 17%	1085 24%ac	1027 16%	4187 87%abc	11384 25%
Internet on a mobile phone	2433 5%	682 2%	246 5%a	133 2%	1324 27%abc	2433 5%
TV text services (e.g. Ceefax, Teletext)	1441 3%	716 2%	150 3%	203 3%	179 4%	1352 3%
Magazines	2743 6%	1349 5%	299 7%	523 8%a	416 9%a	2642 6%
Word of mouth	3676 8%	2016 7%	414 9%	359 6%	455 9%	3434 8%
Do not follow the news/not interested in news	1625 3%	180 1%	19 *	24 *	52 1%	- -
SUMMARY CODES						
Net : TV only	13037 28%	12640 44%abcd	64 1%	140 2%	76 2%	13037 29%
Net : Radio only	1178 2%	92 *	1059 23%acd	- -	- -	1178 3%
Net : Newspapers only	2530 5%	311 1%	43 1%	2132 33%abd	33 1%	2530 6%
Net : Internet only	2159 5%	97 *	- -	18 *	2004 41%abc	2159 5%
Net : TV & Radio only	3301 7%	2288 8%cd	848 19%acd	43 1%	- -	3301 7%
Net : TV & Newspaper only	7110 15%	4850 17%bd	122 3%	1886 29%abd	48 1%	7110 16%
Net : TV & Internet only	2642 6%	1843 6%abc	75 2%cd	- -	610 13%abc	2642 6%
Net : TV & Radio & Newspaper only	5223 11%	3042 11%cd	1045 23%ad	1010 16%ad	19 *	5223 12%
Net : TV & Radio & Internet	1551 3%	904 3%cd	277 6%cd	56 1%	314 6%ac	1551 3%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d

Q.1A Media platforms used regularly (at least once a week) for UK/international news and current affairs

Base: All Adults in GB

	Total	Q2 MAIN PLATFORM				Q1A - TV, RADIO, NEWSPAPERS OR INTERNET
		Main TV	Main Radio	Main Newspaper	Main Internet	(e)
		(a)	(b)	(c)	(d)	
Unweighted Base	2018	1255	177	283	185	1909
Weighted Base	47125	28746	4575	6449	4834	44843
Net : TV & Internet & Newspapers only	1563 3%	791 3% ^b	-	310 5% ^b	462 10% ^{ab}	1563 3%
Net : Internet & Radio only	385 1%	39 *	124 3% ^a	32 *	190 4% ^{ac}	385 1%
Net : Internet & Newspaper only	629 1%	-	-	185 3% ^{ab}	443 9% ^{abc}	629 1%
Net : Internet & Radio & Newspaper only	213 *	-	32 1% ^a	19 *	163 3% ^{ac}	213 *
Net : Radio & Newspaper only	310 1%	-	153 3% ^{ad}	157 2% ^{ad}	-	310 1%
Net : TV & Radio & Newspaper & Internet	3012 6%	1469 5%	675 15% ^{ac}	423 7%	389 8%	3012 7%
Net : Any Internet	12154 26%	5144 18%	1183 26% ^{ac}	1043 16%	4575 95% ^{abc}	12154 27%
Net : Any Specified News Platform	45033 96%	28440 99%	4556 100%	6412 99%	4750 98%	44843 100%
Net : TV, Radio, Newspapers or Internet	44843 95%	28367 99%	4517 99%	6412 99%	4750 98%	44843 100%
NUMBER OF MAIN PLATFORMS USED						
1 Platform only (1)	18903 40%	13140 46% ^{bc}	1166 25%	2290 36% ^b	2112 44% ^b	18903 42%
2 Platforms (2)	14377 31%	9020 31%	1322 29%	2303 36%	1291 27%	14377 32%
3 Platforms (3)	8550 18%	4738 16%	1354 30% ^{ad}	1395 22%	957 20%	8550 19%
4 Platforms (4)	3012 6%	1469 5%	675 15% ^{ac}	423 7%	389 8%	3012 7%
Don't know	264 1%	95 *	-	-	33 1%	-
Mean Score	1.903	1.807	2.341^{acd}	1.992^a	1.921	1.903
Standard Deviation	0.934	0.895	1.020	0.916	0.984	0.934
Error Variance	*	0.001	0.006	0.003	0.005	*

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d

OFCOM NEWS STUDY (QS7603 - 611246)

Q.1A Media platforms used regularly (at least once a week) for UK/international news and current affairs
 Base: All Adults in GB

	Q.1A MEDIA PLATFORMS USED REGULARLY (AT LEAST ONCE A WEEK) FOR UK/INTERNATIONAL NEWS AND CURRENT AFFAIRS																	
	Total	TV only (a)	Radio only (b)	News papers only (c)	Internet only (d)	TV & Radio only (e)	TV & News paper only (f)	TV & Internet only (g)	TV & Radio & News paper only (h)	TV & Radio & Internet (i)	TV & Internet & News papers only (j)	Internet & Radio only (k)	Internet & News paper only (l)	Internet & Radio & News paper only (m)	Radio & News paper only (n)	TV & Radio & News paper & Internet (o)	Any Internet (p)	Any Specified News Platform (q)
Unweighted Base	2018	593	49	113	85	138	315	105	228	56	61	13	23	8	12	110	461	1917
Weighted Base	47125	13037	1178*	2530*	2159*	3301	7110	2642*	5223	1551*	1563*	385**	629**	213**	310**	3012	12154	45033
Television	37439	13037	-	-	-	3301	7110	2642	5223	1551	1563	-	-	-	-	3012	8768	37439
	79%	100%bcdpq	-	-	-	100%bcdp	100%bcdp	100%bcdp	100%bcdp	100%bcdp	100%bcdp	-	-	-	-	100%bcdpq	72%bcd	83%bcdp
Newspapers	20590	-	-	2530	-	-	7110	-	5223	-	1563	-	629	213	310	3012	5417	20590
	44%	-	-	100%abdegi	-	-	100%abdegi	-	100%abdegi	-	100%abdegi	-	100%	100%	100%	100%abdeg	45%abdegi	46%abdegi
Radio	15173	-	1178	-	-	3301	-	-	5223	1551	-	385	-	213	310	3012	5161	15173
	32%	-	100%acdfgj	-	-	100%acdfgj	-	-	100%acdf	100%acdfgj	-	100%	-	100%	100%	100%acdfg	42%acdfgj	34%acdfgj
Internet on a computer/laptop	11384	-	-	-	1952	-	-	2475	-	1451	1451	322	629	181	-	2921	11384	11384
	24%	-	-	-	90%abcefh	-	-	94%abcefh	-	94%abcef	93%abcef	84%	100%	85%	-	97%abcef	94%abcefh	25%abcefh
Internet on a mobile phone	2433	-	-	-	374	-	-	394	-	257	330	94	69	153	-	763	2433	2433
	5%	-	-	-	17%abcefh	-	-	15%abcefh	-	17%abcef	21%abcef	25%	11%	72%	-	25%abcef	20%abcefhq	5%acefhq
TV text services (e.g. Ceefax, Teletext)	1441	84	-	11	24	87	141	113	143	203	56	57	-	-	-	433	886	1441
	3%	1%	-	*	1%	3%	2%	4%a	3%a	13%abcdef	4%a	15%	-	-	-	14%abcdef	7%acdfhq	3%a
Magazines	2743	160	26	61	92	162	359	135	431	187	150	26	119	18	39	675	1403	2743
	6%	1%	2%	2%	4%	5%a	5%a	5%a	8%a	12%ac	10%a	7%	19%	9%	13%	22%abcde	12%acefq	6%a
Word of mouth	3676	330	54	56	29	450	374	168	622	195	233	31	17	55	39	781	1509	3473
	8%	3%	5%	2%	1%	14%acdfq	5%a	6%	12%acdfq	13%acd	15%acdfq	8%	3%	26%	13%	26%abcde	12%acdfq	8%acd
Do not follow the news/not interested in news	1625	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SUMMARY CODES																		
Net : TV only	13037	13037	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13037
	28%	100%bcdefghijopq	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	29%bcdefghijopq
Net : Radio only	1178	-	1178	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1178
	2%	-	100%acdefghijopq	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%afho
Net : Newspapers only	2530	-	-	2530	-	-	-	-	-	-	-	-	-	-	-	-	-	2530
	5%	-	-	100%abdefghijopq	-	-	-	-	-	-	-	-	-	-	-	-	-	6%adefghop
Net : Internet only	2159	-	-	-	2159	-	-	-	-	-	-	-	-	-	-	-	2159	2159
	5%	-	-	-	100%abcefg	-	-	-	-	-	-	-	-	-	-	-	18%abcefg	5%acefg
Net : TV & Radio only	3301	-	-	-	-	3301	-	-	-	-	-	-	-	-	-	-	-	3301
	7%	-	-	-	-	100%abcdfghijopq	-	-	-	-	-	-	-	-	-	-	-	7%acdfghijopq

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing

OFCOM NEWS STUDY (QS7603 - 611246)

Q.1A Media platforms used regularly (at least once a week) for UK/international news and current affairs
Base: All Adults in GB

	Q.1A MEDIA PLATFORMS USED REGULARLY (AT LEAST ONCE A WEEK) FOR UK/INTERNATIONAL NEWS AND CURRENT AFFAIRS																	
	Total	TV only (a)	Radio only (b)	News papers only (c)	Internet only (d)	TV & Radio only (e)	TV & News paper only (f)	TV & Internet only (g)	TV & Radio & News paper only (h)	TV & Radio & Internet (i)	TV & Internet & News papers only (j)	Internet & Radio only (k)	Internet & News paper only (l)	Internet & Radio & News paper only (m)	Radio & News paper only (n)	TV & Radio & News paper & Internet (o)	Any Internet (p)	Any Specified News Platform (q)
Unweighted Base	2018	593	49	113	85	138	315	105	228	56	61	13	23	8	12	110	461	1917
Weighted Base	47125	13037	1178*	2530*	2159*	3301	7110	2642*	5223	1551*	1563*	385**	629**	213**	310**	3012	12154	45033
Net : TV & Newspaper only	7110 15%	-	-	-	-	-	7110 100%abcdeg hijopq	-	-	-	-	-	-	-	-	-	-	7110 16%abcd eghijop
Net : TV & Internet only	2642 6%	-	-	-	-	-	-	2642 100%abcdef hijopq	-	-	-	-	-	-	-	-	2642 22%abcdefh ijopq	2642 6%acde fho
Net : TV & Radio & Newspaper only	5223 11%	-	-	-	-	-	-	-	5223 100%abcdef gijopq	-	-	-	-	-	-	-	-	5223 12%abcd efgijop
Net : TV & Radio & Internet	1551 3%	-	-	-	-	-	-	-	-	1551 100%abcdef ghijopq	-	-	-	-	-	-	1551 13%abcdefg hjoq	1551 3%aefh
Net : TV & Internet & Newspapers only	1563 3%	-	-	-	-	-	-	-	-	-	1563 100%abcdef ghioq	-	-	-	-	-	1563 13%abcdefg hioq	1563 3%aefh
Net : Internet & Radio only	385 1%	-	-	-	-	-	-	-	-	-	-	385 100%	-	-	-	-	385 3%aefhq	385 1%a
Net : Internet & Newspaper only	629 1%	-	-	-	-	-	-	-	-	-	-	-	629 100%	-	-	-	629 5%acdefgh oq	629 1%af
Net : Internet & Radio & Newspaper only	213 *	-	-	-	-	-	-	-	-	-	-	-	-	213 100%	-	-	213 2%afq	213 *
Net : Radio & Newspaper only	310 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	310 100%	-	-	310 1%
Net : TV & Radio & Newspaper & Internet	3012 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3012 100%abcde fghijpq	3012 25%abcdefg hijq	3012 7%acde fghj
Net : Any Internet	12154 26%	-	-	-	2159 100%abcefh q	-	-	2642 100%abcefh q	-	1551 100%abce fhq	1563 100%abce fhq	385 100%	629 100%	213 100%	-	3012 100%abce fhq	12154 100%abcefh q	12154 27%abce fh
Net : Any Specified News Platform	45033 96%	13037 100%	1178 100%	2530 100%	2159 100%	3301 100%	7110 100%	2642 100%	5223 100%	1551 100%	1563 100%	385 100%	629 100%	213 100%	310 100%	3012 100%	12154 100%	45033 100%
Net : TV, Radio, Newspapers or Internet	44843 95%	13037 100%	1178 100%	2530 100%	2159 100%	3301 100%	7110 100%	2642 100%	5223 100%	1551 100%	1563 100%	385 100%	629 100%	213 100%	310 100%	3012 100%	12154 100%	44843 100%
NUMBER OF MAIN PLATFORMS USED																		
1 Platform only	(1) 18903 40%	13037 100%efgh ijopq	1178 100%efgh ijopq	2530 100%efgh ijopq	2159 100%efghij opq	-	-	-	-	-	-	-	-	-	-	-	2159 18%efghij o	18903 42%efgh ijop
2 Platforms	(2) 14377 31%	-	-	-	-	3301 100%abcd hijopq	7110 100%abcd hijopq	2642 100%abcdhi jopq	-	-	-	385 100%	629 100%	-	310 100%	-	3656 30%abcdhi jo	14377 32%abcd hijo

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing

OFCOM NEWS STUDY (QS7603 - 611246)

Q.1A Media platforms used regularly (at least once a week) for UK/international news and current affairs

Base: All Adults in GB

		Q.1A MEDIA PLATFORMS USED REGULARLY (AT LEAST ONCE A WEEK) FOR UK/INTERNATIONAL NEWS AND CURRENT AFFAIRS																
Total	TV only (a)	Radio only (b)	News papers only (c)	Internet only (d)	TV & Radio only (e)	TV & News paper only (f)	TV & Internet only (g)	TV & Radio & News paper only (h)	TV & Radio & Internet (i)	TV & Internet & News papers only (j)	Internet & Radio only (k)	Internet & News paper only (l)	Internet & Radio & News paper only (m)	Radio & News paper only (n)	TV & Radio & News paper & Internet (o)	Any Internet (p)	Any Specified News Platform (q)	
Unweighted Base	2018	593	49	113	85	138	315	105	228	56	61	13	23	8	12	110	461	1917
Weighted Base	47125	13037	1178*	2530*	2159*	3301	7110	2642*	5223	1551*	1563*	385**	629**	213**	310**	3012	12154	45033
3 Platforms	(3)	8550 18%	-	-	-	-	-	-	5223 100%abcd efgopq	1551 100%abcd efgopq	1563 100%abcdef gopq	-	-	213 100%	-	-	3327 27%abcdef goq	8550 19%abcd efgo
4 Platforms	(4)	3012 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	3012 100%abcde fghijpq	3012 25%abcdefg hijq	3012 7%acde fghj
Don't know		264 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean Score		1.903	1.000	1.000	1.000	2.000	2.000	2.000	3.000pq	3.000pq	3.000pq	2.000	2.000	3.000	2.000	4.000pq	2.592abcd efgq	1.903abcd
Standard Deviation		0.934	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.045	0.934
Error Variance		*	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.002	*

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing

Q.1A Media platforms used regularly (at least once a week) for UK/international news and current affairs

Base: All Adults in GB

	Total	Q.1A NUMBER OF MAIN PLATFORMS USED			
		1 Platform only (a)	2 Platforms (b)	3 Platforms (c)	4 Platforms (d)
Unweighted Base	2018	840	606	353	110
Weighted Base	47125	18903	14377	8550	3012
Television	37439 79%	13037 69%	13054 91%a	8337 98%ab	3012 100%ab
Newspapers	20590 44%	2530 13%	8049 56%a	6999 82%ab	3012 100%abc
Radio	15173 32%	1178 6%	3996 28%a	6987 82%ab	3012 100%abc
Internet on a computer/laptop	11384 24%	1952 10%	3426 24%a	3084 36%ab	2921 97%abc
Internet on a mobile phone	2433 5%	374 2%	557 4%a	740 9%ab	763 25%abc
TV text services (e.g. Ceefax, Teletext)	1441 3%	119 1%	398 3%a	403 5%a	433 14%abc
Magazines	2743 6%	340 2%	841 6%a	786 9%a	675 22%abc
Word of mouth	3676 8%	469 2%	1079 8%a	1105 13%ab	781 26%abc
Do not follow the news/not interested in news	1625 3%	-	-	-	-
SUMMARY CODES					
Net : TV only	13037 28%	13037 69%bcd	-	-	-
Net : Radio only	1178 2%	1178 6%bcd	-	-	-
Net : Newspapers only	2530 5%	2530 13%bcd	-	-	-
Net : Internet only	2159 5%	2159 11%bcd	-	-	-
Net : TV & Radio only	3301 7%	-	3301 23%acd	-	-
Net : TV & Newspaper only	7110 15%	-	7110 49%acd	-	-
Net : TV & Internet only	2642 6%	-	2642 18%acd	-	-
Net : TV & Radio & Newspaper only	5223 11%	-	-	5223 61%abd	-
Net : TV & Radio & Internet	1551 3%	-	-	1551 18%abd	-
Net : TV & Internet & Newspapers only	1563 3%	-	-	1563 18%abd	-

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d

Q.1A Media platforms used regularly (at least once a week) for UK/international news and current affairs

Base: All Adults in GB

	Total	Q.1A NUMBER OF MAIN PLATFORMS USED			
		1 Platform only (a)	2 Platforms (b)	3 Platforms (c)	4 Platforms (d)
Unweighted Base	2018	840	606	353	110
Weighted Base	47125	18903	14377	8550	3012
Net : Internet & Radio only	385 1%	-	385 3%ac	-	-
Net : Internet & Newspaper only	629 1%	-	629 4%acd	-	-
Net : Internet & Radio & Newspaper only	213 *	-	-	213 2%ab	-
Net : Radio & Newspaper only	310 1%	-	310 2%ac	-	-
Net : TV & Radio & Newspaper & Internet	3012 6%	-	-	-	3012 100%abc
Net : Any Internet	12154 26%	2159 11%	3656 25%a	3327 39%ab	3012 100%abc
Net : Any Specified News Platform	45033 96%	18903 100%	14377 100%	8550 100%	3012 100%
Net : TV, Radio, Newspapers or Internet	44843 95%	18903 100%	14377 100%	8550 100%	3012 100%
NUMBER OF MAIN PLATFORMS USED					
1 Platform only	(1) 18903 40%	18903 100%bcd	-	-	-
2 Platforms	(2) 14377 31%	-	14377 100%acd	-	-
3 Platforms	(3) 8550 18%	-	-	8550 100%abd	-
4 Platforms	(4) 3012 6%	-	-	-	3012 100%abc
Don't know	264 1%	-	-	-	-
Mean Score	1.903	1.000	2.000	3.000	4.000
Standard Deviation	0.934	0.000	0.000	0.000	0.000
Error Variance	*	0.000	0.000	0.000	0.000

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d

OFCOM NEWS STUDY (QS7603 - 611246)

Q.1B Media platforms used occasionally (at least once a month, but less than once a week) for UK/international news and current affairs

Base: All Adults in GB

	GENDER		AGE						SOCIAL CLASS		WORKING STATUS		COUNTRY			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	Working	Not working	England	Scotland	Wales
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	
Unweighted Base	2018	953	1065	318	291	311	301	305	492	887	1131	918	1100	1723	189	106
Weighted Base	47125	22815	24310	6818	7597	8536	7926	6524	9724	25846	21279	24268	22857	40765	3978	2381*
Television	4191 9%	2219 10%	1972 8%	749 11%gh	726 10%	907 11%gh	844 11%gh	369 6%	596 6%	2399 9%	1792 8%	2206 9%	1985 9%	3629 9%	374 9%	188 8%
Newspapers	9817 21%	4734 21%	5083 21%	1140 17%	1744 23%	2084 24%c	1653 21%	1413 22%	1784 18%	5260 20%	4557 21%	5258 22%	4559 20%	8366 21%	1087 27%mo	364 15%
Radio	7478 16%	3667 16%	3811 16%	1039 15%	1113 15%	1568 18%	1220 15%	1121 17%	1416 15%	3867 15%	3611 17%	4010 17%	3468 15%	6457 16%	687 17%	334 14%
Internet on a computer/laptop	5795 12%	3199 14%b	2596 11%	1013 15%h	981 13%h	1473 17%h	977 12%h	963 15%h	389 4%	3665 14%j	2130 10%	3910 16%l	1885 8%	5141 13%	444 11%	211 9%
Internet on a mobile phone	1794 4%	1061 5%	733 3%	376 6%gh	593 8%gh	426 5%gh	260 3%h	117 2%h	22 *	1173 5%	622 3%	1071 4%	723 3%	1460 4%	228 6%	107 5%
TV text services (e.g. Ceefax, Teletext)	1827 4%	1125 5%b	702 3%	172 3%	294 4%	359 4%	307 4%	277 4%	418 4%	1055 4%	772 4%	946 4%	881 4%	1530 4%	212 5%	86 4%
Magazines	3418 7%	1260 6%	2158 9%a	500 7%	816 11%h	595 7%	560 7%	411 6%	536 6%	2202 9%j	1216 6%	2025 8%	1394 6%	3011 7%	253 6%	154 6%
Word of mouth	4488 10%	2220 10%	2269 9%	576 8%	827 11%	693 8%	732 9%	783 12%	878 9%	2513 10%	1975 9%	2203 9%	2286 10%	3945 10%	416 10%	127 5%
Do not follow the news/not interested in news	1319 3%	656 3%	663 3%	411 6%dgh	188 2%	245 3%	222 3%	104 2%	149 2%	521 2%	798 4%i	636 3%	683 3%	1070 3%	177 4%	72 3%
SUMMARY CODES																
Net : TV only	3092 7%	1590 7%	1501 6%	618 9%gh	513 7%	670 8%	535 7%	270 4%	485 5%	1682 7%	1410 7%	1576 6%	1516 7%	2639 6%	289 7%	163 7%
Net : Radio only	5241 11%	2484 11%	2757 11%	690 10%	797 10%	1003 12%	875 11%	782 12%	1095 11%	2606 10%	2635 12%	2705 11%	2536 11%	4499 11%	470 12%	272 11%
Net : Newspapers only	7578 16%	3557 16%	4021 17%	875 13%	1318 17%	1544 18%	1292 16%	1014 16%	1534 16%	3928 15%	3650 17%	3980 16%	3599 16%	6444 16%	832 21%	302 13%
Net : Internet only	5678 12%	3273 14%b	2406 10%	1059 16%h	1146 15%h	1430 17%h	898 11%h	782 12%h	362 4%	3651 14%j	2027 10%	3941 16%l	1737 8%	5045 12%	418 11%	216 9%
Net : TV & radio only	276 1%	145 1%	131 1%	37 1%	32 *	33 1%	88 1%	26 *	60 1%	140 1%	136 1%	178 1%	97 *	276 1%	-	-
Net : TV & Newspaper only	412 1%	221 1%	191 1%	59 1%	74 1%	141 2%g	102 1%	- *	36 *	286 1%	126 1%	220 1%	192 1%	390 1%	22 1%	-
Net : TV & Internet only	275 1%	200 1%	75 *	19 *	107 1%h	23 *	78 1%	48 1%	- *	228 1%	48 *	120 *	155 1%	228 1%	23 1%	24 1%
Net : TV & Radio & Newspaper only	15 *	- *	15 *	- *	- *	- *	- *	- *	15 *	- *	15 *	15 *	- *	15 *	- *	- *
Net : TV & radio & Internet	97 *	62 *	35 *	16 *	- *	39 *	41 1%	- *	- *	39 *	58 *	97 *	- *	57 *	40 1%m	- *
Net : TV & Internet & Newspapers only	25 *	- *	25 *	- *	- *	- *	- *	25 *	- *	25 *	- *	- *	25 *	25 *	- *	- *

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o

* small base

OFCOM NEWS STUDY (QS7603 - 611246)

Q.1B Media platforms used occasionally (at least once a month, but less than once a week) for UK/international news and current affairs

Base: All Adults in GB

	GENDER		AGE						SOCIAL CLASS		WORKING STATUS		COUNTRY			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	Working	Not working	England	Scotland	Wales
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	
Unweighted Base	2018	953	1065	318	291	311	301	305	492	887	1131	918	1100	1723	189	106
Weighted Base	47125	22815	24310	6818	7597	8536	7926	6524	9724	25846	21279	24268	22857	40765	3978	2381*
Net : Internet & Radio only	586	255	331	120	88	185	75	70	49	359	228	256	330	520	42	24
	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Net : Internet & Newspaper only	523	235	288	30	155	88	119	130	-	298	225	284	239	402	97	24
	1%	1%	1%	*	2%h	1%h	2%h	2%h	-	1%	1%	1%	1%	1%	2%	1%
Net : Internet & Radio & Newspaper only	158	93	65	29	-	104	25	-	-	104	54	104	54	158	-	-
	*	*	*	-	-	1%h	*	-	-	*	*	*	*	*	-	-
Net : Radio & Newspaper only	1106	628	478	146	196	205	116	243	198	619	486	656	450	932	136	37
	2%	3%	2%	2%	3%	2%	1%	4%	2%	2%	2%	3%	2%	2%	3%	2%
Net : TV & Radio & Newspaper & Internet	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net : Any Internet	7343	4118	3225	1274	1497	1870	1236	1055	411	4703	2639	4803	2540	6435	620	289
	16%	18%b	13%	19%h	20%h	22%h	16%h	16%h	4%	18%j	12%	20%l	11%	16%	16%	12%
Net : Any Specified News Platform	28521	14288	14233	4037	5102	5978	4879	3906	4618	16149	12372	15957	12564	24637	2624	1259
	61%	63%	59%	59%h	67%h	70%cfg	62%h	60%h	47%	62%	58%	66%l	55%	60%	66%o	53%
Net : TV, Radio, Newspapers or Internet	25062	12744	12318	3700	4427	5467	4243	3391	3834	13964	11097	14132	10930	21629	2369	1064
	53%	56%b	51%	54%h	58%h	64%cfg	54%h	52%h	39%	54%	52%	58%l	48%	53%	60%o	45%
NUMBER OF MAIN PLATFORMS USED																
1 Platform only	(1) 21589	10904	10685	3242	3774	4648	3600	2849	3476	11867	9722	12201	9388	18626	2010	953
	46%	48%	44%	48%h	50%h	54%fgh	45%h	44%h	36%	46%	46%	50%l	41%	46%	51%	40%
2 Platforms	(2) 3178	1685	1493	412	653	676	577	517	343	1929	1249	1715	1463	2748	320	110
	7%	7%	6%	6%	9%h	8%h	7%h	8%h	4%	7%	6%	7%	6%	7%	8%	5%
3 Platforms	(3) 295	155	139	46	-	143	66	25	15	168	126	215	79	255	40	-
	1%	1%	1%	1%	-	2%dh	1%	*	*	1%	1%	1%	*	1%	1%	-
4 Platforms	(4) -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean Score	1.150	1.157	1.144	1.136	1.147	1.176	1.167	1.167	1.097	1.162	1.135	1.152	1.148	1.151	1.168	1.104
Standard Deviation	0.389	0.396	0.382	0.377	0.355	0.444	0.413	0.393	0.309	0.400	0.374	0.399	0.375	0.389	0.417	0.305
Error Variance	*	*	*	0.001	0.001	0.001	0.001	0.001	*	*	*	*	*	*	0.002	0.002

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o

* small base

OFCOM NEWS STUDY (QS7603 - 611246)

Q.1B Media platforms used occasionally (at least once a month, but less than once a week) for UK/international news and current affairs

Base: All Adults in GB

	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED			
	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	2018	614	870	461	1784	942	1281	705
Weighted Base	47125	15173	20590	12154	41631	22651	30407	18366
Television	4191 9%	1086 7%a	2185 11%ab	1269 10%a	4191 10%f	1474 7%	2637 9%	1545 8%
Newspapers	9817 21%	2864 19%c	-	2684 22%c	8938 21%h	4143 18%	9817 32%efh	3208 17%
Radio	7478 16%	-	3360 16%b	1978 16%b	6983 17%	7478 33%egh	4638 15%	2687 15%
Internet on a computer/laptop	5795 12%	2076 14%d	3140 15%d	71 1%	5420 13%	2770 12%	3641 12%	5795 32%efg
Internet on a mobile phone	1794 4%	767 5%	1149 6%	1059 9%abc	1594 4%	915 4%	1384 5%	1794 10%efg
TV text services (e.g. Ceefax, Teletext)	1827 4%	970 6%	1223 6%	792 7%	1739 4%	1021 5%	1366 4%	1015 6%
Magazines	3418 7%	1752 12%a	2136 10%a	1287 11%	3086 7%	2084 9%	2850 9%	1465 8%
Word of mouth	4488 10%	2258 15%a	2649 13%	1504 12%	4044 10%	2564 11%	3068 10%	1892 10%
Do not follow the news/not interested in news	1319 3%	-	-	-	-	-	-	-
SUMMARY CODES								
Net : TV only	3092 7%	700 5%a	1675 8%ab	843 7%a	3092 7%fgh	700 3%	1675 6%f	843 5%
Net : Radio only	5241 11%	4847 13%b	2683 13%b	1422 12%b	4847 12%gh	5241 23%egh	2683 9%	1422 8%
Net : Newspapers only	7578 16%	2391 16%c	-	2009 17%c	6775 16%fh	2391 11%	7578 25%efh	2009 11%
Net : Internet only	5678 12%	2388 16%d	3354 16%d	769 6%	5177 12%	2388 11%	3354 11%	5678 31%efg
Net : TV & radio only	276 1%	-	186 1%ab	118 1%ab	276 1%	276 1%	186 1%	118 1%
Net : TV & Newspaper only	412 1%	232 2%ac	-	186 2%ac	412 1%	232 1%	412 1%	186 1%
Net : TV & Internet only	275 1%	129 1%a	227 1%a	122 1%a	275 1%	129 1%	227 1%	275 1%
Net : TV & Radio & Newspaper only	15 *	-	-	-	15 *	15 *	15 *	-
Net : TV & radio & Internet	97 *	-	97 *a	-	97 *	97 *	97 *	97 1%
Net : TV & Internet & Newspapers only	25 *	25 *	-	-	25 *	25 *	25 *	25 *

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

CAPI OmniBus



OFCOM NEWS STUDY (QS7603 - 611246)

Q.1B Media platforms used occasionally (at least once a month, but less than once a week) for UK/international news and current affairs

Base: All Adults in GB

	Total	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED			
		Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	2018	1606	614	870	461	1784	942	1281	705
Weighted Base	47125	37439	15173	20590	12154	41631	22651	30407	18366
Net : Internet & Radio only	586 1%	536 1%b	-	394 2%bd	57 *	536 1%	586 3%eg	394 1%	586 3%eg
Net : Internet & Newspaper only	523 1%	499 1%c	216 1%c	-	108 1%c	499 1%	216 1%	523 2%	523 3%ef
Net : Internet & Radio & Newspaper only	158 *	158 *	-	-	75 1%c	158 *	158 1%	158 1%	158 1%
Net : Radio & Newspaper only	1106 2%	1054 3%bc	-	-	306 3%bc	1054 3%	1106 5%eh	1106 4%h	306 2%
Net : TV & Radio & Newspaper & Internet	-	-	-	-	-	-	-	-	-
Net : Any Internet	7343 16%	6370 17%d	2758 18%d	4071 20%d	1130 9%	6767 16%	3599 16%	4778 16%	7343 40%efg
Net : Any Specified News Platform	28521 61%	22193 59%bc	8067 53%	11093 54%	7441 61%bc	26385 63%	15545 69%e	20910 69%e	13654 74%efg
Net : TV, Radio, Newspapers or Internet	25062 53%	19046 51%bc	6081 40%	8616 42%	6015 49%bc	23237 56%	13559 60%	18433 61%e	12227 67%efg
NUMBER OF MAIN PLATFORMS USED									
1 Platform only (1)	21589 46%	16799 45%bc	5478 36%	7712 37%	5043 41%	19890 48%	10719 47%	15290 50%	9952 54%ef
2 Platforms (2)	3178 7%	2089 6%	577 4%	807 4%	897 7%bc	3052 7%	2545 11%e	2848 9%	1995 11%e
3 Platforms (3)	295 1%	158 *	25 *	97 *	75 1%	295 1%	295 1%	295 1%	280 2%
4 Platforms (4)	-	-	-	-	-	-	-	-	-
Mean Score	1.150	1.126	1.103	1.116	1.174b	1.157	1.231e	1.186	1.209e
Standard Deviation	0.389	0.356	0.318	0.354	0.411	0.397	0.470	0.429	0.460
Error Variance	*	*	*	*	0.001	*	*	*	*

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

CAPI OmniBus



OFCOM NEWS STUDY (QS7603 - 611246)

Q.1B Media platforms used occasionally (at least once a month, but less than once a week) for UK/international news and current affairs

Base: All Adults in GB

	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED			
	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	2018	614	870	461	1784	942	1281	705
Weighted Base	47125	15173	20590	12154	41631	22651	30407	18366
Television	4191 9%	1086 7%a	2185 11%ab	1269 10%a	4191 10%f	1474 7%	2637 9%	1545 8%
Newspapers	9817 21%	2864 19%c	-	2684 22%c	8938 21%h	4143 18%	9817 32%efh	3208 17%
Radio	7478 16%	6596 18%b	3360 16%b	1978 16%b	6983 17%	7478 33%egh	4638 15%	2687 15%
Internet on a computer/laptop	5795 12%	2076 14%d	3140 15%d	71 1%	5420 13%	2770 12%	3641 12%	5795 32%efg
Internet on a mobile phone	1794 4%	1424 4%	1149 6%	1059 9%abc	1594 4%	915 4%	1384 5%	1794 10%efg
TV text services (e.g. Ceefax, Teletext)	1827 4%	1739 5%	1223 6%	792 7%	1739 4%	1021 5%	1366 4%	1015 6%
Magazines	3418 7%	2887 8%	1752 12%a	2136 10%a	1287 11%	3086 7%	2850 9%	1465 8%
Word of mouth	4488 10%	3923 10%	2258 15%a	2649 13%	1504 12%	4044 10%	2564 11%	3068 10%
Do not follow the news/not interested in news	1319 3%	-	-	-	-	-	-	-
SUMMARY CODES								
Net : TV only	3092 7%	700 5%a	1675 8%ab	843 7%a	3092 7%fgh	700 3%	1675 6%f	843 5%
Net : Radio only	5241 11%	4847 13%b	2683 13%b	1422 12%b	4847 12%gh	5241 23%egh	2683 9%	1422 8%
Net : Newspapers only	7578 16%	6775 18%c	2391 16%c	2009 17%c	6775 16%fh	2391 11%	7578 25%efh	2009 11%
Net : Internet only	5678 12%	5177 14%d	3354 16%d	769 6%	5177 12%	2388 11%	3354 11%	5678 31%efg
Net : TV & radio only	276 1%	-	186 1%ab	118 1%ab	276 1%	276 1%	186 1%	118 1%
Net : TV & Newspaper only	412 1%	-	232 2%ac	186 2%ac	412 1%	232 1%	412 1%	186 1%
Net : TV & Internet only	275 1%	-	129 1%a	227 1%a	275 1%	129 1%	227 1%	275 1%
Net : TV & Radio & Newspaper only	15 *	-	-	-	15 *	15 *	15 *	-
Net : TV & radio & Internet	97 *	-	97 *a	-	97 *	97 *	97 *	97 1%
Net : TV & Internet & Newspapers only	25 *	-	25 *	-	25 *	25 *	25 *	25 *

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

CAPI OmniBus



OFCOM NEWS STUDY (QS7603 - 611246)

Q.1B Media platforms used occasionally (at least once a month, but less than once a week) for UK/international news and current affairs
 Base: All Adults in GB

	Total	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED			
		Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	2018	1606	614	870	461	1784	942	1281	705
Weighted Base	47125	37439	15173	20590	12154	41631	22651	30407	18366
Net : Internet & Radio only	586 1%	536 1%b	-	394 2%bd	57 *	536 1%	586 3%eg	394 1%	586 3%eg
Net : Internet & Newspaper only	523 1%	499 1%c	216 1%c	-	108 1%c	499 1%	216 1%	523 2%	523 3%ef
Net : Internet & Radio & Newspaper only	158 *	158 *	-	-	75 1%c	158 *	158 1%	158 1%	158 1%
Net : Radio & Newspaper only	1106 2%	1054 3%bc	-	-	306 3%bc	1054 3%	1106 5%eh	1106 4%h	306 2%
Net : TV & Radio & Newspaper & Internet	-	-	-	-	-	-	-	-	-
Net : Any Internet	7343 16%	6370 17%d	2758 18%d	4071 20%d	1130 9%	6767 16%	3599 16%	4778 16%	7343 40%efg
Net : Any Specified News Platform	28521 61%	22193 59%bc	8067 53%	11093 54%	7441 61%bc	26385 63%	15545 69%e	20910 69%e	13654 74%efg
Net : TV, Radio, Newspapers or Internet	25062 53%	19046 51%bc	6081 40%	8616 42%	6015 49%bc	23237 56%	13559 60%	18433 61%e	12227 67%efg
NUMBER OF MAIN PLATFORMS USED									
1 Platform only (1)	21589 46%	16799 45%bc	5478 36%	7712 37%	5043 41%	19890 48%	10719 47%	15290 50%	9952 54%ef
2 Platforms (2)	3178 7%	2089 6%	577 4%	807 4%	897 7%bc	3052 7%	2545 11%e	2848 9%	1995 11%e
3 Platforms (3)	295 1%	158 *	25 *	97 *	75 1%	295 1%	295 1%	295 1%	280 2%
4 Platforms (4)	-	-	-	-	-	-	-	-	-
Mean Score	1.150	1.126	1.103	1.116	1.174b	1.157	1.231e	1.186	1.209e
Standard Deviation	0.389	0.356	0.318	0.354	0.411	0.397	0.470	0.429	0.460
Error Variance	*	*	*	*	0.001	*	*	*	*

Q.1B Media platforms used occasionally (at least once a month, but less than once a week) for UK/international news and current affairs

Base: All Adults in GB

	Total	Q2 MAIN PLATFORM				Q1A - TV, RADIO, NEWSPAPERS OR INTERNET
		Main TV	Main Radio	Main Newspaper	Main Internet	(e)
		(a)	(b)	(c)	(d)	
Unweighted Base	2018	1255	177	283	185	1909
Weighted Base	47125	28746	4575	6449	4834	44843
Television	4191 9%	918 3%	805 18%a	1440 22%a	893 18%a	3705 8%
Newspapers	9817 21%	7438 26%c	865 19%c	327 5%	1002 21%c	9702 22%
Radio	7478 16%	5246 18%b	361 8%	1020 16%b	682 14%	7343 16%
Internet on a computer/laptop	5795 12%	3872 13% ^d	650 14% ^d	914 14% ^d	254 5%	5701 13%
Internet on a mobile phone	1794 4%	975 3%	239 5%	185 3%	366 8% ^{ac}	1794 4%
TV text services (e.g. Ceefax, Teletext)	1827 4%	1341 5% ^b	50 1%	311 5% ^b	102 2%	1827 4%
Magazines	3418 7%	1993 7%	201 4%	594 9%	547 11% ^{ab}	3418 8%
Word of mouth	4488 10%	2580 9%	677 15% ^a	701 11%	453 9%	4434 10%
Do not follow the news/not interested in news	1319 3%	-	-	-	-	-
SUMMARY CODES						
Net : TV only	3092 7%	748 3%	484 11% ^a	1151 18% ^{ab}	637 13% ^a	2684 6%
Net : Radio only	5241 11%	3663 13% ^b	243 5%	761 12% ^b	428 9%	5153 11%
Net : Newspapers only	7578 16%	5843 20% ^{abc}	624 14% ^c	290 5%	699 14% ^c	7541 17%
Net : Internet only	5678 12%	3765 13%	591 13%	809 13%	402 8%	5617 13%
Net : TV & radio only	276 1%	47 *	43 1%	129 2% ^a	57 1% ^a	276 1%
Net : TV & Newspaper only	412 1%	70 *	162 4% ^{ac}	-	116 2% ^{ac}	349 1%
Net : TV & Internet only	275 1%	-	90 2% ^a	102 2% ^a	83 2% ^a	275 1%
Net : TV & Radio & Newspaper only	15 *	15 *	-	-	-	-
Net : TV & radio & Internet	97 *	39 *	-	58 1% ^a	-	97 *

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d

Q.1B Media platforms used occasionally (at least once a month, but less than once a week) for UK/international news and current affairs

Base: All Adults in GB

	Total	Q2 MAIN PLATFORM				Q1A - TV, RADIO, NEWSPAPERS OR INTERNET
		Main TV	Main Radio	Main Newspaper	Main Internet	
		(a)	(b)	(c)	(d)	
					(e)	
Unweighted Base	2018	1255	177	283	185	1909
Weighted Base	47125	28746	4575	6449	4834	44843
Net : TV & Internet & Newspapers only	25 *	- -	25 1%a	- -	- -	25 *
Net : Internet & Radio only	586 1%	367 1%	75 2%	71 1%	50 1%	554 1%
Net : Internet & Newspaper only	523 1%	395 1%	53 1%	36 1%	38 1%	523 1%
Net : Internet & Radio & Newspaper only	158 *	158 1%	- -	- -	- -	158 *
Net : Radio & Newspaper only	1106 2%	958 3%bc	- -	- -	148 3%bc	1106 2%
Net : TV & Radio & Newspaper & Internet	- -	- -	- -	- -	- -	- -
Net : Any Internet	7343 16%	4725 16%	835 18%	1076 17%	573 12%	7249 16%
Net : Any Specified News Platform	28521 61%	18264 64%	2621 57%	3964 61%	3081 64%	27816 62%
Net : TV, Radio, Newspapers or Internet	25062 53%	16067 56%	2392 52%	3408 53%	2658 55%	24357 54%
NUMBER OF MAIN PLATFORMS USED						
1 Platform only (1)	21589 46%	14018 49%	1943 42%	3011 47%	2166 45%	20995 47%
2 Platforms (2)	3178 7%	1837 6%	424 9%	339 5%	492 10%	3082 7%
3 Platforms (3)	295 1%	212 1%	25 1%	58 1%	- -	280 1%
4 Platforms (4)	- -	- -	- -	- -	- -	- -
Mean Score	1.150	1.141	1.198	1.133	1.185	1.150
Standard Deviation	0.389	0.384	0.424	0.387	0.389	0.388
Error Variance	*	*	0.002	0.001	0.001	*

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d

OFCOM NEWS STUDY (QS7603 - 611246)

Q.1B Media platforms used occasionally (at least once a month, but less than once a week) for UK/international news and current affairs
 Base: All Adults in GB

	Q.1B MEDIA PLATFORMS USED OCCASIONALLY (AT LEAST ONCE A MONTH, BUT LESS THAN ONCE A WEEK) FOR UK/INTERNATIONAL NEWS AND CURRENT AFFAIRS																	
	Total	TV only (a)	Radio only (b)	News papers only (c)	Internet only (d)	TV & radio only (e)	TV & News paper only (f)	TV & Internet only (g)	TV & Radio & News paper only (h)	TV & radio & Internet (i)	TV & Internet & News papers only (j)	Internet & Radio only (k)	Internet & News paper only (l)	Internet & Radio & News paper only (m)	Radio & News paper only (n)	TV & Radio & News paper & Internet (o)	Any Internet (p)	Any Specified News Platform (q)
Unweighted Base	2018	134	236	321	224	12	17	9	1	4	1	24	20	5	46	-	287	1194
Weighted Base	47125	3092	5241	7578	5678	276**	412**	275**	15**	97**	25**	586**	523**	158**	1106*	**	7343	28521
Television	4191 9%	3092 100%bcdnpq	-	-	-	276 100%	412 100%	275 100%	15 100%	97 100%	25 100%	-	-	-	-	-	397 5%bcd	4191 15%bcdn p
Newspapers	9817 21%	-	-	7578 100%abdpq	-	-	412 100%	-	15 100%	-	25 100%	-	523 100%	158 100%	1106 100%abdpq	-	706 10%abd	9817 34%abdp
Radio	7478 16%	-	5241 100%acdnpq	-	-	276 100%	-	-	15 100%	97 100%	-	586 100%	-	158 100%	1106 100%acdnpq	-	841 11%acd	7478 26%acd
Internet on a computer/laptop	5795 12%	-	-	-	4578 81%abcnq	-	106 38%	-	-	97 100%	25 100%	514 88%	392 75%	83 52%	-	-	5795 79%abcnq	5795 20%abcn
Internet on a mobile phone	1794 4%	-	-	-	1318 23%abcnq	-	169 62%	-	-	-	-	72 12%	159 30%	75 48%	-	-	1794 24%abcnq	1794 6%abc
TV text services (e.g. Ceefax, Teletext)	1827 4%	-	51 1%	119 2%	282 5%abc	-	-	-	-	-	-	-	23 4%	-	-	-	305 4%ab	1827 6%abc
Magazines	3418 7%	113 4%	181 3%	612 8%bdp	138 2%	-	19 5%	51 19%	-	16 17%	-	50 9%	-	-	84 8%	-	255 3%	3418 12%abdp
Word of mouth	4488 10%	69 2%	231 4%	310 4%	412 7%	-	-	51 19%	-	-	-	9 2%	43 8%	29 18%	38 3%	-	544 7%a	4488 5%
Do not follow the news/not interested in news	1319 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SUMMARY CODES																		
Net : TV only	3092 7%	3092 100%bcdnpq	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3092 11%bcdn p
Net : Radio only	5241 11%	-	5241 100%acdnpq	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5241 18%acd n p
Net : Newspapers only	7578 16%	-	-	7578 100%abdpq	-	-	-	-	-	-	-	-	-	-	-	-	-	7578 27%abdn p
Net : Internet only	5678 12%	-	-	-	5678 100%abcnpq	-	-	-	-	-	-	-	-	-	-	-	5678 77%abcnq	5678 20%abcn
Net : TV & radio only	276 1%	-	-	-	-	276 100%	-	-	-	-	-	-	-	-	-	-	-	276 1%
Net : TV & Newspaper only	412 1%	-	-	-	-	-	412 100%	-	-	-	-	-	-	-	-	-	-	412 1%cp
Net : TV & Internet only	275 1%	-	-	-	-	-	-	275 100%	-	-	-	-	-	-	-	-	275 4%abcdq	275 1%
Net : TV & Radio & Newspaper only	15 *	-	-	-	-	-	-	-	15 100%	-	-	-	-	-	-	-	-	15 *

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing

OFCOM NEWS STUDY (QS7603 - 611246)

Q.1B Media platforms used occasionally (at least once a month, but less than once a week) for UK/international news and current affairs
Base: All Adults in GB

Q.1B MEDIA PLATFORMS USED OCCASIONALLY (AT LEAST ONCE A MONTH, BUT LESS THAN ONCE A WEEK) FOR UK/INTERNATIONAL NEWS AND CURRENT AFFAIRS																		
Total	TV only (a)	Radio only (b)	News papers only (c)	Internet only (d)	TV & radio only (e)	TV & News paper only (f)	TV & Internet only (g)	TV & Radio & News paper only (h)	TV & radio & Internet (i)	TV & Internet & News papers only (j)	Internet & Radio only (k)	Internet & News paper only (l)	Internet & Radio & News paper only (m)	Radio & News paper only (n)	TV & Radio & News paper & Internet (o)	Any Internet (p)	Any Specified News Platform (q)	
Unweighted Base	2018	134	236	321	224	12	17	9	1	4	1	24	20	5	46	-	287	1194
Weighted Base	47125	3092	5241	7578	5678	276**	412**	275**	15**	97**	25**	586**	523**	158**	1106*	**	7343	28521
Net : TV & radio & Internet	97*	-	-	-	-	-	-	-	-	97	-	-	-	-	-	-	97	97
Net : TV & Internet & Newspapers only	25*	-	-	-	-	-	-	-	-	100%	-	-	-	-	-	-	25	25
Net : Internet & Radio only	586	-	-	-	-	-	-	-	-	-	586	-	-	-	-	-	586	586
Net : Internet & Newspaper only	523	-	-	-	-	-	-	-	-	-	-	523	-	-	-	-	523	523
Net : Internet & Radio & Newspaper only	158*	-	-	-	-	-	-	-	-	-	-	-	158	-	-	-	158	158
Net : Radio & Newspaper only	1106	-	-	-	-	-	-	-	-	-	-	-	-	1106	-	-	1106	1106
Net : TV & Radio & Newspaper & Internet	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net : Any Internet	7343	-	-	5678	-	-	275	-	97	25	586	523	158	-	-	-	7343	7343
Net : Any Specified News Platform	28521	3092	5241	7578	5678	276	412	275	15	97	25	586	523	158	1106	-	7343	28521
Net : TV, Radio, Newspapers or Internet	25062	3092	5241	7578	5678	276	412	275	15	97	25	586	523	158	1106	-	7343	25062
NUMBER OF MAIN PLATFORMS USED																		
1 Platform only	(1) 21589	3092	5241	7578	5678	-	-	-	-	-	-	-	-	-	-	-	5678	21589
2 Platforms	(2) 3178	-	-	-	-	276	412	275	-	-	586	523	-	1106	-	-	1384	3178
3 Platforms	(3) 295	-	-	-	-	-	-	-	15	97	25	-	158	-	-	-	280	295
4 Platforms	(4) -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean Score	1.150	1.000	1.000	1.000	1.000	2.000	2.000	2.000	3.000	3.000	3.000	2.000	2.000	3.000	2.000pq	-	1.265abcd	1.150abcd
Standard Deviation	0.389	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	-	0.521	0.389
Error Variance	*	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	-	0.001	*

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing

Q.1B Media platforms used occasionally (at least once a month, but less than once a week) for UK/international news and current affairs
Base: All Adults in GB

	Total	Q.1B NUMBER OF MAIN PLATFORMS USED			
		1 Platform only (a)	2 Platforms (b)	3 Platforms (c)	4 Platforms (d)
Unweighted Base	2018	915	128	11	-
Weighted Base	47125	21589	3178	295**	**
Television	4191 9%	3092 14%	963 30%a	137 46%	-
Newspapers	9817 21%	7578 35%	2041 64%a	198 67%	-
Radio	7478 16%	5241 24%	1968 62%a	269 91%	-
Internet on a computer/laptop	5795 12%	4578 21%	1012 32%a	205 70%	-
Internet on a mobile phone	1794 4%	1318 6%	401 13%a	75 26%	-
TV text services (e.g. Ceefax, Teletext)	1827 4%	452 2%	23 1%	-	-
Magazines	3418 7%	1043 5%	204 6%	16 6%	-
Word of mouth	4488 10%	1022 5%	141 4%	29 10%	-
Do not follow the news/not interested in news	1319 3%	-	-	-	-
SUMMARY CODES					
Net : TV only	3092 7%	3092 14%b	-	-	-
Net : Radio only	5241 11%	5241 24%b	-	-	-
Net : Newspapers only	7578 16%	7578 35%b	-	-	-
Net : Internet only	5678 12%	5678 26%b	-	-	-
Net : TV & radio only	276 1%	-	276 9%a	-	-
Net : TV & Newspaper only	412 1%	-	412 13%a	-	-
Net : TV & Internet only	275 1%	-	275 9%a	-	-
Net : TV & Radio & Newspaper only	15 *	-	-	15 5%	-
Net : TV & radio & Internet	97 *	-	-	97 33%	-
Net : TV & Internet & Newspapers only	25 *	-	-	25 9%	-

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d

** very small base (under 30) ineligible for sig testing

Q.1B Media platforms used occasionally (at least once a month, but less than once a week) for UK/international news and current affairs
Base: All Adults in GB

	Total	Q.1B NUMBER OF MAIN PLATFORMS USED			
		1 Platform only (a)	2 Platforms (b)	3 Platforms (c)	4 Platforms (d)
Unweighted Base	2018	915	128	11	-
Weighted Base	47125	21589	3178	295**	**
Net : Internet & Radio only	586 1%	-	586 18%a	-	-
Net : Internet & Newspaper only	523 1%	-	523 16%a	-	-
Net : Internet & Radio & Newspaper only	158 *	-	-	158 54%	-
Net : Radio & Newspaper only	1106 2%	-	1106 35%a	-	-
Net : TV & Radio & Newspaper & Internet	-	-	-	-	-
Net : Any Internet	7343 16%	5678 26%	1384 44%a	280 95%	-
Net : Any Specified News Platform	28521 61%	21589 100%	3178 100%	295 100%	-
Net : TV, Radio, Newspapers or Internet	25062 53%	21589 100%	3178 100%	295 100%	-
NUMBER OF MAIN PLATFORMS USED					
1 Platform only	(1) 21589 46%	21589 100%b	-	-	-
2 Platforms	(2) 3178 7%	-	3178 100%a	-	-
3 Platforms	(3) 295 1%	-	-	295 100%	-
4 Platforms	(4) -	-	-	-	-
Mean Score	1.150	1.000	2.000	3.000	-
Standard Deviation	0.389	0.000	0.000	0.000	-
Error Variance	*	0.000	0.000	0.000	-

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d

** very small base (under 30) ineligible for sig testing

OFCOM NEWS STUDY (QS7603 - 611246)

Q.1A/1B Media platforms used at least occasionally (at least once a month) for UK/international news and current affairs - TOTAL

Base: All Adults in GB

	GENDER		AGE						SOCIAL CLASS		WORKING STATUS		COUNTRY			
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	ABC1 (i)	C2DE (j)	Working (k)	Not working (l)	England (m)	Scotland (n)	Wales (o)
Unweighted Base	2018	953	1065	318	291	311	301	305	492	887	1131	918	1100	1723	189	106
Weighted Base	47125	22815	24310	6818	7597	8536	7926	6524	9724	25846	21279	24268	22857	40765	3978	2381*
Television	41631 88%	19970 88%	21661 89%	5258 77%	6049 80%	7577 89%cd	7221 91%cd	6203 95%cde	9322 96%cdef	22594 87%	19036 89%	21191 87%	20440 89%	36045 88%	3538 89%	2048 86%
Newspapers	30407 65%	15016 66%	15391 63%	3969 58%	4493 59%	5187 61%	5015 63%	4689 72%cde	7054 73%cdef	17590 68%cj	12817 60%	15599 64%	14807 65%	26057 64%	2849 72%cm	1501 63%
Radio	22651 48%	11054 48%	11597 48%	2457 36%	3258 43%	4565 53%cd	4143 52%cd	3623 56%cdh	4605 47%cd	13748 53%j	8903 42%	12969 53%l	9682 42%	19713 48%	1659 42%	1279 54%
Internet on a computer/laptop	17179 36%	9217 40%ab	7962 33%	3232 47%gh	3735 49%fgh	4035 47%gh	3149 40%gh	2063 32%h	964 10%	12102 47%kj	5077 24%	11072 46%l	6107 27%	15103 37%	1343 34%	733 31%
Internet on a mobile phone	4228 9%	2393 10%ab	1835 8%	1058 16%efg	1546 20%efgh	729 9%gh	578 7%gh	211 3%h	107 1%	2815 11%j	1413 7%	2747 11%l	1480 6%	3701 9%	365 9%	162 7%
TV text services (e.g. Ceefax, Teletext)	3269 7%	1840 8%	1428 6%	316 5%	495 7%	578 7%	629 8%	532 8%	718 7%	2040 8%	1229 6%	1628 7%	1640 7%	2807 7%	271 7%	190 8%
Magazines	6161 13%	2195 10%	3966 16%a	1189 17%fgh	1299 17%h	1078 13%	917 12%	732 11%	945 10%	3916 15%j	2245 11%	3375 14%	2786 12%	5293 13%	478 12%	391 16%
Word of mouth	8165 17%	4064 18%	4101 17%	1148 17%	1456 19%	1224 14%	1487 19%	1213 19%	1637 17%	4701 17%	3464 16%	4308 18%	3857 18%	7065 17%	715 18%	385 16%
Do not follow the news/not interested in news	1319 3%	656 3%	663 3%	411 6%dgh	188 2%	245 3%	222 3%	104 2%	149 2%	521 2%	798 4%l	636 3%	683 3%	1070 3%	177 4%	72 3%
SUMMARY CODES																
Net : TV only	5056 11%	2030 9%	3027 12%a	726 11%	725 10%	538 6%	986 12%e	636 10%	1446 15%deg	1838 7%	3218 15%l	1903 8%	3153 14%k	4378 11%	286 7%	393 17%n
Net : Radio only	88 *	52 *	36 *	32 *	17 *	- *	39 *	- *	- *	39 *	49 *	58 *	30 *	88 *	- *	- *
Net : Newspapers only	577 1%	299 1%	278 1%	145 2%f	162 2%	100 1%	25 *	35 1%	109 1%	353 1%	224 1%	211 1%	366 2%	552 1%	16 *	9 *
Net : Internet only	810 2%	357 2%	454 2%	315 5%efgh	291 4%fgh	111 1%h	67 1%	25 *	- *	576 2%	235 1%	453 2%	357 2%	791 2%	19 *	- *
Net : TV & radio only	3369 7%	1559 7%	1810 7%	400 6%	405 5%	698 8%	615 8%	407 6%	844 9%	1613 6%	1756 8%	1548 6%	1821 8%	3011 7%	254 6%	103 4%
Net : TV & Newspaper only	8994 19%	4061 18%	4933 20%	910 13%	1042 14%	1244 15%	1373 17%	1378 21%cde	3047 31%cdefg	3919 15%	5075 24%l	3533 15%	5462 24%k	7545 19%	1085 27%mo	364 15%
Net : TV & Internet only	2883 6%	1650 7%	1233 5%	534 8%h	542 7%h	980 11%fgh	389 5%h	354 5%h	84 1%	1641 6%	1243 6%	1788 7%l	1096 5%	2544 6%	231 6%	109 5%
Net : TV & Radio & Newspaper only	8382 18%	3765 17%	4617 19%	587 9%	636 8%	1181 14%cd	1172 15%cd	1764 27%cde	3041 31%cdef	4241 16%	4141 19%	3845 16%	4537 20%k	7224 18%	608 15%	549 23%
Net : TV & radio & Internet	2290 5%	1099 5%	1191 5%	258 4%h	534 7%h	650 8%h	464 6%h	287 4%h	96 1%	1550 6%j	741 3%	1662 7%l	628 3%	2090 5%	102 3%	98 4%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o

* small base

OFCOM NEWS STUDY (QS7603 - 611246)

Q.1A/1B Media platforms used at least occasionally (at least once a month) for UK/international news and current affairs - TOTAL

Base: All Adults in GB

	GENDER		AGE						SOCIAL CLASS		WORKING STATUS		COUNTRY			
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	ABC1 (i)	C2DE (j)	Working (k)	Not working (l)	England (m)	Scotland (n)	Wales (o)
Unweighted Base	2018	953	1065	318	291	311	301	305	492	887	1131	918	1100	1723	189	106
Weighted Base	47125	22815	24310	6818	7597	8536	7926	6524	9724	25846	21279	24268	22857	40765	3978	2381*
Net : TV & Internet & Newspapers only	3541 8%	1975 9%	1566 6%	902 13%efg h	915 12%egh	546 6%h	625 8%h	304 5%	249 3%	2344 9%j	1197 6%	2014 8%	1527 7%	3013 7%	418 11%	109 5%
Net : Internet & Radio only	1189 3%	564 2%	626 3%	418 6%efgh	481 6%efgh	167 2%h	97 1%h	25 *	-	805 3%	385 2%	768 3%	421 2%	1079 3%	42 1%	68 3%
Net : Internet & Newspaper only	1035 2%	595 3%	440 2%	349 5%fgh	384 5%fgh	192 2%h	43 1%	43 1%	24 *	778 3%j	257 1%	637 3%	398 2%	947 2%	51 1%	37 2%
Net : Internet & Radio & Newspaper only	313 1%	232 1%	81 *	69 1%	81 1%	51 1%	93 1%	-	19 *	221 1%	91 *	239 1%	73 *	235 1%	41 1%	37 2%
Net : Radio & Newspaper only	451 1%	258 1%	192 1%	67 1%	23 *	131 2%	88 1%	91 1%	50 1%	285 1%	165 1%	222 1%	229 1%	301 1%	78 2%	72 3% ^m
Net : TV & Radio & Newspaper & Internet	7115 15%	3831 17%	3285 14%	942 14%h	1250 16%h	1740 20%ch	1595 20%ch	1073 16%h	515 5%	5449 21%j	1666 8%	4898 20%l	2217 10%	6240 15%	553 14%	322 14%
Net : Any Internet	18366 39%	9945 44% ^b	8421 35%	3471 51%fgh	4188 55%fgh	4327 51%fgh	3307 42%gh	2087 32%h	987 10%	12787 49%j	5579 26%	12006 49%l	6360 28%	16148 40%	1437 36%	781 33%
Net : Any Specified News Platform	45548 97%	22020 97%	23527 97%	6337 93%	7319 96%	8276 97% ^c	7653 97%	6398 98% ^c	9564 98% ^c	25196 97% ^{cj}	20352 96%	23508 97%	22040 96%	39484 97%	3764 95%	2300 97%
Net : TV, Radio, Newspapers or Internet	45548 97%	22020 97%	23527 97%	6337 93%	7319 96%	8276 97% ^c	7653 97%	6398 98% ^c	9564 98% ^c	25196 97% ^{cj}	20352 96%	23508 97%	22040 96%	39484 97%	3764 95%	2300 97%
NUMBER OF MAIN PLATFORMS USED																
1 Platform only	(1) 6796 14%	2788 12%	4008 16% ^a	1218 18% ^{eg}	1317 17% ^{eg}	806 9%	1163 15%	696 11%	1596 16% ^{eg}	2927 11%	3869 18% ⁱ	2807 12%	3990 17% ^k	6046 15% ⁿ	320 8%	430 18% ⁿ
2 Platforms	(2) 17111 36%	8330 37%	8781 36%	2362 35%	2585 34%	3302 39%	2540 32%	2273 35%	4049 42% ^{df}	8464 33%	8647 41% ⁱ	8043 33%	9068 40% ^k	14635 36%	1722 43%	754 32%
3 Platforms	(3) 14525 31%	7071 31%	7454 31%	1815 27%	2167 29%	2429 28%	2355 30%	2355 36% ^c	3404 35% ^{cc}	8355 32%	6170 29%	7760 32%	6765 30%	12562 31%	1169 29%	794 33%
4 Platforms	(4) 7115 15%	3831 17%	3285 14%	942 14% ^h	1250 16% ^h	1740 20% ^{ch}	1595 20% ^{ch}	1073 16% ^h	515 5%	5449 21% ^j	1666 8%	4898 20% ^l	2217 10%	6240 15%	553 14%	322 14%
Don't know	115 *	45 *	70 *	41 1%	58 1%	16 -	16 *	-	-	32 *	83 *	60 *	55 *	90 *	16 *	9 *
Mean Score	2.482	2.542^b	2.426	2.392	2.458^h	2.617^c	2.572^c	2.595^c	2.297	2.648^j	2.277	2.627ⁱ	2.327	2.481	2.519	2.439
Standard Deviation	0.928	0.922	0.930	0.959	0.975	0.923	0.983	0.891	0.806	0.945	0.863	0.943	0.885	0.934	0.845	0.949
Error Variance	*	0.001	0.001	0.003	0.003	0.003	0.003	0.003	0.001	0.001	0.001	0.001	0.001	0.001	0.004	0.009

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o

* small base

OFCOM NEWS STUDY (QS7603 - 611246)

Q.1A/1B Media platforms used at least occasionally (at least once a month) for UK/international news and current affairs - TOTAL

Base: All Adults in GB

	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED			
	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	2018	614	870	461	1784	942	1281	705
Weighted Base	47125	15173	20590	12154	41631	22651	30407	18366
Television	41631 88%	14174 93% ^d	19093 93% ^d	10038 83%	41631 100% ^{fgh}	21156 93% ^h	28032 92% ^h	15830 86%
Newspapers	30407 65%	11622 77% ^{ad}	20590 100% ^{abd}	8101 67%	28032 67%	16260 72% ^{eh}	30407 100% ^{efh}	12003 65%
Radio	22651 48%	15173 100% ^{acd}	12118 59% ^a	7139 59% ^a	21156 51%	22651 100% ^{egh}	16260 53%	10097 55%
Internet on a computer/laptop	17179 36%	6952 46% ^{ac}	8323 40% ^a	11455 94% ^{abc}	14870 36%	9441 42% ^{eg}	11348 37%	17179 94% ^{efg}
Internet on a mobile phone	4228 9%	2034 13% ^a	2464 12% ^a	3493 29% ^{abc}	3590 9%	2575 11% ^e	3193 11%	4228 23% ^{efg}
TV text services (e.g. Ceefax, Teletext)	3269 7%	2999 8%	1893 10%	2009 14% ^{ac}	1678 7%	2075 9%	2459 8%	2054 11% ^{eg}
Magazines	6161 13%	5147 14%	3318 22% ^a	3988 19% ^a	2690 22% ^a	3876 17% ^e	4911 16% ^e	3189 17% ^e
Word of mouth	8165 17%	7076 19%	4484 30% ^{ac}	4826 23% ^a	3013 25% ^a	7413 18%	5117 23% ^{eg}	3722 20%
Do not follow the news/not interested in news	1319 3%	-	-	-	-	-	-	-
SUMMARY CODES								
Net : TV only	5056 11%	4648 12% ^{bcd}	-	-	5056 12% ^{fgh}	-	-	-
Net : Radio only	88 *	-	-	-	-	88 * ^{eg}	-	-
Net : Newspapers only	577 1%	-	540 3% ^{abd}	-	-	-	577 2% ^{efh}	-
Net : Internet only	810 2%	-	-	749 6% ^{abc}	-	-	-	810 4% ^{efg}
Net : TV & radio only	3369 7%	2998 8% ^{cd}	1715 11% ^{acd}	-	3369 8% ^{gh}	3369 15% ^{egh}	-	-
Net : TV & Newspaper only	8994 19%	7627 20% ^{bd}	-	5053 25% ^{abd}	-	8994 22% ^{fh}	8994 30% ^{efh}	-
Net : TV & Internet only	2883 6%	2346 6% ^{bc}	-	1305 11% ^{abc}	2883 7% ^{fg}	-	-	2883 16% ^{efg}
Net : TV & Radio & Newspaper only	8382 18%	7881 21% ^d	5493 36% ^{acd}	5979 29% ^{ad}	-	8382 37% ^{egh}	8382 28% ^{eh}	-
Net : TV & radio & Internet	2290 5%	2053 5% ^c	1371 9% ^{ac}	-	1732 14% ^{abc}	2290 6% ^g	-	2290 12% ^{eg}
Net : TV & Internet & Newspapers only	3541 8%	3136 8% ^b	-	2313 11% ^{ab}	2174 18% ^{abc}	3541 9% ^f	3541 12% ^{ef}	3541 19% ^{efg}

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

CAPI OmniBus



OFCOM NEWS STUDY (QS7603 - 611246)

Q.1A/1B Media platforms used at least occasionally (at least once a month) for UK/international news and current affairs - TOTAL

Base: All Adults in GB

	Total	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED			
		Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	2018	1606	614	870	461	1784	942	1281	705
Weighted Base	47125	37439	15173	20590	12154	41631	22651	30407	18366
Net : Internet & Radio only	1189 3%	-	200 1%ac	-	1017 8%abc	-	379 2%eg	-	1189 6%efg
Net : Internet & Newspaper only	1035 2%	-	-	566 3%ab	787 6%abc	-	-	1035 3%ef	1035 6%efg
Net : Internet & Radio & Newspaper only	313 1%	-	244 2%a	167 1%a	313 3%ac	-	313 1%e	313 1%e	313 2%e
Net : Radio & Newspaper only	451 1%	-	291 2%ad	223 1%ad	-	-	451 2%eh	451 1%eh	-
Net : TV & Radio & Newspaper & Internet	7115 15%	6750 18%	5595 37%ac	5749 28%a	4827 40%ac	7115 17%	7115 31%eg	7115 23%e	7115 39%efg
Net : Any Internet	18366 39%	14285 38%	7410 49%ac	8796 43%a	12154 100%abc	15830 38%	10097 45%eg	12003 39%	18366 100%efg
Net : Any Specified News Platform	45548 97%	37439 100%	15173 100%	20590 100%	12154 100%	41631 100%	22651 100%	30407 100%	18366 100%
Net : TV, Radio, Newspapers or Internet	45548 97%	37439 100%	15173 100%	20590 100%	12154 100%	41631 100%	22651 100%	30407 100%	18366 100%
NUMBER OF MAIN PLATFORMS USED									
1 Platform only (1)	6796 14%	4648 12%bcd	265 2%	540 3%	749 6%bc	5056 12%fgh	353 2%	577 2%	810 4%fg
2 Platforms (2)	17111 36%	12970 35%bcd	2206 15%	5842 28%bd	2359 19%b	15247 37%fh	4199 19%	10480 34%fh	4297 23%f
3 Platforms (3)	14525 31%	13070 35%	7107 47%acd	8459 41%ad	4218 35%	14213 34%	10984 48%egh	12235 40%eh	6143 33%
4 Platforms (4)	7115 15%	6750 18%	5595 37%ac	5749 28%a	4827 40%ac	7115 17%	7115 31%eg	7115 23%e	7115 39%efg
Don't know	115 *	-	-	-	-	-	-	-	-
Mean Score	2.482	2.586	3.188acd	2.943a	3.080ac	2.562	3.098eg	2.851e	3.065eg
Standard Deviation	0.928	0.923	0.741	0.815	0.912	0.912	0.743	0.795	0.891
Error Variance	*	0.001	0.001	0.001	0.002	*	0.001	*	0.001

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

CAPI OmniBus



OFCOM NEWS STUDY (QS7603 - 611246)

Q.1A/1B Media platforms used at least occasionally (at least once a month) for UK/international news and current affairs - TOTAL

Base: All Adults in GB

	Total	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED			
		Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	2018	1606	614	870	461	1784	942	1281	705
Weighted Base	47125	37439	15173	20590	12154	41631	22651	30407	18366
Television	41631 88%	37439 100%abcd	14174 93%d	19093 93%d	10038 83%	41631 100%fgh	21156 93%h	28032 92%h	15830 86%
Newspapers	30407 65%	25394 68%	11622 77%ad	20590 100%abd	8101 67%	28032 67%	16260 72%eh	30407 100%efh	12003 65%
Radio	22651 48%	19683 53%	15173 100%acd	12118 59%a	7139 59%a	21156 51%	22651 100%egh	16260 53%	10097 55%
Internet on a computer/laptop	17179 36%	13491 36%	6952 46%ac	8323 40%a	11455 94%abc	14870 36%	9441 42%eg	11348 37%	17179 94%efg
Internet on a mobile phone	4228 9%	3168 8%	2034 13%a	2464 12%a	3493 29%abc	3590 9%	2575 11%e	3193 11%	4228 23%efg
TV text services (e.g. Ceefax, Teletext)	3269 7%	2999 8%	1893 12%a	2009 10%	1678 14%ac	3048 7%	2075 9%	2459 8%	2054 11%eg
Magazines	6161 13%	5147 14%	3318 22%a	3988 19%a	2690 22%a	5569 13%	3876 17%e	4911 16%e	3189 17%e
Word of mouth	8165 17%	7076 19%	4484 30%ac	4826 23%a	3013 25%a	7413 18%	5117 23%eg	5721 19%	3722 20%
Do not follow the news/not interested in news	1319 3%	-	-	-	-	-	-	-	-
SUMMARY CODES									
Net : TV only	5056 11%	4648 12%bcd	-	-	-	5056 12%fgh	-	-	-
Net : Radio only	88 *	-	-	-	-	-	88 *eg	-	-
Net : Newspapers only	577 1%	-	-	540 3%abd	-	-	-	577 2%efh	-
Net : Internet only	810 2%	-	-	-	749 6%abc	-	-	-	810 4%efg
Net : TV & radio only	3369 7%	2998 8%cd	1715 11%acd	-	-	3369 8%gh	3369 15%egh	-	-
Net : TV & Newspaper only	8994 19%	7627 20%bd	-	5053 25%abd	-	8994 22%fh	-	8994 30%efh	-
Net : TV & Internet only	2883 6%	2346 6%bc	-	-	1305 11%abc	2883 7%fg	-	-	2883 16%efg
Net : TV & Radio & Newspaper only	8382 18%	7881 21%d	5493 36%acd	5979 29%ad	-	8382 20%h	8382 37%egh	8382 28%eh	-
Net : TV & radio & Internet	2290 5%	2053 5%c	1371 9%ac	-	1732 14%abc	2290 6%g	2290 10%eg	-	2290 12%eg
Net : TV & Internet & Newspapers only	3541 8%	3136 8%b	-	2313 11%ab	2174 18%abc	3541 9%f	-	3541 12%ef	3541 19%efg

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

CAPI OmniBus



OFCOM NEWS STUDY (QS7603 - 611246)

Q.1A/1B Media platforms used at least occasionally (at least once a month) for UK/international news and current affairs - TOTAL

Base: All Adults in GB

	Total	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED			
		Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	2018	1606	614	870	461	1784	942	1281	705
Weighted Base	47125	37439	15173	20590	12154	41631	22651	30407	18366
Net : Internet & Radio only	1189 3%	-	200 1%ac	-	1017 8%abc	-	379 2%eg	-	1189 6%efg
Net : Internet & Newspaper only	1035 2%	-	-	566 3%ab	787 6%abc	-	-	1035 3%ef	1035 6%efg
Net : Internet & Radio & Newspaper only	313 1%	-	244 2%a	167 1%a	313 3%ac	-	313 1%e	313 1%e	313 2%e
Net : Radio & Newspaper only	451 1%	-	291 2%ad	223 1%ad	-	-	451 2%eh	451 1%eh	-
Net : TV & Radio & Newspaper & Internet	7115 15%	6750 18%	5595 37%ac	5749 28%a	4827 40%ac	7115 17%	7115 31%eg	7115 23%e	7115 39%efg
Net : Any Internet	18366 39%	14285 38%	7410 49%ac	8796 43%a	12154 100%abc	15830 38%	10097 45%eg	12003 39%	18366 100%efg
Net : Any Specified News Platform	45548 97%	37439 100%	15173 100%	20590 100%	12154 100%	41631 100%	22651 100%	30407 100%	18366 100%
Net : TV, Radio, Newspapers or Internet	45548 97%	37439 100%	15173 100%	20590 100%	12154 100%	41631 100%	22651 100%	30407 100%	18366 100%
NUMBER OF MAIN PLATFORMS USED									
1 Platform only (1)	6796 14%	4648 12%bcd	265 2%	540 3%	749 6%bc	5056 12%fgh	353 2%	577 2%	810 4%fg
2 Platforms (2)	17111 36%	12970 35%bcd	2206 15%	5842 28%bd	2359 19%b	15247 37%fh	4199 19%	10480 34%fh	4297 23%f
3 Platforms (3)	14525 31%	13070 35%	7107 47%acd	8459 41%ad	4218 35%	14213 34%	10984 48%egh	12235 40%eh	6143 33%
4 Platforms (4)	7115 15%	6750 18%	5595 37%ac	5749 28%a	4827 40%ac	7115 17%	7115 31%eg	7115 23%e	7115 39%efg
Don't know	115 *	-	-	-	-	-	-	-	-
Mean Score	2.482	2.586	3.188acd	2.943a	3.080ac	2.562	3.098eg	2.851e	3.065eg
Standard Deviation	0.928	0.923	0.741	0.815	0.912	0.912	0.743	0.795	0.891
Error Variance	*	0.001	0.001	0.001	0.002	*	0.001	*	0.001

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

Q.1A/1B Media platforms used at least occasionally (at least once a month) for UK/international news and current affairs - TOTAL

Base: All Adults in GB

	Total	Q2 MAIN PLATFORM				Q1A - TV, RADIO, NEWSPAPERS OR INTERNET
		Main TV	Main Radio	Main Newspaper	Main Internet	(e)
		(a)	(b)	(c)	(d)	
Unweighted Base	2018	1255	177	283	185	1909
Weighted Base	47125	28746	4575	6449	4834	44843
Television	41631 88%	28746 100%abcd	3911 85%cd	5309 82%cd	2810 58%	41145 92%
Newspapers	30407 65%	17902 62%cd	2935 64%cd	6449 100%abd	2558 53%	30291 68%
Radio	22651 48%	13081 46%cd	4575 100%acd	2760 43%	1757 36%	22516 50%
Internet on a computer/laptop	17179 36%	8796 31%	1735 38%	1942 30%	4442 92%abc	17085 38%
Internet on a mobile phone	4228 9%	1657 6%	485 11%ac	318 5%	1690 35%abc	4228 9%
TV text services (e.g. Ceefax, Teletext)	3269 7%	2057 7%	201 4%	514 8%	281 6%	3179 7%
Magazines	6161 13%	3342 12%	500 11%	1118 17%a	963 20%ab	6061 14%
Word of mouth	8165 17%	4596 16%	1091 24%a	1060 16%	908 19%	7869 18%
Do not follow the news/not interested in news	1319 3%	-	-	-	-	-
SUMMARY CODES						
Net : TV only	5056 11%	4941 17%abcd	-	-	-	4648 10%
Net : Radio only	88 *	-	58 1%a	-	-	-
Net : Newspapers only	577 1%	-	-	577 9%abd	-	540 1%
Net : Internet only	810 2%	-	-	-	801 17%abc	749 2%
Net : TV & radio only	3369 7%	2543 9%cd	775 17%acd	-	-	3369 8%
Net : TV & Newspaper only	8994 19%	6578 23%bd	-	2200 34%abd	-	8931 20%
Net : TV & Internet only	2883 6%	2129 7%bc	-	-	671 14%abc	2883 6%
Net : TV & Radio & Newspaper only	8382 18%	5348 19%cd	1396 31%ad	1446 22%cd	-	8367 19%
Net : TV & radio & Internet	2290 5%	1231 4%cd	460 10%ac	-	534 11%ac	2290 5%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d

Q.1A/1B Media platforms used at least occasionally (at least once a month) for UK/international news and current affairs - TOTAL

Base: All Adults in GB

	Total	Q2 MAIN PLATFORM				Q1A - TV, RADIO, NEWSPAPERS OR INTERNET
		Main TV	Main Radio	Main Newspaper	Main Internet	(e)
		(a)	(b)	(c)	(d)	
Unweighted Base	2018	1255	177	283	185	1909
Weighted Base	47125	28746	4575	6449	4834	44843
Net : TV & Internet & Newspapers only	3541 8%	2017 7%b	-	622 10%b	883 18%abc	3541 8%
Net : Internet & Radio only	1189 3%	-	109 2%ac	-	1071 22%abc	1096 2%
Net : Internet & Newspaper only	1035 2%	-	-	290 4%ab	722 15%abc	1035 2%
Net : Internet & Radio & Newspaper only	313 1%	-	31 1%a	50 1%a	232 5%abc	313 1%
Net : Radio & Newspaper only	451 1%	-	228 5%ad	223 3%ad	-	451 1%
Net : TV & Radio & Newspaper & Internet	7115 15%	3959 14%	1280 28%acd	1041 16%	721 15%	7115 16%
Net : Any Internet	18366 39%	9336 32%	1880 41%ac	2002 31%	4834 100%abc	18273 41%
Net : Any Specified News Platform	45548 97%	28746 100%	4575 100%	6449 100%	4834 100%	44843 100%
Net : TV, Radio, Newspapers or Internet	45548 97%	28746 100%	4575 100%	6449 100%	4834 100%	44843 100%
NUMBER OF MAIN PLATFORMS USED						
1 Platform only (1)	6796 14%	4941 17%bc	296 6%	577 9%	801 17%bc	6202 14%
2 Platforms (2)	17111 36%	11250 39%b	1112 24%	2713 42%b	1663 34%b	17015 38%
3 Platforms (3)	14525 31%	8596 30%	1886 41%a	2118 33%	1649 34%	14511 32%
4 Platforms (4)	7115 15%	3959 14%	1280 28%acd	1041 16%	721 15%	7115 16%
Don't know	115 *	-	-	-	-	-
Mean Score	2.482	2.403	2.907acd	2.562a	2.474	2.503
Standard Deviation	0.928	0.927	0.879	0.865	0.938	0.919
Error Variance	*	0.001	0.004	0.003	0.005	*

OFCOM NEWS STUDY (QS7603 - 611246)

Q.1A/1B Media platforms used at least occasionally (at least once a month) for UK/international news and current affairs - TOTAL

Base: All Adults in GB

Total	Q.1A/1B MEDIA PLATFORMS USED AT LEAST OCCASIONALLY (AT LEAST ONCE A MONTH) FOR UK/INTERNATIONAL NEWS AND CURRENT AFFAIRS - TOTAL																	
	TV only (a)	Radio only (b)	News papers only (c)	Internet only (d)	TV & radio only (e)	TV & News paper only (f)	TV & Internet only (g)	TV & Radio & News paper only (h)	TV & radio & Internet (i)	TV & Internet & News papers only (j)	Internet & Radio only (k)	Internet & News paper only (l)	Internet & Radio & News paper only (m)	Radio & News paper only (n)	TV & Radio & News paper & Internet (o)	Any Internet (p)	Any Specified News Platform (q)	
Unweighted Base	2018	244	4	25	32	155	405	115	373	86	140	46	40	12	266	705	1943	
Weighted Base	47125	5056	88**	577**	810**	3369	8994	2883	8382	2290*	3541	1189*	1035*	313**	451**	7115	18366	45548
Television	41631	5056	-	-	3369	8994	2883	8382	2290	3541	-	-	-	-	7115	15830	41631	
	88%	100%klpq	-	-	100%klpq	100%klpq	100%klpq	100%klpq	100%klpq	100%klpq	-	-	-	-	100%klpq	86%kl	91%klp	
Newspapers	30407	-	-	577	-	8994	-	8382	-	3541	-	1035	313	451	7115	12003	30407	
	65%	-	-	100%	-	100%aegikp	-	100%aegikp	-	100%aegikp	-	100%aegi	100%	100%	100%aegik	65%aegik	67%aegik	
Radio	22651	-	88	-	3369	-	-	8382	2290	-	379	-	313	451	7115	10097	22651	
	48%	-	100%	-	100%afgijkl	-	-	100%afgijkl	100%afgijkl	-	32%afgij	-	100%	100%	100%afgijkl	55%afgijkl	50%afgijkl	
Internet on a computer/laptop	17179	-	-	754	-	-	2634	-	2119	3402	1078	949	282	-	6715	17179	17179	
	36%	-	-	93%	-	-	91%aefhq	-	93%aefhq	96%aefhq	91%aefhq	92%aefhq	90%	-	94%aefhq	94%aefhq	38%aefhq	
Internet on a mobile phone	4228	-	-	183	-	-	375	-	399	886	261	208	169	-	1930	4228	4228	
	9%	-	-	23%	-	-	13%aefh	-	17%aefhq	25%aefgh	22%aefhq	20%aefhq	54%	-	27%aefgh	23%aefgh	9%aefhq	
TV text services (e.g. Ceefax, Teletext)	3269	270	52	25	32	-	271	138	596	292	403	58	56	31	-	1078	2054	3269
	7%	5%e	59%	4%	4%	-	3%e	5%e	7%ef	13%aef	11%aef	5%e	5%e	10%	-	15%aefgh	11%aefgh	7%ef
Magazines	6161	285	-	92	153	265	845	142	1459	353	578	179	190	105	-	1642	3189	6161
	13%	6%	-	16%	19%	8%	9%	5%	17%aefg	15%ag	16%aefg	15%ag	18%ag	33%	-	23%aefgq	17%aefgq	14%aefg
Word of mouth	8165	804	17	116	151	537	1049	189	1696	477	499	208	95	91	11	2162	3722	8021
	17%	16%g	20%	20%	19%	16%g	12%	7%	20%fg	21%fg	14%	17%g	9%	29%	2%	30%aefgh	20%fg	18%fg
Do not follow the news/not interested in news	1319	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SUMMARY CODES																		
Net : TV only	5056	5056	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5056
	11%	100%efghijklpq	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11%efghijklpq
Net : Radio only	88	-	88	-	-	-	-	-	-	-	-	-	-	-	-	-	-	88
	*	-	100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*
Net : Newspapers only	577	-	-	577	-	-	-	-	-	-	-	-	-	-	-	-	-	577
	1%	-	-	100%	-	-	-	-	-	-	-	-	-	-	-	-	-	1%fhj
Net : Internet only	810	-	-	-	810	-	-	-	-	-	-	810	-	-	-	-	810	810
	2%	-	-	-	100%	-	-	-	-	-	-	68%aefghijklpq	-	-	-	-	4%aefghj	2%afho
Net : TV & radio only	3369	-	-	-	3369	-	-	-	-	-	-	-	-	-	-	-	-	3369
	7%	-	-	-	100%afghijklpq	-	-	-	-	-	-	-	-	-	-	-	-	7%afghijop
Net : TV & Newspaper only	8994	-	-	-	-	8994	-	-	-	-	-	-	-	-	-	-	-	8994
	19%	-	-	-	-	100%aeghijklpq	-	-	-	-	-	-	-	-	-	-	-	20%aeghijklpq

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing

OFCOM NEWS STUDY (QS7603 - 611246)

Q.1A/1B Media platforms used at least occasionally (at least once a month) for UK/international news and current affairs - TOTAL
 Base: All Adults in GB

	Q.1A/1B MEDIA PLATFORMS USED AT LEAST OCCASIONALLY (AT LEAST ONCE A MONTH) FOR UK/INTERNATIONAL NEWS AND CURRENT AFFAIRS - TOTAL																	
	Total	TV only (a)	Radio only (b)	News papers only (c)	Internet only (d)	TV & radio only (e)	TV & News paper only (f)	TV & Internet only (g)	TV & Radio & News paper only (h)	TV & radio & Internet (i)	TV & Internet & News papers only (j)	Internet & Radio only (k)	Internet & News paper only (l)	Internet & Radio & News paper only (m)	Radio & News paper only (n)	TV & Radio & News paper & Internet (o)	Any Internet (p)	Any Specified News Platform (q)
Unweighted Base	2018	244	4	25	32	155	405	115	373	86	140	46	40	12	20	266	705	1943
Weighted Base	47125	5056	88**	577**	810**	3369	8994	2883	8382	2290*	3541	1189*	1035*	313**	451**	7115	18366	45548
Net : TV & Internet only	2883 6%	-	-	-	-	-	-	2883	-	-	-	-	-	-	-	-	2883	2883
								100%aefhij klopq									16%aefhijk loq	6%aefh ijo
Net : TV & Radio & Newspaper only	8382 18%	-	-	-	-	-	-	8382	-	-	-	-	-	-	-	-	-	8382
								100%aefgij klopq										18%aefg ijklop
Net : TV & radio & Internet	2290 5%	-	-	-	-	-	-	-	2290	-	-	-	-	-	-	-	2290	2290
									100%aefghj klopq								12%aefghjk loq	5%aefg hjo
Net : TV & Internet & Newspapers only	3541 8%	-	-	-	-	-	-	-	3541	-	-	-	-	-	-	-	3541	3541
									100%aefghi klopq								19%aefghik loq	8%aefg hio
Net : Internet & Radio only	1189 3%	-	-	-	810	-	-	-	-	-	-	1189	-	-	-	-	1189	1189
					100%							100%aefghi jlopq					6%aefghij oq	3%afho
Net : Internet & Newspaper only	1035 2%	-	-	-	-	-	-	-	-	-	-	-	1035	-	-	-	1035	1035
													100%aefghi jkopq				6%aefghij oq	2%afho
Net : Internet & Radio & Newspaper only	313 1%	-	-	-	-	-	-	-	-	-	-	-	-	313	-	-	313	313
														100%			2%fhoq	1%
Net : Radio & Newspaper only	451 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	451	-	-	451
														100%				1%p
Net : TV & Radio & Newspaper & Internet	7115 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7115	7115	7115
																100%aefgh ijklpq	39%aefghi jklq	16%aefg hijkl
Net : Any Internet	18366 39%	-	-	-	810	-	-	2883	-	2290	3541	1189	1035	313	-	7115	18366	18366
					100%			100%aefhq		100%aefh q	100%aefh q	100%aefh q	100%aefh q	100%		100%aefh q	100%aefh q	40%aefh
Net : Any Specified News Platform	45548 97%	5056	88	577	810	3369	8994	2883	8382	2290	3541	1189	1035	313	451	7115	18366	45548
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net : TV, Radio, Newspapers or Internet	45548 97%	5056	88	577	810	3369	8994	2883	8382	2290	3541	1189	1035	313	451	7115	18366	45548
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NUMBER OF MAIN PLATFORMS USED																		
1 Platform only	(1) 6796 14%	5056	88	577	810	-	-	-	-	-	-	810	-	-	-	-	810	6796
		100%efgh ijklopq	100%	100%	100%							68%efghij lopq					4%efghjo	15%efgh ijlop
2 Platforms	(2) 17111 36%	-	-	-	-	3369	8994	2883	-	-	-	379	1035	-	451	-	4297	17111
						100%ahij kopq	100%ahij kopq	100%ahijko pq				32%ahij o	100%ahijko pq		100%		23%ahijo	38%ahij op
3 Platforms	(3) 14525 31%	-	-	-	-	-	-	-	8382	2290	3541	-	-	313	-	-	6143	14525
									100%aefg klopq	100%aefg klopq	100%aefgkl opq			100%			33%aefgkl o	32%aefg klo

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing

OFCOM NEWS STUDY (QS7603 - 611246)

Q.1A/1B Media platforms used at least occasionally (at least once a month) for UK/international news and current affairs - TOTAL

Base: All Adults in GB

		Q.1A/1B MEDIA PLATFORMS USED AT LEAST OCCASIONALLY (AT LEAST ONCE A MONTH) FOR UK/INTERNATIONAL NEWS AND CURRENT AFFAIRS - TOTAL																
Total	TV only (a)	Radio only (b)	News papers only (c)	Internet only (d)	TV & radio only (e)	TV & News paper only (f)	TV & Internet only (g)	TV & Radio & News paper only (h)	TV & radio & Internet (i)	TV & Internet & News papers only (j)	Internet & Radio only (k)	Internet & News paper only (l)	Internet & Radio & News paper only (m)	Radio & News paper only (n)	TV & Radio & News paper & Internet (o)	Any Internet (p)	Any Specified News Platform (q)	
Unweighted Base	2018	244	4	25	32	155	405	115	373	86	140	46	40	12	20	266	705	1943
Weighted Base	47125	5056	88**	577**	810**	3369	8994	2883	8382	2290*	3541	1189*	1035*	313**	451**	7115	18366	45548
4 Platforms	(4) 7115 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7115 100% <small>ae</small> fgh ijklpq	7115 39% <small>ae</small> fghi jklq	7115 16% <small>ae</small> fg hijkl
Don't know	115 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean Score	2.482	1.000	1.000	1.000	1.000	2.000k	2.000k	2.000k	3.000kq	3.000kq	3.000kq	1.319a	2.000k	3.000	2.000	4.000kpq	3.065 <small>ae</small> fg klq	2.482 <small>ae</small> fgk l
Standard Deviation	0.928	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.466	0.000	0.000	0.000	0.000	0.891	0.928
Error Variance	*	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.005	0.000	0.000	0.000	0.000	0.001	*

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing

Q.1A/1B Media platforms used at least occasionally (at least once a month) for UK/international news and current affairs - TOTAL

Base: All Adults in GB

	Total	Q.1A/1B NUMBER OF MAIN PLATFORMS USED			
		1 Platform only (a)	2 Platforms (b)	3 Platforms (c)	4 Platforms (d)
Unweighted Base	2018	317	749	611	266
Weighted Base	47125	6796	17111	14525	7115
Television	41631 88%	5056 74%	15247 89%a	14213 98%ab	7115 100%abc
Newspapers	30407 65%	577 8%	10480 61%a	12235 84%ab	7115 100%abc
Radio	22651 48%	353 5%	4199 25%a	10984 76%ab	7115 100%abc
Internet on a computer/laptop	17179 36%	754 11%	3908 23%a	5803 40%ab	6715 94%abc
Internet on a mobile phone	4228 9%	183 3%	661 4%	1454 10%ab	1930 27%abc
TV text services (e.g. Ceefax, Teletext)	3269 7%	378 6%b	491 3%	1322 9%b	1078 15%abc
Magazines	6161 13%	556 8%	1467 9%	2495 17%ab	1642 23%abc
Word of mouth	8165 17%	1157 17%b	1938 11%	2764 19%b	2162 30%abc
Do not follow the news/not interested in news	1319 3%	-	-	-	-
SUMMARY CODES					
Net : TV only	5056 11%	5056 74%bcd	-	-	-
Net : Radio only	88 *	88 1%bc	-	-	-
Net : Newspapers only	577 1%	577 8%bcd	-	-	-
Net : Internet only	810 2%	810 12%bcd	-	-	-
Net : TV & radio only	3369 7%	-	3369 20%acd	-	-
Net : TV & Newspaper only	8994 19%	-	8994 53%acd	-	-
Net : TV & Internet only	2883 6%	-	2883 17%acd	-	-
Net : TV & Radio & Newspaper only	8382 18%	-	-	8382 58%abd	-
Net : TV & radio & Internet	2290 5%	-	-	2290 16%abd	-
Net : TV & Internet & Newspapers only	3541 8%	-	-	3541 24%abd	-

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d

Q.1A/1B Media platforms used at least occasionally (at least once a month) for UK/international news and current affairs - TOTAL
Base: All Adults in GB

	Total	Q.1A/1B NUMBER OF MAIN PLATFORMS USED			
		1 Platform only (a)	2 Platforms (b)	3 Platforms (c)	4 Platforms (d)
Unweighted Base	2018	317	749	611	266
Weighted Base	47125	6796	17111	14525	7115
Net : Internet & Radio only	1189 3%	810 12%bcd	379 2%cd	-	-
Net : Internet & Newspaper only	1035 2%	-	1035 6%acd	-	-
Net : Internet & Radio & Newspaper only	313 1%	-	-	313 2%abd	-
Net : Radio & Newspaper only	451 1%	-	451 3%acd	-	-
Net : TV & Radio & Newspaper & Internet	7115 15%	-	-	-	7115 100%abc
Net : Any Internet	18366 39%	810 12%	4297 25%a	6143 42%ab	7115 100%abc
Net : Any Specified News Platform	45548 97%	6796 100%	17111 100%	14525 100%	7115 100%
Net : TV, Radio, Newspapers or Internet	45548 97%	6796 100%	17111 100%	14525 100%	7115 100%
NUMBER OF MAIN PLATFORMS USED					
1 Platform only	(1) 6796 14%	6796 100%bcd	-	-	-
2 Platforms	(2) 17111 36%	-	17111 100%acd	-	-
3 Platforms	(3) 14525 31%	-	-	14525 100%abd	-
4 Platforms	(4) 7115 15%	-	-	-	7115 100%abc
Don't know	115 *	-	-	-	-
Mean Score	2.482	1.000	2.000	3.000	4.000
Standard Deviation	0.928	0.000	0.000	0.000	0.000
Error Variance	*	0.000	0.000	0.000	0.000

Q.2 Main source of reading/watching or listen to UK\International news and current affairs

Base: All Adults in GB who watch/read or listen to the news

	GENDER		AGE						SOCIAL CLASS		WORKING STATUS		COUNTRY			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	Working	Not working	England	Scotland	Wales
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	
Unweighted Base	1950	920	1030	296	280	300	291	299	484	868	1082	887	1063	1669	179	102
Weighted Base	45691	22114	23578	6366	7351	8290	7689	6420	9575	25293	20399	23572	22119	39605	3786	2300*
Television	28746	13635	15111	3383	4031	5204	5056	4339	6733	14215	14531	13861	14885	24808	2473	1465
	63%	62%	64%	53%	55%	63% ^c	66% ^{cd}	68% ^{cd}	70% ^{cde}	56%	71% ^l	59%	67% ^k	63%	65%	64%
Newspapers	6449	3554	2894	1051	898	746	886	1082	1787	3621	2828	3103	3346	5523	638	288
	14%	16% ^{cb}	12%	17% ^{ce}	12%	9%	12%	17% ^e	19% ^{def}	14%	14%	13%	15%	14%	17%	13%
Radio	4575	1837	2738	258	594	1230	994	752	746	3383	1192	2994	1581	4045	324	205
	10%	8%	12% ^a	4%	8%	15% ^{cdh}	13% ^{ch}	12% ^c	8% ^c	13% ^j	6%	13% ^l	7%	10%	9%	9%
Internet on a computer/laptop	4169	2344	1824	1107	1437	857	563	129	76	2957	1212	2577	1592	3739	230	199
	9%	11% ^b	8%	17% ^{efg}	20% ^{efg}	10% ^{gh}	7% ^{gh}	2%	1%	12% ^j	6%	11% ^l	7%	9%	6%	9%
Internet on a mobile phone	666	366	300	287	223	78	78	-	-	424	241	529	137	552	61	53
	1%	2%	1%	5% ^{efgh}	3% ^{gh}	1%	1%	-	-	2%	1%	2% ^l	1%	1%	2%	2%
TV text services (e.g. Ceefax, Teletext)	172	92	81	13	-	74	44	-	41	144	29	103	70	134	38	-
	*	*	*	*	-	1%	1%	-	*	1%	*	*	*	*	1%	-
Magazines	142	-	142	102	26	-	14	-	-	59	83	93	49	133	-	9
	*	-	1% ^a	2% ^{efgh}	*	-	*	-	-	*	*	*	*	*	-	*
Word of mouth	458	197	261	147	109	45	36	47	74	293	165	215	244	390	22	46
	1%	1%	1%	2%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	2%
SUMMARY CODES																
Any Internet	4834	2710	2124	1394	1661	935	640	129	76	3381	1453	3105	1729	4291	292	252
	11%	12% ^{cb}	9%	22% ^{efg}	23% ^{efg}	11% ^{gh}	8% ^{gh}	2%	1%	13% ^j	7%	13% ^l	8%	11%	8%	11%
Don't know	315	89	226	18	32	57	18	71	118	197	118	99	215	280	-	35
	1%	*	1%	*	*	1%	*	1%	1%	1%	1%	*	1%	1%	-	2%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o

* small base

Q.2 Main source of reading/watching or listen to UK\International news and current affairs

Base: All Adults in GB who watch/read or listen to the news

	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED			
	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	1950	614	870	461	1784	942	1281	705
Weighted Base	45691	15173	20590	12154	41631	22651	30407	18366
Television	28746 63%	7835 52% ^d	10464 51% ^d	5144 42%	28746 69% ^{fg}	13081 58% ^h	17902 59% ^h	9336 51%
Newspapers	6449 14%	1740 11%	6122 30% ^{abd}	1043 9%	5309 13%	2760 12%	6449 21% ^{efh}	2002 11%
Radio	4575 10%	4214 28% ^{acd}	2070 10%	1183 10%	3911 9%	4575 20% ^{egh}	2935 10%	1880 10%
Internet on a computer/laptop	4169 9%	908 6%	1357 7% ^a	3969 33% ^{abc}	2319 6%	1447 6%	2235 7%	4169 23% ^{efg}
Internet on a mobile phone	666 1%	167 1%	199 1%	606 5% ^{abc}	491 1%	310 1%	323 1%	666 4% ^{efg}
TV text services (e.g. Ceefax, Teletext)	172 *	36 *	81 *	19 *	159 *	49 *	137 *	55 *
Magazines	142 *	26 *	30 *	49 *	107 *	82 *	30 *	58 *
Word of mouth	458 1%	140 1%	44 *	86 1%	274 1%	190 1%	174 1%	86 *
SUMMARY CODES								
Any Internet	4834 11%	1075 7%	1556 8% ^a	4575 38% ^{abc}	2810 7%	1757 8%	2558 8%	4834 26% ^{efg}
Don't know	315 1%	107 1%	222 1%	55 *	315 1%	157 1%	222 1%	114 1%

Q.2 Main source of reading/watching or listen to UK\International news and current affairs

Base: All Adults in GB who watch/read or listen to the news

	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED			
	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	1950	614	870	461	1784	942	1281	705
Weighted Base	45691	15173	20590	12154	41631	22651	30407	18366
Television	28746 63%	7835 52% ^d	10464 51% ^d	5144 42%	28746 69% ^{fg}	13081 58% ^h	17902 59% ^h	9336 51%
Newspapers	6449 14%	1740 11%	6122 30% ^{abd}	1043 9%	5309 13%	2760 12%	6449 21% ^{efh}	2002 11%
Radio	4575 10%	4214 28% ^{acd}	2070 10%	1183 10%	3911 9%	4575 20% ^{egh}	2935 10%	1880 10%
Internet on a computer/laptop	4169 9%	908 6%	1357 7% ^a	3969 33% ^{abc}	2319 6%	1447 6%	2235 7%	4169 23% ^{efg}
Internet on a mobile phone	666 1%	167 1%	199 1%	606 5% ^{abc}	491 1%	310 1%	323 1%	666 4% ^{efg}
TV text services (e.g. Ceefax, Teletext)	172 *	36 *	81 *	19 *	159 *	49 *	137 *	55 *
Magazines	142 *	26 *	30 *	49 *	107 *	82 *	30 *	58 *
Word of mouth	458 1%	140 1%	44 *	86 1%	274 1%	190 1%	174 1%	86 *
SUMMARY CODES								
Any Internet	4834 11%	1075 7%	1556 8% ^a	4575 38% ^{abc}	2810 7%	1757 8%	2558 8%	4834 26% ^{efg}
Don't know	315 1%	107 1%	222 1%	55 *	315 1%	157 1%	222 1%	114 1%

Q.2 Main source of reading/watching or listen to UK/International news and current affairs

Base: All Adults in GB who watch/read or listen to the news

	Total	Q2 MAIN PLATFORM				Q1A - TV, RADIO, NEWSPAPERS OR INTERNET (e)
		Main TV	Main Radio	Main Newspaper	Main Internet	
		(a)	(b)	(c)	(d)	
Unweighted Base	1950	1255	177	283	185	1909
Weighted Base	45691	28746	4575	6449	4834	44843
Television	28746 63%	28746 100%abcd	-	-	-	28367 63%
Newspapers	6449 14%	-	-	6449 100%abd	-	6412 14%
Radio	4575 10%	-	4575 100%acd	-	-	4517 10%
Internet on a computer/laptop	4169 9%	-	-	-	4169 86%abc	4084 9%
Internet on a mobile phone	666 1%	-	-	-	666 14%abc	666 1%
TV text services (e.g. Ceefax, Teletext)	172 *	-	-	-	-	122 *
Magazines	142 *	-	-	-	-	115 *
Word of mouth	458 1%	-	-	-	-	246 1%
SUMMARY CODES						
Any Internet	4834 11%	-	-	-	4834 100%abc	4750 11%
Don't know	315 1%	-	-	-	-	315 1%

OFCOM NEWS STUDY (QS7603 - 611246)

Q.3A TV Channels used regularly (at least once a week) for UK/international news and current affairs
Base: All Adults in GB who watch the news on the TV

	GENDER		AGE						SOCIAL CLASS		WORKING STATUS		COUNTRY			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	Working	Not working	England	Scotland	Wales
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	
Unweighted Base	1784	835	949	246	234	273	275	287	469	780	1004	801	983	1526	166	92
Weighted Base	41631	19970	21661	5258	6049	7577	7221	6203	9322	22594	19036	21191	20440	36045	3538	2048*
BBC One	28720	13794	14926	3374	3743	4878	5056	4399	7270	16284	12436	14377	14343	25099	2095	1526
	69%	69%	69%	64%	62%	64%	70%	71% ^d	78% ^{cdefg}	72% ^{aj}	65%	68%	70%	70% ⁿ	59%	75% ⁿ
BBC Two	4098	2267	1830	515	503	557	725	643	1155	2423	1675	2010	2087	3512	429	157
	10%	11%	8%	10%	8%	7%	10%	10%	12% ^{ee}	11%	9%	9%	10%	10%	12%	8%
ITV1	15187	6501	8687	1926	2058	2819	2628	2249	3508	7163	8024	7218	7969	12464	1904	819
	36%	33%	40% ^a	37%	34%	37%	36%	36%	38%	32%	42% ^{ai}	34%	39% ^k	35%	54% ^{mo}	40%
Channel 4	4934	2699	2235	890	617	712	1087	730	899	3079	1855	2925	2009	4123	663	147
	12%	14% ^b	10%	17% ^{deh}	10%	9%	15% ^h	12%	10%	14% ^{aj}	10%	14% ^l	10%	11%	19% ^{mo}	7%
Five	2733	1340	1393	220	438	416	560	357	743	1054	1679	1236	1497	2035	496	203
	7%	7%	6%	4%	7%	5%	8%	6%	8%	5%	9% ⁱ	6%	7%	6%	14% ^m	10%
BBC News channel	6644	3721	2923	545	1073	1203	1160	912	1751	4279	2366	3678	2966	5743	750	151
	16%	19% ^b	13%	10%	18% ^c	16%	16%	15%	19% ^c	19% ^{aj}	12%	17%	15%	16% ^o	21% ^o	7%
Sky News channel	6438	3586	2851	866	1017	1848	1102	708	897	3699	2739	3789	2649	5483	699	256
	15%	18% ^b	13%	16% ^{ch}	17% ^h	24% ^{cd}	15% ^h	11%	10%	16%	14%	18% ^l	13%	15%	20%	12%
CNN	761	596	165	84	151	189	177	58	101	412	349	419	342	606	155	-
	2%	3% ^b	1%	2%	2%	3%	2%	1%	1%	2%	2%	2%	2%	2%	4% ^m	-
Star News	158	106	52	67	15	25	33	-	19	51	107	121	37	158	-	-
	*	1%	*	1%	*	*	*	-	*	*	1%	1%	*	*	-	-
Fox News	169	88	82	16	-	33	65	31	24	93	76	126	43	91	78	-
	*	*	*	*	-	1%	1%	1%	1%	*	*	1%	*	*	2% ^m	-
Euronews	345	228	117	29	-	69	55	59	133	242	103	116	230	272	73	-
	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	-
Other channel	573	407	166	74	52	49	39	106	253	288	285	155	418	464	66	43
	1%	2% ^b	1%	1%	1%	1%	1%	2%	3% ^{ef}	1%	1%	1%	2% ^k	1%	2%	2%
SUMMARY CODES																
Net : BBC Channels	31793	15458	16335	3688	4342	5468	5523	4846	7928	18184	13609	15967	15826	27830	2390	1573
	76%	77%	75%	70%	72%	72%	76%	78% ^c	85% ^{cdefg}	80% ^{cj}	71%	75%	77%	77% ⁿ	68%	77%
Net : PSB Channels	37849	17784	20066	4743	5147	6607	6783	5815	8754	20557	17292	19001	18848	32624	3344	1881
	91%	89%	93% ^a	90%	85%	87%	94% ^{de}	94% ^{de}	94% ^{de}	91%	91%	90%	92%	91%	95%	92%
Net : BBC channels only	16922	8232	8690	1905	2072	2660	2979	2887	4418	9720	7202	8197	8724	15314	828	779
	41%	41%	40%	36%	34%	35%	41%	47% ^{cde}	47% ^{cde}	43% ^{aj}	38%	39%	43%	42% ⁿ	23%	38% ⁿ
Net : ITV only	4510	1520	2990	722	536	919	1019	760	554	1682	2828	2220	2290	3593	667	250
	11%	8%	14% ^a	14% ^h	9%	12% ^h	14% ^h	12% ^h	6%	7%	15% ⁱ	10%	11%	10%	19% ^m	12%
Net : Channel 4 only	602	371	231	162	106	25	178	90	40	390	212	426	176	505	97	-
	1%	2%	1%	3% ^{eh}	2%	*	2% ^{eh}	1%	*	2%	1%	2%	1%	1%	3%	-
Net : Sky News only	2271	1309	962	315	493	661	305	194	303	1285	986	1396	875	2159	94	19
	5%	7%	4%	6%	8% ^{gh}	9% ^{fgh}	4%	3%	3%	6%	5%	7% ^l	4%	6%	3%	1%
Net : Fox News only	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o
 * small base

Q.3A TV Channels used regularly (at least once a week) for UK/international news and current affairs

Base: All Adults in GB who watch the news on the TV

	GENDER		AGE						SOCIAL CLASS		WORKING STATUS		COUNTRY			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	Working	Not working	England	Scotland	Wales
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	
Unweighted Base	1784	835	949	246	234	273	275	287	469	780	1004	801	983	1526	166	92
Weighted Base	41631	19970	21661	5258	6049	7577	7221	6203	9322	22594	19036	21191	20440	36045	3538	2048*
Net : Five only	291	132	159	35	121	63	49	-	23	61	230	198	92	264	11	16
	1%	1%	1%	1%	2% ^g	1%	1%	-	*	1%	1%	1%	*	1%	*	1%
Net : PSB channels only	33050	15029	18021	4140	4471	5398	5898	5242	7900	17682	15368	16337	16713	28719	2710	1620
	79%	75%	83% ^a	79%	74%	71%	82% ^d	85% ^d	85% ^d	78%	81%	77%	82% ^k	80%	77%	79%
Net : Sky News or Fox News or Five only	2562	1441	1121	350	614	723	354	194	326	1346	1216	1595	967	2422	105	35
	6%	7%	5%	7%	10% ^f	10% ^f	5%	3%	4%	6%	6%	8% ^l	5%	7%	3%	2%
NUMBER OF CHANNELS USED																
1	22630	10680	11950	2958	3074	4154	4070	3709	4666	11739	10891	11520	11109	20014	1602	1014
	54%	53%	55%	56%	51%	55%	56%	60% ^h	50%	52%	57% ⁱ	54%	54%	56% ⁿ	45%	50%
2	11523	5168	6355	1495	1752	2025	1875	1428	2948	6800	4723	5691	5832	9941	970	613
	28%	26%	29%	28%	29%	27%	26%	23%	32% ^g	30% ^j	25%	27%	29%	28%	27%	30%
3	3388	1691	1697	481	477	608	496	497	829	1716	1672	1602	1786	2852	358	178
	8%	8%	8%	9%	8%	8%	7%	8%	9%	8%	9%	8%	9%	8%	10%	9%
4	1422	869	553	155	198	311	329	179	250	900	522	891	532	1214	170	38
	3%	4% ^b	3%	3%	3%	4%	5%	3%	3%	4%	3%	4%	3%	3%	5%	2%
5	1008	570	438	71	87	79	245	264	262	608	400	516	492	755	178	75
	2%	3%	2%	1%	1%	1%	3%	4% ^e	3%	3%	2%	2%	2%	2%	5% ^m	4%
6 or more	643	436	207	34	72	176	128	27	207	302	341	368	275	451	192	-
	2%	2% ^b	1%	1%	1%	2%	2%	*	2%	1%	2%	2%	1%	1%	5% ^o	-
Don't know	1016	555	462	65	389	225	78	99	161	530	486	602	414	819	68	129
	2%	3%	2%	1%	6% ^c	3%	1%	2%	2%	2%	3%	3%	2%	2%	2%	6% ^m
Mean Score	1.742	1.820 ^b	1.671	1.657	1.708	1.741	1.776	1.679	1.829	1.771	1.709	1.757	1.727	1.705	2.135 ^m	1.721
Standard Deviation	1.129	1.251	0.999	0.979	1.012	1.158	1.215	1.078	1.207	1.115	1.144	1.149	1.108	1.083	1.521	0.987
Error Variance	0.001	0.002	0.001	0.004	0.005	0.005	0.005	0.004	0.003	0.002	0.001	0.002	0.001	0.001	0.014	0.011

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o

* small base

Q.3A TV Channels used regularly (at least once a week) for UK/international news and current affairs

Base: All Adults in GB who watch the news on the TV

	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED				
	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	
Unweighted Base	1784	574	808	380	1784	880	1184	607	
Weighted Base	41631	14174	19093	10038	41631	21156	28032	15830	
BBC One	28720 69%	26421 71%	11130 79%acd	13860 73%	7167 71%	28720 69%	15986 76%eh	20133 72%	11169 71%
BBC Two	4098 10%	3719 10%	1830 13%	2095 11%	1296 13%	4098 10%	2307 11%	2699 10%	1925 12%
ITV1	15187 36%	14188 38% ^d	5394 38%	7365 39% ^d	3199 32%	15187 36% ^h	7703 36%	10473 37% ^h	4969 31%
Channel 4	4934 12%	4278 11%	2312 16% ^a	2792 15% ^a	1824 18% ^a	4934 12%	2968 14%	3656 13%	2707 17% ^{eg}
Five	2733 7%	2340 6%	868 6%	1460 8%	602 6%	2733 7%	1200 6%	1865 7%	1034 7%
BBC News channel	6644 16%	6287 17%	2863 20%	3788 20%	2518 25% ^a	6644 16%	3875 18%	5157 18%	3625 23% ^{efg}
Sky News channel	6438 15%	5953 16%	1890 13%	3140 16%	2299 23% ^{abc}	6438 15%	3061 14%	4518 16%	3395 21% ^{efg}
CNN	761 2%	636 2%	214 2%	507 3%	374 4% ^{ab}	761 2%	336 2%	679 2%	449 3%
Star News	158 *	95 *	76 1%	44 *	73 1%	158 *	76 *	121 *	73 *
Fox News	169 *	169 *	31 *	60 *	48 *	169 *	64 *	109 *	113 1%
Euronews	345 1%	345 1%	164 1%	171 1%	119 1%	345 1%	237 1%	240 1%	119 1%
Other channel	573 1%	519 1%	90 1%	240 1%	108 1%	573 1%	228 1%	323 1%	132 1%
SUMMARY CODES									
Net : BBC Channels	31793 76%	29219 78%	12085 85% ^{ac}	15250 80%	8100 81%	31793 76%	17433 82% ^e	22286 80%	12761 81% ^{ee}
Net : PSB Channels	37849 91%	34442 92%	13692 97% ^{acd}	17549 92%	8989 90%	37849 91%	20036 95% ^{egh}	25830 92%	14362 91%
Net : BBC channels only	16922 41%	15229 41% ^d	5895 42% ^d	7151 37%	3467 35%	16922 41%	9058 43%	11201 40%	6019 38%
Net : ITV only	4510 11%	4047 11% ^{bd}	1070 8%	1691 9% ^d	472 5%	4510 11% ^h	1877 9%	2644 9% ^h	954 6%
Net : Channel 4 only	602 1%	428 1%	261 2%	233 1%	231 2%	602 1%	294 1%	352 1%	312 2%
Net : Sky News only	2271 5%	2075 6% ^b	258 2%	783 4% ^b	558 6% ^b	2271 5% ^f	734 3%	1377 5%	912 6% ^f
Net : Fox News only	-	-	-	-	-	-	-	-	-

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

OFCOM NEWS STUDY (QS7603 - 611246)

Q.3A TV Channels used regularly (at least once a week) for UK/international news and current affairs

Base: All Adults in GB who watch the news on the TV

	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED				
	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	
Unweighted Base	1784	574	808	380	1784	880	1184	607	
Weighted Base	41631	14174	19093	10038	41631	21156	28032	15830	
Net : Five only	291 1%	42 -	76 -	32 -	291 1%	42 -	132 -	110 1%	
Net : PSB channels only	33050 79%	30048 80% ^d	11843 84% ^{cd}	14875 78% ^d	6972 69%	33050 79% ^h	17371 82% ^h	22183 79% ^h	11627 73%
Net : Sky News or Fox News or Five only	2562 6%	2287 6% ^b	300 2%	859 4% ^b	590 6% ^b	2562 6% ^f	777 4%	1510 5%	1022 6% ^f
NUMBER OF CHANNELS USED									
1	22630 54%	20115 54% ^{bcd}	6402 45%	8756 46%	4152 41%	22630 54% ^h	10650 50%	14225 51%	7372 47%
2	11523 28%	10807 29%	4745 33% ^a	6011 31%	3266 33%	11523 28%	6604 31%	8276 30%	4847 31%
3	3388 8%	3150 8%	1508 11%	2064 11%	1093 11%	3388 8%	1982 9%	2762 10%	1535 10%
4	1422 3%	1422 4%	717 5%	820 4%	654 7% ^a	1422 3%	843 4%	1000 4%	926 6% ^{eg}
5	1008 2%	897 2%	397 3%	608 3%	272 3%	1008 2%	541 3%	770 3%	405 3%
6 or more	643 2%	550 1%	243 2%	349 2%	260 3%	643 2%	338 2%	474 2%	362 2%
Don't know	1016 2%	498 1%	161 1%	485 3% ^a	342 3% ^{ab}	1016 2% ^f	198 1%	524 2%	382 2% ^f
Mean Score	1.742	1.758	1.917a	1.909a	2.024a	1.742	1.815	1.817	1.923e
Standard Deviation	1.129	1.125	1.181	1.191	1.278	1.129	1.134	1.157	1.229
Error Variance	0.001	0.001	0.002	0.002	0.004	0.001	0.001	0.001	0.003

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

CAPI OmniBus



OFCOM NEWS STUDY (QS7603 - 611246)

Q.3A TV Channels used regularly (at least once a week) for UK/international news and current affairs

Base: All Adults in GB who watch the news on the TV

	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED			
	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	1784	574	808	380	1784	880	1184	607
Weighted Base	41631	14174	19093	10038	41631	21156	28032	15830
BBC One	28720 69%	11130 79%acd	13860 73%	7167 71%	28720 69%	15986 76%eh	20133 72%	11169 71%
BBC Two	4098 10%	1830 13%	2095 11%	1296 13%	4098 10%	2307 11%	2699 10%	1925 12%
ITV1	15187 36%	5394 38% ^d	7365 39% ^d	3199 32%	15187 36% ^h	7703 36%	10473 37% ^h	4969 31%
Channel 4	4934 12%	2312 16% ^a	2792 15% ^a	1824 18% ^a	4934 12%	2968 14%	3656 13%	2707 17% ^{eg}
Five	2733 7%	868 6%	1460 8%	602 6%	2733 7%	1200 6%	1865 7%	1034 7%
BBC News channel	6644 16%	2863 20%	3788 20%	2518 25% ^a	6644 16%	3875 18%	5157 18%	3625 23% ^{efg}
Sky News channel	6438 15%	1890 13%	3140 16%	2299 23% ^{abc}	6438 15%	3061 14%	4518 16%	3395 21% ^{efg}
CNN	761 2%	214 2%	507 3%	374 4% ^{ab}	761 2%	336 2%	679 2%	449 3%
Star News	158 *	76 1%	44 *	73 1%	158 *	76 *	121 *	73 *
Fox News	169 *	31 *	60 *	48 *	169 *	64 *	109 *	113 1%
Euronews	345 1%	164 1%	171 1%	119 1%	345 1%	237 1%	240 1%	119 1%
Other channel	573 1%	90 1%	240 1%	108 1%	573 1%	228 1%	323 1%	132 1%
SUMMARY CODES								
Net : BBC Channels	31793 76%	12085 85% ^{ac}	15250 80%	8100 81%	31793 76%	17433 82% ^e	22286 80%	12761 81% ^{ee}
Net : PSB Channels	37849 91%	13692 97% ^{acd}	17549 92%	8989 90%	37849 91%	20036 95% ^{egh}	25830 92%	14362 91%
Net : BBC channels only	16922 41%	5895 42% ^d	7151 37%	3467 35%	16922 41%	9058 43%	11201 40%	6019 38%
Net : ITV only	4510 11%	1070 8%	1691 9% ^d	472 5%	4510 11% ^h	1877 9%	2644 9% ^h	954 6%
Net : Channel 4 only	602 1%	261 2%	233 1%	231 2%	602 1%	294 1%	352 1%	312 2%
Net : Sky News only	2271 5%	258 2%	783 4% ^b	558 6% ^b	2271 5% ^f	734 3%	1377 5%	912 6% ^f
Net : Fox News only	-	-	-	-	-	-	-	-

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

CAPI OmniBus



OFCOM NEWS STUDY (QS7603 - 611246)

Q.3A TV Channels used regularly (at least once a week) for UK/international news and current affairs

Base: All Adults in GB who watch the news on the TV

	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED				
	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	
Unweighted Base	1784	574	808	380	1784	880	1184	607	
Weighted Base	41631	14174	19093	10038	41631	21156	28032	15830	
Net : Five only	291 1%	42 -	76 -	32 -	291 1%	42 -	132 -	110 1%	
Net : PSB channels only	33050 79%	30048 80% ^d	11843 84% ^{cd}	14875 78% ^d	6972 69%	17371 82% ^h	22183 79% ^h	11627 73%	
Net : Sky News or Fox News or Five only	2562 6%	2287 6% ^b	300 2%	859 4% ^b	590 6% ^b	777 4%	1510 5%	1022 6% ^f	
NUMBER OF CHANNELS USED									
1	22630 54%	20115 54% ^{bcd}	6402 45%	8756 46%	4152 41%	22630 54% ^h	10650 50%	14225 51%	7372 47%
2	11523 28%	10807 29%	4745 33% ^a	6011 31%	3266 33%	11523 28%	6604 31%	8276 30%	4847 31%
3	3388 8%	3150 8%	1508 11%	2064 11%	1093 11%	3388 8%	1982 9%	2762 10%	1535 10%
4	1422 3%	1422 4%	717 5%	820 4%	654 7% ^a	1422 3%	843 4%	1000 4%	926 6% ^{eg}
5	1008 2%	897 2%	397 3%	608 3%	272 3%	1008 2%	541 3%	770 3%	405 3%
6 or more	643 2%	550 1%	243 2%	349 2%	260 3%	643 2%	338 2%	474 2%	362 2%
Don't know	1016 2%	498 1%	161 1%	485 3% ^a	342 3% ^{ab}	1016 2% ^f	198 1%	524 2%	382 2% ^f
Mean Score	1.742	1.758	1.917a	1.909a	2.024a	1.742	1.815	1.817	1.923e
Standard Deviation	1.129	1.125	1.181	1.191	1.278	1.129	1.134	1.157	1.229
Error Variance	0.001	0.001	0.002	0.002	0.004	0.001	0.001	0.001	0.003

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

Q.3A TV Channels used regularly (at least once a week) for UK/international news and current affairs

Base: All Adults in GB who watch the news on the TV

	Total	Q2 MAIN PLATFORM				Q1A - TV, RADIO, NEWSPAPERS OR INTERNET
		Main TV	Main Radio	Main Newspaper	Main Internet	
		(a)	(b)	(c)	(d)	
					(e)	
Unweighted Base	1784	1255	150	233	108	1761
Weighted Base	41631	28746	3911	5309	2810*	41145
BBC One	28720 69%	19571 68%	3099 79%ad	3750 71%	1725 61%	28549 69%
BBC Two	4098 10%	2696 9%	579 15%a	442 8%	326 12%	4049 10%
ITV1	15187 36%	11615 40%bcd	966 25%	1551 29%	715 25%	15069 37%
Channel 4	4934 12%	3091 11%	696 18%a	576 11%	468 17%	4867 12%
Five	2733 7%	1891 7%	196 5%	442 8%	139 5%	2675 7%
BBC News channel	6644 16%	4347 15%	618 16%	924 17%	624 22%	6644 16%
Sky News channel	6438 15%	4802 17%b	244 6%	713 13%b	542 19%b	6337 15%
CNN	761 2%	457 2%	23 1%	104 2%	159 6%ab	761 2%
Star News	158 *	58 *	19 *	44 1%	19 1%	140 *
Fox News	169 *	150 1%	- -	19 *	- -	169 *
Euronews	345 1%	196 1%	49 1%	77 1%	24 1%	345 1%
Other channel	573 1%	464 2%	57 1%	22 *	30 1%	573 1%
SUMMARY CODES						
Net : BBC Channels	31793 76%	21588 75%	3353 86%ad	4130 78%	2016 72%	31622 77%
Net : PSB Channels	37849 91%	26272 91%ad	3731 95%ad	4771 90%ad	2296 82%	37571 91%
Net : BBC channels only	16922 41%	11290 39%	2040 52%ad	2274 43%	1020 36%	16821 41%
Net : ITV only	4510 11%	3721 13%bd	193 5%	466 9%	99 4%	4437 11%
Net : Channel 4 only	602 1%	290 1%	116 3%a	71 1%	125 4%a	593 1%
Net : Sky News only	2271 5%	1792 6%b	25 1%	212 4%	219 8%b	2196 5%
Net : Fox News only	-	-	-	-	-	-
	-	-	-	-	-	-

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d

* small base

Q.3A TV Channels used regularly (at least once a week) for UK/international news and current affairs

Base: All Adults in GB who watch the news on the TV

	Total	Q2 MAIN PLATFORM				Q1A - TV, RADIO, NEWSPAPERS OR INTERNET
		Main TV	Main Radio	Main Newspaper	Main Internet	
		(a)	(b)	(c)	(d)	
						(e)
Unweighted Base	1784	1255	150	233	108	1761
Weighted Base	41631	28746	3911	5309	2810*	41145
Net : Five only	291 1%	168 1%	14 *	92 2%	16 1%	291 1%
Net : PSB channels only	33050 79%	22955 80% ^d	3449 88% ^{acd}	4116 78% ^d	1881 67%	32797 80%
Net : Sky News or Fox News or Five only	2562 6%	1960 7% ^b	38 1%	304 6% ^b	235 8% ^b	2487 6%
NUMBER OF CHANNELS USED						
1	22630 54%	16033 56%	2043 52%	2747 52%	1461 52%	22369 54%
2	11523 28%	7798 27%	1154 30%	1571 30%	638 23%	11445 28%
3	3388 8%	2351 8%	357 9%	417 8%	177 6%	3388 8%
4	1422 3%	1043 4%	93 2%	77 1%	179 6% ^c	1422 3%
5	1008 2%	748 3%	86 2%	151 3%	24 1%	975 2%
6 or more	643 2%	421 1%	48 1%	73 1%	101 4%	643 2%
Don't know	1016 2%	352 1%	131 3%	273 5% ^a	229 8% ^a	902 2%
Mean Score	1.742	1.738	1.732	1.721	1.848	1.744
Standard Deviation	1.129	1.131	1.080	1.074	1.347	1.129
Error Variance	0.001	0.001	0.008	0.005	0.018	0.001

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d

* small base

OFCOM NEWS STUDY (QS7603 - 611246)

Q.3A TV Channels used regularly (at least once a week) for UK/international news and current affairs
Base: All Adults in GB who watch the news on the TV

	Q.3A TV CHANNELS USED REGULARLY (AT LEAST ONCE A WEEK) FOR UK/INTERNATIONAL NEWS AND CURRENT AFFAIRS										Q.3A NUMBER OF CHANNELS USED						
	Total	BBC Channels (a)	PSB Channels (b)	BBC channels only (c)	ITV only (d)	Channel 4 only (e)	Sky News only (f)	Fox News only (g)	Five only (h)	PSB channels only (i)	Sky News or Fox News or Five only (j)	1 (k)	2 (l)	3 (m)	4 (n)	5 (o)	6 or more (p)
Unweighted Base	1784	1351	1633	722	212	22	90	-	15	1439	105	982	481	149	60	45	28
Weighted Base	41631	31793	37849	16922	4510	602**	2271*	**	291**	33050	2562*	22630	11523	3388	1422*	1008*	643**
BBC One	28720	28720	28720	15200	-	-	-	-	-	25061	-	12833	9818	3056	1385	1008	619
	69%	90%bdfij	76%dfj	90%bdfij	-	-	-	-	-	76%dfj	-	57%	85%k	90%k	97%kl	100%klm	96%
BBC Two	4098	4098	4098	1361	-	-	-	-	-	3311	-	109	1026	754	777	885	546
	10%	13%cdfij	11%cdfj	8%dfj	-	-	-	-	-	10%dfj	-	*	9%k	22%kl	55%klm	88%klmn	85%
ITV1	15187	10154	15187	-	4510	-	-	-	-	13604	-	4510	6109	2194	897	886	592
	36%	32%cfj	40%acfj	-	100%abcfj	-	-	-	-	41%acfj	-	20%	53%k	65%kl	63%k	88%klmn	92%
Channel 4	4934	3974	4934	-	-	602	-	-	-	3994	-	602	1316	770	687	949	610
	12%	13%cdfj	13%cdfj	-	-	100%	-	-	-	12%cdfj	-	3%	11%k	23%kl	48%klm	94%klmn	95%
Five	2733	2243	2733	-	-	-	-	291	-	2293	291	291	338	582	264	718	540
	7%	7%cdf	7%cdf	-	-	-	-	100%	-	7%cdf	11%cdf	1%	3%k	17%kl	19%kl	71%klmn	84%
BBC News channel	6644	6644	6644	3042	-	-	-	-	-	4709	-	1584	2171	1290	762	292	546
	16%	21%bdfij	18%dfj	18%dfj	-	-	-	-	-	14%dfj	-	7%	19%k	38%kl	54%klo	29%k	85%
Sky News channel	6438	3828	4103	-	-	-	2271	-	-	-	2271	2271	1838	1229	524	215	361
	15%	12%cdi	11%cdi	-	-	-	100%abcdij	-	-	-	89%abcdi	10%	16%k	36%kl	37%kl	21%k	56%
CNN	761	620	643	-	-	-	-	-	-	-	-	79	134	139	219	24	167
	2%	2%ci	2%ci	-	-	-	-	-	-	-	-	*	1%	4%kl	15%klmo	2%	26%
Star News	158	140	140	-	-	-	-	-	-	-	-	19	81	15	-	-	44
	*	*i	*i	-	-	-	-	-	-	-	-	*	1%	-	-	-	7%
Fox News	169	169	169	-	-	-	-	-	-	-	-	-	-	19	82	-	69
	*	1%i	*i	-	-	-	-	-	-	-	-	-	-	1%k	6%klm	-	11%
Euronews	345	345	345	-	-	-	-	-	-	-	-	-	29	115	63	64	75
	1%	1%ci	1%ci	-	-	-	-	-	-	-	-	-	*	3%kl	4%kl	6%kl	12%
Other channel	573	190	215	-	-	-	-	-	-	-	-	333	187	-	30	-	23
	1%	1%ci	1%i	-	-	-	-	-	-	-	-	1%	2%	-	2%	-	4%
SUMMARY CODES																	
Net : BBC Channels	31793	31793	31793	16922	-	-	-	-	-	27294	-	14525	10905	3290	1422	1008	643
	76%	100%bdfij	84%dfj	100%bdfij	-	-	-	-	-	83%dfj	-	64%	95%k	97%k	100%k	100%k	100%
Net : PSB Channels	37849	31793	37849	16922	4510	602	-	291	33050	291	19928	11460	3388	1422	1008	643	
	91%	100%fj	100%fj	100%fj	100%fj	100%	-	100%	100%fj	11%f	88%	99%k	100%k	100%k	100%k	100%	
Net : BBC channels only	16922	16922	16922	16922	-	-	-	-	-	16922	-	14525	2111	285	-	-	-
	41%	53%bdfj	45%dfj	100%abdfij	-	-	-	-	-	51%bdfj	-	64%lmno	18%mmo	8%n	-	-	
Net : ITV only	4510	-	4510	-	4510	-	-	-	-	4510	-	4510	-	-	-	-	-
	11%	-	12%acfj	-	100%abcfj	-	-	-	-	14%acfj	-	20%lmno	-	-	-	-	
Net : Channel 4 only	602	-	602	-	-	602	-	-	-	602	-	602	-	-	-	-	-
	1%	-	2%ac	-	-	100%	-	-	-	2%ac	-	3%l	-	-	-	-	
Net : Sky News only	2271	-	-	-	-	-	2271	-	-	-	2271	2271	-	-	-	-	-
	5%	-	-	-	-	-	100%abcdij	-	-	-	89%abcdi	10%lmno	-	-	-	-	

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o/p

* small base; ** very small base (under 30) ineligible for sig testing

OFCOM NEWS STUDY (QS7603 - 611246)

Q.3A TV Channels used regularly (at least once a week) for UK/international news and current affairs
Base: All Adults in GB who watch the news on the TV

	Q.3A TV CHANNELS USED REGULARLY (AT LEAST ONCE A WEEK) FOR UK/INTERNATIONAL NEWS AND CURRENT AFFAIRS										Q.3A NUMBER OF CHANNELS USED						
	Total	BBC Channels (a)	PSB Channels (b)	BBC channels only (c)	ITV only (d)	Channel 4 only (e)	Sky News only (f)	Fox News only (g)	Five only (h)	PSB channels only (i)	Sky News or Fox News or Five only (j)	1 (k)	2 (l)	3 (m)	4 (n)	5 (o)	6 or more (p)
Unweighted Base	1784	1351	1633	722	212	22	90	-	15	1439	105	982	481	149	60	45	28
Weighted Base	41631	31793	37849	16922	4510	602**	2271*	**	291**	33050	2562*	22630	11523	3388	1422*	1008*	643**
Net : Fox News only	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net : Five only	291	-	291	-	-	-	-	-	291	291	291	291	-	-	-	-	-
	7%	-	1%ac	-	-	-	-	-	100%	1%ac	11%abcdfi	1%l	-	-	-	-	-
Net : PSB channels only	33050	27294	33050	16922	4510	602	-	-	291	33050	291	19928	9318	2048	749	770	236
	79%	86%fj	87%fj	100%abfj	100%abfj	100%	-	-	100%	100%abfj	11%f	88%lmno	81%mn	60%	53%	76%n	37%
Net : Sky News or Fox News or Five only	2562	-	291	-	-	-	2271	-	291	291	2562	2562	-	-	-	-	-
	6%	-	1%ac	-	-	-	100%abcdi	-	100%	1%ac	100%abcdi	11%lmno	-	-	-	-	-
NUMBER OF CHANNELS USED																	
1	22630	14525	19928	14525	4510	602	2271	-	291	19928	2562	22630	-	-	-	-	-
	54%	46%	53%a	86%abi	100%abci	100%	100%abci	-	100%	60%ab	100%abci	100%lmno	-	-	-	-	-
2	11523	10905	11460	2111	-	-	-	-	-	9318	-	-	11523	-	-	-	-
	28%	34%bcdfi	30%cdfj	12%dfj	-	-	-	-	-	28%cdfj	-	-	100%kmno	-	-	-	-
3	3388	3290	3388	285	-	-	-	-	-	2048	-	-	-	3388	-	-	-
	8%	10%cdfij	9%cdfij	2%	-	-	-	-	-	6%cdfj	-	-	-	100%klno	-	-	-
4	1422	1422	1422	-	-	-	-	-	-	749	-	-	-	-	1422	-	-
	3%	4%cdij	4%cdi	-	-	-	-	-	-	2%cd	-	-	-	100%klmo	-	-	-
5	1008	1008	1008	-	-	-	-	-	-	770	-	-	-	-	-	1008	-
	2%	3%cd	3%cd	-	-	-	-	-	-	2%cd	-	-	-	-	-	100%klmn	-
6 or more	643	643	643	-	-	-	-	-	-	236	-	-	-	-	-	-	643
	2%	2%cdi	2%ci	-	-	-	-	-	-	1%c	-	-	-	-	-	-	100%
Don't know	1016	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean Score	1.742	1.923bcd	1.795cdf	1.158dfj	1.000	1.000	1.000	-	1.000	1.603cdf	1.000	1.000	2.000	3.000kl	4.000m	5.000m	6.518
Standard Deviation	1.129	1.204	1.151	0.409	0.000	0.000	0.000	-	0.000	0.960	0.000	0.000	0.000	0.001	0.000	0.000	0.942
Error Variance	0.001	0.001	0.001	*	0.000	0.000	0.000	-	0.000	0.001	0.000	0.000	0.000	*	0.000	0.000	0.032

Fieldwork : 19/11/10 - 23/11/10 (Week 46)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o/p
 * small base; ** very small base (under 30) ineligible for sig testing

OFCOM NEWS STUDY (QS7603 - 611246)

Q.3B TV Channels used occasionally (at least once a month, but less than once a week) for UK/international news and current affairs

Base: All Adults in GB who watch the news on the TV

	GENDER		AGE						SOCIAL CLASS		WORKING STATUS		COUNTRY			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	Working	Not working	England	Scotland	Wales
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	
Unweighted Base	1784	835	949	246	234	273	275	287	469	780	1004	801	983	1526	166	92
Weighted Base	41631	19970	21661	5258	6049	7577	7221	6203	9322	22594	19036	21191	20440	36045	3538	2048*
BBC One	5951	2522	3429	835	1074	1068	1109	739	1126	2838	3113	3040	2911	4926	687	338
	14%	13%	16%	16%	18%	14%	15%	12%	12%	13%	16% ^l	14%	14%	14%	19%	17%
BBC Two	4136	2044	2092	417	385	566	599	679	1489	2410	1725	1734	2401	3412	389	334
	10%	10%	10%	8%	6%	7%	8%	11%	16% ^l ^o ^e ^f	11%	9%	8%	12% ^k	9%	11%	16% ^m
ITV1	8160	3866	4294	807	830	1173	1567	1427	2357	4977	3183	3962	4198	7056	631	473
	20%	19%	20%	15%	14%	15%	22% ^d	23% ^c ^e	25% ^c ^e	22% ^j	17%	19%	21%	20%	18%	23%
Channel 4	5240	2810	2430	476	746	1079	993	750	1197	3213	2027	2778	2462	4713	484	42
	13%	14%	11%	9%	12%	14%	14%	12%	13%	14% ^j	11%	13%	12%	13% ^o	14% ^o	2%
Five	3066	1543	1523	277	490	608	707	471	513	1781	1285	1845	1221	2595	328	143
	7%	8%	7%	5%	8%	8%	10% ^h	8%	6%	8%	7%	9% ^l	6%	7%	9%	7%
BBC News channel	5061	2624	2436	490	866	1030	1031	694	950	2968	2093	2734	2327	4303	488	269
	12%	13%	11%	9%	14%	14%	14%	11%	10%	13%	11%	13%	11%	12%	14%	13%
Sky News channel	4398	2338	2060	596	830	1114	734	632	492	2383	2015	2671	1727	3788	485	125
	11%	12%	10%	11% ^h	14% ^h	15% ^h	10% ^h	10% ^h	5%	11%	11%	13% ^l	8%	11%	14%	6%
CNN	1133	604	529	243	261	253	208	101	67	703	431	686	447	968	166	-
	3%	3%	2%	5% ^h	4% ^h	3% ^h	3% ^h	2%	1%	3%	2%	3%	2%	3%	5% ^o	-
Star News	367	193	174	70	72	69	33	85	39	183	184	201	167	296	47	24
	1%	1%	1%	1%	1%	1%	*	1%	*	1%	1%	1%	1%	1%	1%	1%
Fox News	357	215	142	77	64	75	49	40	51	201	155	189	168	342	14	-
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	-
Euronews	472	220	252	74	55	83	198	38	24	347	125	313	159	439	33	-
	1%	1%	1%	1%	1%	1%	3% ^h	1%	*	2%	1%	1%	1%	1%	1%	-
Other channel	833	404	428	149	112	211	38	132	192	335	498	443	390	694	114	24
	2%	2%	2%	3% ^f	2%	3% ^f	1%	2%	2%	1%	3%	2%	2%	2%	3%	1%
SUMMARY CODES																
Net : BBC Channels	13815	6574	7241	1631	2067	2442	2479	1948	3248	7402	6413	6831	6984	11557	1407	851
	33%	33%	33%	31%	34%	32%	34%	31%	35%	33%	34%	32%	34%	32%	40%	42%
Net : PSB Channels	24388	11799	12589	2731	3275	4289	4665	3719	5708	13579	10809	12439	11948	20797	2296	1295
	59%	59%	58%	52%	54%	57%	65% ^c ^d	60%	61% ^c	60%	57%	59%	58%	58%	65%	63%
Net : BBC channels only	9305	4337	4968	1137	1302	1576	1860	1246	2184	4675	4630	4542	4763	7833	929	543
	22%	22%	23%	22%	22%	21%	26%	20%	23%	21%	24%	21%	23%	22%	26%	27%
Net : ITV only	5356	2380	2976	593	485	684	1002	984	1608	3057	2299	2453	2903	4728	346	282
	13%	12%	14%	11%	8%	9%	14% ^d	16% ^d	17% ^d ^e	14%	12%	12%	14%	13%	10%	14%
Net : Channel 4 only	2338	1364	973	279	376	519	504	266	395	1395	942	1411	927	2104	192	42
	6%	7% ^b	4%	5%	6%	7%	7%	4%	4%	6%	5%	7%	5%	6%	5%	2%
Net : Sky News only	2648	1228	1420	379	470	727	390	411	271	1347	1301	1488	1160	2314	307	26
	6%	6%	7%	7% ^h	8% ^h	10% ^h	5%	7% ^h	3%	6%	7%	7%	6%	6%	9% ^o	1%
Net : Fox News only	73	40	33	-	-	-	18	14	40	-	73	18	54	58	14	-
	*	*	*	-	-	-	*	*	*	-	*	*	*	*	*	-

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o
* small base

OFCOM NEWS STUDY (QS7603 - 611246)

Q.3B TV Channels used occasionally (at least once a month, but less than once a week) for UK/international news and current affairs

Base: All Adults in GB who watch the news on the TV

	GENDER		AGE						SOCIAL CLASS		WORKING STATUS		COUNTRY			
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	ABC1 (i)	C2DE (j)	Working (k)	Not working (l)	England (m)	Scotland (n)	Wales (o)
Unweighted Base	1784	835	949	246	234	273	275	287	469	780	1004	801	983	1526	166	92
Weighted Base	41631	19970	21661	5258	6049	7577	7221	6203	9322	22594	19036	21191	20440	36045	3538	2048*
Net : Five only	1179	446	733	101	214	220	230	217	197	660	519	625	553	920	171	88
	3%	2%	3%	2%	4%	3%	3%	4%	2%	3%	3%	3%	3%	3%	5%	4%
Net : PSB channels only	22242	10453	11790	2433	2883	3745	4337	3405	5439	12379	9864	11022	11221	19017	2054	1171
	53%	52%	54%	46%	48%	49%	60% ^{cde}	55%	58% ^{cde}	55%	52%	52%	55%	53%	58%	57%
Net : Sky News or Fox News or Five only	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NUMBER OF CHANNELS USED																
1	21700	10197	11503	2770	3002	3993	4033	3182	4720	11570	10130	11015	10685	18717	2030	953
	52%	51%	53%	53%	50%	53%	56%	51%	51%	51%	53%	52%	52%	52%	57%	47%
2	5182	2631	2551	497	589	1132	1007	1007	950	3076	2106	2992	2190	4239	588	355
	12%	13%	12%	9%	10%	15%	14%	16% ^{cdh}	10%	14%	11%	14% ^l	11%	12%	17%	17%
3	1308	616	692	84	332	138	209	101	443	872	436	613	695	1125	145	37
	3%	3%	3%	2%	5% ^{ceg}	2%	3%	2%	5% ^{ceg}	4%	2%	3%	3%	3%	4%	2%
4	313	274	39	18	56	83	90	14	51	159	154	204	108	257	56	-
	1%	1% ^{ab}	*	*	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	2%	-
5	105	55	49	49	32	-	-	-	24	88	16	32	73	105	-	-
	*	*	*	1%	1%	-	-	-	*	*	*	*	*	*	-	-
6 or more	192	105	86	29	32	36	33	26	35	125	66	101	91	192	-	-
	*	1%	*	1%	1%	*	*	*	*	1%	*	*	*	1%	-	-
Mean Score	1.360	1.397	1.326	1.309	1.430	1.362	1.352	1.337	1.365	1.406 ^j	1.304	1.377	1.342	1.361	1.371	1.319
Standard Deviation	0.817	0.837	0.796	0.797	0.908	0.867	0.768	0.791	0.775	0.871	0.741	0.831	0.801	0.844	0.675	0.523
Error Variance	0.001	0.001	0.001	0.004	0.005	0.004	0.003	0.003	0.002	0.001	0.001	0.001	0.001	0.001	0.003	0.005

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o

* small base

OFCOM NEWS STUDY (QS7603 - 611246)

Q.3B TV Channels used occasionally (at least once a month, but less than once a week) for UK/international news and current affairs

Base: All Adults in GB who watch the news on the TV

	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED				
	Total	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	1784	1606	574	808	380	1784	880	1184	607
Weighted Base	41631	37439	14174	19093	10038	41631	21156	28032	15830
BBC One	5951 14%	5366 14%b	1486 10%	2392 13%	1373 14%	5951 14%	2730 13%	3781 13%	2308 15%
BBC Two	4136 10%	3923 10%	1857 13%	2346 12%	1026 10%	4136 10%	2589 12%	3196 11%	1617 10%
ITV1	8160 20%	7456 20%	3155 22%	3509 18%	1940 19%	8160 20%	4935 23%e	5584 20%	3014 19%
Channel 4	5240 13%	4743 13%	2075 15%	2630 14%	1444 14%	5240 13%	2979 14%	3972 14%	2301 15%
Five	3066 7%	3005 8%	1432 10%	1566 8%	1080 11%	3066 7%	2029 10%	2376 8%	1573 10%
BBC News channel	5061 12%	4573 12%	2052 14%	2750 14%	1382 14%	5061 12%	2778 13%	3963 14%	2274 14%
Sky News channel	4398 11%	4164 11%	1835 13%	2205 12%	1599 16%ac	4398 11%	2784 13%	3121 11%	2368 15%eg
CNN	1133 3%	999 3%	456 3%	584 3%	548 5%a	1133 3%	559 3%	941 3%	814 5%ef
Star News	367 1%	367 1%	132 1%	132 1%	29 *	367 1%	215 1%	287 1%	54 *
Fox News	357 1%	338 1%	202 1%	133 1%	173 2%	357 1%	241 1%	291 1%	173 1%
Euronews	472 1%	443 1%	227 2%	142 1%	194 2%	472 1%	227 1%	270 1%	279 2%
Other channel	833 2%	702 2%	197 1%	353 2%	157 2%	833 2%	339 2%	564 2%	326 2%
SUMMARY CODES									
Net : BBC Channels	13815 33%	12594 34%	4820 34%	6945 36%	3425 34%	13815 33%	7323 35%	9972 36%	5637 36%
Net : PSB Channels	24388 59%	22109 59%	8750 62%	11579 61%	5950 59%	24388 59%	13479 64%e	17304 62%	9602 61%
Net : BBC channels only	9305 22%	8328 22%	2880 20%	4317 23%	1766 18%	9305 22%	4579 22%	6387 23%	3296 21%
Net : ITV only	5356 13%	4755 13%	1766 12%	2031 11%	1080 11%	5356 13%	2902 14%	3496 12%	1719 11%
Net : Channel 4 only	2338 6%	1925 5%	771 5%	1120 6%	614 6%	2338 6%	1243 6%	1662 6%	899 6%
Net : Sky News only	2648 6%	2483 7%	1093 8%	1077 6%	855 9%	2648 6%	1617 8%	1741 6%	1416 9%eg
Net : Fox News only	73 *	54 *	54 *	58 *	- -	73 *	54 *	73 *	- -

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

OFCOM NEWS STUDY (QS7603 - 611246)

Q.3B TV Channels used occasionally (at least once a month, but less than once a week) for UK/international news and current affairs

Base: All Adults in GB who watch the news on the TV

	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED			
	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	1784	574	808	380	1784	880	1184	607
Weighted Base	41631	14174	19093	10038	41631	21156	28032	15830
Net : Five only	1179 3%	458 3%	551 3%	355 4%	1179 3%	726 3%	835 3%	497 3%
Net : PSB channels only	22242 53%	7786 55%	10219 54%	5148 51%	22242 53%	12046 57%	15520 55%	8544 54%
Net : Sky News or Fox News or Five only	-	-	-	-	-	-	-	-
NUMBER OF CHANNELS USED								
1	21700 52%	7119 50%	9459 50%	5002 50%	21700 52%	11388 54%	14676 52%	8358 53%
2	5182 12%	2475 17%a	3029 16%	1640 16%	5182 12%	3340 16%e	4187 15%	2700 17%e
3	1308 3%	547 4%	833 4%	498 5%	1308 3%	826 4%	1049 4%	680 4%
4	313 1%	126 1%	56 *	144 1% ^c	313 1%	148 1%	179 1%	177 1%
5	105 *	72 1%	55 *	24 *	105 *	72 *	105 *	24 *
6 or more	192 *	69 *	35 *	72 1%	192 *	126 1%	126 *	72 *
Mean Score	1.360	1.451	1.392	1.483	1.360	1.409	1.395	1.424
Standard Deviation	0.817	0.878	0.705	0.891	0.817	0.849	0.815	0.791
Error Variance	0.001	0.002	0.001	0.003	0.001	0.001	0.001	0.001

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

OFCOM NEWS STUDY (QS7603 - 611246)

Q.3B TV Channels used occasionally (at least once a month, but less than once a week) for UK/international news and current affairs

Base: All Adults in GB who watch the news on the TV

	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED				
	Total	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	1784	1606	574	808	380	1784	880	1184	607
Weighted Base	41631	37439	14174	19093	10038	41631	21156	28032	15830
BBC One	5951 14%	5366 14%b	1486 10%	2392 13%	1373 14%	5951 14%	2730 13%	3781 13%	2308 15%
BBC Two	4136 10%	3923 10%	1857 13%	2346 12%	1026 10%	4136 10%	2589 12%	3196 11%	1617 10%
ITV1	8160 20%	7456 20%	3155 22%	3509 18%	1940 19%	8160 20%	4935 23%e	5584 20%	3014 19%
Channel 4	5240 13%	4743 13%	2075 15%	2630 14%	1444 14%	5240 13%	2979 14%	3972 14%	2301 15%
Five	3066 7%	3005 8%	1432 10%	1566 8%	1080 11%	3066 7%	2029 10%	2376 8%	1573 10%
BBC News channel	5061 12%	4573 12%	2052 14%	2750 14%	1382 14%	5061 12%	2778 13%	3963 14%	2274 14%
Sky News channel	4398 11%	4164 11%	1835 13%	2205 12%	1599 16%ac	4398 11%	2784 13%	3121 11%	2368 15%eg
CNN	1133 3%	999 3%	456 3%	584 3%	548 5%a	1133 3%	559 3%	941 3%	814 5%ef
Star News	367 1%	367 1%	132 1%	132 1%	29 *	367 1%	215 1%	287 1%	54 *
Fox News	357 1%	338 1%	202 1%	133 1%	173 2%	357 1%	241 1%	291 1%	173 1%
Euronews	472 1%	443 1%	227 2%	142 1%	194 2%	472 1%	227 1%	270 1%	279 2%
Other channel	833 2%	702 2%	197 1%	353 2%	157 2%	833 2%	339 2%	564 2%	326 2%
SUMMARY CODES									
Net : BBC Channels	13815 33%	12594 34%	4820 34%	6945 36%	3425 34%	13815 33%	7323 35%	9972 36%	5637 36%
Net : PSB Channels	24388 59%	22109 59%	8750 62%	11579 61%	5950 59%	24388 59%	13479 64%e	17304 62%	9602 61%
Net : BBC channels only	9305 22%	8328 22%	2880 20%	4317 23%	1766 18%	9305 22%	4579 22%	6387 23%	3296 21%
Net : ITV only	5356 13%	4755 13%	1766 12%	2031 11%	1080 11%	5356 13%	2902 14%	3496 12%	1719 11%
Net : Channel 4 only	2338 6%	1925 5%	771 5%	1120 6%	614 6%	2338 6%	1243 6%	1662 6%	899 6%
Net : Sky News only	2648 6%	2483 7%	1093 8%	1077 6%	855 9%	2648 6%	1617 8%	1741 6%	1416 9%eg
Net : Fox News only	73 *	54 *	54 *	58 *	- -	73 *	54 *	73 *	- -

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

CAPI OmniBus



OFCOM NEWS STUDY (QS7603 - 611246)

Q.3B TV Channels used occasionally (at least once a month, but less than once a week) for UK/international news and current affairs

Base: All Adults in GB who watch the news on the TV

	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED			
	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	1784	574	808	380	1784	880	1184	607
Weighted Base	41631	14174	19093	10038	41631	21156	28032	15830
Net : Five only	1179 3%	458 3%	551 3%	355 4%	1179 3%	726 3%	835 3%	497 3%
Net : PSB channels only	22242 53%	7786 55%	10219 54%	5148 51%	22242 53%	12046 57%	15520 55%	8544 54%
Net : Sky News or Fox News or Five only	-	-	-	-	-	-	-	-
NUMBER OF CHANNELS USED								
1	21700 52%	7119 50%	9459 50%	5002 50%	21700 52%	11388 54%	14676 52%	8358 53%
2	5182 12%	2475 17%a	3029 16%	1640 16%	5182 12%	3340 16%e	4187 15%	2700 17%e
3	1308 3%	547 4%	833 4%	498 5%	1308 3%	826 4%	1049 4%	680 4%
4	313 1%	126 1%	56 *	144 1% ^c	313 1%	148 1%	179 1%	177 1%
5	105 *	72 1%	55 *	24 *	105 *	72 *	105 *	24 *
6 or more	192 *	69 *	35 *	72 1%	192 *	126 1%	126 *	72 *
Mean Score	1.360	1.451	1.392	1.483	1.360	1.409	1.395	1.424
Standard Deviation	0.817	0.878	0.705	0.891	0.817	0.849	0.815	0.791
Error Variance	0.001	0.002	0.001	0.003	0.001	0.001	0.001	0.001

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

OFCOM NEWS STUDY (QS7603 - 611246)

Q.3B TV Channels used occasionally (at least once a month, but less than once a week) for UK/international news and current affairs

Base: All Adults in GB who watch the news on the TV

	Total	Q2 MAIN PLATFORM				Q1A - TV, RADIO, NEWSPAPERS OR INTERNET (e)
		Main TV	Main Radio	Main Newspaper	Main Internet	
		(a)	(b)	(c)	(d)	
Unweighted Base	1784	1255	150	233	108	1761
Weighted Base	41631	28746	3911	5309	2810*	41145
BBC One	5951 14%	4630 16%abc	312 8%	557 10%	338 12%	5859 14%
BBC Two	4136 10%	2895 10%cd	375 10%	726 14%cd	97 3%	4085 10%
ITV1	8160 20%	5665 20%	970 25%	959 18%	456 16%	7977 19%
Channel 4	5240 13%	3659 13%	572 15%	610 11%	355 13%	5215 13%
Five	3066 7%	2108 7%	260 7%	397 7%	160 6%	3041 7%
BBC News channel	5061 12%	3446 12%	632 16%	507 10%	421 15%	4983 12%
Sky News channel	4398 11%	3017 10%	250 6%	566 11%	453 16%b	4398 11%
CNN	1133 3%	792 3%	16 *	187 4%	139 5%b	1133 3%
Star News	367 1%	308 1%	33 1%	26 *	-	367 1%
Fox News	357 1%	312 1%	-	44 1%	-	357 1%
Euronews	472 1%	365 1%	24 1%	26 *	29 1%	472 1%
Other channel	833 2%	568 2%	106 3%	140 3%	19 1%	808 2%
SUMMARY CODES						
Net : BBC Channels	13815 33%	9995 35%	1240 32%	1578 30%	792 28%	13633 33%
Net : PSB Channels	24388 59%	17269 60%	2353 60%	2880 54%	1409 50%	24024 58%
Net : BBC channels only	9305 22%	6761 24%	799 20%	1145 22%	468 17%	9174 22%
Net : ITV only	5356 13%	3825 13%	464 12%	669 13%	287 10%	5225 13%
Net : Channel 4 only	2338 6%	1452 5%	275 7%	346 7%	235 8%	2313 6%
Net : Sky News only	2648 6%	1865 6%	129 3%	402 8%	204 7%	2648 6%
Net : Fox News only	73 *	54 *	-	18 *	-	73 *

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d

* small base

Q.3B TV Channels used occasionally (at least once a month, but less than once a week) for UK/international news and current affairs

Base: All Adults in GB who watch the news on the TV

	Total	Q2 MAIN PLATFORM				Q1A - TV, RADIO, NEWSPAPERS OR INTERNET (e)
		Main TV	Main Radio	Main Newspaper	Main Internet	
		(a)	(b)	(c)	(d)	
Unweighted Base	1784	1255	150	233	108	1761
Weighted Base	41631	28746	3911	5309	2810*	41145
Net : Five only	1179 3%	790 3%	65 2%	140 3%	57 2%	1154 3%
Net : PSB channels only	22242 53%	15717 55% ^d	2165 55%	2751 52%	1197 43%	21879 53%
Net : Sky News or Fox News or Five only	-	-	-	-	-	-
NUMBER OF CHANNELS USED						
1	21700 52%	15331 53%	1772 45%	2801 53%	1349 48%	21364 52%
2	5182 12%	3781 13% ^d	667 17% ^d	545 10%	155 5%	5167 13%
3	1308 3%	814 3%	117 3%	163 3%	171 6%	1271 3%
4	313 1%	183 1%	24 1%	33 1%	74 3% ^a	313 1%
5	105 *	105 *	-	-	-	105 *
6 or more	192 *	166 1%	-	26 *	-	192 *
Mean Score	1.360	1.363	1.377	1.330	1.411	1.362
Standard Deviation	0.817	0.831	0.617	0.880	0.831	0.819
Error Variance	0.001	0.001	0.004	0.005	0.010	0.001

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d

* small base

OFCOM NEWS STUDY (QS7603 - 611246)

Q.3B TV Channels used occasionally (at least once a month, but less than once a week) for UK/international news and current affairs

Base: All Adults in GB who watch the news on the TV

	Q.3B TV CHANNELS USED OCCASIONALLY (AT LEAST ONCE A MONTH, BUT LESS THAN ONCE A WEEK) FOR UK/INTERNATIONAL NEWS AND CURRENT AFFAIRS										Q.3B NUMBER OF CHANNELS USED						
	Total	BBC Channels (a)	PSB Channels (b)	BBC channels only (c)	ITV only (d)	Channel 4 only (e)	Sky News only (f)	Fox News only (g)	Five only (h)	PSB channels only (i)	Sky News or Fox News or Five only (j)	1 (k)	2 (l)	3 (m)	4 (n)	5 (o)	6 or more (p)
Unweighted Base	1784	597	1045	413	235	95	111	3	50	960	-	940	210	54	13	4	7
Weighted Base	41631	13815	24388	9305	5356	2338*	2648	73**	1179*	22242	**	21700	5182	1308*	313**	105**	192**
BBC One	5951 14%	5951 43%bdefh i	5951 24%defh	4607 50%bdefhi	-	-	-	-	-	5624 25%defh	-	4210 19%	1154 22%	398 30%	154 49%	24 23%	11 6%
BBC Two	4136 10%	4136 30%bcdef hi	4136 17%defh	2212 24%bdefhi	-	-	-	-	-	3701 17%defh	-	1646 8%	1455 28%k	555 42%k	261 83%	56 54%	162 85%
ITV1	8160 20%	1678 12%cefh	8160 33%acefh	-	5356 100%abcefh i	-	-	-	-	7658 34%acefh	-	5356 25%	1891 36%k	617 47%k	125 40%	88 84%	83 43%
Channel 4	5240 13%	1802 13%cdfh	5240 21%acdfh	-	-	2338 100%abcdfh i	-	-	-	4712 21%acdfh	-	2338 11%	1641 32%k	814 62%kl	240 77%	56 54%	151 79%
Five	3066 7%	1085 8%cddef	3066 13%acdef	-	-	-	-	1179 100%abcde fi	-	2588 12%acdef	-	1179 5%	899 17%k	531 41%kl	235 75%	72 69%	151 79%
BBC News channel	5061 12%	5061 37%bdefh i	5061 21%defh	3123 34%bdefhi	-	-	-	-	-	3994 18%defh	-	2834 13%	1449 28%k	473 36%k	80 26%	65 62%	160 83%
Sky News channel	4398 11%	1218 9%cdehi	1619 7%cdei	-	-	-	2648 100%abcdeh i	-	-	-	-	2648 12%	1091 21%k	350 27%k	111 35%	33 31%	166 86%
CNN	1133 3%	364 3%cdi	438 2%ci	-	-	-	-	-	-	-	-	477 2%	423 8%k	82 6%	-	16 16%	134 70%
Star News	367 1%	170 1%ci	239 1%i	-	-	-	-	-	-	-	-	129 1%	52 1%	14 1%	-	48 46%	124 65%
Fox News	357 1%	205 1%ci	253 1%i	-	-	-	-	73 100%	-	-	-	73 *	71 1%	31 2%k	-	48 46%	134 70%
Euronews	472 1%	152 1%ci	169 1%i	-	-	-	-	-	-	-	-	174 1%	98 2%	59 5%k	-	16 16%	123 64%
Other channel	833 2%	102 1%i	127 1%i	-	-	-	-	-	-	-	-	637 3%	139 3%	-	46 15%	-	11 6%
SUMMARY CODES																	
Net : BBC Channels	13815 33%	13815 100%bdefh i	13815 57%defh	9305 100%bdefhi	-	-	-	-	-	12252 55%defh	-	8690 40%	3466 67%k	1066 82%kl	313 100%	88 84%	192 100%
Net : PSB Channels	24388 59%	13815 100%f	24388 100%f	9305 100%f	5356 100%f	2338 100%f	-	-	1179 100%f	22242 100%f	-	17563 81%	4939 95%k	1277 98%k	313 100%	105 100%	192 100%
Net : BBC channels only	9305 22%	9305 67%bdefh i	9305 38%defh	9305 100%abdefh i	-	-	-	-	-	9305 42%defh	-	8690 40%lm	592 11%m	23 2%	-	-	-

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o/p

* small base; ** very small base (under 30) ineligible for sig testing

OFCOM NEWS STUDY (QS7603 - 611246)

Q.3B TV Channels used occasionally (at least once a month, but less than once a week) for UK/international news and current affairs
Base: All Adults in GB who watch the news on the TV

	Q.3B TV CHANNELS USED OCCASIONALLY (AT LEAST ONCE A MONTH, BUT LESS THAN ONCE A WEEK) FOR UK/INTERNATIONAL NEWS AND CURRENT AFFAIRS										Q.3B NUMBER OF CHANNELS USED						
	Total	BBC Channels (a)	PSB Channels (b)	BBC channels only (c)	ITV only (d)	Channel 4 only (e)	Sky News only (f)	Fox News only (g)	Five only (h)	PSB channels only (i)	Sky News or Fox News or Five only (j)	1 (k)	2 (l)	3 (m)	4 (n)	5 (o)	6 or more (p)
Unweighted Base	1784	597	1045	413	235	95	111	3	50	960	-	940	210	54	13	4	7
Weighted Base	41631	13815	24388	9305	5356	2338*	2648	73**	1179*	22242	**	21700	5182	1308*	313**	105**	192**
Net : ITV only	5356 13%	-	5356	-	5356	-	-	-	-	5356	-	5356	-	-	-	-	-
Net : Channel 4 only	2338 6%	-	2338	-	-	2338	-	-	-	2338	-	2338	-	-	-	-	-
Net : Sky News only	2648 6%	-	-	-	-	-	2648	-	-	-	-	2648	-	-	-	-	-
Net : Fox News only	73 *	-	-	-	-	-	-	73	-	-	-	73	-	-	-	-	-
Net : Five only	1179 3%	-	1179	-	-	-	-	-	1179	1179	-	1179	-	-	-	-	-
Net : PSB channels only	22242 53%	12252 89%f	22242 91%f	9305 100%abf	5356 100%abf	2338 100%abf	-	-	1179 100%abf	22242 100%abf	-	17563 81%l	3550 69%	928 71%	178 57%	24 23%	-
Net : Sky News or Fox News or Five only	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NUMBER OF CHANNELS USED																	
1	21700 52%	8690 63%	17563 72%a	8690 93%abi	5356 100%abci	2338 100%abci	2648 100%abci	73 100%	1179 100%abi	17563 79%ab	-	21700 100%lm	-	-	-	-	-
2	5182 12%	3466 25%bcdef	4939 20%cdefhi	592 6%def	-	-	-	-	-	3550 16%cdefh	-	-	5182 100%km	-	-	-	-
3	1308 3%	1066 8%cdefi	1277 5%cdf	23 *	-	-	-	-	-	928 4%cdf	-	-	-	1308 100%kl	-	-	-
4	313 1%	313 2%cdi	313 1%c	-	-	-	-	-	-	178 1%	-	-	-	-	313 100%	-	-
5	105 *	88 1%	105 *	-	-	-	-	-	-	24 *	-	-	-	-	-	105 100%	-
6 or more	192 *	192 1%ci	192 1%i	-	-	-	-	-	-	-	-	-	-	-	-	-	192 100%
Mean Score	1.360	1.587bcd	1.413cde	1.069def	1.000	1.000	1.000	1.000	1.000	1.271cdefh	-	1.000	2.000	3.000	4.000	5.000	7.369
Standard Deviation	0.817	1.050	0.869	0.262	0.000	0.000	0.000	0.000	0.000	0.585	-	0.000	0.000	0.000	0.000	0.002	1.204
Error Variance	0.001	0.002	0.001	*	0.000	0.000	0.000	0.000	0.000	*	-	0.000	0.000	0.000	0.000	*	0.207

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o/p

* small base; ** very small base (under 30) ineligible for sig testing

OFCOM NEWS STUDY (QS7603 - 611246)

Q.3A\3B TV channels used at least occasionally (at least once a month) for UK/international news and current affairs - TOTAL
 Base: All Adults in GB who watch the news on the TV

	GENDER		AGE						SOCIAL CLASS		WORKING STATUS		COUNTRY			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	Working	Not working	England	Scotland	Wales
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	
Unweighted Base	1784	835	949	246	234	273	275	287	469	780	1004	801	983	1526	166	92
Weighted Base	41631	19970	21661	5258	6049	7577	7221	6203	9322	22594	19036	21191	20440	36045	3538	2048*
BBC One	34671	16316	18354	4208	4817	5947	6165	5138	8396	19122	15549	17416	17254	30025	2781	1865
	83%	82%	85%	80%	80%	78%	85%	83%	90%	85%	82%	82%	84%	83%	79%	91%
BBC Two	8233	4311	3922	932	888	1123	1324	1322	2644	4833	3400	3745	4489	6924	819	491
	20%	22%	18%	18%	15%	15%	18%	21%	28%	21%	18%	18%	22%	19%	23%	24%
ITV1	23333	10366	12967	2733	2887	3992	4195	3676	5850	12141	11193	11166	12167	19505	2536	1293
	56%	52%	60%	52%	48%	53%	58%	59%	63%	54%	59%	53%	60%	54%	72%	63%
Channel 4	10174	5509	4665	1366	1363	1790	2080	1479	2096	6291	3883	5703	4471	8837	1148	190
	24%	28%	22%	26%	23%	24%	29%	24%	22%	28%	20%	27%	22%	25%	32%	9%
Five	5799	2884	2916	496	927	1025	1267	828	1256	2835	2964	3081	2718	4630	823	346
	14%	14%	13%	9%	15%	14%	18%	13%	13%	13%	16%	15%	13%	13%	23%	17%
BBC News channel	11705	6346	5359	1035	1939	2233	2191	1606	2701	7246	4458	6412	5293	10046	1238	421
	28%	32%	25%	20%	32%	29%	30%	26%	29%	32%	23%	30%	26%	28%	35%	21%
Sky News channel	10818	5925	4894	1445	1847	2961	1836	1340	1389	6082	4736	6442	4376	9253	1184	381
	26%	30%	23%	27%	31%	39%	25%	22%	15%	27%	25%	30%	21%	26%	33%	19%
CNN	1894	1200	694	328	412	443	385	160	168	1114	780	1105	789	1574	320	-
	5%	6%	3%	6%	7%	6%	5%	3%	2%	5%	4%	5%	4%	4%	9%	-
Star News	525	299	227	137	87	94	66	85	57	235	291	321	204	454	47	24
	1%	1%	1%	3%	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%
Fox News	526	302	223	94	64	108	114	71	75	294	232	315	210	433	92	-
	1%	2%	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	3%	-
Euronews	817	448	369	103	55	152	253	98	156	589	228	429	388	711	106	-
	2%	2%	2%	2%	1%	2%	4%	2%	2%	3%	1%	2%	2%	2%	3%	-
Other channel	1341	772	569	223	144	259	77	213	426	598	744	577	764	1094	180	67
	3%	4%	3%	4%	2%	3%	1%	3%	5%	3%	4%	3%	4%	3%	5%	3%
SUMMARY CODES																
Net : BBC Channels	37440	17867	19573	4525	5312	6543	6604	5567	8888	20787	16653	18876	18564	32363	3124	1953
	90%	89%	90%	86%	88%	86%	91%	90%	95%	92%	87%	89%	91%	90%	88%	95%
Net : PSB Channels	40068	18980	21088	5045	5706	7194	7021	5946	9156	21929	18139	20275	19793	34599	3463	2006
	96%	95%	97%	96%	94%	95%	97%	96%	98%	97%	95%	96%	97%	96%	98%	98%
Net : BBC channels only	7258	3565	3693	868	1097	1142	1092	1058	2001	3854	3403	3417	3841	6705	185	368
	17%	18%	17%	17%	18%	15%	15%	17%	21%	17%	18%	16%	19%	19%	5%	18%
Net : ITV only	1176	451	725	153	159	287	221	201	156	484	691	528	648	1026	141	9
	3%	2%	3%	3%	3%	4%	3%	3%	2%	2%	4%	2%	3%	3%	4%	*
Net : Channel 4 only	109	65	44	-	15	25	29	40	-	29	80	109	-	109	-	-
	*	*	*	-	*	*	*	1%	-	*	*	1%	-	*	-	-
Net : Sky News only	568	385	183	132	51	83	121	122	59	199	369	309	259	568	-	-
	1%	2%	1%	3%	1%	1%	2%	2%	1%	1%	2%	1%	1%	2%	-	-
Net : Fox News only	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o
 * small base

OFCOM NEWS STUDY (QS7603 - 611246)

Q.3A\3B TV channels used at least occasionally (at least once a month) for UK/international news and current affairs - TOTAL
 Base: All Adults in GB who watch the news on the TV

	GENDER		AGE						SOCIAL CLASS		WORKING STATUS		COUNTRY			
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	ABC1 (i)	C2DE (j)	Working (k)	Not working (l)	England (m)	Scotland (n)	Wales (o)
Unweighted Base	1784	835	949	246	234	273	275	287	469	780	1004	801	983	1526	166	92
Weighted Base	41631	19970	21661	5258	6049	7577	7221	6203	9322	22594	19036	21191	20440	36045	3538	2048*
Net : Five only	63	28	35	19	44	-	-	-	-	-	63	28	35	47	-	16
Net : PSB channels only	27970	12360	15610	3402	3627	4206	4996	4450	7288	15033	12938	13417	14553	24360	2077	1533
Net : Sky News or Fox News or Five only	647	413	234	167	95	83	121	122	59	199	448	337	310	631	-	16
NUMBER OF CHANNELS USED																
1	6311	3125	3186	933	871	1227	841	1139	1301	2938	3374	3039	3272	5806	234	271
	15%	16%	15%	18%	14%	16%	12%	18% ^f	14%	13%	18% ⁱ	14%	16%	16% ⁿ	7%	13%
2	17397	7590	9807	2469	2485	2983	3196	2608	3657	9157	8240	8902	8495	15075	1464	858
	42%	38%	45% ^a	47%	41%	39%	44%	42%	39%	41%	43%	42%	42%	42%	41%	42%
3	8734	4247	4487	913	1250	1561	1435	1171	2403	5253	3481	4204	4530	7624	567	543
	21%	21%	21%	17%	21%	20%	19%	26% ^{cq}	23% ^j	18%	20%	22%	22%	21%	16%	27%
4	3832	1806	2026	483	558	834	685	444	828	2177	1655	1941	1891	3173	450	209
	9%	9%	9%	9%	9%	11%	9%	7%	9%	10%	9%	9%	9%	9%	13%	10%
5	2800	1576	1224	236	443	474	583	542	521	1591	1209	1656	1144	2386	288	125
	7%	8%	6%	4%	7%	6%	8%	9%	6%	7%	6%	8%	6%	7%	8%	6%
6 or more	1953	1269	684	205	202	367	402	241	535	1136	817	1068	884	1454	498	-
	5%	6% ^b	3%	4%	3%	5%	6%	4%	6%	5%	4%	5%	4%	4%	14% ^{mo}	-
Don't know	604	356	248	19	241	130	78	59	78	344	260	381	223	526	36	42
	1%	2%	1%	*	4% ^c	2%	1%	1%	1%	2%	1%	2%	1%	1%	1%	2%
Mean Score	2.677	2.788^b	2.576	2.500	2.657	2.703	2.793^c	2.606	2.727^c	2.759^j	2.581	2.725	2.628	2.632	3.220^{mo}	2.531
Standard Deviation	1.431	1.536	1.319	1.332	1.382	1.489	1.482	1.460	1.396	1.443	1.411	1.466	1.392	1.413	1.667	1.050
Error Variance	0.001	0.003	0.002	0.007	0.009	0.008	0.008	0.008	0.004	0.003	0.002	0.003	0.002	0.001	0.017	0.012

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o
 * small base

OFCOM NEWS STUDY (QS7603 - 611246)

Q.3A\3B TV channels used at least occasionally (at least once a month) for UK/international news and current affairs - TOTAL

Base: All Adults in GB who watch the news on the TV

	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED			
	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	1784	574	808	380	1784	880	1184	607
Weighted Base	41631	14174	19093	10038	41631	21156	28032	15830
BBC One	34671 83%	12616 85% 89%ac	16253 85%	8540 85%	34671 83%	18716 88%eg	23915 85%	13477 85%
BBC Two	8233 20%	3687 26%a	4441 23%	2321 23%	8233 20%	4897 23%	5895 21%	3541 22%
ITV1	23333 56%	21644 58% ^d	10874 57%	5139 51%	23333 56% ^h	12624 60% ^h	16043 57% ^h	7983 50%
Channel 4	10174 24%	9021 24%	5422 28% ^a	3268 33% ^a	10174 24%	5948 28%	7627 27%	5008 32% ^e
Five	5799 14%	5345 14%	3026 16%	1682 17%	5799 14%	3230 15%	4242 15%	2607 16%
BBC News channel	11705 28%	10860 29%	6537 34% ^a	3900 39% ^a	11705 28%	6653 31%	9120 33% ^e	5899 37% ^{ef}
Sky News channel	10818 26%	10117 27%	5345 28%	3881 39% ^{abc}	10818 26%	5846 28%	7639 27%	5745 36% ^{efg}
CNN	1894 5%	1634 4%	1091 6%	922 9% ^{abc}	1894 5%	895 4%	1621 6%	1263 8% ^{ef}
Star News	525 1%	462 1%	177 1%	102 1%	525 1%	291 1%	408 1%	127 1%
Fox News	526 1%	507 1%	193 1%	221 2%	526 1%	305 1%	400 1%	286 2%
Euronews	817 2%	789 2%	313 2%	313 3%	817 2%	464 2%	510 2%	398 3%
Other channel	1341 3%	1157 3%	568 3%	245 2%	1341 3%	521 2%	861 3%	438 3%
SUMMARY CODES								
Net : BBC Channels	37440 90%	34188 91%	17570 92%	9270 92%	37440 90%	20008 95% ^e	25955 93% ^e	14748 93% ^e
Net : PSB Channels	40068 96%	36303 97%	18322 96%	9670 96%	40068 96%	20909 99% ^{egh}	27135 97%	15391 97%
Net : BBC channels only	7258 17%	6288 17%	2866 15%	1464 15%	7258 17%	3414 16%	4409 16%	2299 15%
Net : ITV only	1176 3%	1048 3% ^{bd}	397 2%	82 1%	1176 3% ^{fh}	259 1%	597 2%	192 1%
Net : Channel 4 only	109 *	109 *	84 *	40 *	109 *	15 *	109 *	40 *
Net : Sky News only	568 1%	549 1% ^b	255 1% ^b	124 1%	568 1% ^f	48 *	326 1% ^f	164 1%
Net : Fox News only	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

CAPI OmniBus



OFCOM NEWS STUDY (QS7603 - 611246)

Q.3A\3B TV channels used at least occasionally (at least once a month) for UK/international news and current affairs - TOTAL

Base: All Adults in GB who watch the news on the TV

	Q1A - PLATFORM USED				Q1A\B - PLATFORM USED			
	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	1784	574	808	380	1784	800	1184	607
Weighted Base	41631	14174	19093	10038	41631	21156	28032	15830
Net : Five only	63	-	28	-	63	-	28	-
Net : PSB channels only	27970	9710	12389	5364	27970	14240	18453	9095
	67%	69% ^d	65% ^d	53%	67% ^h	67% ^h	66% ^h	57%
Net : Sky News or Fox News or Five only	647	43	283	140	647	64	354	180
	2%	1% ^b	1% ^b	1%	2% ^f	*	1% ^f	1%
NUMBER OF CHANNELS USED								
1	6311	1395	2357	1114	6311	2228	3559	1651
	15%	10%	12%	11%	15% ^{fh}	11%	13%	10%
2	17397	5125	6705	3210	17397	8492	10761	5783
	42%	36%	35%	32%	42% ^h	40%	38%	37%
3	8734	3564	4625	2312	8734	4977	6523	3649
	21%	25%	24%	23%	21%	24%	23%	23%
4	3832	1816	2198	1541	3832	2511	3104	2036
	9%	13%	12%	15% ^a	9%	12% ^e	11%	13% ^e
5	2800	1414	1925	855	2800	1764	2319	1491
	7%	10% ^a	10% ^a	9%	7%	8%	8%	9% ^e
6 or more	1953	758	956	830	1953	1085	1438	1043
	5%	5%	5%	8% ^{ac}	5%	5%	5%	7%
Don't know	604	101	327	176	604	101	327	176
	1%	1%	2% ^a	2%	1% ^f	*	1%	1%
Mean Score	2.677	2.718	2.982a	2.890a	2.677	2.868e	2.826e	2.988eg
Standard Deviation	1.431	1.444	1.501	1.418	1.431	1.447	1.447	1.515
Error Variance	0.001	0.001	0.004	0.003	0.001	0.002	0.002	0.004

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

OFCOM NEWS STUDY (QS7603 - 611246)

Q.3A\3B TV channels used at least occasionally (at least once a month) for UK/international news and current affairs - TOTAL

Base: All Adults in GB who watch the news on the TV

	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED			
	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	1784	574	808	380	1784	880	1184	607
Weighted Base	41631	14174	19093	10038	41631	21156	28032	15830
BBC One	34671 83%	12616 85% 89%ac	16253 85%	8540 85%	34671 83%	18716 88%eg	23915 85%	13477 85%
BBC Two	8233 20%	3687 26%a	4441 23%	2321 23%	8233 20%	4897 23%	5895 21%	3541 22%
ITV1	23333 56%	21644 58% ^d	10874 57%	5139 51%	23333 56% ^h	12624 60% ^h	16043 57% ^h	7983 50%
Channel 4	10174 24%	9021 24%	5422 28% ^a	3268 33% ^a	10174 24%	5948 28%	7627 27%	5008 32% ^e
Five	5799 14%	5345 14%	3026 16%	1682 17%	5799 14%	3230 15%	4242 15%	2607 16%
BBC News channel	11705 28%	10860 29%	6537 34% ^a	3900 39% ^a	11705 28%	6653 31%	9120 33% ^e	5899 37% ^{ef}
Sky News channel	10818 26%	10117 27%	5345 28%	3881 39% ^{abc}	10818 26%	5846 28%	7639 27%	5745 36% ^{efg}
CNN	1894 5%	1634 4%	1091 6%	922 9% ^{abc}	1894 5%	895 4%	1621 6%	1263 8% ^{ef}
Star News	525 1%	462 1%	177 1%	102 1%	525 1%	291 1%	408 1%	127 1%
Fox News	526 1%	507 1%	193 1%	221 2%	526 1%	305 1%	400 1%	286 2%
Euronews	817 2%	789 2%	313 2%	313 3%	817 2%	464 2%	510 2%	398 3%
Other channel	1341 3%	1157 3%	568 3%	245 2%	1341 3%	521 2%	861 3%	438 3%
SUMMARY CODES								
Net : BBC Channels	37440 90%	34188 91%	17570 92%	9270 92%	37440 90%	20008 95% ^e	25955 93% ^e	14748 93% ^e
Net : PSB Channels	40068 96%	36303 97%	18322 96%	9670 96%	40068 96%	20909 99% ^{egh}	27135 97%	15391 97%
Net : BBC channels only	7258 17%	6288 17%	2866 15%	1464 15%	7258 17%	3414 16%	4409 16%	2299 15%
Net : ITV only	1176 3%	1048 3% ^{bd}	397 2%	82 1%	1176 3% ^{fh}	259 1%	597 2%	192 1%
Net : Channel 4 only	109 *	109 *	84 *	40 *	109 *	15 *	109 *	40 *
Net : Sky News only	568 1%	549 1% ^b	255 1% ^b	124 1%	568 1% ^f	48 *	326 1% ^f	164 1%
Net : Fox News only	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

CAPI OmniBus



OFCOM NEWS STUDY (QS7603 - 611246)

Q.3A\3B TV channels used at least occasionally (at least once a month) for UK/international news and current affairs - TOTAL

Base: All Adults in GB who watch the news on the TV

	Q1A - PLATFORM USED				Q1A\B - PLATFORM USED			
	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	1784	574	808	380	1784	800	1184	607
Weighted Base	41631	14174	19093	10038	41631	21156	28032	15830
Net : Five only	63	-	28	-	63	-	28	-
Net : PSB channels only	27970	9710	12389	5364	27970	14240	18453	9095
	67%	69% ^d	65% ^d	53%	67% ^h	67% ^h	66% ^h	57%
Net : Sky News or Fox News or Five only	647	43	283	140	647	64	354	180
	2%	1% ^b	1% ^b	1%	2% ^f	*	1% ^f	1%
NUMBER OF CHANNELS USED								
1	6311	1395	2357	1114	6311	2228	3559	1651
	15%	10%	12%	11%	15% ^{fh}	11%	13%	10%
2	17397	5125	6705	3210	17397	8492	10761	5783
	42%	36%	35%	32%	42% ^h	40%	38%	37%
3	8734	3564	4625	2312	8734	4977	6523	3649
	21%	25%	24%	23%	21%	24%	23%	23%
4	3832	1816	2198	1541	3832	2511	3104	2036
	9%	13%	12%	15% ^a	9%	12% ^e	11%	13% ^e
5	2800	1414	1925	855	2800	1764	2319	1491
	7%	10% ^a	10% ^a	9%	7%	8%	8%	9% ^e
6 or more	1953	758	956	830	1953	1085	1438	1043
	5%	5%	5%	8% ^{ac}	5%	5%	5%	7%
Don't know	604	101	327	176	604	101	327	176
	1%	1%	2% ^a	2%	1% ^f	*	1%	1%
Mean Score	2.677	2.718	2.982a	2.890a	2.677	2.868e	2.826e	2.988eg
Standard Deviation	1.431	1.444	1.501	1.418	1.431	1.447	1.447	1.515
Error Variance	0.001	0.001	0.004	0.003	0.001	0.002	0.002	0.004

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

Q.3A\3B TV channels used at least occasionally (at least once a month) for UK/international news and current affairs - TOTAL
Base: All Adults in GB who watch the news on the TV

	Total	Q2 MAIN PLATFORM				Q1A - TV, RADIO, NEWSPAPERS OR INTERNET (e)
		Main TV	Main Radio	Main Newspaper	Main Internet	
		(a)	(b)	(c)	(d)	
Unweighted Base	1784	1255	150	233	108	1761
Weighted Base	41631	28746	3911	5309	2810*	41145
BBC One	34671 83%	24201 84%d	3411 87%d	4308 81%	2062 73%	34408 84%
BBC Two	8233 20%	5591 19%	954 24%	1169 22%	424 15%	8135 20%
ITV1	23333 56%	17266 60%bcd	1936 49%	2510 47%	1171 42%	23046 56%
Channel 4	10174 24%	6750 23%	1269 32%ac	1186 22%	822 29%	10082 25%
Five	5799 14%	3999 14%	457 12%	840 16%	299 11%	5716 14%
BBC News channel	11705 28%	7793 27%	1250 32%	1432 27%	1045 37%a	11627 28%
Sky News channel	10818 26%	7820 27%b	495 13%	1278 24%b	978 35%b	10718 26%
CNN	1894 5%	1249 4%	39 1%	290 5%b	298 11%ab	1894 5%
Star News	525 1%	366 1%	52 1%	70 1%	19 1%	507 1%
Fox News	526 1%	462 2%	-	63 1%	-	526 1%
Euronews	817 2%	561 2%	73 2%	102 2%	52 2%	817 2%
Other channel	1341 3%	993 3%	138 4%	162 3%	49 2%	1317 3%
SUMMARY CODES						
Net : BBC Channels	37440 90%	26071 91%	3608 92%	4602 87%	2414 86%	37169 90%
Net : PSB Channels	40068 96%	27944 97%cd	3785 97%	4914 93%	2626 93%	39640 96%
Net : BBC channels only	7258 17%	4650 16%	960 25%ac	840 16%	635 23%	7176 17%
Net : ITV only	1176 3%	920 3%	40 1%	180 3%	36 1%	1147 3%
Net : Channel 4 only	109 *	69 *	15 *	-	25 1%	109 *
Net : Sky News only	568 1%	359 1%	-	134 3%	50 2%	568 1%
Net : Fox News only	-	-	-	-	-	-
	-	-	-	-	-	-

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d

* small base

Q.3A\3B TV channels used at least occasionally (at least once a month) for UK/international news and current affairs - TOTAL

Base: All Adults in GB who watch the news on the TV

	Total	Q2 MAIN PLATFORM				Q1A - TV, RADIO, NEWSPAPERS OR INTERNET
		Main TV	Main Radio	Main Newspaper	Main Internet	(e)
		(a)	(b)	(c)	(d)	
Unweighted Base	1784	1255	150	233	108	1761
Weighted Base	41631	28746	3911	5309	2810*	41145
Net : Five only	63	35	-	28	-	63
	*	*	-	1%	-	*
Net : PSB channels only	27970	19269	3089	3565	1509	27670
	67%	67% ^d	79% ^{acd}	67% ^d	54%	67%
Net : Sky News or Fox News or Five only	647	394	-	162	67	647
	2%	1%	-	3% ^b	2%	2%
NUMBER OF CHANNELS USED						
1	6311	4048	648	843	614	6234
	15%	14%	17%	16%	22% ^a	15%
2	17397	12463	1468	2079	1080	17166
	42%	43%	38%	39%	38%	42%
3	8734	6026	790	1253	430	8632
	21%	21%	20%	24%	15%	21%
4	3832	2529	594	458	191	3832
	9%	9%	15% ^{ad}	9%	7%	9%
5	2800	2135	172	263	196	2800
	7%	7%	4%	5%	7%	7%
6 or more	1953	1356	137	217	214	1920
	5%	5%	4%	4%	8%	5%
Don't know	604	189	101	196	86	562
	1%	1%	3% ^a	4% ^a	3% ^a	1%
Mean Score	2.677	2.698	2.644	2.623	2.650	2.681
Standard Deviation	1.431	1.434	1.316	1.407	1.614	1.433
Error Variance	0.001	0.002	0.012	0.009	0.025	0.001

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d

* small base

OFCOM NEWS STUDY (QS7603 - 611246)

Q.3A\3B TV channels used at least occasionally (at least once a month) for UK/international news and current affairs - TOTAL
Base: All Adults in GB who watch the news on the TV

	Q.3A\3B TV CHANNELS USED AT LEAST OCCASIONALLY (AT LEAST ONCE A MONTH) FOR UK/ INTERNATIONAL NEWS AND CURRENT AFFAIRS - TOTAL											Q.3A\3B NUMBER OF CHANNELS USED					
	Total	BBC Channels (a)	PSB Channels (b)	BBC channels only (c)	ITV only (d)	Channel 4 only (e)	Sky News only (f)	Fox News only (g)	Five only (h)	PSB channels only (i)	Sky News or Fox News or Five only (j)	1 (k)	2 (l)	3 (m)	4 (n)	5 (o)	6 or more (p)
Unweighted Base	1784	1601	1720	314	54	4	23	-	3	1226	27	275	762	355	168	116	84
Weighted Base	41631	37440	40068	7258	1176*	109**	568**	**	63**	27970	647**	6311	17397	8734	3832	2800	1953*
BBC One	34671	34671	34671	6835	-	-	-	-	-	24626	-	3744	14791	7817	3640	2725	1953
	83%	93%bdi	87%d	94%bdi	-	-	-	-	-	88%d	-	59%	85%k	89%k	95%kl	97%klm	100%klmn
BBC Two	8233	8233	8233	1596	-	-	-	-	-	5798	-	57	1217	1973	1610	1765	1610
	20%	22%cd	21%cd	22%cd	-	-	-	-	-	21%cd	-	1%	7%k	23%kl	42%klm	63%klmn	82%klmno
ITV1	23333	21088	23333	-	1176	-	-	-	-	17460	-	1176	9617	5606	2845	2342	1749
	56%	56%cd	58%cd	-	100%abci	-	-	-	-	62%abc	-	19%	55%k	64%kl	74%klm	84%klm	90%klmn
Channel 4	10174	9573	10174	-	-	109	-	-	-	7048	-	109	1900	2204	1987	2235	1740
	24%	26%cd	25%cd	-	-	100%	-	-	-	25%cd	-	2%	11%k	25%kl	52%klm	80%klmn	89%klmn
Five	5799	5368	5799	-	-	-	-	63	-	3820	79	63	700	1218	825	1429	1566
	14%	14%cd	14%cd	-	-	-	-	100%	-	14%cd	12%	1%	4%k	14%kl	22%klm	51%klmn	80%klmno
BBC News channel	11705	11705	11705	2474	-	-	-	-	-	6639	-	310	2728	3210	2205	1592	1661
	28%	31%di	29%di	34%di	-	-	-	-	-	24%d	-	5%	16%k	37%kl	58%klm	57%klm	85%klmno
Sky News channel	10818	9642	10144	-	-	-	568	-	-	-	584	568	2995	3186	1461	1289	1319
	26%	26%cdi	25%cdi	-	-	-	100%	-	-	-	90%	9%	17%k	36%kl	38%kl	46%kl	68%klmno
CNN	1894	1736	1752	-	-	-	-	-	-	-	-	36	226	407	375	303	548
	5%	5%ci	4%ci	-	-	-	-	-	-	-	-	1%	1%	5%kl	10%klm	11%klm	28%klmno
Star News	525	484	525	-	-	-	-	-	-	-	-	-	81	120	69	24	231
	1%	1%i	1%i	-	-	-	-	-	-	-	-	-	*	1%	2%k	1%	12%klmno
Fox News	526	526	526	-	-	-	-	-	-	-	-	-	58	39	65	82	282
	1%	1%ci	1%ci	-	-	-	-	-	-	-	-	-	*	*	2%kl	3%klm	14%klmno
Euronews	817	750	817	-	-	-	-	-	-	-	-	-	91	23	187	91	425
	2%	2%ci	2%ci	-	-	-	-	-	-	-	-	-	1%	*	5%klm	3%klm	22%klmno
Other channel	1341	1010	1092	-	-	-	-	-	-	-	-	249	390	400	59	122	122
	3%	3%ci	3%ci	-	-	-	-	-	-	-	-	4%	2%	5%l	2%	4%	6%l
SUMMARY CODES																	
Net : BBC Channels	37440	37440	37440	7258	-	-	-	-	-	26052	-	4111	16089	8655	3832	2800	1953
	90%	100%bdi	93%d	100%bdi	-	-	-	-	-	93%d	-	65%	92%k	99%kl	100%kl	100%kl	100%kl
Net : PSB Channels	40068	37440	40068	7258	1176	109	-	63	27970	79	5459	17291	8734	3832	2800	1953	
	96%	100%	100%	100%	100%	100%	-	100%	100%	12%	86%	99%k	100%k	100%k	100%k	100%k	
Net : BBC channels only	7258	7258	7258	7258	-	-	-	-	-	7258	-	4111	2646	500	-	-	-
	17%	19%cd	18%cd	100%abdi	-	-	-	-	-	26%abd	-	65%lmnop	15%mnop	6%nop	-	-	-
Net : ITV only	1176	-	1176	-	1176	-	-	-	-	1176	-	1176	-	-	-	-	-
	3%	-	3%ac	-	100%abci	-	-	-	-	4%ac	-	19%lmnop	-	-	-	-	-
Net : Channel 4 only	109	-	109	-	-	109	-	-	-	109	-	109	-	-	-	-	-
	*	-	*a	-	-	100%	-	-	-	*a	-	2%lm	-	-	-	-	-
Net : Sky News only	568	-	-	-	-	-	568	-	-	-	568	568	-	-	-	-	-
	1%	-	-	-	-	-	100%	-	-	-	88%	9%lmnop	-	-	-	-	-

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o/p

* small base; ** very small base (under 30) ineligible for sig testing

OFCOM NEWS STUDY (QS7603 - 611246)

Q.3A\3B TV channels used at least occasionally (at least once a month) for UK/international news and current affairs - TOTAL
Base: All Adults in GB who watch the news on the TV

	Q.3A\3B TV CHANNELS USED AT LEAST OCCASIONALLY (AT LEAST ONCE A MONTH) FOR UK/ INTERNATIONAL NEWS AND CURRENT AFFAIRS - TOTAL											Q.3A\3B NUMBER OF CHANNELS USED					
	Total	BBC Channels (a)	PSB Channels (b)	BBC channels only (c)	ITV only (d)	Channel 4 only (e)	Sky News only (f)	Fox News only (g)	Five only (h)	PSB channels only (i)	Sky News or Fox News or Five only (j)	1 (k)	2 (l)	3 (m)	4 (n)	5 (o)	6 or more (p)
Unweighted Base	1784	1601	1720	314	54	4	23	-	3	1226	27	275	762	355	168	116	84
Weighted Base	41631	37440	40068	7258	1176*	109**	568**	-**	63**	27970	647**	6311	17397	8734	3832	2800	1953*
Net : Fox News only	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net : Five only	63	-	63	-	-	-	-	-	63	63	63	63	-	-	-	-	-
	*	-	*	-	-	-	-	-	100%	*	10%	1%l	-	-	-	-	-
Net : PSB channels only	27970	26052	27970	7258	1176	109	-	-	63	27970	63	5459	13662	4988	2116	1296	450
	67%	70%	70%	100%ab	100%ab	100%	-	-	100%	100%ab	10%	86%lmnop	79%mnop	57%p	55%p	46%p	23%
Net : Sky News or Fox News or Five only	647	-	79	-	-	-	568	-	63	63	647	630	16	-	-	-	-
	2%	-	*	-	-	-	100%	-	100%	*	100%	10%lmnop	*	-	-	-	-
NUMBER OF CHANNELS USED																	
1	6311	4111	5459	4111	1176	109	568	-	63	5459	630	6311	-	-	-	-	-
	15%	11%	14%a	57%abi	100%abci	100%	100%	-	100%	20%ab	97%	100%lmnop	-	-	-	-	-
2	17397	16089	17291	2646	-	-	-	-	-	13662	16	-	17397	-	-	-	-
	42%	43%cd	43%cd	36%d	-	-	-	-	-	49%abcd	3%	-	100%klmnop	-	-	-	-
3	8734	8655	8734	500	-	-	-	-	-	4988	-	-	-	8734	-	-	-
	21%	23%cdi	22%cdi	7%	-	-	-	-	-	18%cd	-	-	-	100%klmnop	-	-	-
4	3832	3832	3832	-	-	-	-	-	-	2116	-	-	-	-	3832	-	-
	9%	10%cdi	10%cd	-	-	-	-	-	-	8%cd	-	-	-	-	100%klmnop	-	-
5	2800	2800	2800	-	-	-	-	-	-	1296	-	-	-	-	-	2800	-
	7%	7%cdi	7%ci	-	-	-	-	-	-	5%c	-	-	-	-	-	100%klmnop	-
6 or more	1953	1953	1953	-	-	-	-	-	-	450	-	-	-	-	-	-	1953
	5%	5%ci	5%ci	-	-	-	-	-	-	2%c	-	-	-	-	-	-	100%klmno
Don't know	604	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean Score	2.677	2.799cdi	2.715cdi	1.502d	1.000	1.000	1.000	-	1.000	2.338cd	1.025	1.000	2.000	3.000	4.000	5.000klm	6.762klmno
Standard Deviation	1.431	1.431	1.426	0.623	0.000	0.000	0.000	-	0.000	1.112	0.157	0.000	0.000	0.000	0.000	0.001	1.239
Error Variance	0.001	0.001	0.001	0.001	0.000	0.000	0.000	-	0.000	0.001	0.001	0.000	0.000	0.000	0.000	*	0.018

Fieldwork : 19/11/10 - 23/11/10 (Week 46)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o/p
 * small base; ** very small base (under 30) ineligible for sig testing

OFCOM NEWS STUDY (QS7603 - 611246)

Q.4A Daily Newspapers used regularly (at least once a week) for UK/international news and current affairs

Base: All Adults in GB who read the news from a newspaper

	GENDER		AGE						SOCIAL CLASS		WORKING STATUS		COUNTRY			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	Working	Not working	England	Scotland	Wales
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	
Unweighted Base	1281	626	655	178	170	185	185	214	349	610	671	587	694	1086	133	62
Weighted Base	30407	15016	15391	3969	4493	5187	5015	4689	7054	17590	12817	15599	14807	26057	2849	1501*
Daily Mail	6255 21%	2856 19%	3399 22%	559 14%	567 13%	777 15%	1048 21% ^d	1311 28% ^{cde}	1994 28% ^{cde}	3631 21%	2624 20%	2893 19%	3362 23%	5665 22% ⁿ	380 13%	210 14%
Daily Star	970 3%	542 4%	428 3%	127 3%	288 6% ^h	190 4% ^h	194 4% ^h	104 2%	66 1%	273 2%	696 5% ⁱ	645 4%	324 2%	634 2%	271 10% ^m	65 4%
Daily Express	1720 6%	757 5%	963 6%	122 3%	129 3%	213 4%	304 6%	322 7%	631 9% ^{cde}	858 5%	862 7%	799 5%	921 6%	1524 6%	197 7% ^o	-
The Sun	8263 27%	4496 30% ^b	3767 24%	1525 38% ^{efg}	1897 42% ^{efg}	1395 27% ^h	1213 24% ^h	1066 23%	1167 17%	3193 18%	5069 40% ⁱ	4774 31% ⁱ	3489 24%	6497 25%	1322 46% ^{mo}	444 30%
The Mirror	3725 12%	1870 12%	1855 12%	603 15%	529 12%	615 12%	649 13%	609 13%	721 10%	1789 10%	1936 15% ⁱ	1971 13%	1754 12%	3426 13% ⁿ	57 2%	242 16% ⁿ
The Guardian	2650 9%	1289 9%	1361 9%	540 14% ^{dgh}	311 7%	670 13% ^h	556 11% ^h	328 7%	245 3%	2273 13% ^j	376 3%	1814 12% ⁱ	836 6%	2493 10% ⁿ	17 1%	139 9% ⁿ
The Independent	1288 4%	653 4%	634 4%	140 4%	172 4%	180 3%	362 7% ^h	234 5%	199 3%	1164 7% ^h	123 1%	981 6% ⁱ	306 2%	1237 5%	32 1%	19 1%
The Times	3184 10%	1307 9%	1877 12%	520 13%	493 11%	526 10%	548 11%	490 10%	607 9%	2623 15% ^j	561 4%	1765 11%	1419 10%	2850 11% ⁿ	139 5%	195 13%
The Telegraph	2053 7%	806 5%	1246 8%	79 2%	199 4%	139 3%	323 6%	521 11% ^{cde}	791 11% ^{cde}	1766 10% ^j	286 2%	809 5%	1244 8% ^k	1912 7% ⁿ	-	141 9% ⁿ
Financial Times	361 1%	158 1%	203 1%	-	127 3% ^c	72 1%	98 2%	24 1%	40 1%	347 2% ^j	14 *	267 2%	95 1%	347 1%	14 1%	-
Morning Star	132 *	85 1%	47 *	45 1%	32 1%	55 1%	-	-	-	91 1%	41 *	87 1%	45 *	102 *	-	31 2%
The Herald/The Scotsman/Daily Record	723 2%	334 2%	389 3%	66 2%	22 *	67 1%	180 4%	95 2%	294 4% ^d	183 1%	540 4% ⁱ	192 1%	531 4% ^k	18 *	705 25% ^{mo}	-
The Western Mail/Daily Post	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any regional or local newspaper (e.g. Evening Standard, Metro, Birmingham Post, Manchester Evening News, etc)	4795 16%	2433 16%	2362 15%	852 21% ^f	847 19% ^g	746 14% ^g	663 13%	331 7%	1356 19% ^g	2594 15%	2201 17%	1945 12%	2850 19% ^k	4096 16%	338 12%	360 24% ⁿ
Other newspaper	420 1%	260 2%	160 1%	51 1%	52 1%	39 1%	64 1%	19 *	196 3%	289 2%	131 1%	198 1%	222 1%	359 1%	36 1%	24 2%
SUMMARY CODES																
Net : The Sun only	4971 16%	2615 17%	2356 15%	863 22% ^f	1168 26% ^{efg}	814 16%	638 13%	714 15%	774 11%	1700 10%	3271 26% ⁱ	2939 19% ⁱ	2032 14%	3957 15%	778 27% ^m	236 16%
Net : The Times only	1607 5%	677 5%	930 6%	174 4%	303 7%	340 7%	233 5%	144 3%	414 6%	1366 8% ^j	241 2%	761 5%	846 6%	1445 6% ⁿ	22 1%	140 9% ⁿ

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o

* small base

OFCOM NEWS STUDY (QS7603 - 611246)

Q.4A Daily Newspapers used regularly (at least once a week) for UK/international news and current affairs

Base: All Adults in GB who read the news from a newspaper

	GENDER		AGE						SOCIAL CLASS		WORKING STATUS		COUNTRY			
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	ABC1 (i)	C2DE (j)	Working (k)	Not working (l)	England (m)	Scotland (n)	Wales (o)
Unweighted Base	1281	626	655	178	170	185	185	214	349	610	671	587	694	1086	133	62
Weighted Base	30407	15016	15391	3969	4493	5187	5015	4689	7054	17590	12817	15599	14807	26057	2849	1501*
Net : The Times or the Sun only	6726 22%	3421 23%	3305 21%	1087 27% ^{fh}	1523 34% ^{ehg}	1154 22%	893 18%	881 19%	1188 17%	3191 18%	3534 28% ⁱ	3797 24%	2929 20%	5549 21%	801 28%	376 25%
Net : Times & 1 paper ex The Sun	821 3%	313 2%	508 3%	150 4%	57 1%	150 3%	130 3%	178 4%	156 2%	619 4% ^j	203 2%	401 3%	421 3%	689 3%	77 3%	55 4%
Net : Times & 2 papers ex The Sun	430 1%	159 1%	271 2%	99 2% ^{eh}	81 2%	- -	70 1%	144 3% ^{eh}	37 1%	354 2% ^j	76 1%	357 2% ^l	73 *	390 1%	40 1%	- -
Net : Sun & 1 paper ex The Times	2257 7%	1318 9%	939 6%	514 13% ^{gh}	363 8%	378 7%	430 9% ^h	284 6%	288 4%	913 5%	1344 10% ⁱ	1137 7%	1120 8%	1649 6%	475 17% ^m	133 9%
Net : Sun & 2 papers ex The Times	584 2%	304 2%	280 2%	50 1%	231 5% ^{fh}	178 3% ^{fh}	21 *	45 1%	60 1%	307 2%	277 2%	437 3% ^l	147 1%	467 2%	68 2%	49 3%
NUMBER OF DAILY NEWSPAPERS USED																
1	20573 68%	10099 67%	10474 68%	2589 65%	2886 64%	3041 59%	3247 65%	3341 71% ^e	5469 78% ^{cddef}	11510 65%	9063 71%	10101 65%	10472 71% ^k	17951 69%	1712 60%	910 61%
2	5281 17%	2764 18%	2516 16%	910 23% ^h	706 16%	879 17%	950 19%	772 16%	1064 15%	3012 17%	2268 18%	2570 16%	2710 18%	4255 16%	672 24% ^m	353 24%
3	1258 4%	520 3%	738 5%	186 5%	335 7% ^h	214 4%	157 3%	189 4%	177 3%	819 5%	439 3%	990 6% ^l	268 2%	1057 4%	151 5%	49 3%
4	253 1%	129 1%	124 1%	29 1%	51 1%	61 1%	66 1%	- -	45 1%	116 1%	136 1%	114 1%	139 1%	227 1%	- -	26 2%
5	60 *	29 *	32 *	29 1%	32 1%	- -	- -	- -	- -	60 *	- -	32 *	29 *	60 *	- -	- -
6 or more	29 *	- -	29 *	- -	- -	- -	29 1%	- -	- -	29 *	- -	29 *	- -	29 *	- -	- -
Don't know	2953 10%	1475 10%	1478 10%	226 6%	483 11% ^h	992 19% ^{cd}	566 11% ^h	387 8%	299 4%	2043 12% ^j	911 7%	1764 11%	1189 8%	2477 10%	314 11%	162 11%
Mean Score	1.331	1.318	1.343	1.397^h	1.413^g	1.355^h	1.394^h	1.267	1.230	1.356	1.299	1.383^l	1.277	1.321	1.384	1.396
Standard Deviation	0.699	0.613	0.774	0.691	0.762	0.647	0.992	0.533	0.519	0.770	0.593	0.802	0.571	0.712	0.597	0.656
Error Variance	*	0.001	0.001	0.003	0.004	0.003	0.006	0.001	0.001	0.001	0.001	0.001	0.001	0.001	0.003	0.008

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o

* small base

Q.4A Daily Newspapers used regularly (at least once a week) for UK/international news and current affairs
Base: All Adults in GB who read the news from a newspaper

	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED			
	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	1281	469	870	304	1184	671	1281	458
Weighted Base	30407	11622	20590	8101	28032	16260	30407	12003
Daily Mail	6255 21%	2467 21%	4577 22%	1553 19%	6033 22%	3491 21%	6255 21%	2376 20%
Daily Star	970 3%	283 2%	719 3%	265 3%	946 3%	489 3%	970 3%	347 3%
Daily Express	1720 6%	575 5%	1248 6%	269 3%	1720 6%	813 5%	1720 6%	652 5%
The Sun	8263 27%	2794 24%	6107 30%bd	1728 21%	7801 28%	4157 26%	8263 27%	2981 25%
The Mirror	3725 12%	1563 13%	2813 14%	986 12%	3480 12%	2160 13%	3725 12%	1335 11%
The Guardian	2650 9%	1451 12%a	2011 10%	1243 15%ac	2154 8%	1866 11%e	2650 9%	1721 14%eg
The Independent	1288 4%	880 8%a	1032 5%	491 6%	1224 4%	1013 6%	1288 4%	780 7%
The Times	3184 10%	1467 13%	2678 13%	1292 16%a	2805 10%	1916 12%	3184 10%	1821 15%eg
The Telegraph	2053 7%	1038 9%	1498 7%	747 9%	1953 7%	1314 8%	2053 7%	899 7%
Financial Times	361 1%	182 2%	290 1%	290 4%ac	361 1%	214 1%	361 1%	322 3%g
Morning Star	132 *	55 *	116 1%	60 1%	132 *	116 1%	132 *	60 1%
The Herald/The Scotsman/Daily Record	723 2%	165 1%	481 2%	71 1%	712 3%	299 2%	723 2%	132 1%
The Western Mail/Daily Post	-	-	-	-	-	-	-	-
Any regional or local newspaper (e.g. Evening Standard, Metro, Birmingham Post, Manchester Evening News, etc)	4795 16%	1682 14%	3588 17%	1242 15%	4291 15%	2239 14%	4795 16%	1890 16%
Other newspaper	420 1%	205 2%	244 1%	128 2%	356 1%	270 2%	420 1%	147 1%
SUMMARY CODES								
Net : The Sun only	4971 16%	1422 12%	3425 17%bd	867 11%	4614 16%	2172 13%bd	4971 16%	1557 13%
Net : The Times only	1607 5%	521 4%	1281 6%	493 6%	1432 5%	796 5%	1607 5%	794 7%
Net : The Times or the Sun only	6726 22%	1998 17%	4854 24%bd	1416 17%	6142 22%	3046 19%	6726 22%	2447 20%

Q.4A Daily Newspapers used regularly (at least once a week) for UK/international news and current affairs

Base: All Adults in GB who read the news from a newspaper

	Total	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED			
		Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	1281	1071	469	870	304	1184	671	1281	458
Weighted Base	30407	25394	11622	20590	8101	28032	16260	30407	12003
Net : Times & 1 paper ex The Sun	821 3%	669 3%	492 4%	642 3%	366 5%	723 3%	570 4%	821 3%	477 4%
Net : Times & 2 papers ex The Sun	430 1%	348 1%	297 3%	430 2%	229 3%	394 1%	343 2%	430 1%	305 3%
Net : Sun & 1 paper ex The Times	2257 7%	2056 8%	954 8%	1757 9%	544 7%	2223 8%	1396 9%	2257 7%	939 8%
Net : Sun & 2 papers ex The Times	584 2%	530 2%	230 2%	499 2%	98 1%	584 2%	336 2%	584 2%	193 2%
NUMBER OF DAILY NEWSPAPERS USED									
1	20573 68%	16893 67% ^{bd}	6995 60%	13997 68% ^{bd}	4680 58%	18781 67% ^h	10345 64%	20573 68% ^h	7131 59%
2	5281 17%	4602 18%	2570 22%	4298 21%	1685 21%	4991 18%	3256 20%	5281 17%	2627 22% ^g
3	1258 4%	1092 4%	648 6%	1092 5%	463 6%	1192 4%	818 5%	1258 4%	665 6%
4	253 1%	201 1%	103 1%	229 1%	117 1%	253 1%	146 1%	253 1%	117 1%
5	60 *	60 *	- *	60 *	29 *	60 *	29 *	60 *	60 1%
6 or more	29 *	29 *	29 *	29 *	29 *	29 *	29 *	29 *	29 *
Don't know	2953 10%	2517 10% ^c	1277 11% ^c	885 4%	1099 14% ^c	2725 10%	1638 10%	2953 10%	1375 11%
Mean Score	1.331	1.346	1.431	1.391	1.480 ^a	1.342	1.392	1.331	1.455 ^g
Standard Deviation	0.699	0.721	0.826	0.766	0.950	0.714	0.782	0.699	0.867
Error Variance	*	0.001	0.002	0.001	0.003	*	0.001	*	0.002

Q.4A Daily Newspapers used regularly (at least once a week) for UK/international news and current affairs
Base: All Adults in GB who read the news from a newspaper

	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED			
	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	1281	469	870	304	1184	671	1281	458
Weighted Base	30407	11622	20590	8101	28032	16260	30407	12003
Daily Mail	6255 21%	2467 21%	4577 22%	1553 19%	6033 22%	3491 21%	6255 21%	2376 20%
Daily Star	970 3%	283 2%	719 3%	265 3%	946 3%	489 3%	970 3%	347 3%
Daily Express	1720 6%	575 5%	1248 6%	269 3%	1720 6%	813 5%	1720 6%	652 5%
The Sun	8263 27%	2794 24%	6107 30%bd	1728 21%	7801 28%	4157 26%	8263 27%	2981 25%
The Mirror	3725 12%	1563 13%	2813 14%	986 12%	3480 12%	2160 13%	3725 12%	1335 11%
The Guardian	2650 9%	1451 12%a	2011 10%	1243 15%ac	2154 8%	1866 11%e	2650 9%	1721 14%eg
The Independent	1288 4%	880 8%a	1032 5%	491 6%	1224 4%	1013 6%	1288 4%	780 7%
The Times	3184 10%	1467 13%	2678 13%	1292 16%a	2805 10%	1916 12%	3184 10%	1821 15%eg
The Telegraph	2053 7%	1038 9%	1498 7%	747 9%	1953 7%	1314 8%	2053 7%	899 7%
Financial Times	361 1%	182 2%	290 1%	290 4%ac	361 1%	214 1%	361 1%	322 3%g
Morning Star	132 *	55 *	116 1%	60 1%	132 *	116 1%	132 *	60 1%
The Herald/The Scotsman/Daily Record	723 2%	165 1%	481 2%	71 1%	712 3%	299 2%	723 2%	132 1%
The Western Mail/Daily Post	-	-	-	-	-	-	-	-
Any regional or local newspaper (e.g. Evening Standard, Metro, Birmingham Post, Manchester Evening News, etc)	4795 16%	1682 14%	3588 17%	1242 15%	4291 15%	2239 14%	4795 16%	1890 16%
Other newspaper	420 1%	205 2%	244 1%	128 2%	356 1%	270 2%	420 1%	147 1%
SUMMARY CODES								
Net : The Sun only	4971 16%	1422 12%	3425 17%bd	867 11%	4614 16%	2172 13%	4971 16%	1557 13%
Net : The Times only	1607 5%	521 4%	1281 6%	493 6%	1432 5%	796 5%	1607 5%	794 7%
Net : The Times or the Sun only	6726 22%	1998 17%	4854 24%bd	1416 17%	6142 22%	3046 19%	6726 22%	2447 20%

OFCOM NEWS STUDY (QS7603 - 611246)

Q.4A Daily Newspapers used regularly (at least once a week) for UK/international news and current affairs

Base: All Adults in GB who read the news from a newspaper

	Total	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED			
		Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	1281	1071	469	870	304	1184	671	1281	458
Weighted Base	30407	25394	11622	20590	8101	28032	16260	30407	12003
Net : Times & 1 paper ex The Sun	821 3%	669 3%	492 4%	642 3%	366 5%	723 3%	570 4%	821 3%	477 4%
Net : Times & 2 papers ex The Sun	430 1%	348 1%	297 3%	430 2%	229 3%	394 1%	343 2%	430 1%	305 3%
Net : Sun & 1 paper ex The Times	2257 7%	2056 8%	954 8%	1757 9%	544 7%	2223 8%	1396 9%	2257 7%	939 8%
Net : Sun & 2 papers ex The Times	584 2%	530 2%	230 2%	499 2%	98 1%	584 2%	336 2%	584 2%	193 2%
NUMBER OF DAILY NEWSPAPERS USED									
1	20573 68%	16893 67% ^{bd}	6995 60%	13997 68% ^{bd}	4680 58%	18781 67% ^h	10345 64%	20573 68% ^h	7131 59%
2	5281 17%	4602 18%	2570 22%	4298 21%	1685 21%	4991 18%	3256 20%	5281 17%	2627 22% ^g
3	1258 4%	1092 4%	648 6%	1092 5%	463 6%	1192 4%	818 5%	1258 4%	665 6%
4	253 1%	201 1%	103 1%	229 1%	117 1%	253 1%	146 1%	253 1%	117 1%
5	60 *	60 *	- *	60 *	29 *	60 *	29 *	60 *	60 1%
6 or more	29 *	29 *	29 *	29 *	29 *	29 *	29 *	29 *	29 *
Don't know	2953 10%	2517 10% ^c	1277 11% ^c	885 4%	1099 14% ^c	2725 10%	1638 10%	2953 10%	1375 11%
Mean Score	1.331	1.346	1.431	1.391	1.480 ^a	1.342	1.392	1.331	1.455 ^{eg}
Standard Deviation	0.699	0.721	0.826	0.766	0.950	0.714	0.782	0.699	0.867
Error Variance	*	0.001	0.002	0.001	0.003	*	0.001	*	0.002

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

Q.4A Daily Newspapers used regularly (at least once a week) for UK/international news and current affairs
Base: All Adults in GB who read the news from a newspaper

	Total	Q2 MAIN PLATFORM				Q1A - TV, RADIO, NEWSPAPERS OR INTERNET
		Main TV	Main Radio	Main Newspaper	Main Internet	
		(a)	(b)	(c)	(d)	
					(e)	
Unweighted Base	1281	767	111	283	95	1274
Weighted Base	30407	17902	2935	6449	2558*	30291
Daily Mail	6255 21%	3873 22%	514 18%	1314 20%	403 16%	6242 21%
Daily Star	970 3%	671 4%	52 2%	196 3%	51 2%	970 3%
Daily Express	1720 6%	1126 6% ^d	79 3%	451 7% ^d	-	1720 6%
The Sun	8263 27%	5249 29% ^b	323 11%	1964 30% ^b	593 23% ^b	8248 27%
The Mirror	3725 12%	2349 13%	218 7%	897 14%	212 8%	3712 12%
The Guardian	2650 9%	922 5%	772 26% ^a ^c ^d	636 10% ^a	319 12% ^a	2650 9%
The Independent	1288 4%	383 2%	438 15% ^a ^c ^d	287 4%	150 6% ^a	1288 4%
The Times	3184 10%	1304 7%	460 16% ^a	901 14% ^a	439 17% ^a	3184 11%
The Telegraph	2053 7%	1032 6%	285 10%	512 8%	175 7%	2053 7%
Financial Times	361 1%	14 *	86 3% ^a	131 2% ^a	130 5% ^a	361 1%
Morning Star	132 *	41 *	-	91 1% ^a	-	132 *
The Herald/The Scotsman/Daily Record	723 2%	496 3%	33 1%	178 3%	-	723 2%
The Western Mail/Daily Post	-	-	-	-	-	-
Any regional or local newspaper (e.g. Evening Standard, Metro, Birmingham Post, Manchester Evening News, etc)	4795 16%	2677 15%	246 8%	1169 18% ^b	594 23% ^a ^b	4769 16%
Other newspaper	420 1%	238 1%	118 4% ^c	25 *	39 2%	420 1%
SUMMARY CODES						
Net : The Sun only	4971 16%	3286 18% ^b	176 6%	1120 17% ^b	302 12%	4956 16%
Net : The Times only	1607 5%	802 4%	109 4%	554 9% ^a	118 5%	1607 5%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d

* small base

Q.4A Daily Newspapers used regularly (at least once a week) for UK/international news and current affairs

Base: All Adults in GB who read the news from a newspaper

	Total	Q2 MAIN PLATFORM				Q1A - TV, RADIO, NEWSPAPERS OR INTERNET
		Main TV	Main Radio	Main Newspaper	Main Internet	
		(a)	(b)	(c)	(d)	
					(e)	
Unweighted Base	1281	767	111	283	95	1274
Weighted Base	30407	17902	2935	6449	2558*	30291
Net : The Times or the Sun only	6726 22%	4129 23%b	285 10%	1725 27%b	475 19%	6711 22%
Net : Times & 1 paper ex The Sun	821 3%	338 2%	173 6%a	160 2%	125 5%	821 3%
Net : Times & 2 papers ex The Sun	430 1%	123 1%	113 4%a	108 2%	86 3%a	430 1%
Net : Sun & 1 paper ex The Times	2257 7%	1434 8%	82 3%	550 9%	144 6%	2257 7%
Net : Sun & 2 papers ex The Times	584 2%	391 2%	-	172 3%	22 1%	584 2%
NUMBER OF DAILY NEWSPAPERS USED						
1	20573 68%	12586 70%bd	1670 57%	4509 70%bd	1461 57%	20506 68%
2	5281 17%	2821 16%	523 18%	1372 21%a	456 18%	5281 17%
3	1258 4%	586 3%	197 7%	348 5%	127 5%	1258 4%
4	253 1%	98 1%	-	39 1%	88 3%a	253 1%
5	60 *	-	-	60 1%a	-	60 *
6 or more	29 *	-	29 1%a	-	-	29 *
Don't know	2953 10%	1812 10%c	516 18%ac	121 2%	426 17%c	2905 10%
Mean Score	1.331	1.266	1.498a	1.383a	1.456a	1.332
Standard Deviation	0.699	0.552	1.220	0.705	0.784	0.700
Error Variance	*	*	0.016	0.002	0.008	*

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d

* small base

OFCOM NEWS STUDY (QS7603 - 611246)

Q.4A Daily Newspapers used regularly (at least once a week) for UK/international news and current affairs

Base: All Adults in GB who read the news from a newspaper

	Q.4A DAILY NEWSPAPERS USED REGULARLY (AT LEAST ONCE A WEEK) FOR UK/ INTERNATIONAL NEWS AND CURRENT AFFAIRS							Q.4A NUMBER OF DAILY NEWSPAPERS USED						
	Total	The Sun only (a)	The Times only (b)	The Times or the Sun only (c)	Times & 1 paper ex The Sun (d)	Times & 2 papers ex The Sun (e)	Sun & 1 paper ex The Times (f)	Sun & 2 papers ex The Times (g)	1 (h)	2 (i)	3 (j)	4 (k)	5 (l)	6 or more (m)
Unweighted Base	1281	221	60	286	32	17	99	24	883	219	51	9	2	1
Weighted Base	30407	4971	1607*	6726	821**	430**	2257*	584**	20573	5281	1258*	253**	60**	29**
Daily Mail	6255 21%	-	-	-	233 28%	101 24%	532 24%abc	311 53%	3705 18%	1744 33%h	555 44%h	190 75%	32 52%	29 100%
Daily Star	970 3%	-	-	-	-	-	218 10%abc	234 40%	287 1%	355 7%h	234 19%hi	65 26%	-	29 100%
Daily Express	1720 6%	-	-	-	-	61 14%	119 5%ac	53 9%	786 4%	596 11%h	200 16%h	77 31%	32 52%	29 100%
The Sun	8263 27%	4971 100%bc	-	5119 76%b	-	-	2257 100%bc	584 100%	4971 24%	2404 46%h	639 51%h	188 74%	32 52%	29 100%
The Mirror	3725 12%	-	-	-	39 5%	61 14%	689 31%abc	273 47%	1812 9%	1232 23%h	443 35%h	149 59%	60 100%	29 100%
The Guardian	2650 9%	-	-	-	180 22%	280 65%	25 1%	-	1581 8%	635 12%	321 26%hi	55 22%	29 48%	29 100%
The Independent	1288 4%	-	-	-	72 9%	246 57%	36 2%c	-	562 3%	279 5%	324 26%hi	65 26%	29 48%	29 100%
The Times	3184 10%	-	1607 100%acf	1755 26%af	821 100%	430 100%	-	-	1607 8%	969 18%h	485 39%hi	65 26%	29 48%	29 100%
The Telegraph	2053 7%	-	-	-	206 25%	85 20%	-	-	1339 7%	564 11%h	121 10%	-	-	29 100%
Financial Times	361 1%	-	-	-	-	-	-	-	119 1%	141 3%h	36 3%	36 14%	-	29 100%
Morning Star	132 *	-	-	-	-	-	-	104 18%	-	-	104 8%hi	-	29 48%	-
The Herald/The Scotsman/Daily Record	723 2%	-	-	-	11 1%	-	216 10%abc	-	423 2%	289 5%h	11 1%	-	-	-
The Western Mail/Daily Post	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any regional or local newspaper (e.g. Evening Standard, Metro, Birmingham Post, Manchester Evening News, etc)	4795 16%	-	-	-	50 6%	26 6%	410 18%abc	195 33%	3052 15%	1273 24%h	289 23%	121 48%	32 52%	29 100%
Other newspaper	420 1%	-	-	-	30 4%	-	11 *	-	329 2%	79 2%	11 1%	-	-	-
SUMMARY CODES														
Net : The Sun only	4971 16%	4971 100%bcf	-	4971 74%bf	-	-	-	-	4971 24%ij	-	-	-	-	-
Net : The Times only	1607 5%	-	1607 100%acf	1607 24%af	-	-	-	-	1607 8%ij	-	-	-	-	-

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/ij/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

OFCOM NEWS STUDY (QS7603 - 611246)

Q.4A Daily Newspapers used regularly (at least once a week) for UK/international news and current affairs
Base: All Adults in GB who read the news from a newspaper

	Q.4A DAILY NEWSPAPERS USED REGULARLY (AT LEAST ONCE A WEEK) FOR UK/ INTERNATIONAL NEWS AND CURRENT AFFAIRS								Q.4A NUMBER OF DAILY NEWSPAPERS USED					
	Total	The Sun only (a)	The Times only (b)	The Times or the Sun only (c)	Times & 1 paper ex The Sun (d)	Times & 2 papers ex The Sun (e)	Sun & 1 paper ex The Times (f)	Sun & 2 papers ex The Times (g)	1 (h)	2 (i)	3 (j)	4 (k)	5 (l)	6 or more (m)
Unweighted Base	1281	221	60	286	32	17	99	24	883	219	51	9	2	1
Weighted Base	30407	4971	1607*	6726	821**	430**	2257*	584**	20573	5281	1258*	253**	60**	29**
Net : The Times or the Sun only	6726 22%	4971 100% ^f	1607 100% ^f	6726 100% ^f	-	-	-	-	6578 32% ^{ij}	148 3%	-	-	-	-
Net : Times & 1 paper ex The Sun	821 3%	-	-	-	821 100%	-	-	-	-	821 16% ^{hj}	-	-	-	-
Net : Times & 2 papers ex The Sun	430 1%	-	-	-	-	430 100%	-	-	-	-	430 34% ^{hi}	-	-	-
Net : Sun & 1 paper ex The Times	2257 7%	-	-	-	-	-	2257 100% ^{abc}	-	-	2257 43% ^{hj}	-	-	-	-
Net : Sun & 2 papers ex The Times	584 2%	-	-	-	-	-	-	584 100%	-	-	584 46% ^{hi}	-	-	-
NUMBER OF DAILY NEWSPAPERS USED														
1	20573 68%	4971 100% ^{cf}	1607 100% ^f	6578 98% ^f	-	-	-	-	20573 100% ^{ij}	-	-	-	-	-
2	5281 17%	-	-	148 2% ^a	821 100%	-	2257 100% ^{abc}	-	-	5281 100% ^{hj}	-	-	-	-
3	1258 4%	-	-	-	-	430 100%	-	584 100%	-	-	1258 100% ^{hi}	-	-	-
4	253 1%	-	-	-	-	-	-	-	-	-	253 100%	-	-	-
5	60 *	-	-	-	-	-	-	-	-	-	-	60 100%	-	-
6 or more	29 *	-	-	-	-	-	-	-	-	-	-	-	29 100%	-
Don't know	2953 10%	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean Score	1.331	1.000	1.000	1.022 ^a	2.000	3.000	2.000 ^c	3.000	1.000	2.000	3.000	4.000	5.000	11.000
Standard Deviation	0.699	0.000	0.000	0.147	0.000	*	0.000	*	0.000	0.000	0.000	0.000	0.002	0.002
Error Variance	*	0.000	0.000	*	0.000	*	0.000	*	0.000	0.000	0.000	0.000	*	*

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/ij/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

OFCOM NEWS STUDY (QS7603 - 611246)

Q.4B Daily Newspapers used occasionally (at least once a month, but less than once a week) for UK/international news and current affairs

Base: All Adults in GB who read the news from a newspaper

	GENDER		AGE						SOCIAL CLASS		WORKING STATUS		COUNTRY			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	Working	Not working	England	Scotland	Wales
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	
Unweighted Base	1281	626	655	178	170	185	185	214	349	610	671	587	694	1086	133	62
Weighted Base	30407	15016	15391	3969	4493	5187	5015	4689	7054	17590	12817	15599	14807	26057	2849	1501*
Daily Mail	2001	1101	900	322	340	289	318	302	430	1213	788	1091	910	1821	144	36
	7%	7%	6%	8%	8%	6%	6%	6%	6%	7%	6%	7%	6%	7%	5%	2%
Daily Star	772	495	276	65	124	314	123	108	38	250	521	463	309	586	162	24
	3%	3%	2%	2%	3%	6%ch	2%	2%	1%	1%	4%i	3%	2%	2%	6%m	2%
Daily Express	819	448	371	78	103	220	164	80	173	597	222	425	393	735	83	-
	3%	3%	2%	2%	2%	4%	3%	2%	2%	3%	2%	3%	3%	3%	3%	-
The Sun	2073	1115	958	470	363	351	554	70	265	963	1110	1173	900	1598	321	154
	7%	7%	6%	12%gh	8%g	7%g	11%gh	1%	4%	5%	9%i	8%	6%	6%	11%m	10%
The Mirror	1659	1010	649	222	318	499	203	272	147	715	944	1057	602	1447	131	80
	5%	7%	4%	6%h	7%h	10%fh	4%	6%h	2%	4%	7%i	7%i	4%	6%	5%	5%
The Guardian	849	394	455	131	173	96	214	166	70	677	172	471	377	716	64	68
	3%	3%	3%	3%	4%h	2%	4%h	4%h	1%	4%j	1%	3%	3%	3%	2%	5%
The Independent	1109	618	491	88	122	222	420	146	110	1018	90	921	188	1000	90	19
	4%	4%	3%	2%	3%	4%	8%cdgh	3%	2%	6%j	1%	6%i	1%	4%	3%	1%
The Times	1570	1130	439	201	496	216	261	245	150	1188	382	979	590	1441	99	29
	5%	8%b	3%	5%	11%egh	4%	5%	5%	2%	7%j	3%	6%	4%	6%	3%	2%
The Telegraph	945	456	489	93	139	144	213	166	190	732	212	522	423	894	50	-
	3%	3%	3%	2%	3%	3%	4%	4%	3%	4%j	2%	3%	3%	3%	2%	-
Financial Times	314	197	117	69	133	68	21	24	-	275	39	263	51	314	-	-
	1%	1%	1%	2%h	3%h	1%	*	1%	-	2%k	*	2%l	*	1%	-	-
Morning Star	39	39	-	-	-	39	-	-	-	39	-	39	-	39	-	-
	*	*	-	-	-	1%	-	-	-	*	-	*	-	*	-	-
The Herald/The Scotsman/Daily Record	212	124	89	57	-	-	39	40	77	-	212	26	186	14	199	-
	1%	1%	1%	1%	-	-	1%	1%	1%	-	2%l	*	1%k	*	7%mo	-
The Western Mail/Daily Post	73	19	54	30	-	-	-	-	43	73	-	-	73	-	-	73
	*	*	*	1%	-	-	-	-	1%	*	-	-	*	-	-	5%mn
Any regional or local newspaper (e.g. Evening Standard, Metro, Birmingham Post, Manchester Evening News, etc)	2672	1355	1317	268	444	346	322	523	768	1638	1034	1403	1269	2210	207	255
	9%	9%	9%	7%	10%	7%	6%	11%	11%	9%	8%	9%	9%	8%	7%	17%n
Other newspaper	742	389	354	107	185	89	-	76	286	362	380	271	471	635	107	-
	2%	3%	2%	3%f	4%f	2%	-	2%	4%f	2%	3%	2%	3%	2%	4%	-
SUMMARY CODES																
Net : The Sun only	1682	880	802	454	266	222	448	70	223	731	951	930	752	1235	293	154
	6%	6%	5%	11%egh	6%g	4%	9%gh	1%	3%	4%	7%i	6%	5%	5%	10%m	10%
Net : The Times only	1171	805	366	167	342	177	159	245	82	824	347	729	442	1076	66	29
	4%	5%b	2%	4%h	8%h	3%	3%	5%h	1%	5%	3%	5%	3%	4%	2%	2%
Net : The Times or the Sun only	2853	1685	1168	620	608	399	606	315	305	1555	1298	1660	1194	2311	359	183
	9%	11%b	8%	16%egh	14%gh	8%	12%h	7%	4%	9%	10%	11%	8%	9%	13%	12%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o

* small base

OFCOM NEWS STUDY (QS7603 - 611246)

Q.4B Daily Newspapers used occasionally (at least once a month, but less than once a week) for UK/international news and current affairs

Base: All Adults in GB who read the news from a newspaper

	GENDER		AGE						SOCIAL CLASS		WORKING STATUS		COUNTRY			
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	ABC1 (i)	C2DE (j)	Working (k)	Not working (l)	England (m)	Scotland (n)	Wales (o)
Unweighted Base	1281	626	655	178	170	185	185	214	349	610	671	587	694	1086	133	62
Weighted Base	30407	15016	15391	3969	4493	5187	5015	4689	7054	17590	12817	15599	14807	26057	2849	1501*
Net : Times & 1 paper ex The Sun	313 1%	271 2% ^b	43 *	35 1%	122 3% ^g	39 1%	72 1%	- 1%	46 1%	279 2% ^j	35 *	218 1%	95 1%	281 1%	33 1%	-
Net : Times & 2 papers ex The Sun	53 *	22 *	31 *	- -	- -	- -	31 1%	- -	22 *	53 *	- -	- -	53 *	53 *	- -	-
Net : Sun & 1 paper ex The Times	277 1%	137 1%	140 1%	- -	64 1%	96 2%	74 1%	- 1%	42 1%	134 1%	142 1%	144 1%	132 1%	248 1%	28 1%	-
Net : Sun & 2 papers ex The Times	66 *	66 *	- -	- -	- -	33 1%	33 1%	- -	- -	66 *	- -	66 *	- -	66 *	- -	-
NUMBER OF DAILY NEWSPAPERS USED																
1	12717 42%	6845 46% ^b	5872 38%	1836 46% ^h	2327 52% ^e	2062 40%	2370 47% ^h	1857 40%	2265 32%	7436 42%	5282 41%	7104 46% ^l	5613 38%	10731 41%	1371 48%	615 41%
2	1290 4%	825 5% ^b	465 3%	150 4%	242 5%	366 7% ^h	145 3%	180 4%	207 3%	910 5%	380 3%	838 5%	452 3%	1085 4%	144 5%	62 4%
3	119 *	88 1%	31 *	- -	- -	33 1%	63 1%	- -	22 *	119 1%	- -	66 *	53 *	119 *	- -	-
4	48 *	32 *	16 *	16 *	32 1%	- -	- -	- -	- -	32 *	16 *	32 *	16 *	48 *	- -	-
5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
6 or more	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean Score	1.118	1.141	1.090	1.099	1.130	1.175	1.106	1.089	1.101	1.146 ^j	1.076	1.132	1.099	1.122	1.095	1.091
Standard Deviation	0.376	0.410	0.327	0.372	0.432	0.414	0.379	0.284	0.330	0.419	0.295	0.394	0.350	0.389	0.293	0.288
Error Variance	*	0.001	*	0.002	0.002	0.002	0.002	0.001	0.001	0.001	*	0.001	*	*	0.001	0.003

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o

* small base

OFCOM NEWS STUDY (QS7603 - 611246)

Q.4B Daily Newspapers used occasionally (at least once a month, but less than once a week) for UK/international news and current affairs
Base: All Adults in GB who read the news from a newspaper

	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED			
	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	1281	469	870	304	1184	671	1281	458
Weighted Base	30407	11622	20590	8101	28032	16260	30407	12003
Daily Mail	2001 7%	725 6%	1293 6%	574 7%	1862 7%	1134 7%	2001 7%	781 7%
Daily Star	772 3%	284 2%	587 3%	205 3%	726 3%	403 2%	772 3%	389 3%
Daily Express	819 3%	507 4%	646 3%	227 3%	819 3%	586 4%	819 3%	363 3%
The Sun	2073 7%	532 5%	1264 6%	578 7%	1866 7%	973 6%	2073 7%	837 7%
The Mirror	1659 5%	595 5%	1243 6%	568 7%	1597 6%	1050 6%	1659 5%	746 6%
The Guardian	849 3%	414 4%	526 3%	541 7%ac	669 2%	489 3%	849 3%	616 5%eg
The Independent	1109 4%	724 6%c	706 3%	757 9%ac	1078 4%	847 5%	1109 4%	921 8%eg
The Times	1570 5%	841 7%	1153 6%	780 10%ac	1356 5%	1133 7%	1570 5%	1115 9%eg
The Telegraph	945 3%	569 5%	684 3%	450 6%	877 3%	636 4%	945 3%	585 5%
Financial Times	314 1%	126 1%	192 1%	114 1%	232 1%	158 1%	314 1%	203 2%
Morning Star	39 *	39 *	- -	- -	39 *	- -	39 *	- -
The Herald/The Scotsman/Daily Record	212 1%	74 1%	105 1%	23 *	178 1%	74 *	212 1%	23 *
The Western Mail/Daily Post	73 *	73 1%	73 *	30 *	73 *	73 *	73 *	30 *
Any regional or local newspaper (e.g. Evening Standard, Metro, Birmingham Post, Manchester Evening News, etc)	2672 9%	1233 11%	1737 8%	513 6%	2418 9%	1559 10%	2672 9%	852 7%
Other newspaper	742 2%	129 1%	575 3%	169 2%	678 2%	368 2%	742 2%	329 3%
SUMMARY CODES								
Net : The Sun only	1682 6%	364 3%	1065 5%	343 4%	1493 5%	743 5%	1682 6%	603 5%
Net : The Times only	1171 4%	533 5%	905 4%	515 6%a	1007 4%	767 5%	1171 4%	811 7%eg
Net : The Times or the Sun only	2853 9%	897 8%	1970 10%	858 11%	2501 9%	1510 9%	2853 9%	1414 12%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

CAPI OmniBus



OFCOM NEWS STUDY (QS7603 - 611246)

Q.4B Daily Newspapers used occasionally (at least once a month, but less than once a week) for UK/international news and current affairs

Base: All Adults in GB who read the news from a newspaper

	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED				
	Total	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	1281	1071	469	870	304	1184	671	1281	458
Weighted Base	30407	25394	11622	20590	8101	28032	16260	30407	12003
Net : Times & 1 paper ex The Sun	313 1%	263 1%	222 2%	193 1%	203 3%	263 1%	281 2%	313 1%	242 2%
Net : Times & 2 papers ex The Sun	53 *	53 *	53 *	22 *	31 *	53 *	53 *	53 *	31 *
Net : Sun & 1 paper ex The Times	277 1%	248 1%	104 1%	118 1%	121 1%	259 1%	133 1%	277 1%	121 1%
Net : Sun & 2 papers ex The Times	66 *	66 *	33 *	33 *	66 1%	66 *	66 *	66 *	66 1%
NUMBER OF DAILY NEWSPAPERS USED									
1	12717 42%	10299 41%	5079 44%	8744 42%	3807 47%	11546 41%	7177 44%	12717 42%	5700 47%eg
2	1290 4%	1174 5%	680 6%	840 4%	620 8%ac	1185 4%	911 6%	1290 4%	805 7%eg
3	119 *	119 *	86 1%	55 *	96 1%	119 *	119 1%	119 *	96 1%
4	48 *	48 *	32 *	48 *	48 1%	48 *	32 *	48 *	48 *
5	-	-	-	-	-	-	-	-	-
6 or more	-	-	-	-	-	-	-	-	-
Mean Score	1.118	1.134	1.161	1.113	1.209c	1.122	1.151	1.118	1.172
Standard Deviation	0.376	0.401	0.444	0.376	0.521	0.384	0.425	0.376	0.464
Error Variance	*	*	0.001	*	0.002	*	0.001	*	0.001

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

OFCOM NEWS STUDY (QS7603 - 611246)

Q.4B Daily Newspapers used occasionally (at least once a month, but less than once a week) for UK/international news and current affairs

Base: All Adults in GB who read the news from a newspaper

	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED				
	Total	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	1281	1071	469	870	304	1184	671	1281	458
Weighted Base	30407	25394	11622	20590	8101	28032	16260	30407	12003
Daily Mail	2001 7%	1632 6%	725 6%	1293 6%	574 7%	1862 7%	1134 7%	2001 7%	781 7%
Daily Star	772 3%	680 3%	284 2%	587 3%	205 3%	726 3%	403 2%	772 3%	389 3%
Daily Express	819 3%	660 3%	507 4%	646 3%	227 3%	819 3%	586 4%	819 3%	363 3%
The Sun	2073 7%	1691 7%	532 5%	1264 6%	578 7%	1866 7%	973 6%	2073 7%	837 7%
The Mirror	1659 5%	1568 6%	595 5%	1243 6%	568 7%	1597 6%	1050 6%	1659 5%	746 6%
The Guardian	849 3%	576 2%	414 4%	526 3%	541 7%ac	669 2%	489 3%	849 3%	616 5%eg
The Independent	1109 4%	986 4%	724 6%c	706 3%	757 9%ac	1078 4%	847 5%	1109 4%	921 8%eg
The Times	1570 5%	1248 5%	841 7%	1153 6%	780 10%ac	1356 5%	1133 7%	1570 5%	1115 9%eg
The Telegraph	945 3%	826 3%	569 5%	684 3%	450 6%	877 3%	636 4%	945 3%	585 5%
Financial Times	314 1%	232 1%	126 1%	192 1%	114 1%	232 1%	158 1%	314 1%	203 2%
Morning Star	39 *	39 *	- -	- -	- -	39 *	- -	39 *	- -
The Herald/The Scotsman/Daily Record	212 1%	153 1%	74 1%	105 1%	23 *	178 1%	74 *	212 1%	23 *
The Western Mail/Daily Post	73 *	73 *	73 1%	73 *	30 *	73 *	73 *	73 *	30 *
Any regional or local newspaper (e.g. Evening Standard, Metro, Birmingham Post, Manchester Evening News, etc)	2672 9%	2251 9%	1233 11%	1737 8%	513 6%	2418 9%	1559 10%	2672 9%	852 7%
Other newspaper	742 2%	584 2%	129 1%	575 3%	169 2%	678 2%	368 2%	742 2%	329 3%
SUMMARY CODES									
Net : The Sun only	1682 6%	1329 5%	364 3%	1065 5%	343 4%	1493 5%	743 5%	1682 6%	603 5%
Net : The Times only	1171 4%	899 4%	533 5%	905 4%	515 6%a	1007 4%	767 5%	1171 4%	811 7%eg
Net : The Times or the Sun only	2853 9%	2228 9%	897 8%	1970 10%	858 11%	2501 9%	1510 9%	2853 9%	1414 12%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

CAPI OmniBus



OFCOM NEWS STUDY (QS7603 - 611246)

Q.4B Daily Newspapers used occasionally (at least once a month, but less than once a week) for UK/international news and current affairs

Base: All Adults in GB who read the news from a newspaper

	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED				
	Total	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	1281	1071	469	870	304	1184	671	1281	458
Weighted Base	30407	25394	11622	20590	8101	28032	16260	30407	12003
Net : Times & 1 paper ex The Sun	313 1%	263 1%	222 2%	193 1%	203 3%	263 1%	281 2%	313 1%	242 2%
Net : Times & 2 papers ex The Sun	53 *	53 *	53 *	22 *	31 *	53 *	53 *	53 *	31 *
Net : Sun & 1 paper ex The Times	277 1%	248 1%	104 1%	118 1%	121 1%	259 1%	133 1%	277 1%	121 1%
Net : Sun & 2 papers ex The Times	66 *	66 *	33 *	33 *	66 1%	66 *	66 *	66 *	66 1%
NUMBER OF DAILY NEWSPAPERS USED									
1	12717 42%	10299 41%	5079 44%	8744 42%	3807 47%	11546 41%	7177 44%	12717 42%	5700 47%eg
2	1290 4%	1174 5%	680 6%	840 4%	620 8%ac	1185 4%	911 6%	1290 4%	805 7%eg
3	119 *	119 *	86 1%	55 *	96 1%	119 *	119 1%	119 *	96 1%
4	48 *	48 *	32 *	48 *	48 1%	48 *	32 *	48 *	48 *
5	-	-	-	-	-	-	-	-	-
6 or more	-	-	-	-	-	-	-	-	-
Mean Score	1.118	1.134	1.161	1.113	1.209c	1.122	1.151	1.118	1.172
Standard Deviation	0.376	0.401	0.444	0.376	0.521	0.384	0.425	0.376	0.464
Error Variance	*	*	0.001	*	0.002	*	0.001	*	0.001

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

Q.4B Daily Newspapers used occasionally (at least once a month, but less than once a week) for UK/international news and current affairs
Base: All Adults in GB who read the news from a newspaper

	Total	Q2 MAIN PLATFORM				Q1A - TV, RADIO, NEWSPAPERS OR INTERNET
		Main TV	Main Radio	Main Newspaper	Main Internet	
		(a)	(b)	(c)	(d)	
					(e)	
Unweighted Base	1281	767	111	283	95	1274
Weighted Base	30407	17902	2935	6449	2558*	30291
Daily Mail	2001 7%	1057 6%	224 8%	549 9%	170 7%	1988 7%
Daily Star	772 3%	607 3%	16 1%	116 2%	33 1%	772 3%
Daily Express	819 3%	477 3%	139 5%	132 2%	51 2%	819 3%
The Sun	2073 7%	1275 7%	122 4%	391 6%	269 11%	2073 7%
The Mirror	1659 5%	1202 7% ^b	41 1%	260 4%	143 6%	1659 5%
The Guardian	849 3%	370 2%	141 5% ^c	82 1%	232 9% ^{a,c}	849 3%
The Independent	1109 4%	589 3%	210 7%	208 3%	101 4%	1109 4%
The Times	1570 5%	816 5%	121 4%	385 6%	247 10% ^a	1570 5%
The Telegraph	945 3%	302 2%	178 6% ^a	308 5% ^a	156 6% ^a	945 3%
Financial Times	314 1%	176 1%	-	55 1%	82 3%	314 1%
Morning Star	39 *	39 *	-	-	-	39 *
The Herald/The Scotsman/Daily Record	212 1%	153 1%	11 *	25 *	23 1%	212 1%
The Western Mail/Daily Post	73 *	-	24 1% ^a	48 1% ^a	-	73 *
Any regional or local newspaper (e.g. Evening Standard, Metro, Birmingham Post, Manchester Evening News, etc)	2672 9%	1575 9%	364 12%	522 8%	150 6%	2672 9%
Other newspaper	742 2%	377 2%	75 3%	245 4%	45 2%	728 2%
SUMMARY CODES						
Net : The Sun only	1682 6%	1027 6%	122 4%	331 5%	187 7%	1682 6%
Net : The Times only	1171 4%	601 3%	121 4%	316 5%	133 5%	1171 4%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d

* small base

Q.4B Daily Newspapers used occasionally (at least once a month, but less than once a week) for UK/international news and current affairs
Base: All Adults in GB who read the news from a newspaper

	Total	Q2 MAIN PLATFORM				Q1A - TV, RADIO, NEWSPAPERS OR INTERNET
		Main TV	Main Radio	Main Newspaper	Main Internet	
		(a)	(b)	(c)	(d)	
					(e)	
Unweighted Base	1281	767	111	283	95	1274
Weighted Base	30407	17902	2935	6449	2558*	30291
Net : The Times or the Sun only	2853 9%	1628 9%	244 8%	647 10%	320 12%	2853 9%
Net : Times & 1 paper ex The Sun	313 1%	185 1%	-	46 1%	82 3%	313 1%
Net : Times & 2 papers ex The Sun	53 *	31 *	-	22 *	-	53 *
Net : Sun & 1 paper ex The Times	277 1%	199 1%	-	61 1%	17 1%	277 1%
Net : Sun & 2 papers ex The Times	66 *	33 *	-	-	33 1%	66 *
NUMBER OF DAILY NEWSPAPERS USED						
1	12717 42%	7213 40%	1430 49%	2776 43%	1165 46%	12690 42%
2	1290 4%	773 4%	119 4%	242 4%	156 6%	1290 4%
3	119 *	63 *	-	22 *	33 1%	119 *
4	48 *	16 *	-	-	32 1%a	48 *
5	-	-	-	-	-	-
6 or more	-	-	-	-	-	-
Mean Score	1.118	1.118	1.077	1.094	1.229	1.118
Standard Deviation	0.376	0.363	0.266	0.317	0.602	0.376
Error Variance	*	*	0.001	0.001	0.007	*

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d

* small base

OFCOM NEWS STUDY (QS7603 - 611246)

Q.4B Daily Newspapers used occasionally (at least once a month, but less than once a week) for UK/international news and current affairs
Base: All Adults in GB who read the news from a newspaper

	Total	Q.4B DAILY NEWSPAPERS USED OCCASIONALLY (AT LEAST ONCE A MONTH, BUT LESS THAN ONCE A WEEK) FOR UK/INTERNATIONAL NEWS AND CURRENT AFFAIRS						Q.4B NUMBER OF DAILY NEWSPAPERS USED						
		The Sun only (a)	The Times only (b)	The Times or the Sun only (c)	Times & 1 paper ex The Sun (d)	Times & 2 papers ex The Sun (e)	Sun & 1 paper ex The Times (f)	Sun & 2 papers ex The Times (g)	1 (h)	2 (i)	3 (j)	4 (k)	5 (l)	6 or more (m)
Unweighted Base	1281	76	46	122	11	2	12	2	526	49	4	2	-	-
Weighted Base	30407	1682*	1171*	2853	313**	53**	277**	66**	12717	1290*	119**	48**	**	**
Daily Mail	2001	-	-	-	-	31	69	-	1730	208	31	32	-	-
	7%	-	-	-	-	58%	25%	-	14%	16%	26%	66%	-	-
Daily Star	772	-	-	-	-	-	76	33	515	208	33	16	-	-
	3%	-	-	-	-	-	28%	50%	4%	16%h	28%	34%	-	-
Daily Express	819	-	-	-	48	-	-	-	733	69	-	16	-	-
	3%	-	-	-	15%	-	-	-	6%	5%	-	34%	-	-
The Sun	2073	1682	-	1682	-	-	277	66	1682	277	66	48	-	-
	7%	100%bc	-	59%b	-	-	100%	100%	13%	21%	55%	100%	-	-
The Mirror	1659	-	-	-	-	-	75	66	1297	281	66	16	-	-
	5%	-	-	-	-	-	27%	100%	10%	22%h	55%	34%	-	-
The Guardian	849	-	-	-	32	-	15	-	644	205	-	-	-	-
	3%	-	-	-	10%	-	5%	-	5%	16%h	-	-	-	-
The Independent	1109	-	-	-	132	31	-	-	758	320	31	-	-	-
	4%	-	-	-	42%	58%	-	-	6%	25%h	26%	-	-	-
The Times	1570	-	1171	1171	313	53	-	-	1171	313	53	32	-	-
	5%	-	100%ac	41%a	100%	100%	-	-	9%	24%h	45%	66%	-	-
The Telegraph	945	-	-	-	83	22	17	-	585	305	22	32	-	-
	3%	-	-	-	26%	42%	6%	-	5%	24%h	19%	66%	-	-
Financial Times	314	-	-	-	18	-	-	-	264	50	-	-	-	-
	1%	-	-	-	6%	-	-	-	2%	4%	-	-	-	-
Morning Star	39	-	-	-	-	-	-	-	39	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-
The Herald/The Scotsman/Daily Record	212	-	-	-	-	-	11	-	119	94	-	-	-	-
	1%	-	-	-	-	-	4%	-	1%	7%h	-	-	-	-
The Western Mail/Daily Post	73	-	-	-	-	-	-	-	73	-	-	-	-	-
	*	-	-	-	-	-	-	-	1%	-	-	-	-	-
Any regional or local newspaper (e.g. Evening Standard, Metro, Birmingham Post, Manchester Evening News, etc)	2672	-	-	-	-	22	12	33	2398	218	55	-	-	-
	9%	-	-	-	-	42%	4%	50%	19%	17%	47%	-	-	-
Other newspaper	742	-	-	-	-	-	-	-	710	32	-	-	-	-
	2%	-	-	-	-	-	-	-	6%	2%	-	-	-	-
SUMMARY CODES														
Net : The Sun only	1682	1682	-	1682	-	-	-	-	1682	-	-	-	-	-
	6%	100%bc	-	59%b	-	-	-	-	13%i	-	-	-	-	-
Net : The Times only	1171	-	1171	1171	-	-	-	-	1171	-	-	-	-	-
	4%	-	100%ac	41%a	-	-	-	-	9%i	-	-	-	-	-

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i/j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

OFCOM NEWS STUDY (QS7603 - 611246)

Q.4B Daily Newspapers used occasionally (at least once a month, but less than once a week) for UK/international news and current affairs
Base: All Adults in GB who read the news from a newspaper

	Total	Q.4B DAILY NEWSPAPERS USED OCCASIONALLY (AT LEAST ONCE A MONTH, BUT LESS THAN ONCE A WEEK) FOR UK/INTERNATIONAL NEWS AND CURRENT AFFAIRS						Q.4B NUMBER OF DAILY NEWSPAPERS USED						
		The Sun only (a)	The Times only (b)	The Times or the Sun only (c)	Times & 1 paper ex The Sun (d)	Times & 2 papers ex The Sun (e)	Sun & 1 paper ex The Times (f)	Sun & 2 papers ex The Times (g)	1 (h)	2 (i)	3 (j)	4 (k)	5 (l)	6 or more (m)
Unweighted Base	1281	76	46	122	11	2	12	2	526	49	4	2	-	-
Weighted Base	30407	1682*	1171*	2853	313**	53**	277**	66**	12717	1290*	119**	48**	-**	-**
Net : The Times or the Sun only	2853 9%	1682 100%	1171 100%	2853 100%	-	-	-	-	2853 22%i	-	-	-	-	-
Net : Times & 1 paper ex The Sun	313 1%	-	-	-	313 100%	-	-	-	-	313 24%h	-	-	-	-
Net : Times & 2 papers ex The Sun	53 *	-	-	-	-	53 100%	-	-	-	-	53 45%	-	-	-
Net : Sun & 1 paper ex The Times	277 1%	-	-	-	-	-	277 100%	-	-	277 21%h	-	-	-	-
Net : Sun & 2 papers ex The Times	66 *	-	-	-	-	-	-	66 100%	-	-	66 55%	-	-	-
NUMBER OF DAILY NEWSPAPERS USED														
1	12717 42%	1682 100%	1171 100%	2853 100%	-	-	-	-	12717 100%i	-	-	-	-	-
2	1290 4%	-	-	-	313 100%	-	277 100%	-	-	1290 100%h	-	-	-	-
3	119 *	-	-	-	-	53 100%	-	66 100%	-	-	119 100%	-	-	-
4	48 *	-	-	-	-	-	-	-	-	-	-	48 100%	-	-
5	-	-	-	-	-	-	-	-	-	-	-	-	-	-
6 or more	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean Score	1.118	1.000	1.000	1.000	2.000	3.000	2.000	3.000	1.000	2.000	3.000	4.000	-	-
Standard Deviation	0.376	0.000	0.000	0.000	0.000	0.001	0.000	0.000	0.000	0.000	0.001	0.000	-	-
Error Variance	*	0.000	0.000	0.000	0.000	*	0.000	0.000	0.000	0.000	*	0.000	-	-

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i/j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

OFCOM NEWS STUDY (QS7603 - 611246)

Q.4A\4B Daily Newspapers used at least occasionally (at least once a month) for UK/international news and current affairs - TOTAL

Base: All Adults in GB who read the news from a newspaper

	GENDER		AGE						SOCIAL CLASS		WORKING STATUS		COUNTRY			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	Working	Not working	England	Scotland	Wales
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	
Unweighted Base	1281	626	655	178	170	185	185	214	349	610	671	587	694	1086	133	62
Weighted Base	30407	15016	15391	3969	4493	5187	5015	4689	7054	17590	12817	15599	14807	26057	2849	1501*
Daily Mail	8232	3933	4299	881	907	1065	1365	1613	2400	4844	3388	3984	4248	7462	524	246
	27%	26%	28%	22%	20%	21%	27%	34% ^{cde}	34% ^{cde}	28%	26%	26%	29%	29% ^{no}	18%	16%
Daily Star	1741	1037	704	193	412	505	316	212	104	524	1218	1108	633	1219	433	89
	6%	7%	5%	5% ^h	9% ^h	10% ^h	6% ^h	5% ^h	1%	3%	10% ⁱ	7% ⁱ	4%	5%	15% ^m	6%
Daily Express	2539	1205	1334	200	232	433	468	401	804	1455	1084	1224	1315	2259	280	-
	8%	8%	9%	5%	5%	8%	9%	9%	11% ^{cd}	8%	8%	8%	9%	9% ^o	10% ^o	-
The Sun	10295	5570	4726	1966	2259	1746	1767	1136	1421	4127	6168	5917	4378	8094	1632	569
	34%	37% ^b	31%	50% ^{efg}	50% ^{efg}	34% ^{gh}	35% ^{gh}	24%	20%	23%	48% ⁱ	38% ⁱ	30%	31%	57% ^{mo}	38%
The Mirror	5369	2880	2489	824	847	1114	851	880	853	2503	2866	3028	2341	4859	189	322
	18%	19%	16%	21% ^h	19%	21% ^h	17%	19% ^h	12%	14%	22% ⁱ	19%	16%	19% ⁿ	7%	21% ⁿ
The Guardian	3440	1660	1780	670	484	766	733	494	292	2891	548	2249	1191	3151	82	207
	11%	11%	12%	17% ^h	11% ^h	15% ^h	15% ^h	11% ^h	4%	16% ^j	4%	14% ⁱ	8%	12% ⁿ	3%	14% ⁿ
The Independent	2364	1271	1093	228	295	402	782	380	277	2151	214	1870	494	2237	90	37
	8%	8%	7%	6%	7%	8%	16% ^{cdeg}	8% ^h	4%	12% ^j	2%	12% ⁱ	3%	9% ⁿ	3%	2%
The Times	4753	2437	2317	722	989	742	809	735	757	3811	942	2745	2009	4291	238	224
	16%	16%	15%	18% ^h	22% ^h	14%	16%	16%	11%	22% ^j	7%	18%	14%	16% ⁿ	8%	15%
The Telegraph	2979	1243	1735	172	338	283	536	687	962	2480	499	1331	1648	2788	50	141
	10%	8%	11%	4%	8%	5%	11% ^{cc}	15% ^{cde}	14% ^{cde}	14% ^j	4%	9%	11%	11% ⁿ	2%	9% ⁿ
Financial Times	675	355	320	69	260	140	119	47	40	622	53	530	145	661	14	-
	2%	2%	2%	2%	6% ^{gh}	3%	2%	1%	1%	4% ^j	*	3% ⁱ	1%	3%	1%	-
Morning Star	171	124	47	45	32	94	-	-	-	130	41	126	45	141	-	31
	1%	1%	*	1%	1%	2% ^h	-	-	-	1%	*	1%	*	1%	-	2%
The Herald/The Scotsman/Daily Record	910	447	463	123	22	67	219	134	345	183	727	218	692	32	878	-
	3%	3%	3%	3%	*	1%	4% ^{cd}	3%	5% ^{cde}	1%	6% ⁱ	1%	5% ^k	*	31% ^{mo}	-
The Western Mail/Daily Post	73	19	54	30	-	-	-	-	43	73	-	-	73	-	-	73
	*	*	*	1%	-	-	-	-	1%	*	-	-	*	-	-	5% ^{mn}
Any regional or local newspaper (e.g. Evening Standard, Metro, Birmingham Post, Manchester Evening News, etc)	7082	3535	3546	1091	1173	1070	924	810	2014	3963	3119	3105	3977	5939	545	597
	23%	24%	23%	27% ^{fg}	26% ^g	21%	18%	17%	29% ^{fg}	23%	24%	20%	27% ^k	23%	19%	40% ^{mn}
Other newspaper	1162	648	514	157	237	128	64	94	482	651	511	469	693	994	144	24
	4%	4%	3%	4%	5% ^f	2%	1%	2%	7% ^{efg}	4%	4%	3%	5%	4%	5%	2%
SUMMARY CODES																
Net : The Sun only	3085	1511	1573	491	711	521	411	493	458	1076	2009	1874	1211	2461	446	178
	10%	10%	10%	12% ^h	16% ^h	10%	8%	11%	6%	6%	16% ⁱ	12% ⁱ	8%	9%	16% ^m	12%
Net : The Times only	805	400	405	30	63	217	130	98	268	740	65	310	495	659	55	91
	3%	3%	3%	1%	1%	4%	3%	2%	4%	4% ^j	1%	2%	3%	3%	2%	6%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o
* small base

CAPI OmniBus



OFCOM NEWS STUDY (QS7603 - 611246)

Q.4A\4B Daily Newspapers used at least occasionally (at least once a month) for UK/international news and current affairs - TOTAL
Base: All Adults in GB who read the news from a newspaper

	GENDER		AGE						SOCIAL CLASS		WORKING STATUS		COUNTRY			
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	ABC1 (i)	C2DE (j)	Working (k)	Not working (l)	England (m)	Scotland (n)	Wales (o)
Unweighted Base	1281	626	655	178	170	185	185	214	349	610	671	587	694	1086	133	62
Weighted Base	30407	15016	15391	3969	4493	5187	5015	4689	7054	17590	12817	15599	14807	26057	2849	1501*
Net : The Times or the Sun only	4162	2114	2048	612	909	737	563	614	726	2015	2148	2361	1801	3392	501	269
	14%	14%	13%	15%	20% ^h	14%	11%	13%	10%	11%	17% ⁱ	15%	12%	13%	18%	18%
Net : Times & 1 paper ex The Sun	980	528	453	144	121	174	201	178	163	814	166	561	420	856	70	55
	3%	4%	3%	4%	3%	3%	4%	4%	2%	5% ^j	1%	4%	3%	3%	2%	4%
Net : Times & 2 papers ex The Sun	466	182	284	99	63	-	100	144	59	407	59	357	109	444	22	-
	2%	1%	2%	2% ^e	1%	-	2%	3% ^e	1%	2% ^j	*	2% ^l	*	2%	1%	-
Net : Sun & 1 paper ex The Times	2420	1392	1028	496	359	474	488	284	319	996	1425	1197	1224	1846	442	133
	8%	9%	7%	13% ^{gh}	8%	9% ^h	10% ^h	6%	5%	6%	11% ⁱ	8%	8%	7%	16% ^m	9%
Net : Sun & 2 papers ex The Times	544	306	238	34	141	210	54	45	60	283	261	413	131	426	68	49
	2%	2%	2%	1%	3%	4% ^h	1%	1%	1%	2%	2%	3% ^l	1%	2%	2%	3%
NUMBER OF DAILY NEWSPAPERS USED																
1	12641	5748	6893	1377	1532	1824	1891	2144	3873	7084	5557	5633	7008	11089	1026	525
	42%	38%	45% ^{ea}	35%	34%	35%	38%	46% ^{cde}	55% ^{defg}	40%	43%	36%	47% ^{kl}	43%	36%	35%
2	13572	7323	6249	2076	2155	2324	2343	2093	2581	7721	5850	7242	6330	11439	1420	713
	45%	49% ^b	41%	52% ^h	48% ^h	45%	47% ^h	45%	37%	44%	46%	46%	43%	44%	50%	48%
3	2279	1158	1121	302	462	368	412	305	429	1559	720	1516	762	1860	266	153
	7%	8%	7%	8%	10%	7%	8%	7%	6%	9% ^{aj}	6%	10% ^l	5%	7%	9%	10%
4	235	25	211	19	-	97	43	32	45	133	102	145	91	209	-	26
	1%	*	1% ^{ea}	*	-	2%	1%	1%	1%	7%	1%	1%	1%	1%	-	2%
5	149	133	16	74	51	-	24	-	-	80	69	24	126	149	-	-
	*	1%	*	2% ^h	1%	-	*	-	-	*	1%	*	1%	1%	-	-
6 or more	60	-	60	-	32	-	29	-	-	60	-	60	-	60	-	-
	*	-	*	-	1%	-	1%	-	-	*	-	*	-	*	-	-
Don't know	1470	630	840	122	260	573	273	115	126	952	518	979	491	1250	137	83
	5%	4%	5%	3%	6% ^h	11% ^{ogh}	5% ^h	2%	2%	5%	4%	6% ^l	3%	5%	5%	6%
Mean Score	1.688	1.712	1.664	1.788^g	1.821^g	1.726^h	1.776^h	1.612	1.516	1.723	1.640	1.7721	1.603	1.680	1.719	1.775
Standard Deviation	0.778	0.698	0.849	0.765^h	0.857^h	0.696	1.005	0.643	0.642	0.840	0.682	0.840	0.699	0.796	0.631	0.708
Error Variance	*	0.001	0.001	0.003	0.005	0.003	0.006	0.002	0.001	0.001	0.001	0.001	0.001	0.001	0.003	0.009

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o

* small base

OFCOM NEWS STUDY (QS7603 - 611246)

Q.4A\4B Daily Newspapers used at least occasionally (at least once a month) for UK/international news and current affairs - TOTAL

Base: All Adults in GB who read the news from a newspaper

	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED				
	Total	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	1281	1071	469	870	304	1184	671	1281	458
Weighted Base	30407	25394	11622	20590	8101	28032	16260	30407	12003
Daily Mail	8232 27%	7104 28%	3169 27%	5847 28%	2127 26%	7871 28%	4601 28%	8232 27%	3157 26%
Daily Star	1741 6%	1571 6%	567 5%	1306 6%	470 6%	1672 6%	892 5%	1741 6%	737 6%
Daily Express	2539 8%	2304 9%	1082 9%	1895 9%	496 6%	2539 9%	1399 9%	2539 8%	1015 8%
The Sun	10295 34%	8708 34%b	3326 29%	7332 36%bd	2306 28%	9627 34%	5130 32%	10295 34%	3790 32%
The Mirror	5369 18%	4752 19%	2143 18%	4041 20%	1554 19%	5062 18%	3195 20%	5369 18%	2082 17%
The Guardian	3440 11%	2399 9%	1829 16%a	2514 12%	1785 22%abc	2801 10%	2318 14%e	3440 11%	2337 19%efg
The Independent	2364 8%	2071 8%	1604 14%ac	1738 8%	1248 15%ac	2270 8%	1859 11%eg	2364 8%	1702 14%eg
The Times	4753 16%	3820 15%	2308 20%a	3831 19%a	2072 26%ac	4161 15%	3049 19%e	4753 16%	2936 24%efg
The Telegraph	2979 10%	2583 10%	1588 14%	2163 11%	1178 15%a	2829 10%	1932 12%	2979 10%	1466 12%
Financial Times	675 2%	523 2%	308 3%	482 2%	404 5%ac	593 2%	372 2%	675 2%	525 4%eg
Morning Star	171 1%	171 1%	55 *	116 1%	60 1%	171 1%	116 1%	171 1%	60 1%
The Herald/The Scotsman/Daily Record	910 3%	798 3%	228 2%	572 3%	94 1%	876 3%h	362 2%	910 3%	156 1%
The Western Mail/Daily Post	73 *	73 *	73 1%	73 *	30 *	73 *	73 *	73 *	30 *
Any regional or local newspaper (e.g. Evening Standard, Metro, Birmingham Post, Manchester Evening News, etc)	7082 23%	5846 23%	2821 24%	5088 25%	1723 21%	6413 23%	3642 22%	7082 23%	2660 22%
Other newspaper	1162 4%	896 4%	334 3%	819 4%	297 4%	1034 4%	638 4%	1162 4%	476 4%
SUMMARY CODES									
Net : The Sun only	3085 10%	2634 10%bd	808 7%	2019 10%	513 6%	2862 10%f	1174 7%	3085 10%f	952 8%
Net : The Times only	805 3%	531 2%	181 2%	595 3%	185 2%	648 2%	332 2%	805 3%	303 3%
Net : The Times or the Sun only	4162 14%	3338 13%b	1044 9%	2886 14%bd	754 9%	3684 13%	1647 10%	4162 14%f	1412 12%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

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OFCOM NEWS STUDY (QS7603 - 611246)

Q.4A\4B Daily Newspapers used at least occasionally (at least once a month) for UK/international news and current affairs - TOTAL

Base: All Adults in GB who read the news from a newspaper

	Total	Q1A - PLATFORM USED				Q1A\B - PLATFORM USED			
		Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	1281	1071	469	870	304	1184	671	1281	458
Weighted Base	30407	25394	11622	20590	8101	28032	16260	30407	12003
Net : Times & 1 paper ex The Sun	980 3%	808 3%	667 6%a	723 4%	543 7%ac	862 3%	712 4%	980 3%	668 6%eg
Net : Times & 2 papers ex The Sun	466 2%	402 2%	350 3%	435 2%	242 3%	447 2%	379 2%	466 2%	318 3%
Net : Sun & 1 paper ex The Times	2420 8%	2220 9%	1007 9%	1762 9%	596 7%	2386 9%	1445 9%	2420 8%	973 8%
Net : Sun & 2 papers ex The Times	544 2%	521 2%	215 2%	441 2%	137 2%	544 2%	327 2%	544 2%	233 2%
NUMBER OF DAILY NEWSPAPERS USED									
1	12641 42%	10234 40%bd	4028 35%	7859 38%d	2485 31%	11478 41%fh	5793 36%	12641 42%fh	3671 31%
2	13572 45%	11524 45%	5718 49%	9849 48%	3965 49%	12511 45%	7958 49%	13572 45%	6034 50%eg
3	2279 7%	1930 8%	1172 10%	1933 9%	921 11%a	2170 8%	1476 9%	2279 7%	1362 11%eg
4	235 1%	235 1%	86 1%	235 1%	105 1%	235 1%	148 1%	235 1%	105 1%
5	149 *	98 *	53 *	126 1%	126 2%a	149 1%	82 1%	149 *	126 1%
6 or more	60 *	60 *	29 *	60 *	29 *	60 *	29 *	60 *	60 1%
Don't know	1470 5%	1313 5%c	536 5%	527 3%	471 6%c	1428 5%	774 5%	1470 5%	645 5%
Mean Score	1.688	1.704	1.796	1.768	1.906ac	1.700	1.773g	1.688	1.885efg
Standard Deviation	0.778	0.789	0.844	0.833	0.973	0.792	0.809	0.778	0.917
Error Variance	*	0.001	0.002	0.001	0.003	0.001	0.001	*	0.002

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

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OFCOM NEWS STUDY (QS7603 - 611246)

Q.4A\4B Daily Newspapers used at least occasionally (at least once a month) for UK/international news and current affairs - TOTAL

Base: All Adults in GB who read the news from a newspaper

	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED				
	Total	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	1281	1071	469	870	304	1184	671	1281	458
Weighted Base	30407	25394	11622	20590	8101	28032	16260	30407	12003
Daily Mail	8232 27%	7104 28%	3169 27%	5847 28%	2127 26%	7871 28%	4601 28%	8232 27%	3157 26%
Daily Star	1741 6%	1571 6%	567 5%	1306 6%	470 6%	1672 6%	892 5%	1741 6%	737 6%
Daily Express	2539 8%	2304 9%	1082 9%	1895 9%	496 6%	2539 9%	1399 9%	2539 8%	1015 8%
The Sun	10295 34%	8708 34%b	3326 29%	7332 36%bd	2306 28%	9627 34%	5130 32%	10295 34%	3790 32%
The Mirror	5369 18%	4752 19%	2143 18%	4041 20%	1554 19%	5062 18%	3195 20%	5369 18%	2082 17%
The Guardian	3440 11%	2399 9%	1829 16%a	2514 12%	1785 22%abc	2801 10%	2318 14%e	3440 11%	2337 19%efg
The Independent	2364 8%	2071 8%	1604 14%ac	1738 8%	1248 15%ac	2270 8%	1859 11%eg	2364 8%	1702 14%eg
The Times	4753 16%	3820 15%	2308 20%a	3831 19%a	2072 26%ac	4161 15%	3049 19%e	4753 16%	2936 24%efg
The Telegraph	2979 10%	2583 10%	1588 14%	2163 11%	1178 15%a	2829 10%	1932 12%	2979 10%	1466 12%
Financial Times	675 2%	523 2%	308 3%	482 2%	404 5%ac	593 2%	372 2%	675 2%	525 4%eg
Morning Star	171 1%	171 1%	55 *	116 1%	60 1%	171 1%	116 1%	171 1%	60 1%
The Herald/The Scotsman/Daily Record	910 3%	798 3%	228 2%	572 3%	94 1%	876 3%h	362 2%	910 3%	156 1%
The Western Mail/Daily Post	73 *	73 *	73 1%	73 *	30 *	73 *	73 *	73 *	30 *
Any regional or local newspaper (e.g. Evening Standard, Metro, Birmingham Post, Manchester Evening News, etc)	7082 23%	5846 23%	2821 24%	5088 25%	1723 21%	6413 23%	3642 22%	7082 23%	2660 22%
Other newspaper	1162 4%	896 4%	334 3%	819 4%	297 4%	1034 4%	638 4%	1162 4%	476 4%
SUMMARY CODES									
Net : The Sun only	3085 10%	2634 10%bd	808 7%	2019 10%	513 6%	2862 10%f	1174 7%	3085 10%f	952 8%
Net : The Times only	805 3%	531 2%	181 2%	595 3%	185 2%	648 2%	332 2%	805 3%	303 3%
Net : The Times or the Sun only	4162 14%	3338 13%b	1044 9%	2886 14%bd	754 9%	3684 13%	1647 10%	4162 14%f	1412 12%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

CAPI OmniBus



OFCOM NEWS STUDY (QS7603 - 611246)

Q.4A\4B Daily Newspapers used at least occasionally (at least once a month) for UK/international news and current affairs - TOTAL

Base: All Adults in GB who read the news from a newspaper

	Total	Q1A - PLATFORM USED				Q1A\B - PLATFORM USED			
		Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	1281	1071	469	870	304	1184	671	1281	458
Weighted Base	30407	25394	11622	20590	8101	28032	16260	30407	12003
Net : Times & 1 paper ex The Sun	980 3%	808 3%	667 6%a	723 4%	543 7%ac	862 3%	712 4%	980 3%	668 6%eg
Net : Times & 2 papers ex The Sun	466 2%	402 2%	350 3%	435 2%	242 3%	447 2%	379 2%	466 2%	318 3%
Net : Sun & 1 paper ex The Times	2420 8%	2220 9%	1007 9%	1762 9%	596 7%	2386 9%	1445 9%	2420 8%	973 8%
Net : Sun & 2 papers ex The Times	544 2%	521 2%	215 2%	441 2%	137 2%	544 2%	327 2%	544 2%	233 2%
NUMBER OF DAILY NEWSPAPERS USED									
1	12641 42%	10234 40%bd	4028 35%	7859 38% ^d	2485 31%	11478 41% ^{fh}	5793 36%	12641 42% ^{fh}	3671 31%
2	13572 45%	11524 45%	5718 49%	9849 48%	3965 49%	12511 45%	7958 49%	13572 45%	6034 50% ^{eg}
3	2279 7%	1930 8%	1172 10%	1933 9%	921 11% ^a	2170 8%	1476 9%	2279 7%	1362 11% ^{eg}
4	235 1%	235 1%	86 1%	235 1%	105 1%	235 1%	148 1%	235 1%	105 1%
5	149 *	98 *	53 *	126 1%	126 2% ^a	149 1%	82 1%	149 *	126 1%
6 or more	60 *	60 *	29 *	60 *	29 *	60 *	29 *	60 *	60 1%
Don't know	1470 5%	1313 5% ^c	536 5%	527 3%	471 6% ^c	1428 5%	774 5%	1470 5%	645 5%
Mean Score	1.688	1.704	1.796	1.768	1.906 ^{ac}	1.700	1.773 ^g	1.688	1.885 ^{efg}
Standard Deviation	0.778	0.789	0.844	0.833	0.973	0.792	0.809	0.778	0.917
Error Variance	*	0.001	0.002	0.001	0.003	0.001	0.001	*	0.002

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

Q.4A\4B Daily Newspapers used at least occasionally (at least once a month) for UK/international news and current affairs - TOTAL
Base: All Adults in GB who read the news from a newspaper

	Total	Q2 MAIN PLATFORM				Q1A - TV, RADIO, NEWSPAPERS OR INTERNET
		Main TV	Main Radio	Main Newspaper	Main Internet	
		(a)	(b)	(c)	(d)	
					(e)	
Unweighted Base	1281	767	111	283	95	1274
Weighted Base	30407	17902	2935	6449	2558*	30291
Daily Mail	8232 27%	4930 28%	738 25%	1840 29%	573 22%	8206 27%
Daily Star	1741 6%	1278 7%	67 2%	312 5%	84 3%	1741 6%
Daily Express	2539 8%	1603 9% ^d	218 7%	583 9% ^d	51 2%	2539 8%
The Sun	10295 34%	6524 36% ^b	445 15%	2344 36% ^b	833 33% ^b	10281 34%
The Mirror	5369 18%	3551 20% ^b	245 8%	1158 18% ^b	354 14%	5356 18%
The Guardian	3440 11%	1292 7%	877 30% ^a ^c	696 11%	551 22% ^a ^c	3440 11%
The Independent	2364 8%	972 5%	649 22% ^a ^c ^d	463 7%	252 10%	2364 8%
The Times	4753 16%	2121 12%	582 20% ^a	1286 20% ^a	686 27% ^a	4753 16%
The Telegraph	2979 10%	1334 7%	463 16% ^a	801 12% ^a	331 13%	2979 10%
Financial Times	675 2%	191 1%	86 3%	186 3% ^a	212 8% ^a ^c	675 2%
Morning Star	171 1%	80 *	- -	91 1%	- -	171 1%
The Herald/The Scotsman/Daily Record	910 3%	649 4%	33 1%	189 3%	23 1%	910 3%
The Western Mail/Daily Post	73 *	- -	24 1% ^a	48 1% ^a	- -	73 *
Any regional or local newspaper (e.g. Evening Standard, Metro, Birmingham Post, Manchester Evening News, etc)	7082 23%	4029 23%	610 21%	1590 25%	712 28%	7056 23%
Other newspaper	1162 4%	615 3%	193 7%	270 4%	84 3%	1147 4%
SUMMARY CODES						
Net : The Sun only	3085 10%	2012 11% ^b	58 2%	707 11% ^b	235 9% ^b	3085 10%
Net : The Times only	805 3%	267 1%	33 1%	410 6% ^a ^b	71 3%	805 3%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d

* small base

Q.4A\4B Daily Newspapers used at least occasionally (at least once a month) for UK/international news and current affairs - TOTAL
Base: All Adults in GB who read the news from a newspaper

	Total	Q2 MAIN PLATFORM				Q1A - TV, RADIO, NEWSPAPERS OR INTERNET
		Main TV	Main Radio	Main Newspaper	Main Internet	
		(a)	(b)	(c)	(d)	
					(e)	
Unweighted Base	1281	767	111	283	95	1274
Weighted Base	30407	17902	2935	6449	2558*	30291
Net : The Times or the Sun only	4162 14%	2384 13%b	91 3%	1229 19%ab	362 14%b	4162 14%
Net : Times & 1 paper ex The Sun	980 3%	399 2%	173 6%a	175 3%	207 8%ac	980 3%
Net : Times & 2 papers ex The Sun	466 2%	154 1%	113 4%a	131 2%	69 3%	466 2%
Net : Sun & 1 paper ex The Times	2420 8%	1581 9%b	82 3%	567 9%b	144 6%	2420 8%
Net : Sun & 2 papers ex The Times	544 2%	349 2%	-	140 2%	55 2%	544 2%
NUMBER OF DAILY NEWSPAPERS USED						
1	12641 42%	7591 42%	1107 38%	2648 41%	987 39%	12602 42%
2	13572 45%	8093 45%	1192 41%	3028 47%	1078 42%	13544 45%
3	2279 7%	1009 6%	383 13%a	613 10%a	274 11%	2279 8%
4	235 1%	95 1%	-	75 1%	36 1%	235 1%
5	149 *	69 *	-	29 *	51 2%	149 *
6 or more	60 *	-	29 1%a	32 *	-	60 *
Don't know	1470 5%	1044 6%c	224 8%c	25 *	131 5%c	1422 5%
Mean Score	1.688	1.633	1.829a	1.744a	1.799a	1.689
Standard Deviation	0.778	0.660	1.176	0.807	0.854	0.778
Error Variance	*	0.001	0.013	0.002	0.008	*

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d

* small base

OFCOM NEWS STUDY (QS7603 - 611246)

Q.4A\4B Daily Newspapers used at least occasionally (at least once a month) for UK/international news and current affairs - TOTAL
Base: All Adults in GB who read the news from a newspaper

	Q.4A\4B DAILY NEWSPAPERS USED AT LEAST OCCASIONALLY (AT LEAST ONCE A MONTH) FOR UK/INTERNATIONAL NEWS AND CURRENT AFFAIRS - TOTAL								Q.4A\4B NUMBER OF DAILY NEWSPAPERS USED						
	Total	The Sun only (a)	The Times only (b)	The Times or the Sun only (c)	Times & 1 paper ex The Sun (d)	Times & 2 papers ex The Sun (e)	Sun & 1 paper ex The Times (f)	Sun & 2 papers ex The Times (g)	1 (h)	2 (i)	3 (j)	4 (k)	5 (l)	6 or more (m)	
Unweighted Base	1281	138	30	178	36	18	106	22	550	565	91	9	5	2	
Weighted Base	30407	3085	805**	4162	980*	466**	2420*	544**	12641	13572	2279*	235**	149**	60**	
Daily Mail	8232 27%	-	-	-	281 29%ac	215 46%	787 33%ac	262 48%	2429 19%	4250 31%h	1251 55%hi	137 58%	104 70%	60 100%	
Daily Star	1741 6%	-	-	-	-	-	407 17%acd	273 50%	127 1%	1104 8%h	367 16%hi	97 41%	16 11%	29 48%	
Daily Express	2539 8%	-	-	-	25 3%	84 18%	295 12%ac	69 13%	500 4%	1391 10%h	395 17%h	72 31%	121 81%	60 100%	
The Sun	10295 34%	3085 100%cd	-	3357 81%cd	-	-	2420 100%cd	544 100%	3085 24%	6074 45%h	872 38%h	83 35%	121 81%	60 100%	
The Mirror	5369 18%	-	-	-	108 11%ac	61 13%	1041 43%acd	376 69%	953 8%	3239 24%h	872 38%hi	95 41%	149 100%	60 100%	
The Guardian	3440 11%	-	-	-	310 32%acf	294 63%	84 3%ac	-	932 7%	1674 12%h	703 31%hi	73 31%	29 19%	29 48%	
The Independent	2364 8%	-	-	-	223 23%acf	320 69%	74 3%ac	-	420 3%	1016 7%h	805 35%hi	65 28%	29 19%	29 48%	
The Times	4753 16%	-	805 100%	1078 26%af	980 100%acf	466 100%	-	-	805 6%	3012 22%h	777 34%hi	101 43%	29 19%	29 48%	
The Telegraph	2979 10%	-	-	-	320 33%acf	140 30%	24 1%	-	968 8%	1505 11%h	377 17%h	68 29%	-	60 100%	
Financial Times	675 2%	-	-	-	116 12%acf	-	-	-	-	429 3%h	113 5%h	72 31%	-	60 100%	
Morning Star	171 1%	-	-	-	-	-	-	104 19%	-	39 *	104 5%hi	-	29 19%	-	
The Herald/The Scotsman/Daily Record	910 3%	-	-	-	37 4%ac	-	227 9%ac	-	192 2%	651 5%h	68 3%	-	-	-	
The Western Mail/Daily Post	73 *	-	-	-	24 2%	-	-	-	-	73 1%	-	-	-	-	
Any regional or local newspaper (e.g. Evening Standard, Metro, Birmingham Post, Manchester Evening News, etc)	7082 23%	-	-	-	71 7%ac	86 18%	683 28%acd	278 51%	1994 16%	4102 30%h	729 32%h	76 32%	121 81%	60 100%	
Other newspaper	1162 4%	-	-	-	59 6%ac	-	23 1%	-	235 2%	883 7%h	43 2%	-	-	-	
SUMMARY CODES															
Net : The Sun only	3085 10%	3085 100%cdf	-	3085 74%df	-	-	-	-	3085 24%ij	-	-	-	-	-	
Net : The Times only	805 3%	-	805 100%	805 19%adf	-	-	-	-	805 6%ij	-	-	-	-	-	

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i/j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

OFCOM NEWS STUDY (QS7603 - 611246)

Q.4A\4B Daily Newspapers used at least occasionally (at least once a month) for UK/international news and current affairs - TOTAL
Base: All Adults in GB who read the news from a newspaper

	Q.4A\4B DAILY NEWSPAPERS USED AT LEAST OCCASIONALLY (AT LEAST ONCE A MONTH) FOR UK/INTERNATIONAL NEWS AND CURRENT AFFAIRS - TOTAL								Q.4A\4B NUMBER OF DAILY NEWSPAPERS USED					
	Total	The Sun only (a)	The Times only (b)	The Times or the Sun only (c)	Times & 1 paper ex The Sun (d)	Times & 2 papers ex The Sun (e)	Sun & 1 paper ex The Times (f)	Sun & 2 papers ex The Times (g)	1 (h)	2 (i)	3 (j)	4 (k)	5 (l)	6 or more (m)
Unweighted Base	1281	138	30	178	36	18	106	22	550	565	91	9	5	2
Weighted Base	30407	3085	805**	4162	980*	466**	2420*	544**	12641	13572	2279*	235**	149**	60**
Net : The Times or the Sun only	4162 14%	3085 100%cdf	805 100%	4162 100%df	-	-	-	-	3890 31%ij	272 2%	-	-	-	-
Net : Times & 1 paper ex The Sun	980 3%	-	-	-	980 100%acf	-	-	-	-	980 7%hj	-	-	-	-
Net : Times & 2 papers ex The Sun	466 2%	-	-	-	-	466 100%	-	-	-	-	466 20%hi	-	-	-
Net : Sun & 1 paper ex The Times	2420 8%	-	-	-	-	-	2420 100%acd	-	-	2420 18%hj	-	-	-	-
Net : Sun & 2 papers ex The Times	544 2%	-	-	-	-	-	-	544 100%	-	-	544 24%hi	-	-	-
NUMBER OF DAILY NEWSPAPERS USED														
1	12641 42%	3085 100%ccdf	805 100%	3890 93%df	-	-	-	-	12641 100%ij	-	-	-	-	-
2	13572 45%	-	-	272 7%a	980 100%ac	-	2420 100%ac	-	-	13572 100%hj	-	-	-	-
3	2279 7%	-	-	-	-	466 100%	-	544 100%	-	-	2279 100%hi	-	-	-
4	235 1%	-	-	-	-	-	-	-	-	-	235 100%	-	-	-
5	149 *	-	-	-	-	-	-	-	-	-	-	149 100%	-	-
6 or more	60 *	-	-	-	-	-	-	-	-	-	-	-	-	60 100%
Don't know	1470 5%	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean Score	1.688	1.000	1.000	1.065a	2.000c	3.000	2.000c	3.000	1.000	2.000	3.000hi	4.000	5.000	8.912
Standard Deviation	0.778	0.000	0.000	0.247	0.000	0.001	0.000	0.000	0.000	0.000	0.001	0.000	0.001	2.015
Error Variance	*	0.000	0.000	*	0.000	*	0.000	0.000	0.000	0.000	*	0.000	*	2.030

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i/j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

OFCOM NEWS STUDY (QS7603 - 611246)

Q.5A Weekly Newspapers used regularly (at least once a week) for UK/international news and current affairs

Base: All Adults in GB who read the news from a newspaper

	GENDER		AGE						SOCIAL CLASS		WORKING STATUS		COUNTRY			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	Working	Not working	England	Scotland	Wales
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	
Unweighted Base	1281	626	655	178	170	185	185	214	349	610	671	587	694	1086	133	62
Weighted Base	30407	15016	15391	3969	4493	5187	5015	4689	7054	17590	12817	15599	14807	26057	2849	1501*
The Observer	1700	955	746	180	172	415	572	139	222	1519	181	1181	519	1638	-	62
	6%	6%	5%	5%	4%	8% ^{gh}	11% ^{cdgh}	3%	3%	9% ^{aj}	1%	8% ^l	4%	6% ⁿ	-	4% ⁿ
The Sunday Telegraph	1396	680	715	46	147	175	212	248	568	1262	134	645	750	1216	57	122
	5%	5%	5%	1%	3%	3%	4%	5% ^c	8% ^{code}	7% ^{cj}	1%	4%	5%	5%	2%	8%
The Sunday Times	3147	1430	1717	227	521	709	527	610	552	2590	557	1953	1194	2714	208	225
	10%	10%	11%	6%	12%	14% ^{ch}	11%	13% ^c	8%	15% ^{aj}	4%	13% ^l	8%	10%	7%	15%
The Independent on Sunday	529	295	234	61	32	22	145	125	144	455	74	309	221	510	-	19
	2%	2%	2%	2%	1%	*	3%	3%	2%	3% ^{aj}	1%	2%	1%	2%	-	1%
Sunday Mirror	2859	1450	1409	464	409	474	487	366	659	1232	1627	1440	1419	2466	136	257
	9%	10%	9%	12%	9%	9%	10%	8%	9%	7%	13% ^l	9%	10%	9%	5%	17% ⁿ
News of the World	5589	2833	2757	753	1162	1159	1021	891	603	2158	3431	3218	2372	4413	712	465
	18%	19%	18%	19% ^h	26% ^h	22% ^h	20% ^h	19% ^h	9%	12%	27% ^l	21% ^l	16%	17%	25% ^m	31% ^m
The Sunday Herald	94	33	62	-	17	33	16	14	14	33	62	14	80	-	94	-
	*	*	*	-	*	1%	*	*	*	*	*	*	1%	-	3% ^m	-
Wales on Sunday	42	24	19	-	-	-	-	24	19	-	42	-	42	-	-	42
	*	*	*	-	-	-	-	1%	*	-	*	-	*	-	-	3% ^m
Weekly magazines (e.g. The Economist, The Spectator, New Statesman, etc)	272	118	154	-	32	109	70	14	47	257	14	188	83	257	14	-
	1%	1%	1%	-	1%	2%	1%	*	1%	1% ^j	*	1%	1%	1%	1%	-
The Mail on Sunday	2108	813	1295	34	58	195	410	443	969	1205	903	838	1270	1500	546	62
	7%	5%	8% ^a	1%	1%	4%	8% ^{cd}	9% ^{code}	14% ^{code}	7%	7%	5%	9% ^k	6%	19% ^{mo}	4%
The Daily Star on Sunday	107	62	44	-	23	-	39	19	26	19	88	23	84	62	-	45
	*	*	*	-	1%	-	1%	*	*	*	1%	*	1%	*	-	3% ^m
The Sunday Express	294	120	175	-	-	-	-	98	196	104	190	-	294	283	11	-
	1%	1%	1%	-	-	-	-	2% ^{ef}	3% ^{codef}	1%	1%	-	2% ^k	1%	*	-
The People	348	143	205	14	24	-	59	110	140	92	256	116	232	267	-	81
	1%	1%	1%	*	1%	-	1%	2% ^e	2% ^e	1%	2% ^l	1%	2%	1%	-	5% ^{mn}
Other weekend/weekly newspaper or weekly magazine	1238	697	541	177	236	135	62	113	516	590	649	487	752	801	419	19
	4%	5%	4%	4%	5% ^f	3%	1%	2%	7% ^{efg}	3%	5%	3%	5%	3%	15% ^{mo}	1%
SUMMARY CODES																
Net : The Sunday Times only	2356	1016	1340	211	323	529	330	487	476	1940	416	1341	1015	2055	131	170
	8%	7%	9%	5%	7%	10%	7%	10%	7%	11% ^j	3%	9%	7%	8%	5%	11%
Net : The News of the World only	4410	2270	2139	683	962	854	798	710	403	1566	2844	2655	1755	3615	554	241
	15%	15%	14%	17% ^h	21% ^h	16% ^h	16% ^h	15% ^h	6%	9%	22% ^l	17% ^l	12%	14%	19%	16%
Net : The Sunday Times or the News of the World only	6914	3389	3524	910	1388	1382	1157	1197	879	3637	3276	4127	2787	5818	684	412
	23%	23%	23%	23% ^h	31% ^h	27% ^h	23% ^h	26% ^h	12%	21%	26% ^l	26% ^l	19%	22%	24%	27%
Net : The Sunday Times or the News of the World	8552	4160	4392	964	1581	1832	1519	1501	1156	4580	3972	5003	3550	6943	920	690
	28%	28%	29%	24% ^h	35% ^{ch}	35% ^{ch}	30% ^h	32% ^h	16%	26%	31%	32% ^l	24%	27%	32%	46% ^m

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o

* small base

Q.5A Weekly Newspapers used regularly (at least once a week) for UK/international news and current affairs
Base: All Adults in GB who read the news from a newspaper

	GENDER		AGE						SOCIAL CLASS		WORKING STATUS		COUNTRY			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	Working	Not working	England	Scotland	Wales
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	
Unweighted Base	1281	626	655	178	170	185	185	214	349	610	671	587	694	1086	133	62
Weighted Base	30407	15016	15391	3969	4493	5187	5015	4689	7054	17590	12817	15599	14807	26057	2849	1501*
Net : The Sunday Times & 1 other paper exc NoW	532	253	279	-	78	145	129	123	58	424	108	405	127	417	60	55
	2%	2%	2%	-	2%	3% ^c	3%	3% ^c	1%	2% ^j	1%	3% ^l	1%	2%	2%	4%
Net : The NoW & 1 other paper exc The Sunday Time	956	446	510	54	97	269	195	167	174	425	531	382	574	600	158	197
	3%	3%	3%	1%	2%	5%	4%	4%	2%	2%	4%	2%	4%	2%	6% ^m	13% ^m
NUMBER OF WEEKLY OR NEWSPAPERS OR MAGAZINES USED																
1	15157	7399	7758	1758	2226	2490	2522	2332	3828	8568	6589	7952	7206	12738	1652	767
	50%	49%	50%	44%	50%	48%	50%	50%	54% ^{cc}	49%	51%	51%	49%	49%	58%	51%
2	1959	964	995	99	278	414	427	420	321	1234	724	1034	925	1436	247	277
	6%	6%	6%	2%	6%	8% ^c	9% ^c	9% ^{ch}	5%	7%	6%	7%	6%	6%	9%	18% ^m
3	164	56	109	-	17	36	29	14	68	107	57	79	86	121	17	26
	1%	*	1%	-	*	1%	1%	*	1%	1%	*	1%	1%	*	1%	2%
4	39	39	-	-	-	-	39	-	-	39	-	39	-	39	-	-
	*	*	-	-	-	-	1%	-	-	*	-	*	-	*	-	-
5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
6 or more	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	13087	6557	6530	2112	1971	2247	1998	1923	2836	7641	5447	6496	6591	11723	933	431
	43%	44%	42%	53% ^{fgh}	44%	43%	40%	41%	40%	43%	42%	42%	45%	45% ^{no}	33%	29%
Mean Score	1.139	1.141	1.137	1.053	1.124	1.165^c	1.199^c	1.162^c	1.109	1.157	1.114	1.144	1.133	1.125	1.147	1.307^m
Standard Deviation	0.390	0.402	0.378	0.225	0.350	0.403	0.506	0.381	0.360	0.422	0.341	0.407	0.369	0.378	0.379	0.512
Error Variance	*	*	*	0.001	0.001	0.002	0.002	0.001	0.001	0.001	*	*	*	*	0.002	0.006

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o

* small base

Q.5A Weekly Newspapers used regularly (at least once a week) for UK/international news and current affairs
Base: All Adults in GB who read the news from a newspaper

	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED			
	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	1281	469	870	304	1184	671	1281	458
Weighted Base	30407	11622	20590	8101	28032	16260	30407	12003
The Observer	1700 6%	1080 9% ^a	1282 6%	820 10% ^{ac}	1512 5%	1231 8%	1700 6%	1254 10% ^{eg}
The Sunday Telegraph	1396 5%	636 5%	1076 5%	517 6%	1304 5%	827 5%	1396 5%	662 6%
The Sunday Times	3147 10%	1474 13%	2523 12%	1442 18% ^{ac}	2962 11%	2069 13%	3147 10%	1885 16% ^{eg}
The Independent on Sunday	529 2%	392 3%	394 2%	230 3%	506 2%	444 3%	529 2%	346 3%
Sunday Mirror	2859 9%	1229 11%	2263 11%	907 11%	2623 9%	1740 11%	2859 9%	1201 10%
News of the World	5589 18%	1830 16%	4202 20% ^{bd}	1206 15%	5203 19%	2626 16%	5589 18%	2013 17%
The Sunday Herald	94 *	63 1%	47 *	33 *	44 *	80 *	94 *	47 *
Wales on Sunday	42 *	24 *	42 *	- *	42 *	42 *	42 *	- *
Weekly magazines (e.g. The Economist, The Spectator, New Statesman, etc)	272 1%	51 *	212 1%	166 2% ^b	248 1%	51 *	272 1%	212 2% ^f
The Mail on Sunday	2108 7%	700 6%	1503 7%	357 4%	2041 7%	1177 7%	2108 7%	550 5%
The Daily Star on Sunday	107 *	- *	107 1%	- *	107 *	58 *	107 *	- *
The Sunday Express	294 1%	116 1%	253 1%	32 *	294 1%	191 1%	294 1%	56 *
The People	348 1%	63 1%	320 2%	46 1%	348 1%	127 1%	348 1%	70 1%
Other weekend/weekly newspaper or weekly magazine	1238 4%	334 3%	739 4%	183 2%	1164 4%	538 3%	1238 4%	301 3%
SUMMARY CODES								
Net : The Sunday Times only	2356 8%	990 9%	1849 9%	930 11%	2188 8%	1469 9%	2356 8%	1297 11%
Net : The News of the World only	4410 15%	1246 11%	3177 15% ^{bb}	961 12%	4066 15%	1899 12%	4410 15%	1610 13%
Net : The Sunday Times or the News of the World only	6914 23%	2333 20%	5158 25%	1972 24%	6402 23%	3465 21%	6914 23%	2987 25%
Net : The Sunday Times or the News of the World	8552 28%	3171 27%	6557 32%	2531 31%	7980 28%	4563 28%	8552 28%	3781 31%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

CAPI OmniBus



Q.5A Weekly Newspapers used regularly (at least once a week) for UK/international news and current affairs

Base: All Adults in GB who read the news from a newspaper

	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED			
	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	1281	469	870	304	1184	671	1281	458
Weighted Base	30407	11622	20590	8101	28032	16260	30407	12003
Net : The Sunday Times & 1 other paper exc NoW	532 2%	312 3%	431 2%	339 4%	532 2%	411 3%	532 2%	396 3%
Net : The NoW & 1 other paper exc The Sunday Time	956 3%	451 4%	830 4% ^d	128 2%	913 3%	581 4%	956 3%	287 2%
NUMBER OF WEEKLY OR NEWSPAPERS OR MAGAZINES USED								
1	15157 50%	5502 47%	11023 54% ^b	4051 50%	14039 50%	8103 50%	15157 50%	6077 51%
2	1959 6%	1069 9%	1701 8%	706 9%	1916 7%	1326 8%	1959 6%	995 8%
3	164 1%	65 1%	127 1%	106 1%	123 *	96 1%	164 1%	125 1%
4	39 *	39 *	39 *	39 *	39 *	39 *	39 *	39 *
5	-	-	-	-	-	-	-	-
6 or more	-	-	-	-	-	-	-	-
Don't know	13087 43%	4947 43%	7699 37%	3198 39%	11915 43%	6696 41%	13087 43%	4768 40%
Mean Score	1.139	1.197	1.161	1.211	1.141	1.171	1.139	1.188
Standard Deviation	0.390	0.461	0.416	0.507	0.389	0.432	0.390	0.469
Error Variance	*	0.001	*	0.001	*	*	*	0.001

Q.5A Weekly Newspapers used regularly (at least once a week) for UK/international news and current affairs
Base: All Adults in GB who read the news from a newspaper

	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED			
	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	1281	469	870	304	1184	671	1281	458
Weighted Base	30407	11622	20590	8101	28032	16260	30407	12003
The Observer	1700 6%	1080 9% ^a	1282 6%	820 10% ^{ac}	1512 5%	1231 8%	1700 6%	1254 10% ^{eg}
The Sunday Telegraph	1396 5%	636 5%	1076 5%	517 6%	1304 5%	827 5%	1396 5%	662 6%
The Sunday Times	3147 10%	1474 13%	2523 12%	1442 18% ^{ac}	2962 11%	2069 13%	3147 10%	1885 16% ^{eg}
The Independent on Sunday	529 2%	392 3%	394 2%	230 3%	506 2%	444 3%	529 2%	346 3%
Sunday Mirror	2859 9%	1229 11%	2263 11%	907 11%	2623 9%	1740 11%	2859 9%	1201 10%
News of the World	5589 18%	1830 16%	4202 20% ^{bd}	1206 15%	5203 19%	2626 16%	5589 18%	2013 17%
The Sunday Herald	94 *	63 1%	47 *	33 *	44 *	80 *	94 *	47 *
Wales on Sunday	42 *	24 *	42 *	- *	42 *	42 *	42 *	- *
Weekly magazines (e.g. The Economist, The Spectator, New Statesman, etc)	272 1%	51 *	212 1%	166 2% ^b	248 1%	51 *	272 1%	212 2% ^f
The Mail on Sunday	2108 7%	700 6%	1503 7%	357 4%	2041 7%	1177 7%	2108 7%	550 5%
The Daily Star on Sunday	107 *	- *	107 1%	- *	107 *	58 *	107 *	- *
The Sunday Express	294 1%	116 1%	253 1%	32 *	294 1%	191 1%	294 1%	56 *
The People	348 1%	63 1%	320 2%	46 1%	348 1%	127 1%	348 1%	70 1%
Other weekend/weekly newspaper or weekly magazine	1238 4%	334 3%	739 4%	183 2%	1164 4%	538 3%	1238 4%	301 3%
SUMMARY CODES								
Net : The Sunday Times only	2356 8%	990 9%	1849 9%	930 11%	2188 8%	1469 9%	2356 8%	1297 11%
Net : The News of the World only	4410 15%	1246 11%	3177 15% ^{bb}	961 12%	4066 15%	1899 12%	4410 15%	1610 13%
Net : The Sunday Times or the News of the World only	6914 23%	2333 20%	5158 25%	1972 24%	6402 23%	3465 21%	6914 23%	2987 25%
Net : The Sunday Times or the News of the World	8552 28%	3171 27%	6557 32%	2531 31%	7980 28%	4563 28%	8552 28%	3781 31%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

CAPI OmniBus



Q.5A Weekly Newspapers used regularly (at least once a week) for UK/international news and current affairs

Base: All Adults in GB who read the news from a newspaper

	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED			
	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	1281	469	870	304	1184	671	1281	458
Weighted Base	30407	11622	20590	8101	28032	16260	30407	12003
Net : The Sunday Times & 1 other paper exc NoW	532 2%	312 3%	431 2%	339 4%	532 2%	411 3%	532 2%	396 3%
Net : The NoW & 1 other paper exc The Sunday Time	956 3%	451 4%	830 4% ^d	128 2%	913 3%	581 4%	956 3%	287 2%
NUMBER OF WEEKLY OR NEWSPAPERS OR MAGAZINES USED								
1	15157 50%	5502 47%	11023 54% ^b	4051 50%	14039 50%	8103 50%	15157 50%	6077 51%
2	1959 6%	1069 9%	1701 8%	706 9%	1916 7%	1326 8%	1959 6%	995 8%
3	164 1%	65 1%	127 1%	106 1%	123 *	96 1%	164 1%	125 1%
4	39 *	39 *	39 *	39 *	39 *	39 *	39 *	39 *
5	-	-	-	-	-	-	-	-
6 or more	-	-	-	-	-	-	-	-
Don't know	13087 43%	4947 43%	7699 37%	3198 39%	11915 43%	6696 41%	13087 43%	4768 40%
Mean Score	1.139	1.197	1.161	1.211	1.141	1.171	1.139	1.188
Standard Deviation	0.390	0.461	0.416	0.507	0.389	0.432	0.390	0.469
Error Variance	*	0.001	*	0.001	*	*	*	0.001

Q.5A Weekly Newspapers used regularly (at least once a week) for UK/international news and current affairs
Base: All Adults in GB who read the news from a newspaper

	Total	Q2 MAIN PLATFORM				Q1A - TV, RADIO, NEWSPAPERS OR INTERNET
		Main TV	Main Radio	Main Newspaper	Main Internet	
		(a)	(b)	(c)	(d)	
					(e)	
Unweighted Base	1281	767	111	283	95	1274
Weighted Base	30407	17902	2935	6449	2558*	30291
The Observer	1700 6%	496 3%	623 21% ^{acd}	404 6% ^a	153 6%	1700 6%
The Sunday Telegraph	1396 5%	553 3%	275 9% ^a	441 7% ^a	103 4%	1396 5%
The Sunday Times	3147 10%	1760 10%	371 13%	626 10%	338 13%	3147 10%
The Independent on Sunday	529 2%	191 1%	127 4% ^a	155 2%	32 1%	529 2%
Sunday Mirror	2859 9%	1844 10%	184 6%	617 10%	135 5%	2859 9%
News of the World	5589 18%	3348 19% ^b	292 10%	1472 23% ^b	395 15%	5549 18%
The Sunday Herald	94 *	44 *	33 1%	- -	17 1%	94 *
Wales on Sunday	42 *	19 *	- -	24 *	- -	42 *
Weekly magazines (e.g. The Economist, The Spectator, New Statesman, etc)	272 1%	110 1%	- -	107 2%	31 1%	272 1%
The Mail on Sunday	2108 7%	1330 7%	215 7%	408 6%	82 3%	2108 7%
The Daily Star on Sunday	107 *	84 *	- -	23 *	- -	107 *
The Sunday Express	294 1%	123 1%	- -	171 3% ^a	- -	294 1%
The People	348 1%	200 1%	- -	124 2%	- -	348 1%
Other weekend/weekly newspaper or weekly magazine	1238 4%	740 4%	82 3%	305 5%	75 3%	1201 4%
SUMMARY CODES						
Net : The Sunday Times only	2356 8%	1404 8%	233 8%	473 7%	223 9%	2356 8%
Net : The News of the World only	4410 15%	2609 15%	240 8%	1188 18% ^b	359 14%	4369 14%
Net : The Sunday Times or the News of the World only	6914 23%	4133 23%	502 17%	1661 26%	582 23%	6873 23%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d

* small base

Q.5A Weekly Newspapers used regularly (at least once a week) for UK/international news and current affairs

Base: All Adults in GB who read the news from a newspaper

	Total	Q2 MAIN PLATFORM				Q1A - TV, RADIO, NEWSPAPERS OR INTERNET (e)
		Main TV	Main Radio	Main Newspaper	Main Internet	
		(a)	(b)	(c)	(d)	
Unweighted Base	1281	767	111	283	95	1274
Weighted Base	30407	17902	2935	6449	2558*	30291
Net : The Sunday Times or the News of the World	8552 28%	4989 28%	634 22%	2099 33%b	697 27%	8512 28%
Net : The Sunday Times & 1 other paper exc NoW	532 2%	237 1%	70 2%	135 2%	61 2%	532 2%
Net : The NoW & 1 other paper exc The Sunday Time	956 3%	579 3%	24 1%	284 4%d	-	956 3%
NUMBER OF WEEKLY OR NEWSPAPERS OR MAGAZINES USED						
1	15157 50%	8606 48%	1545 53%	3752 58%ad	1077 42%	15079 50%
2	1959 6%	1058 6%	207 7%	534 8%	61 2%	1959 6%
3	164 1%	40 *	29 1%	19 *	54 2%a	164 1%
4	39 *	-	39 1%a	-	-	39 *
5	-	-	-	-	-	-
6 or more	-	-	-	-	-	-
Don't know	13087 43%	8198 46%cc	1114 38%	2144 33%	1366 53%bc	13050 43%
Mean Score	1.139	1.117	1.210	1.133	1.141	1.139
Standard Deviation	0.390	0.334	0.571	0.352	0.460	0.391
Error Variance	*	*	0.005	0.001	0.005	*

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d

* small base

OFCOM NEWS STUDY (QS7603 - 611246)

Q.5A Weekly Newspapers used regularly (at least once a week) for UK/international news and current affairs
Base: All Adults in GB who read the news from a newspaper

	Q.5A WEEKLY NEWSPAPERS USED REGULARLY (AT LEAST ONCE A WEEK) FOR UK/ INTERNATIONAL NEWS AND CURRENT AFFAIRS						Q.5A NUMBER OF WEEKLY OR NEWSPAPERS OR MAGAZINES USED						
	Total	The Sunday Times only (a)	The News of the World only (b)	The Sunday Times or the News of the World only (c)	The Sunday Times or the News of the World (d)	The Sunday Times & 1 other paper exc NoW (e)	The NoW & 1 other paper exc The Sunday Time (f)	1 (g)	2 (h)	3 (i)	4 (j)	5 (k)	6 or more (l)
Unweighted Base	1281	92	194	290	359	19	44	637	81	7	1	-	-
Weighted Base	30407	2356*	4410	6914	8552	532**	956*	15157	1959*	164**	39**
The Observer	1700 6%	-	-	-	175 2%c	100 19%	-	1264 8%	309 16%g	89 54%	39 100%	-	-
The Sunday Telegraph	1396 5%	-	-	-	233 3%bc	159 30%	-	1096 7%	196 10%	65 39%	39 100%	-	-
The Sunday Times	3147 10%	2356 100%bcdf	-	2504 36%bf	3147 37%bf	532 100%	-	2356 16%	680 35%g	72 44%	39 100%	-	-
The Independent on Sunday	529 2%	-	-	-	39 *	-	-	354 2%	113 6%	24 14%	39 100%	-	-
Sunday Mirror	2859 9%	-	-	-	767 9%abc	141 27%	587 61%abcd	2010 13%	809 41%g	40 24%	-	-	-
News of the World	5589 18%	-	4410 100%acd	4558 66%a	5589 65%a	-	956 100%acd	4410 29%	1104 56%g	76 46%	-	-	-
The Sunday Herald	94 *	-	-	-	17 *	-	-	48 *	29 1%	17 11%	-	-	-
Wales on Sunday	42 *	-	-	-	-	-	-	42 *	-	-	-	-	-
Weekly magazines (e.g. The Economist, The Spectator, New Statesman, etc)	272 1%	-	-	-	68 1%	68 13%	-	127 1%	121 6%g	24 14%	-	-	-
The Mail on Sunday	2108 7%	-	-	-	224 3%bc	53 10%	153 16%abcd	1778 12%	283 14%	48 29%	-	-	-
The Daily Star on Sunday	107 *	-	-	-	45 1%	-	19 2%c	62 *	19 1%	26 16%	-	-	-
The Sunday Express	294 1%	-	-	-	-	-	-	294 2%	-	-	-	-	-
The People	348 1%	-	-	-	132 2%c	-	119 12%abcd	183 1%	151 8%g	14 8%	-	-	-
Other weekend/weekly newspaper or weekly magazine	1238 4%	-	-	-	90 1%	11 2%	79 8%abcd	1134 7%	105 5%	-	-	-	-
SUMMARY CODES													
Net : The Sunday Times only	2356 8%	2356 100%bcdf	-	2356 34%bf	2356 28%bf	-	-	2356 16%h	-	-	-	-	-
Net : The News of the World only	4410 15%	-	4410 100%acdf	4410 64%adf	4410 52%af	-	-	4410 29%h	-	-	-	-	-
Net : The Sunday Times or the News of the World only	6914 23%	2356 100%df	4410 100%df	6914 100%df	6914 81%f	-	-	6766 45%h	148 8%	-	-	-	-

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l

* small base; ** very small base (under 30) ineligible for sig testing

OFCOM NEWS STUDY (QS7603 - 611246)

Q.5A Weekly Newspapers used regularly (at least once a week) for UK/international news and current affairs
Base: All Adults in GB who read the news from a newspaper

	Q.5A WEEKLY NEWSPAPERS USED REGULARLY (AT LEAST ONCE A WEEK) FOR UK/ INTERNATIONAL NEWS AND CURRENT AFFAIRS						Q.5A NUMBER OF WEEKLY OR NEWSPAPERS OR MAGAZINES USED						
	Total	The Sunday Times only (a)	The News of the World only (b)	The Sunday Times or the News of the World only (c)	The Sunday Times or the News of the World (d)	The Sunday Times & 1 other paper exc NoW (e)	The NoW & 1 other paper exc The Sunday Time (f)	1 (g)	2 (h)	3 (i)	4 (j)	5 (k)	6 or more (l)
Unweighted Base	1281	92	194	290	359	19	44	637	81	7	1	-	-
Weighted Base	30407	2356*	4410	6914	8552	532**	956*	15157	1959*	164**	39**	-**	-**
Net : The Sunday Times or the News of the World	8552 28%	2356 100%	4410 100%	6914 100%	8552 100%	532 100%	956 100%	6766 45%	1636 84%g	112 68%	39 100%	-	-
Net : The Sunday Times & 1 other paper exc NoW	532 2%	-	-	-	532 6%abc	532 100%	-	-	532 27%g	-	-	-	-
Net : The NoW & 1 other paper exc The Sunday Time	956 3%	-	-	-	956 11%abc	-	956 100%abcd	-	956 49%g	-	-	-	-
NUMBER OF WEEKLY OR NEWSPAPERS OR MAGAZINES USED													
1	15157 50%	2356 100%df	4410 100%df	6766 98%df	6766 79%f	-	-	15157 100%h	-	-	-	-	-
2	1959 6%	-	-	148 2%	1636 19%abc	532 100%	956 100%abcd	-	1959 100%g	-	-	-	-
3	164 1%	-	-	-	112 1%	-	-	-	-	164 100%	-	-	-
4	39 *	-	-	-	39 *	-	-	-	-	-	39 100%	-	-
5	-	-	-	-	-	-	-	-	-	-	-	-	-
6 or more	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	13087 43%	-	-	-	-	-	-	-	-	-	-	-	-
Mean Score	1.139	1.000	1.000	1.021	1.231abc	2.000	2.000cd	1.000	2.000	3.000	4.000	-	-
Standard Deviation	0.390	0.000	0.000	0.145	0.481	0.000	0.000	0.000	0.000	0.001	0.000	-	-
Error Variance	*	0.000	0.000	*	0.001	0.000	0.000	0.000	0.000	*	0.000	-	-

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l

* small base; ** very small base (under 30) ineligible for sig testing

OFCOM NEWS STUDY (QS7603 - 611246)

Q.5B Weekly Newspapers used occasionally (at least once a month, but less than once a week) for UK/international news and current affairs
Base: All Adults in GB who read the news from a newspaper

	GENDER		AGE						SOCIAL CLASS		WORKING STATUS		COUNTRY			
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	ABC1 (i)	C2DE (j)	Working (k)	Not working (l)	England (m)	Scotland (n)	Wales (o)
Unweighted Base	1281	626	655	178	170	185	185	214	349	610	671	587	694	1086	133	62
Weighted Base	30407	15016	15391	3969	4493	5187	5015	4689	7054	17590	12817	15599	14807	26057	2849	1501*
The Observer	545 2%	214 1%	331 2%	13 *	91 2%	203 4%ch	59 1%	123 3%	55 1%	432 2%aj	113 1%	450 3%l	95 1%	512 2%	32 1%	-
The Sunday Telegraph	554 2%	254 2%	300 2%	-	101 2%	154 3%c	62 1%	90 2%	147 2%	429 2%	125 1%	346 2%	207 1%	492 2%	62 2%	-
The Sunday Times	1603 5%	982 7%	621 4%	400 10%gh	289 6%h	291 6%h	392 8%gh	135 3%	97 1%	1127 8%aj	476 4%	1052 7%l	552 4%	1493 6%	81 3%	29 2%
The Independent on Sunday	622 2%	394 3%	228 1%	80 2%	26 1%	25 *	390 8%cddeg h	57 1%	45 1%	459 3%	163 1%	432 3%	190 1%	561 2%	61 2%	-
Sunday Mirror	1400 5%	950 6%cb	450 3%	122 3%	303 7%	324 6%	180 4%	271 6%	201 3%	746 4%	654 5%	874 6%	526 4%	1135 4%	180 6%	85 6%
News of the World	1106 4%	619 4%	487 3%	86 2%	244 5%	247 5%	231 5%	89 2%	208 3%	520 3%	586 5%	683 4%	424 3%	929 4%	177 6%	-
The Sunday Herald	26 *	-	26 *	-	-	-	-	26 1%	-	-	26 *	26 *	-	-	26 1% m	-
Wales on Sunday	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Weekly magazines (e.g. The Economist, The Spectator, New Statesman, etc)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Mail on Sunday	551 2%	270 2%	281 2%	25 1%	-	171 3% d	68 1%	84 2%	204 3% d	322 2%	229 2%	282 2%	269 2%	388 1%	163 6% m	-
The Daily Star on Sunday	40 *	11 *	29 *	-	-	-	29 1%	-	11 *	-	40 *	29 *	11 *	29 *	11 *	-
The Sunday Express	121 *	78 1%	43 *	25 1%	-	-	53 1%	14 *	30 *	48 *	74 1%	67 *	54 *	96 1%	25 1%	-
The People	172 1%	107 1%	65 *	-	-	56 1%	-	37 1%	79 1%	57 *	115 1%	93 1%	79 1%	148 1%	-	24 2%
Other weekend/weekly newspaper or weekly magazine	929 3%	427 3%	502 3%	168 4%	156 3%	202 4%	64 1%	133 3%	206 3%	604 3%	324 3%	520 3%	409 3%	684 3%	220 8% m	24 2%
SUMMARY CODES																
Net : The Sunday Times only	1385 5%	849 6%	536 3%	400 10% gh	289 6% h	266 5% h	254 5% h	111 2%	65 1%	933 5%	452 4%	905 6% l	480 3%	1340 5% n	16 1%	29 2%
Net : The News of the World only	846 3%	389 3%	458 3%	86 2%	212 5% h	208 4%	165 3%	89 2%	86 1%	340 2%	506 4% l	545 3%	301 2%	709 3%	137 5%	-
Net : The Sunday Times or the News of the World only	2269 7%	1275 8%	994 6%	486 12% gh	501 11% gh	475 9% h	456 9% h	200 4%	150 2%	1311 7%	958 7%	1488 10% l	781 5%	2087 8%	153 5%	29 2%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o
 * small base

OFCOM NEWS STUDY (QS7603 - 611246)

Q.5B Weekly Newspapers used occasionally (at least once a month, but less than once a week) for UK/international news and current affairs

Base: All Adults in GB who read the news from a newspaper

	GENDER		AGE						SOCIAL CLASS		WORKING STATUS		COUNTRY			
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	ABC1 (i)	C2DE (j)	Working (k)	Not working (l)	England (m)	Scotland (n)	Wales (o)
Unweighted Base	1281	626	655	178	170	185	185	214	349	610	671	587	694	1086	133	62
Weighted Base	30407	15016	15391	3969	4493	5187	5015	4689	7054	17590	12817	15599	14807	26057	2849	1501*
Net : The Sunday Times or the News of the World	2643 9%	1564 10%b	1079 7%	486 12%gh	533 12%gh	538 10%gh	557 11%gh	224 5%	305 4%	1580 9%	1063 8%	1668 11%l	975 7%	2356 9%	258 9%	29 2%
Net : The Sunday Times & 1 other paper exc NoW	120 *	95 1%	25 *	- -	- -	25 *	72 1%	24 1%	- -	95 1%	25 *	48 *	72 *	87 *	33 1%	- -
Net : The NoW & 1 other paper exc The Sunday Time	193 1%	193 1%b	- -	- -	32 1%	39 1%	- -	- -	123 2%	113 1%	80 1%	71 *	123 1%	153 1%	40 1%	- -
NUMBER OF WEEKLY OR NEWSPAPERS OR MAGAZINES USED																
1	6727 22%	3626 24%	3101 20%	918 23%h	1146 26%h	1546 30%h	1193 24%h	984 21%h	941 13%	4040 23%	2687 21%	4300 28%l	2427 16%	5769 22%o	795 28%o	163 11%
2	364 1%	340 2%b	25 *	- -	32 1%	64 1%	109 2%	37 1%	123 2%	246 1%	118 1%	170 1%	194 1%	292 1%	73 3%	- -
3	32 *	- -	32 *	- -	- -	- -	- -	- -	32 *	32 *	- -	32 *	- -	- -	32 1% m	- -
4	29 *	- -	29 *	- -	- -	- -	29 1%	- -	- -	29 *	- -	29 *	- -	29 *	- -	- -
5	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
6 or more	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Mean Score	1.072	1.086	1.055	1.000	1.027	1.040	1.147	1.036	1.171	1.091	1.042	1.071	1.074	1.062	1.152	1.000
Standard Deviation	0.316	0.280	0.356	0.000	0.163	0.195	0.506	0.188	0.447	0.371	0.201	0.344	0.262	0.294	0.448	0.000
Error Variance	*	0.001	0.001	0.000	0.001	0.001	0.006	0.001	0.004	0.001	*	0.001	0.001	*	0.005	0.000

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o

* small base

OFCOM NEWS STUDY (QS7603 - 611246)

Q.5B Weekly Newspapers used occasionally (at least once a month, but less than once a week) for UK/international news and current affairs

Base: All Adults in GB who read the news from a newspaper

	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED				
	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	
Unweighted Base	1281	469	870	304	1184	671	1281	458	
Weighted Base	30407	11622	20590	8101	28032	16260	30407	12003	
The Observer	545 2%	488 2%	298 3%	399 2%	215 3%	520 2%	320 2%	545 2%	272 2%
The Sunday Telegraph	554 2%	484 2%	344 3%	304 1%	322 4%ac	522 2%	368 2%	554 2%	364 3%
The Sunday Times	1603 5%	1240 5%	843 7%	1023 5%	739 9%ac	1440 5%	974 6%	1603 5%	1000 8%eg
The Independent on Sunday	622 2%	453 2%	385 3%	454 2%	298 4%	581 2%	437 3%	622 2%	437 4%
Sunday Mirror	1400 5%	1190 5%	410 4%	847 4%	367 5%	1275 5%	520 3%	1400 5%	540 4%
News of the World	1106 4%	1000 4%	452 4%	642 3%	334 4%	1036 4%	569 3%	1106 4%	553 5%
The Sunday Herald	26 *	26 *	26 *	- -	- -	26 *	26 *	26 *	- -
Wales on Sunday	-	-	-	-	-	-	-	-	-
Weekly magazines (e.g. The Economist, The Spectator, New Statesman, etc)	-	-	-	-	-	-	-	-	-
The Mail on Sunday	551 2%	510 2%	226 2%	383 2%	62 1%	535 2%	403 2%h	551 2%	87 1%
The Daily Star on Sunday	40 *	29 *	- -	40 *	- -	40 *	- -	40 *	- -
The Sunday Express	121 *	121 *	97 1%	121 1%	53 1%	121 *	97 1%	121 *	77 1%
The People	172 1%	135 1%	97 1%	149 1%	33 *	172 1%	123 1%	172 1%	33 *
Other weekend/weekly newspaper or weekly magazine	929 3%	712 3%	368 3%	582 3%	244 3%	805 3%	506 3%	929 3%	358 3%
SUMMARY CODES									
Net : The Sunday Times only	1385 5%	1060 4%	689 6%	956 5%	576 7%a	1221 4%	820 5%	1385 5%	837 7%e
Net : The News of the World only	846 3%	764 3%	327 3%	406 2%	212 3%	800 3%	444 3%	846 3%	392 3%
Net : The Sunday Times or the News of the World only	2269 7%	1862 7%	1053 9%	1400 7%	825 10%	2059 7%	1301 8%	2269 7%	1267 11%eg
Net : The Sunday Times or the News of the World	2643 9%	2173 9%	1228 11%	1599 8%	1006 12%c	2410 9%	1476 9%	2643 9%	1486 12%eg

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

CAPi OmniBus



OFCOM NEWS STUDY (QS7603 - 611246)

Q.5B Weekly Newspapers used occasionally (at least once a month, but less than once a week) for UK/international news and current affairs

Base: All Adults in GB who read the news from a newspaper

	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED			
	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	1281	469	870	304	1184	671	1281	458
Weighted Base	30407	11622	20590	8101	28032	16260	30407	12003
Net : The Sunday Times & 1 other paper exc NoW	120 *	87 1% ^c	- -	96 1% ^c	120 *	87 1%	120 *	96 1%
Net : The NoW & 1 other paper exc The Sunday Time	193 1%	59 1%	170 1%	56 1%	170 1%	59 *	193 1%	95 1%
NUMBER OF WEEKLY OR NEWSPAPERS OR MAGAZINES USED								
1	6727 22%	3062 26%	4413 21%	2171 27%	6179 22%	3859 24%	6727 22%	3148 26%
2	364 1%	302 2%	207 1%	189 2%	341 1%	183 1%	364 1%	228 2%
3	32 *	- -	- -	- -	32 *	- -	32 *	- -
4	29 *	29 *	29 *	29 *	29 *	29 *	29 *	29 *
5	- -	- -	- -	- -	- -	- -	- -	- -
6 or more	- -	- -	- -	- -	- -	- -	- -	- -
Mean Score	1.072	1.082	1.063	1.116	1.075	1.066	1.072	1.092
Standard Deviation	0.316	0.359	0.311	0.418	0.324	0.323	0.316	0.367
Error Variance	*	0.001	0.001	0.002	*	0.001	*	0.001

Q.5B Weekly Newspapers used occasionally (at least once a month, but less than once a week) for UK/international news and current affairs

Base: All Adults in GB who read the news from a newspaper

	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED				
	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	
Unweighted Base	1281	469	870	304	1184	671	1281	458	
Weighted Base	30407	11622	20590	8101	28032	16260	30407	12003	
The Observer	545 2%	488 2%	298 3%	399 2%	215 3%	520 2%	320 2%	545 2%	272 2%
The Sunday Telegraph	554 2%	484 2%	344 3%	304 1%	322 4%ac	522 2%	368 2%	554 2%	364 3%
The Sunday Times	1603 5%	1240 5%	843 7%	1023 5%	739 9%ac	1440 5%	974 6%	1603 5%	1000 8%eg
The Independent on Sunday	622 2%	453 2%	385 3%	454 2%	298 4%	581 2%	437 3%	622 2%	437 4%
Sunday Mirror	1400 5%	1190 5%	410 4%	847 4%	367 5%	1275 5%	520 3%	1400 5%	540 4%
News of the World	1106 4%	1000 4%	452 4%	642 3%	334 4%	1036 4%	569 3%	1106 4%	553 5%
The Sunday Herald	26 *	26 *	26 *	- -	- -	26 *	26 *	26 *	- -
Wales on Sunday	-	-	-	-	-	-	-	-	-
Weekly magazines (e.g. The Economist, The Spectator, New Statesman, etc)	-	-	-	-	-	-	-	-	-
The Mail on Sunday	551 2%	510 2%	226 2%	383 2%	62 1%	535 2%	403 2%h	551 2%	87 1%
The Daily Star on Sunday	40 *	29 *	- -	40 *	- -	40 *	- -	40 *	- -
The Sunday Express	121 *	121 *	97 1%	121 1%	53 1%	121 *	97 1%	121 *	77 1%
The People	172 1%	135 1%	97 1%	149 1%	33 *	172 1%	123 1%	172 1%	33 *
Other weekend/weekly newspaper or weekly magazine	929 3%	712 3%	368 3%	582 3%	244 3%	805 3%	506 3%	929 3%	358 3%
SUMMARY CODES									
Net : The Sunday Times only	1385 5%	1060 4%	689 6%	956 5%	576 7%a	1221 4%	820 5%	1385 5%	837 7%e
Net : The News of the World only	846 3%	764 3%	327 3%	406 2%	212 3%	800 3%	444 3%	846 3%	392 3%
Net : The Sunday Times or the News of the World only	2269 7%	1862 7%	1053 9%	1400 7%	825 10%	2059 7%	1301 8%	2269 7%	1267 11%eg
Net : The Sunday Times or the News of the World	2643 9%	2173 9%	1228 11%	1599 8%	1006 12%c	2410 9%	1476 9%	2643 9%	1486 12%eg

Q.5B Weekly Newspapers used occasionally (at least once a month, but less than once a week) for UK/international news and current affairs

Base: All Adults in GB who read the news from a newspaper

	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED			
	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	1281	469	870	304	1184	671	1281	458
Weighted Base	30407	11622	20590	8101	28032	16260	30407	12003
Net : The Sunday Times & 1 other paper exc NoW	120	87	-	96	120	87	120	96
	*	1% ^c	-	1% ^c	*	1%	*	1%
Net : The NoW & 1 other paper exc The Sunday Time	193	59	170	56	170	59	193	95
	1%	1%	1%	1%	1%	*	1%	1%
NUMBER OF WEEKLY OR NEWSPAPERS OR MAGAZINES USED								
1	6727	3062	4413	2171	6179	3859	6727	3148
	22%	26%	21%	27%	22%	24%	22%	26%
2	364	183	207	189	341	183	364	228
	1%	2%	1%	2%	1%	1%	1%	2%
3	32	-	-	-	32	-	32	-
	*	-	-	-	*	-	*	-
4	29	29	29	29	29	29	29	29
	*	*	*	*	*	*	*	*
5	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-
6 or more	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-
Mean Score	1.072	1.082	1.063	1.116	1.075	1.066	1.072	1.092
Standard Deviation	0.316	0.359	0.311	0.418	0.324	0.323	0.316	0.367
Error Variance	*	0.001	0.001	0.002	*	0.001	*	0.001

Q.5B Weekly Newspapers used occasionally (at least once a month, but less than once a week) for UK/international news and current affairs
Base: All Adults in GB who read the news from a newspaper

	Total	Q2 MAIN PLATFORM				Q1A - TV, RADIO, NEWSPAPERS OR INTERNET
		Main TV	Main Radio	Main Newspaper	Main Internet	
		(a)	(b)	(c)	(d)	
					(e)	
Unweighted Base	1281	767	111	283	95	1274
Weighted Base	30407	17902	2935	6449	2558*	30291
The Observer	545 2%	222 1%	132 4%a	160 2%	32 1%	545 2%
The Sunday Telegraph	554 2%	309 2%	108 4%	113 2%	24 1%	554 2%
The Sunday Times	1603 5%	868 5%	96 3%	345 5%	278 11%ab	1603 5%
The Independent on Sunday	622 2%	242 1%	159 5%a	199 3%	22 1%	622 2%
Sunday Mirror	1400 5%	946 5%	66 2%	241 4%	124 5%	1387 5%
News of the World	1106 4%	820 5%c	116 4%	77 1%	69 3%	1106 4%
The Sunday Herald	26 *	26 *	-	-	-	26 *
Wales on Sunday	-	-	-	-	-	-
Weekly magazines (e.g. The Economist, The Spectator, New Statesman, etc)	-	-	-	-	-	-
The Mail on Sunday	551 2%	349 2%	117 4%	85 1%	-	551 2%
The Daily Star on Sunday	40 *	29 *	-	11 *	-	40 *
The Sunday Express	121 *	110 1%	-	11 *	-	121 *
The People	172 1%	121 1%	-	51 1%	-	172 1%
Other weekend/weekly newspaper or weekly magazine	929 3%	486 3%	108 4%	264 4%	70 3%	929 3%
SUMMARY CODES						
Net : The Sunday Times only	1385 5%	748 4%	67 2%	313 5%	241 9%ab	1385 5%
Net : The News of the World only	846 3%	650 4%	88 3%	77 1%	32 1%	846 3%
Net : The Sunday Times or the News of the World only	2269 7%	1397 8%	154 5%	390 6%	310 12%	2269 7%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d

* small base

Q.5B Weekly Newspapers used occasionally (at least once a month, but less than once a week) for UK/international news and current affairs

Base: All Adults in GB who read the news from a newspaper

	Total	Q2 MAIN PLATFORM				Q1A - TV, RADIO, NEWSPAPERS OR INTERNET (e)
		Main TV	Main Radio	Main Newspaper	Main Internet	
		(a)	(b)	(c)	(d)	
Unweighted Base	1281	767	111	283	95	1274
Weighted Base	30407	17902	2935	6449	2558*	30291
Net : The Sunday Times or the News of the World	2643 9%	1687 9%	183 6%	422 7%	310 12%	2643 9%
Net : The Sunday Times & 1 other paper exc NoW	120 *	120 1%	- -	- -	- -	120 *
Net : The NoW & 1 other paper exc The Sunday Time	193 1%	170 1%	- -	- -	- -	193 1%
NUMBER OF WEEKLY OR NEWSPAPERS OR MAGAZINES USED						
1	6727 22%	3919 22%	786 27%	1462 23%	544 21%	6714 22%
2	364 1%	303 2% ^c	- -	- -	37 1%	364 1%
3	32 *	- -	- -	32 *	- -	32 *
4	29 *	- -	29 1% ^a	- -	- -	29 *
5	- -	- -	- -	- -	- -	- -
6 or more	- -	- -	- -	- -	- -	- -
Mean Score	1.072	1.072	1.106	1.043	1.064	1.072
Standard Deviation	0.316	0.258	0.555	0.290	0.246	0.317
Error Variance	*	*	0.011	0.001	0.003	*

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d

* small base

OFCOM NEWS STUDY (QS7603 - 611246)

Q.5B Weekly Newspapers used occasionally (at least once a month, but less than once a week) for UK/international news and current affairs

Base: All Adults in GB who read the news from a newspaper

	Q.5B WEEKLY NEWSPAPERS USED OCCASIONALLY (AT LEAST ONCE A MONTH, BUT LESS THAN ONCE A WEEK) FOR UK/INTERNATIONAL NEWS AND CURRENT AFFAIRS						Q.5B NUMBER OF WEEKLY OR NEWSPAPERS OR MAGAZINES USED						
	Total	The Sunday Times only (a)	The News of the World only (b)	The Sunday Times or the News of the World only (c)	The Sunday Times or the News of the World (d)	The Sunday Times & 1 other paper exc NoW (e)	The NoW & 1 other paper exc The Sunday Time (f)	1 (g)	2 (h)	3 (i)	4 (j)	5 (k)	6 or more (l)
Unweighted Base	1281	52	39	92	104	4	6	274	12	1	1	-	-
Weighted Base	30407	1385*	846*	2269*	2643*	120**	193**	6727	364**	32**	29**	**	**
The Observer	545 2%	-	-	-	56 2%	24 20%	-	489 7%	24 6%	32 100%	-	-	-
The Sunday Telegraph	554 2%	-	-	-	57 2%	57 48%	-	483 7%	71 19%	-	-	-	-
The Sunday Times	1603 5%	1385 100%bcd	-	1422 63%b	1603 61%b	120 100%	-	1385 21%	157 43%	32 100%	29 100%	-	-
The Independent on Sunday	622 2%	-	-	-	68 3%	39 32%	-	540 8%	53 14%	-	29 100%	-	-
Sunday Mirror	1400 5%	-	-	-	164 6%c	-	135 70%	1237 18%	135 37%	-	29 100%	-	-
News of the World	1106 4%	-	846 100%acd	884 39%a	1106 42%a	-	193 100%	846 13%	231 63%	-	29 100%	-	-
The Sunday Herald	26 *	-	-	-	-	-	-	26 *	-	-	-	-	-
Wales on Sunday	-	-	-	-	-	-	-	-	-	-	-	-	-
Weekly magazines (e.g. The Economist, The Spectator, New Statesman, etc)	-	-	-	-	-	-	-	-	-	-	-	-	-
The Mail on Sunday	551 2%	-	-	-	-	-	-	551 8%	-	-	-	-	-
The Daily Star on Sunday	40 *	-	-	-	-	-	-	40 1%	-	-	-	-	-
The Sunday Express	121 *	-	-	-	19 1%	-	19 10%	102 2%	19 5%	-	-	-	-
The People	172 1%	-	-	-	40 2%	-	40 21%	132 2%	40 11%	-	-	-	-
Other weekend/weekly newspaper or weekly magazine	929 3%	-	-	-	32 1%	-	-	897 13%	-	32 100%	-	-	-
SUMMARY CODES													
Net : The Sunday Times only	1385 5%	1385 100%bcd	-	1385 61%b	1385 52%b	-	-	1385 21%	-	-	-	-	-
Net : The News of the World only	846 3%	-	846 100%acd	846 37%a	846 32%a	-	-	846 13%	-	-	-	-	-
Net : The Sunday Times or the News of the World only	2269 7%	1385 100%d	846 100%d	2269 100%d	2269 86%	-	-	2231 33%	37 10%	-	-	-	-

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l

* small base; ** very small base (under 30) ineligible for sig testing

OFCOM NEWS STUDY (QS7603 - 611246)

Q.5B Weekly Newspapers used occasionally (at least once a month, but less than once a week) for UK/international news and current affairs
Base: All Adults in GB who read the news from a newspaper

	Q.5B WEEKLY NEWSPAPERS USED OCCASIONALLY (AT LEAST ONCE A MONTH, BUT LESS THAN ONCE A WEEK) FOR UK/INTERNATIONAL NEWS AND CURRENT AFFAIRS						Q.5B NUMBER OF WEEKLY OR NEWSPAPERS OR MAGAZINES USED						
	Total	The Sunday Times only (a)	The News of the World only (b)	The Sunday Times or the News of the World only (c)	The Sunday Times or the News of the World (d)	The Sunday Times & 1 other paper exc NoW (e)	The NoW & 1 other paper exc The Sunday Time (f)	1 (g)	2 (h)	3 (i)	4 (j)	5 (k)	6 or more (l)
Unweighted Base	1281	52	39	92	104	4	6	274	12	1	1	-	-
Weighted Base	30407	1385*	846*	2269*	2643*	120**	193**	6727	364**	32**	29**	..**	..**
Net : The Sunday Times or the News of the World	2643 9%	1385 100%	846 100%	2269 100%	2643 100%	120 100%	193 100%	2231 33%	351 96%	32 100%	29 100%	-	-
Net : The Sunday Times & 1 other paper exc NoW	120 *	-	-	-	120 5%	120 100%	-	-	120 33%	-	-	-	-
Net : The NoW & 1 other paper exc The Sunday Time	193 1%	-	-	-	193 7% ^c	-	193 100%	-	193 53%	-	-	-	-
NUMBER OF WEEKLY OR NEWSPAPERS OR MAGAZINES USED													
1	6727 22%	1385 100% ^d	846 100% ^d	2231 98% ^d	2231 84%	-	-	6727 100%	-	-	-	-	-
2	364 1%	-	-	37 2%	351 13% ^{abc}	120 100%	193 100%	-	364 100%	-	-	-	-
3	32 *	-	-	-	32 1%	-	-	-	-	32 100%	-	-	-
4	29 *	-	-	-	29 1%	-	-	-	-	-	29 100%	-	-
5	-	-	-	-	-	-	-	-	-	-	-	-	-
6 or more	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean Score	1.072	1.000	1.000	1.016	1.190 ^{abc}	2.000	2.000	1.000	2.000	3.000	4.000	-	-
Standard Deviation	0.316	0.000	0.000	0.127	0.494	0.000	0.000	0.000	0.000	0.000	0.000	-	-
Error Variance	*	0.000	0.000	*	0.002	0.000	0.000	0.000	0.000	0.000	0.000	-	-

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l

* small base; ** very small base (under 30) ineligible for sig testing

OFCOM NEWS STUDY (QS7603 - 611246)

Q.5A\5B Weekly Newspapers used at least occasionally (at least once a month) for UK/international news and current affairs - TOTAL

Base: All Adults in GB who read the news from a newspaper

	GENDER			AGE					SOCIAL CLASS		WORKING STATUS		COUNTRY			
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	ABC1 (i)	C2DE (j)	Working (k)	Not working (l)	England (m)	Scotland (n)	Wales (o)
Unweighted Base	1281	626	655	178	170	185	185	214	349	610	671	587	694	1086	133	62
Weighted Base	30407	15016	15391	3969	4493	5187	5015	4689	7054	17590	12817	15599	14807	26057	2849	1501*
The Observer	2245 7%	1169 8%	1076 7%	193 5%	263 6%	618 12% ^{cgh}	631 13% ^{cdgh}	263 6%	276 4%	1951 11% ^{aj}	293 2%	1631 10% ^l	614 4%	2151 8% ⁿ	32 1%	62 4%
The Sunday Telegraph	1949 6%	934 6%	1015 7%	46 1%	248 6% ^c	328 6% ^c	274 5% ^c	337 7% ^c	716 10% ^{cc}	1690 10% ^{aj}	259 2%	991 6%	958 6%	1708 7%	119 4%	122 8%
The Sunday Times	4750 16%	2412 16%	2339 15%	627 16% ^h	810 18% ^h	1000 19% ^h	919 18% ^h	745 16% ^h	649 9%	3716 21% ^{aj}	1034 8%	3004 19% ^l	1746 12% ^l	4208 16%	288 10%	254 17%
The Independent on Sunday	1151 4%	689 5%	462 3%	141 4%	58 1%	47 1%	534 11% ^{cd^{eg}}	181 4%	189 3%	915 5% ^{aj}	236 2%	741 5%	410 3%	1072 4%	61 2%	19 1%
Sunday Mirror	4259 14%	2399 16%	1859 12%	585 15%	712 16%	798 15%	667 13%	637 14%	860 12%	1977 11%	2282 18% ^l	2314 15%	1945 13%	3601 14%	316 11%	342 23% ⁿ
News of the World	6696 22%	3452 23%	3243 21%	839 21% ^h	1406 31% ^{cgh}	1406 27% ^h	1252 25% ^h	980 21% ^h	812 12%	2678 15%	4018 31% ^l	3900 25% ^l	2795 19%	5342 20%	889 31% ^m	465 31%
The Sunday Herald	121 *	33 *	88 1%	- -	17 *	33 1%	16 *	40 1%	14 *	33 1%	88 1%	40 *	80 *	- -	121 4% ^m	- -
Wales on Sunday	42 *	24 *	19 *	- -	- -	- -	- -	24 1%	19 *	- -	42 *	- -	42 *	- -	- -	42 3% ^m
Weekly magazines (e.g. The Economist, The Spectator, New Statesman, etc)	272 1%	118 1%	154 1%	- -	32 1%	109 2%	70 1%	14 *	47 1%	257 1% ^j	14 *	188 1%	83 1%	257 1%	14 1%	- -
The Mail on Sunday	2533 8%	1040 7%	1493 10%	58 1%	58 1%	329 6% ^{cd}	478 10% ^{cd}	508 11% ^{cd}	1102 16% ^{cde}	1471 8%	1062 8%	1079 7%	1454 10%	1792 7%	679 24% ^{mo}	62 4%
The Daily Star on Sunday	146 *	73 *	73 *	- -	23 1%	- -	68 1%	19 *	37 1%	19 *	128 1% ^l	52 *	95 1%	91 *	11 *	45 3% ^m
The Sunday Express	404 1%	187 1%	218 1%	25 7%	- -	- -	53 1%	113 2% ^{de}	215 3% ^{cde}	152 1%	253 2%	67 *	337 2% ^k	379 1%	25 1%	- -
The People	520 2%	250 2%	270 2%	14 *	24 1%	56 1%	59 1%	147 3%	219 3% ^c	149 1%	371 3% ^l	209 1%	310 2%	414 2%	- -	105 7% ^{mn}
Other weekend/weekly newspaper or weekly magazine	1774 6%	948 6%	827 5%	240 6%	306 7% ^f	301 6%	101 2%	194 4%	631 9% ^{fg}	945 5%	829 6%	809 5%	966 7%	1182 5%	550 19% ^{mo}	43 3%
SUMMARY CODES																
Net : The Sunday Times only	2387 8%	1099 7%	1289 8%	253 6%	340 8%	621 12% ^f	287 6%	411 9%	475 7%	2041 12% ^{aj}	346 3%	1406 9%	981 7%	2086 8%	131 5%	170 11%
Net : The News of the World only	3354 11%	1596 11%	1758 11%	402 10% ^h	815 18% ^{ch}	578 11% ^h	683 14% ^h	548 12% ^h	329 5%	1020 6%	2335 18% ^l	1949 12%	1405 9%	2821 11%	382 13%	150 10%
Net : The Sunday Times or the News of the World only	6171 20%	2989 20%	3182 21%	822 21% ^h	1367 30% ^{cd^{fg}}	1220 24% ^h	999 20% ^h	959 20% ^h	804 11%	3335 19%	2836 22%	3612 23% ^l	2559 17%	5337 20%	513 18%	321 21%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o

* small base

OFCOM NEWS STUDY (QS7603 - 611246)

Q.5A\5B Weekly Newspapers used at least occasionally (at least once a month) for UK/international news and current affairs - TOTAL

Base: All Adults in GB who read the news from a newspaper

	GENDER		AGE						SOCIAL CLASS		WORKING STATUS		COUNTRY			
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	ABC1 (i)	C2DE (j)	Working (k)	Not working (l)	England (m)	Scotland (n)	Wales (o)
Unweighted Base	1281	626	655	178	170	185	185	214	349	610	671	587	694	1086	133	62
Weighted Base	30407	15016	15391	3969	4493	5187	5015	4689	7054	17590	12817	15599	14807	26057	2849	1501*
Net : The Sunday Times or the News of the World	10857 36%	5508 37%	5349 35%	1282 32% ^{gh}	2005 45% ^{ch}	2309 45% ^{ch}	2076 41% ^h	1724 37% ^h	1461 21%	6018 34%	4839 38%	6521 42% ^l	4336 29%	8976 34%	1162 41%	719 48% ^m
Net : The Sunday Times & 1 other paper exc NoW	652 2%	349 2%	303 2%	- -	78 2%	169 3% ^c	201 4% ^{ch}	146 3% ^c	58 1%	519 3% ^j	132 1%	453 3%	198 1%	505 2%	92 3%	55 4%
Net : The NoW & 1 other paper exc The Sunday Time	1109 4%	615 4%	494 3%	54 1%	129 3%	267 5%	195 4%	167 4%	297 4%	538 3%	571 4%	428 3%	681 5%	729 3%	183 6% ^m	197 13% ^m
NUMBER OF WEEKLY OR NEWSPAPERS OR MAGAZINES USED																
1	11068 36%	5301 35%	5767 37%	1184 30%	1760 39%	2096 40% ^c	1811 36%	1770 38%	2447 35%	6498 37%	4570 36%	6204 40% ^l	4863 33%	9580 37%	898 32%	590 39%
2	5874 19%	3273 22% ^b	2601 17%	701 18%	1033 23% ^h	1293 25% ^h	1163 23% ^h	897 19% ^h	787 11%	3568 20%	2306 18%	3512 23% ^l	2362 16%	4726 18%	732 26% ^m	415 28%
3	322 1%	172 1%	150 1%	45 1%	17 *	- -	105 2%	40 1%	114 2%	207 1%	114 1%	177 1%	144 1%	232 1%	64 2%	26 2%
4	39 *	39 *	- -	- -	- -	- -	39 1%	- -	- -	39 *	- -	39 *	- -	39 *	- -	- -
5	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
6 or more	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't know	11086 36%	5362 36%	5724 37%	1991 50% ^{def} gh	1602 36%	1713 33%	1566 31%	1592 34%	2622 37%	6312 36%	4775 37%	5063 32%	6024 41% ^k	9846 38% ⁿ	809 28%	431 29%
Mean Score	1.383	1.425^b	1.341	1.410	1.380	1.382	1.478^h	1.361	1.303	1.398	1.363	1.401	1.360	1.364	1.508^m	1.453
Standard Deviation	0.536	0.557	0.510	0.537	0.498	0.486	0.626	0.510	0.529	0.550	0.514	0.547	0.519	0.529	0.570	0.547
Error Variance	*	0.001	0.001	0.003	0.002	0.002	0.004	0.002	0.002	0.001	0.001	0.001	0.001	*	0.004	0.007

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o

* small base

Q.5A\5B Weekly Newspapers used at least occasionally (at least once a month) for UK/international news and current affairs - TOTAL

Base: All Adults in GB who read the news from a newspaper

	Q1A - PLATFORM USED				Q1A\B - PLATFORM USED				
	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	
Unweighted Base	1281	469	870	304	1184	671	1281	458	
Weighted Base	30407	11622	20590	8101	28032	16260	30407	12003	
The Observer	2245 7%	1766 7%	1378 12%ac	1682 8%	1035 13%ac	2031 7%	1550 10%	2245 7%	1526 13%eg
The Sunday Telegraph	1949 6%	1621 6%	980 8%	1380 7%	839 10%ac	1825 7%	1194 7%	1949 6%	1026 9%
The Sunday Times	4750 16%	4021 16%	2317 20%	3546 17%	2180 27%abc	4401 16%	3043 19%	4750 16%	2884 24%efg
The Independent on Sunday	1151 4%	959 4%	777 7%a	848 4%	528 7%a	1087 4%	881 5%	1151 4%	783 7%eg
Sunday Mirror	4259 14%	3649 14%	1639 14%	3111 15%	1274 16%	3898 14%	2260 14%	4259 14%	1741 15%
News of the World	6696 22%	5595 22%	2281 20%	4844 24%	1539 19%	6239 22%	3195 20%	6696 22%	2566 21%
The Sunday Herald	121 *	70 *	89 1%	47 *	33 *	70 *	106 1%	121 *	47 *
Wales on Sunday	42 *	42 *	24 *	42 *	- *	42 *	42 *	42 *	- *
Weekly magazines (e.g. The Economist, The Spectator, New Statesman, etc)	272 1%	209 1%	51 *	212 1%	166 2%b	248 1%	51 *	272 1%	212 2%f
The Mail on Sunday	2533 8%	2338 9%d	903 8%	1760 9%	419 5%	2466 9%h	1483 9%h	2533 8%h	637 5%
The Daily Star on Sunday	146 *	113 *	- *	146 1%	- *	146 1%	58 *	146 *	- *
The Sunday Express	404 1%	372 1%	202 2%	363 2%	85 1%	404 1%	276 2%	404 1%	133 1%
The People	520 2%	469 2%	160 1%	468 2%	79 1%	520 2%	250 2%	520 2%	103 1%
Other weekend/weekly newspaper or weekly magazine	1774 6%	1448 6%	621 5%	1053 5%	350 4%	1609 6%	887 5%	1774 6%	542 5%
SUMMARY CODES									
Net : The Sunday Times only	2387 8%	1990 8%	1058 9%	1876 9%	885 11%	2155 8%	1516 9%	2387 8%	1339 11%eg
Net : The News of the World only	3354 11%	2748 11%	1020 9%	2394 12%	702 9%	3088 11%	1510 9%	3354 11%	1251 10%
Net : The Sunday Times or the News of the World only	6171 20%	5136 20%	2187 19%	4585 22%	1750 22%	5673 20%	3218 20%	6171 20%	2803 23%
Net : The Sunday Times or the News of the World	10857 36%	9060 36%	4345 37%	7932 39%	3438 42%a	10051 36%	5887 36%	10857 36%	5118 43%efg

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

CAPI OmniBus



Q.5A\5B Weekly Newspapers used at least occasionally (at least once a month) for UK/international news and current affairs - TOTAL

Base: All Adults in GB who read the news from a newspaper

	Total	Q1A - PLATFORM USED				Q1A\B - PLATFORM USED			
		Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	1281	1071	469	870	304	1184	671	1281	458
Weighted Base	30407	25394	11622	20590	8101	28032	16260	30407	12003
Net : The Sunday Times & 1 other paper exc NoW	652 2%	613 2%	400 3%	431 2%	435 5%ac	652 2%	499 3%	652 2%	492 4%g
Net : The NoW & 1 other paper exc The Sunday Time	1109 4%	988 4%	485 4%	960 5%	168 2%	1042 4%	599 4%	1109 4%	366 3%
NUMBER OF WEEKLY OR NEWSPAPERS OR MAGAZINES USED									
1	11068 36%	9258 36%	4360 38%	8037 39%	3036 37%	10221 36%	6185 38%	11068 36%	4537 38%
2	5874 19%	4912 19%	2673 23%	4200 20%	2029 25%a	5453 19%	3320 20%	5874 19%	2989 25%eg
3	322 1%	265 1%	146 1%	259 1%	186 2%	304 1%	206 1%	322 1%	219 2%
4	39 *	39 *	39 *	39 *	39 *	39 *	39 *	39 *	39 *
5	-	-	-	-	-	-	-	-	-
6 or more	-	-	-	-	-	-	-	-	-
Don't know	11086 36%	9095 36%	3893 33%	6527 32%	2568 32%	10047 36%	5468 34%	11086 36%	3823 32%
Mean Score	1.383	1.384	1.427	1.386	1.476	1.386	1.395	1.383	1.455
Standard Deviation	0.536	0.538	0.564	0.545	0.603	0.538	0.552	0.536	0.578
Error Variance	*	*	0.001	0.001	0.002	*	0.001	*	0.001

Q.5A\5B Weekly Newspapers used at least occasionally (at least once a month) for UK/international news and current affairs - TOTAL

Base: All Adults in GB who read the news from a newspaper

	Q1A - PLATFORM USED				Q1A\B - PLATFORM USED				
	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	
Unweighted Base	1281	469	870	304	1184	671	1281	458	
Weighted Base	30407	11622	20590	8101	28032	16260	30407	12003	
The Observer	2245 7%	1766 7%	1378 12%ac	1682 8%	1035 13%ac	2031 7%	1550 10%	2245 7%	1526 13%eg
The Sunday Telegraph	1949 6%	1621 6%	980 8%	1380 7%	839 10%ac	1825 7%	1194 7%	1949 6%	1026 9%
The Sunday Times	4750 16%	4021 16%	2317 20%	3546 17%	2180 27%abc	4401 16%	3043 19%	4750 16%	2884 24%efg
The Independent on Sunday	1151 4%	959 4%	777 7%a	848 4%	528 7%a	1087 4%	881 5%	1151 4%	783 7%eg
Sunday Mirror	4259 14%	3649 14%	1639 14%	3111 15%	1274 16%	3898 14%	2260 14%	4259 14%	1741 15%
News of the World	6696 22%	5595 22%	2281 20%	4844 24%	1539 19%	6239 22%	3195 20%	6696 22%	2566 21%
The Sunday Herald	121 *	70 *	89 1%	47 *	33 *	70 *	106 1%	121 *	47 *
Wales on Sunday	42 *	42 *	24 *	42 *	- *	42 *	42 *	42 *	- *
Weekly magazines (e.g. The Economist, The Spectator, New Statesman, etc)	272 1%	209 1%	51 *	212 1%	166 2%b	248 1%	51 *	272 1%	212 2%f
The Mail on Sunday	2533 8%	2338 9%d	903 8%	1760 9%	419 5%	2466 9%h	1483 9%h	2533 8%h	637 5%
The Daily Star on Sunday	146 *	113 *	- *	146 1%	- *	146 1%	58 *	146 *	- *
The Sunday Express	404 1%	372 1%	202 2%	363 2%	85 1%	404 1%	276 2%	404 1%	133 1%
The People	520 2%	469 2%	160 1%	468 2%	79 1%	520 2%	250 2%	520 2%	103 1%
Other weekend/weekly newspaper or weekly magazine	1774 6%	1448 6%	621 5%	1053 5%	350 4%	1609 6%	887 5%	1774 6%	542 5%
SUMMARY CODES									
Net : The Sunday Times only	2387 8%	1990 8%	1058 9%	1876 9%	885 11%	2155 8%	1516 9%	2387 8%	1339 11%eg
Net : The News of the World only	3354 11%	2748 11%	1020 9%	2394 12%	702 9%	3088 11%	1510 9%	3354 11%	1251 10%
Net : The Sunday Times or the News of the World only	6171 20%	5136 20%	2187 19%	4585 22%	1750 22%	5673 20%	3218 20%	6171 20%	2803 23%
Net : The Sunday Times or the News of the World	10857 36%	9060 36%	4345 37%	7932 39%	3438 42%a	10051 36%	5887 36%	10857 36%	5118 43%efg

OFCOM NEWS STUDY (QS7603 - 611246)

Q.5A\5B Weekly Newspapers used at least occasionally (at least once a month) for UK/international news and current affairs - TOTAL
Base: All Adults in GB who read the news from a newspaper

	Q1A - PLATFORM USED				Q1A\B - PLATFORM USED			
	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	1281	469	870	304	1184	671	1281	458
Weighted Base	30407	11622	20590	8101	28032	16260	30407	12003
Net : The Sunday Times & 1 other paper exc NoW	652 2%	400 3%	431 2%	435 5%ac	652 2%	499 3%	652 2%	492 4%g
Net : The NoW & 1 other paper exc The Sunday Time	1109 4%	485 4%	960 5%	168 2%	1042 4%	599 4%	1109 4%	366 3%
NUMBER OF WEEKLY OR NEWSPAPERS OR MAGAZINES USED								
1	11068 36%	4360 38%	8037 39%	3036 37%	10221 36%	6185 38%	11068 36%	4537 38%
2	5874 19%	2673 23%	4200 20%	2029 25%a	5453 19%	3320 20%	5874 19%	2989 25%eg
3	322 1%	146 1%	259 1%	186 2%	304 1%	206 1%	322 1%	219 2%
4	39 *	39 *	39 *	39 *	39 *	39 *	39 *	39 *
5	-	-	-	-	-	-	-	-
6 or more	-	-	-	-	-	-	-	-
Don't know	11086 36%	3893 33%	6527 32%	2568 32%	10047 36%	5468 34%	11086 36%	3823 32%
Mean Score	1.383	1.427	1.386	1.476	1.386	1.395	1.383	1.455
Standard Deviation	0.536	0.564	0.545	0.603	0.538	0.552	0.536	0.578
Error Variance	*	0.001	0.001	0.002	*	0.001	*	0.001

Fieldwork : 19/11/10 - 23/11/10 (Week 46)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

Q.5A\5B Weekly Newspapers used at least occasionally (at least once a month) for UK/international news and current affairs - TOTAL
Base: All Adults in GB who read the news from a newspaper

	Total	Q2 MAIN PLATFORM				Q1A - TV, RADIO, NEWSPAPERS OR INTERNET
		Main TV	Main Radio	Main Newspaper	Main Internet	
		(a)	(b)	(c)	(d)	
					(e)	
Unweighted Base	1281	767	111	283	95	1274
Weighted Base	30407	17902	2935	6449	2558*	30291
The Observer	2245 7%	718 4%	755 26%acd	564 9%a	184 7%	2245 7%
The Sunday Telegraph	1949 6%	862 5%	382 13%a	555 9%a	126 5%	1949 6%
The Sunday Times	4750 16%	2628 15%	467 16%	971 15%	617 24%a	4750 16%
The Independent on Sunday	1151 4%	433 2%	286 10%ad	354 5%a	54 2%	1151 4%
Sunday Mirror	4259 14%	2790 16%	250 9%	858 13%	259 10%	4246 14%
News of the World	6696 22%	4167 23%b	409 14%	1549 24%b	464 18%	6655 22%
The Sunday Herald	121 *	70 *	33 1%	- -	17 1%	121 *
Wales on Sunday	42 *	19 *	- -	24 *	- -	42 *
Weekly magazines (e.g. The Economist, The Spectator, New Statesman, etc)	272 1%	110 1%	- -	107 2%	31 1%	272 1%
The Mail on Sunday	2533 8%	1625 9%	308 11%	444 7%	82 3%	2533 8%
The Daily Star on Sunday	146 *	113 1%	- -	34 1%	- -	146 *
The Sunday Express	404 1%	233 1%	- -	171 3%	- -	404 1%
The People	520 2%	321 2%	- -	175 3%	- -	520 2%
Other weekend/weekly newspaper or weekly magazine	1774 6%	1049 6%	165 6%	377 6%	145 6%	1737 6%
SUMMARY CODES						
Net : The Sunday Times only	2387 8%	1295 7%	172 6%	550 9%	348 14%a	2387 8%
Net : The News of the World only	3354 11%	2091 12%	202 7%	870 13%	177 7%	3327 11%
Net : The Sunday Times or the News of the World only	6171 20%	3726 21%	403 14%	1452 23%	553 22%	6143 20%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d

* small base

Q.5A\5B Weekly Newspapers used at least occasionally (at least once a month) for UK/international news and current affairs - TOTAL

Base: All Adults in GB who read the news from a newspaper

	Total	Q2 MAIN PLATFORM				Q1A - TV, RADIO, NEWSPAPERS OR INTERNET
		Main TV	Main Radio	Main Newspaper	Main Internet	
		(a)	(b)	(c)	(d)	
						(e)
Unweighted Base	1281	767	111	283	95	1274
Weighted Base	30407	17902	2935	6449	2558*	30291
Net : The Sunday Times or the News of the World	10857 36%	6398 36%	817 28%	2489 39%	978 38%	10816 36%
Net : The Sunday Times & 1 other paper exc NoW	652 2%	357 2%	70 2%	135 2%	61 2%	652 2%
Net : The NoW & 1 other paper exc The Sunday Time	1109 4%	709 4%	24 1%	284 4% ^d	-	1109 4%
NUMBER OF WEEKLY OR NEWSPAPERS OR MAGAZINES USED						
1	11068 36%	6273 35%	1217 41%	2647 41%	801 31%	11003 36%
2	5874 19%	3450 19%	583 20%	1255 19%	449 18%	5861 19%
3	322 1%	83 *	66 2% ^a	118 2% ^a	55 2%	322 1%
4	39 *	-	39 1% ^a	-	-	39 *
5	-	-	-	-	-	-
6 or more	-	-	-	-	-	-
Don't know	11086 36%	6810 38% ^{cc}	891 30%	1924 30%	1196 47% ^{bc}	11049 36%
Mean Score	1.383	1.369	1.437	1.371	1.428	1.384
Standard Deviation	0.536	0.500	0.662	0.541	0.574	0.536
Error Variance	*	0.001	0.006	0.002	0.007	*

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d

* small base

OFCOM NEWS STUDY (QS7603 - 611246)

Q.5A\5B Weekly Newspapers used at least occasionally (at least once a month) for UK/international news and current affairs - TOTAL

Base: All Adults in GB who read the news from a newspaper

	Q.5A\5B WEEKLY NEWSPAPERS USED AT LEAST OCCASIONALLY (AT LEAST ONCE A MONTH) FOR UK/INTERNATIONAL NEWS AND CURRENT AFFAIRS - TOTAL						Q.5A\5B NUMBER OF WEEKLY OR NEWSPAPERS OR MAGAZINES USED						
	Total	The Sunday Times only (a)	The News of the World only (b)	The Sunday Times or the News of the World only (c)	The Sunday Times or the News of the World (d)	The Sunday Times & 1 other paper exc NoW (e)	The NoW & 1 other paper exc The Sunday Time (f)	1 (g)	2 (h)	3 (i)	4 (j)	5 (k)	6 or more (l)
Unweighted Base	1281	90	151	256	449	23	48	462	234	14	1	-	-
Weighted Base	30407	2387*	3354	6171	10857	652**	1109*	11068	5874	322**	39**	**	**
The Observer	2245 7%	-	-	-	640 6%abc	160 25%	24 2%c	933 8%	1109 19%g	163 51%	39 100%	-	-
The Sunday Telegraph	1949 6%	-	-	-	681 6%abc	255 39%	-	936 8%	895 15%g	79 25%	39 100%	-	-
The Sunday Times	4750 16%	2387 100%bcdf	-	2817 46%bf	4750 44%bf	652 100%	-	2387 22%	2173 37%g	151 47%	39 100%	-	-
The Independent on Sunday	1151 4%	-	-	-	428 4%bc	39 6%	85 8%abc	272 2%	721 12%g	119 37%	39 100%	-	-
Sunday Mirror	4259 14%	-	-	-	2322 21%abc	177 27%	721 65%abcd	1604 14%	2508 43%g	146 46%	-	-	-
News of the World	6696 22%	-	3354 100%acd	3784 61%a	6696 62%a	-	1109 100%acd	3408 31%	3153 54%g	135 42%	-	-	-
The Sunday Herald	121 *	-	-	-	43 *	26 4%	-	30 *	59 1%	32 10%	-	-	-
Wales on Sunday	42 *	-	-	-	-	-	-	24 *	19 *	-	-	-	-
Weekly magazines (e.g. The Economist, The Spectator, New Statesman, etc)	272 1%	-	-	-	128 1%	68 10%	24 2%c	90 1%	128 2%	53 17%	-	-	-
The Mail on Sunday	2533 8%	-	-	-	430 4%bc	53 8%	153 14%abcd	425 4%	523 9%g	80 25%	-	-	-
The Daily Star on Sunday	146 *	-	-	-	85 1%	-	30 3%c	-	59 1%g	26 8%	-	-	-
The Sunday Express	404 1%	-	-	-	43 *	-	19 2%c	78 1%	43 1%	-	-	-	-
The People	520 2%	-	-	-	222 2%c	-	173 16%abcd	64 1%	274 5%g	14 4%	-	-	-
Other weekend/weekly newspaper or weekly magazine	1774 6%	-	-	-	414 4%bc	11 2%	150 14%abcd	1037 9%	623 11%	115 36%	-	-	-
SUMMARY CODES													
Net : The Sunday Times only	2387 8%	2387 100%bcdf	-	2387 39%bdf	2387 22%bf	-	-	2387 22%h	-	-	-	-	-
Net : The News of the World only	3354 11%	-	3354 100%acdf	3354 54%adf	3354 31%af	-	-	3354 30%h	-	-	-	-	-
Net : The Sunday Times or the News of the World only	6171 20%	2387 100%df	3354 100%df	6171 100%df	6171 57%f	-	-	5741 52%h	430 7%	-	-	-	-

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l

* small base; ** very small base (under 30) ineligible for sig testing

OFCOM NEWS STUDY (QS7603 - 611246)

Q.5A\5B Weekly Newspapers used at least occasionally (at least once a month) for UK/international news and current affairs - TOTAL
Base: All Adults in GB who read the news from a newspaper

	Q.5A\5B WEEKLY NEWSPAPERS USED AT LEAST OCCASIONALLY (AT LEAST ONCE A MONTH) FOR UK/INTERNATIONAL NEWS AND CURRENT AFFAIRS - TOTAL						Q.5A\5B NUMBER OF WEEKLY OR NEWSPAPERS OR MAGAZINES USED						
	Total	The Sunday Times only (a)	The News of the World only (b)	The Sunday Times or the News of the World only (c)	The Sunday Times or the News of the World (d)	The Sunday Times & 1 other paper exc NoW (e)	The NoW & 1 other paper exc The Sunday Time (f)	1 (g)	2 (h)	3 (i)	4 (j)	5 (k)	6 or more (l)
Unweighted Base	1281	90	151	256	449	23	48	462	234	14	1	-	-
Weighted Base	30407	2387*	3354	6171	10857	652**	1109*	11068	5874	322**	39**	-**	-**
Net : The Sunday Times or the News of the World	10857 36%	2387 100%	3354 100%	6171 100%	10857 100%	652 100%	1109 100%	5796 52%	4820 82%g	203 63%	39 100%	-	-
Net : The Sunday Times & 1 other paper exc NoW	652 2%	-	-	-	652 6%abc	652 100%	-	-	652 11%g	-	-	-	-
Net : The NoW & 1 other paper exc The Sunday Time	1109 4%	-	-	-	1109 10%abc	-	1109 100%abcd	-	1109 19%g	-	-	-	-
NUMBER OF WEEKLY OR NEWSPAPERS OR MAGAZINES USED													
1	11068 36%	2387 100%cdf	3354 100%cdf	5741 93%cdf	5796 53%f	-	-	11068 100%h	-	-	-	-	-
2	5874 19%	-	-	430 7%ab	4820 44%abc	652 100%	1109 100%abcd	-	5874 100%g	-	-	-	-
3	322 1%	-	-	-	203 2%c	-	-	-	-	322 100%	-	-	-
4	39 *	-	-	-	39 *	-	-	-	-	-	39 100%	-	-
5	-	-	-	-	-	-	-	-	-	-	-	-	-
6 or more	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	11086 36%	-	-	-	-	-	-	-	-	-	-	-	-
Mean Score	1.383	1.000	1.000	1.070ab	1.492abc	2.000	2.000cd	1.000	2.000	3.000	4.000	-	-
Standard Deviation	0.536	0.000	0.000	0.255	0.556	0.000	0.000	0.000	0.000	0.001	0.000	-	-
Error Variance	*	0.000	0.000	*	0.001	0.000	0.000	0.000	0.000	*	0.000	-	-

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l

* small base; ** very small base (under 30) ineligible for sig testing

OFCOM NEWS STUDY (QS7603 - 611246)

Q.6A Radio stations used regularly (at least once a week) for UK/international news and current affairs

Base: All Adults in GB who listen to the news on the radio

	GENDER		AGE						SOCIAL CLASS		WORKING STATUS		COUNTRY			
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	ABC1 (i)	C2DE (j)	Working (k)	Not working (l)	England (m)	Scotland (n)	Wales (o)
Unweighted Base	942	457	485	109	122	163	150	168	230	470	472	482	460	810	76	56
Weighted Base	22651	11054	11597	2457*	3258	4565	4143	3623	4605	13748	8903	12969	9682	19713	1659*	1279*
Any BBC national radio station (e.g. BBC Radio One, BBC Radio Two, BBC World Service)	13292 59%	6752 61%	6539 56%	1045 43%	1878 58% ^c	2483 54%	2464 59% ^c	2404 66% ^{ce}	3017 66% ^{ce}	9123 66% ^{aj}	4169 47%	7691 59%	5600 58%	11634 59%	821 49%	837 65%
Any BBC local/regional radio station	2729 12%	1223 11%	1505 13%	284 12%	333 10%	414 9%	358 9%	371 10%	969 21% ^{cdefg}	1618 12%	1111 12%	1053 8%	1676 17% ^k	2388 12%	272 16%	69 5%
Absolute Radio	638 3%	314 3%	325 3%	160 7% ^{gh}	105 3%	266 6% ^{fgh}	39 1%	44 1%	24 1%	444 3%	194 2%	380 3%	259 3%	614 3%	-	24 2%
Classic FM	1450 6%	521 5%	929 8%	79 3%	71 2%	368 8% ^d	210 5%	278 8% ^d	445 10% ^{cd}	900 7%	550 6%	730 6%	720 7%	1201 6%	170 10%	79 6%
talkSPORT	1671 7%	1487 13% ^b	185 2%	213 9% ^h	183 6% ^h	490 11% ^h	444 11% ^h	272 7% ^h	70 2%	897 7%	774 9%	1203 9% ^l	469 5%	1352 7%	164 10%	156 12%
Any other commercial radio station (e.g. Heart FM, Smooth, Capital, Gold)	4509 20%	2043 18%	2465 21%	613 25% ^h	790 24% ^h	1173 26% ^{gh}	1013 24% ^h	582 16% ^h	336 7%	1956 14%	2552 29% ⁱ	2901 22% ⁱ	1608 17%	3795 19%	461 28%	253 20%
Other radio station	512 2%	188 2%	324 3%	-	115 4%	87 2%	131 3%	102 3%	77 2%	179 1%	334 4% ⁱ	348 3%	164 2%	443 2%	69 4%	-
SUMMARY CODES																
Net : Any BBC Station	14952 66%	7366 67%	7586 65%	1287 52%	2051 63%	2674 59%	2597 63%	2668 74% ^{cef}	3675 80% ^{cd}	10026 73% ^{cj}	4927 55%	8235 63%	6718 69%	13184 67% ⁿ	887 53%	882 69%
Net : Only BBC Station	12730 56%	6033 55%	6696 58%	1118 45%	1748 54%	2100 46%	2151 52%	2267 63% ^{ce}	3346 73% ^{cdefg}	8689 63% ^{aj}	4041 45%	6930 53%	5800 60%	11289 57%	764 46%	677 53%
Net : Any Commercial Station exc talksport	6081 27%	2585 23%	3496 30% ^a	824 34% ^h	942 29% ^h	1535 34% ^{gh}	1190 29% ^h	848 23%	743 16%	3003 22%	3078 35% ⁱ	3601 28%	2480 26%	5181 26%	568 34%	332 26%
Net : Commercial stations only exc talksport	4658 21%	1964 18%	2694 23% ^a	756 31% ^{gh}	732 22% ^h	1125 25% ^h	949 23% ^h	625 17%	472 10%	2156 16%	2503 28% ⁱ	2791 22%	1868 19%	3957 20%	489 29%	213 17%
NUMBER OF RADIO STATIONS USED																
1	17631 78%	8368 76%	9264 80%	1914 78%	2484 76%	3388 74%	3273 79%	2998 83%	3574 78%	10741 78%	6890 77%	10172 78%	7459 77%	15508 79%	1212 73%	911 71%
2	2922 13%	1636 15%	1287 11%	241 10%	470 14%	616 14%	543 13%	433 12%	619 13%	1738 13%	1184 13%	1631 13%	1291 13%	2407 12%	262 16%	253 20%
3	368 2%	271 2%	97 1%	-	17 1%	171 4%	100 2%	37 1%	42 1%	252 2%	116 1%	242 2%	126 1%	295 1%	73 4%	-
4 or more	55 *	19 *	36 *	-	-	36 1%	-	19 1%	-	36 *	19 *	36 *	19 *	55 *	-	-
Don't know	1674 7%	761 7%	914 8%	302 12% ^g	286 9%	353 8%	227 5%	135 4%	370 8%	981 7%	693 8%	887 7%	787 8%	1448 7%	112 7%	114 9%
Mean Score	1.182	1.217 ^b	1.149	1.112	1.170	1.254 ^c	1.190	1.162	1.166	1.184	1.180	1.184	1.180	1.173	1.264	1.217
Standard Deviation	0.447	0.484	0.406	0.315	0.391	0.568	0.452	0.436	0.398	0.455	0.435	0.456	0.435	0.440	0.538	0.413
Error Variance	*	0.001	*	0.001	0.001	0.002	0.001	0.001	0.001	*	*	*	*	*	0.004	0.003

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o

* small base

Q.6A Radio stations used regularly (at least once a week) for UK/international news and current affairs
Base: All Adults in GB who listen to the news on the radio

	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED			
	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	942	614	508	261	880	942	671	378
Weighted Base	22651	15173	12118	7139	21156	22651	16260	10097
Any BBC national radio station (e.g. BBC Radio One, BBC Radio Two, BBC World Service)	13292 59%	9646 64% ^a	7389 61%	4376 61%	12438 59%	13292 59%	9778 60%	6254 62%
Any BBC local/regional radio station	2729 12%	1957 13%	1614 13%	927 13%	2564 12%	2729 12%	2127 13%	1245 12%
Absolute Radio	638 3%	475 3%	474 4%	224 3%	588 3%	638 3%	531 3%	425 4%
Classic FM	1450 6%	1057 7%	920 8%	574 8%	1330 6%	1450 6%	1058 7%	830 8%
talkSPORT	1671 7%	1166 8%	973 8%	589 8%	1596 8%	1671 7%	1211 7%	928 9%
Any other commercial radio station (e.g. Heart FM, Smooth, Capital, Gold)	4509 20%	3027 20%	2171 18%	1406 20%	4201 20%	4509 20%	3085 19%	1833 18%
Other radio station	512 2%	273 2%	230 2%	167 2%	400 2%	512 2%	388 2%	167 2%
SUMMARY CODES								
Net : Any BBC Station	14952 66%	10717 71%	8297 68%	4833 68%	13996 66%	14952 66%	10945 67%	6927 69%
Net : Only BBC Station	12730 56%	8909 59%	6914 57%	3834 54%	11999 57%	12730 56%	9236 57%	5562 55%
Net : Any Commercial Station exc talksport	6081 27%	4149 27%	3247 27%	2010 28%	5626 27%	6081 27%	4302 26%	2747 27%
Net : Commercial stations only exc talksport	4658 21%	2930 19%	2351 19%	1452 20%	4406 21%	4658 21%	3212 20%	1933 19%
NUMBER OF RADIO STATIONS USED								
1	17631 78%	11800 78%	9343 77%	5172 72%	16524 78%	17631 78%	12539 77%	7448 74%
2	2922 13%	2347 15%	1638 14%	1194 17%	2753 13%	2922 13%	2156 13%	1634 16%
3	368 2%	295 2%	310 3%	161 2%	289 1%	368 2%	368 2%	248 2%
4 or more	55 *	55 *	55 *	55 1%	55 *	55 *	55 *	55 1%
Don't know	1674 7%	675 4%	771 6%	558 8%	1535 7%	1674 7%	1142 7%	711 7%
Mean Score	1.182	1.214	1.214	1.255 ^a	1.178	1.182	1.202	1.245 ^{ef}
Standard Deviation	0.447	0.481	0.502	0.538	0.439	0.447	0.482	0.523
Error Variance	*	*	0.001	0.001	*	*	*	0.001

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

CAPI OmniBus



Q.6A Radio stations used regularly (at least once a week) for UK/international news and current affairs
Base: All Adults in GB who listen to the news on the radio

	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED			
	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	942	614	508	261	880	942	671	378
Weighted Base	22651	15173	12118	7139	21156	22651	16260	10097
Any BBC national radio station (e.g. BBC Radio One, BBC Radio Two, BBC World Service)	13292 59%	9646 64% ^a	7389 61%	4376 61%	12438 59%	13292 59%	9778 60%	6254 62%
Any BBC local/regional radio station	2729 12%	1957 13%	1614 13%	927 13%	2564 12%	2729 12%	2127 13%	1245 12%
Absolute Radio	638 3%	475 3%	474 4%	224 3%	588 3%	638 3%	531 3%	425 4%
Classic FM	1450 6%	1057 7%	920 8%	574 8%	1330 6%	1450 6%	1058 7%	830 8%
talkSPORT	1671 7%	1166 8%	973 8%	589 8%	1596 8%	1671 7%	1211 7%	928 9%
Any other commercial radio station (e.g. Heart FM, Smooth, Capital, Gold)	4509 20%	3027 20%	2171 18%	1406 20%	4201 20%	4509 20%	3085 19%	1833 18%
Other radio station	512 2%	273 2%	230 2%	167 2%	400 2%	512 2%	388 2%	167 2%
SUMMARY CODES								
Net : Any BBC Station	14952 66%	10717 71%	8297 68%	4833 68%	13996 66%	14952 66%	10945 67%	6927 69%
Net : Only BBC Station	12730 56%	8909 59%	6914 57%	3834 54%	11999 57%	12730 56%	9236 57%	5562 55%
Net : Any Commercial Station exc talksport	6081 27%	4149 27%	3247 27%	2010 28%	5626 27%	6081 27%	4302 26%	2747 27%
Net : Commercial stations only exc talksport	4658 21%	2930 19%	2351 19%	1452 20%	4406 21%	4658 21%	3212 20%	1933 19%
NUMBER OF RADIO STATIONS USED								
1	17631 78%	11800 78%	9343 77%	5172 72%	16524 78%	17631 78%	12539 77%	7448 74%
2	2922 13%	2347 15%	1638 14%	1194 17%	2753 13%	2922 13%	2156 13%	1634 16%
3	368 2%	295 2%	310 3%	161 2%	289 1%	368 2%	368 2%	248 2%
4 or more	55 *	55 *	55 *	55 1%	55 *	55 *	55 *	55 1%
Don't know	1674 7%	675 4%	771 6%	558 8%	1535 7%	1674 7%	1142 7%	711 7%
Mean Score	1.182	1.214	1.214	1.255 ^a	1.178	1.182	1.202	1.245 ^{ef}
Standard Deviation	0.447	0.481	0.502	0.538	0.439	0.447	0.482	0.523
Error Variance	*	*	0.001	0.001	*	*	*	0.001

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

CAPI OmniBus



Q.6A Radio stations used regularly (at least once a week) for UK/international news and current affairs
Base: All Adults in GB who listen to the news on the radio

	Total	Q2 MAIN PLATFORM				Q1A - TV, RADIO, NEWSPAPERS OR INTERNET
		Main TV	Main Radio	Main Newspaper	Main Internet	
		(a)	(b)	(c)	(d)	
					(e)	
Unweighted Base	942	557	177	122	65	936
Weighted Base	22651	13081	4575	2760	1757*	22516
Any BBC national radio station (e.g. BBC Radio One, BBC Radio Two, BBC World Service)	13292 59%	6882 53%	3283 72% ^{ad}	1886 68% ^a	963 55%	13292 59%
Any BBC local/regional radio station	2729 12%	1500 11%	652 14%	215 8%	290 16%	2696 12%
Absolute Radio	638 3%	381 3%	61 1%	82 3%	97 6%	621 3%
Classic FM	1450 6%	839 6%	253 6%	274 10%	84 5%	1432 6%
talkSPORT	1671 7%	1260 10% ^b	199 4%	118 4%	81 5%	1619 7%
Any other commercial radio station (e.g. Heart FM, Smooth, Capital, Gold)	4509 20%	2902 22%	735 16%	401 15%	363 21%	4509 20%
Other radio station	512 2%	246 2%	98 2%	81 3%	88 5%	498 2%
SUMMARY CODES						
Net : Any BBC Station	14952 66%	7881 60%	3634 79% ^{ad}	2012 73% ^a	1095 62%	14920 66%
Net : Only BBC Station	12730 56%	6609 51%	3284 72% ^{ad}	1693 61% ^a	813 46%	12697 56%
Net : Any Commercial Station exc talksport	6081 27%	3830 29% ^b	927 20%	690 25%	508 29%	6045 27%
Net : Commercial stations only exc talksport	4658 21%	3076 24% ^b	656 14%	494 18%	307 17%	4623 21%
NUMBER OF RADIO STATIONS USED						
1	17631 78%	10048 77% ^{ad}	3818 83% ^{ad}	2170 79%	1146 65%	17496 78%
2	2922 13%	1731 13%	604 13%	370 13%	197 11%	2922 13%
3	368 2%	166 1%	85 2%	23 1%	94 5% ^a	368 2%
4 or more	55 *	- -	- -	19 1%	36 2% ^a	55 *
Don't know	1674 7%	1136 9% ^{cb}	68 1%	178 6% ^{cb}	284 16% ^{bc}	1674 7%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d

* small base

Q.6A Radio stations used regularly (at least once a week) for UK/international news and current affairs**Base: All Adults in GB who listen to the news on the radio**

	Total	Q2 MAIN PLATFORM				Q1A - TV, RADIO, NEWSPAPERS OR INTERNET (e)
		Main TV	Main Radio	Main Newspaper	Main Internet	
		(a)	(b)	(c)	(d)	
Unweighted Base	942	557	177	122	65	936
Weighted Base	22651	13081	4575	2760	1757*	22516
Mean Score	1.182	1.173	1.172	1.184	1.335ab	1.183
Standard Deviation	0.447	0.413	0.424	0.461	0.706	0.448
Error Variance	*	*	0.001	0.002	0.009	*

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d

* small base

Q.6A Radio stations used regularly (at least once a week) for UK/international news and current affairs

Base: All Adults in GB who listen to the news on the radio

	Q.6A RADIO STATIONS USED REGULARLY (AT LEAST ONCE A WEEK) FOR UK/INTERNATIONAL NEWS AND CURRENT AFFAIRS				Q.6A NUMBER OF RADIO STATIONS USED				
	Total	Any BBC Station (a)	Only BBC Station (b)	Any Commercial Station exc talksport (c)	Commercial stations only exc talksport (d)	1 (e)	2 (f)	3 (g)	4 or more (h)
Unweighted Base	942	613	524	258	200	738	116	14	2
Weighted Base	22651	14952	12730	6081	4658	17631	2922	368**	55**
Any BBC national radio station (e.g. BBC Radio One, BBC Radio Two, BBC World Service)	13292 59%	13292 89%cd	11369 89%cd	1280 21%d	- -	10571 60%	2385 82%e	281 76%	55 100%
Any BBC local/regional radio station	2729 12%	2729 18%cd	2159 17%cd	300 5%d	- -	1361 8%	1010 35%e	302 82%	55 100%
Absolute Radio	638 3%	199 1%b	-	510 8%ab	350 8%ab	328 2%	228 8%e	82 22%	- -
Classic FM	1450 6%	565 4%b	-	1349 22%ab	863 19%ab	738 4%	536 18%e	121 33%	55 100%
talkSPORT	1671 7%	713 5%bcd	-	-	-	779 4%	669 23%e	204 56%	19 34%
Any other commercial radio station (e.g. Heart FM, Smooth, Capital, Gold)	4509 20%	850 6%b	-	4430 73%ab	3592 77%ab	3445 20%	931 32%e	96 26%	36 66%
Other radio station	512 2%	104 1%	-	17 *	-	408 2%	87 3%	17 5%	- -
SUMMARY CODES									
Net : Any BBC Station	14952 66%	14952 100%cd	12730 100%cd	1422 23%d	- -	11932 68%	2597 89%e	368 100%	55 100%
Net : Only BBC Station	12730 56%	12730 85%cd	12730 100%acd	- -	- -	11932 68%f	798 27%	- -	- -
Net : Any Commercial Station exc talksport	6081 27%	1422 10%b	-	6081 100%ab	4658 100%ab	4512 26%	1369 47%e	164 44%	36 66%
Net : Commercial stations only exc talksport	4658 21%	-	-	4658 77%ab	4658 100%abc	4512 26%f	147 5%	- -	- -
NUMBER OF RADIO STATIONS USED									
1	17631 78%	11932 80%	11932 94%ac	4512 74%	4512 97%ac	17631 100%f	- -	- -	- -
2	2922 13%	2597 17%bd	798 6%	1369 23%bd	147 3%	- -	2922 100%e	- -	- -
3	368 2%	368 2%bd	-	164 3%bd	-	- -	- -	368 100%	- -
4 or more	55 *	55 *	-	36 1%	-	- -	- -	- -	55 100%
Don't know	1674 7%	-	-	-	-	- -	- -	- -	- -
Mean Score	1.182	1.234bd	1.063	1.297bd	1.031	1.000	2.000	3.000	4.000
Standard Deviation	0.447	0.501	0.242	0.546	0.175	0.000	0.000	0.000	0.000

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

** very small base (under 30) ineligible for sig testing

Q.6A Radio stations used regularly (at least once a week) for UK/international news and current affairs**Base: All Adults in GB who listen to the news on the radio**

	Q.6A RADIO STATIONS USED REGULARLY (AT LEAST ONCE A WEEK) FOR UK/INTERNATIONAL NEWS AND CURRENT AFFAIRS				Q.6A NUMBER OF RADIO STATIONS USED				
	Total	Any BBC Station (a)	Only BBC Station (b)	Any Commercial Station exc talksport (c)	Commercial stations only exc talksport (d)	1 (e)	2 (f)	3 (g)	4 or more (h)
Unweighted Base	942	613	524	258	200	738	116	14	2
Weighted Base	22651	14952	12730	6081	4658	17631	2922	368**	55**
Error Variance	*	*	*	0.001	*	0.000	0.000	0.000	0.000

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

** very small base (under 30) ineligible for sig testing

OFCOM NEWS STUDY (QS7603 - 611246)

Q.6B Radio stations used occasionally (at least once a month, but less than once a week) for UK/international news and current affairs
Base: All Adults in GB who listen to the news on the radio

	GENDER		AGE						SOCIAL CLASS		WORKING STATUS		COUNTRY			
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	ABC1 (i)	C2DE (j)	Working (k)	Not working (l)	England (m)	Scotland (n)	Wales (o)
Unweighted Base	942	457	485	109	122	163	150	168	230	470	472	482	460	810	76	56
Weighted Base	22651	11054	11597	2457*	3258	4565	4143	3623	4605	13748	8903	12969	9682	19713	1659*	1279*
Any BBC national radio station (e.g. BBC Radio One, BBC Radio Two, BBC World Service)	2132 9%	1143 10%	989 9%	160 7%	294 9%	757 17% ^{cgh}	419 10%	164 5%	337 7%	1314 10%	818 9%	1276 10%	856 9%	1820 9%	230 14%	82 6%
Any BBC local/regional radio station	2543 11%	1459 13%	1084 9%	157 6%	287 9%	469 10%	523 13%	450 12%	658 14% ^c	1817 13% ^j	726 8%	1499 12%	1044 11%	2318 12%	134 8%	91 7%
Absolute Radio	370 2%	266 2%	104 1%	36 1%	95 3%	46 1%	120 3%	58 2%	14 *	179 1%	191 2%	312 2% ^l	58 1%	341 2%	29 2%	-
Classic FM	1154 5%	725 7%	429 4%	103 4%	63 2%	166 4%	387 9% ^{de}	237 7%	197 4%	872 6% ^j	281 3%	758 6%	396 4%	1088 6%	47 3%	19 1%
talkSPORT	996 4%	693 6% ^b	303 3%	73 3%	238 7%	311 7%	132 3%	91 3%	151 3%	597 4%	399 4%	644 5%	352 4%	839 4%	76 5%	80 6%
Any other commercial radio station (e.g. Heart FM, Smooth, Capital, Gold)	2375 10%	1160 10%	1215 10%	322 13% ^h	429 13% ^h	485 11% ^h	539 13% ^h	410 11% ^h	190 4%	1407 10%	968 11%	1560 12%	814 8%	2075 11%	182 11%	118 9%
Other radio station	293 1%	92 1%	201 2%	62 3%	37 1%	100 2%	14 *	26 1%	53 1%	184 1%	108 1%	153 1%	139 1%	260 1%	33 2%	-
SUMMARY CODES																
Net : Any BBC Station	4618 20%	2546 23%	2073 18%	317 13%	581 18%	1226 27% ^{cq}	886 21%	614 17%	995 22%	3098 23% ^j	1520 17%	2719 21%	1900 20%	4081 21%	364 22%	173 14%
Net : Only BBC Station	4288 19%	2364 21%	1924 17%	317 13%	549 17%	1083 24% ^c	795 19%	568 16%	976 21%	2789 20%	1499 17%	2484 19%	1804 19%	3770 19%	364 22%	155 12%
Net : Any Commercial Station exc talksport	3828 17%	2080 19%	1747 15%	461 19% ^h	588 18% ^h	675 15%	1021 25% ^{eh}	682 19% ^h	400 9%	2435 18%	1393 16%	2584 20% ^l	1244 13%	3434 17%	257 16%	136 11%
Net : Commercial stations only exc talksport	3536 16%	1938 18%	1599 14%	461 19% ^h	556 17% ^h	571 13%	931 22% ^{eh}	636 18% ^h	381 8%	2165 16%	1372 15%	2388 18% ^l	1148 12%	3161 16%	257 16%	118 9%
NUMBER OF RADIO STATIONS USED																
1	8947 40%	4921 45% ^b	4027 35%	914 37%	1381 42%	2004 44%	1790 43%	1297 36%	1562 34%	5640 41%	3308 37%	5528 43% ^l	3419 35%	7864 40%	730 44%	353 28%
2	457 2%	309 3%	148 1%	-	32 1%	165 4% ^h	172 4% ^{ch}	70 2%	19 *	365 3%	92 1%	337 3%	120 1%	438 2%	-	19 1%
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4 or more	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean Score	1.049	1.059	1.036	1.000	1.022	1.076	1.088	1.051	1.012	1.061	1.027	1.057	1.034	1.053	1.000	1.050
Standard Deviation	0.215	0.236	0.185	0.000	0.148	0.265	0.283	0.220	0.108	0.239	0.162	0.233	0.181	0.224	0.000	0.219
Error Variance	*	*	*	0.000	*	0.001	0.001	0.001	*	*	*	*	*	*	0.000	0.003

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o
 * small base

Q.6B Radio stations used occasionally (at least once a month, but less than once a week) for UK/international news and current affairs
Base: All Adults in GB who listen to the news on the radio

	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED			
	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	942	614	508	261	880	942	671	378
Weighted Base	22651	15173	12118	7139	21156	22651	16260	10097
Any BBC national radio station (e.g. BBC Radio One, BBC Radio Two, BBC World Service)	2132 9%	1403 9%	941 8%	944 13% ^c	1907 9%	2132 9%	1651 10%	1144 11%
Any BBC local/regional radio station	2543 11%	1753 12%	1422 12%	899 13%	2470 12%	2543 11%	1874 12%	1291 13%
Absolute Radio	370 2%	267 2%	167 1%	144 2%	338 2%	370 2%	216 1%	223 2%
Classic FM	1154 5%	924 6%	734 6%	526 7%	1090 5%	1154 5%	939 6%	765 8%
talkSPORT	996 4%	651 4%	678 6%	482 7%	900 4%	996 4%	851 5%	627 6%
Any other commercial radio station (e.g. Heart FM, Smooth, Capital, Gold)	2375 10%	1519 10%	1226 10%	812 11%	2248 11%	2375 10%	1560 10%	1163 12%
Other radio station	293 1%	158 1%	114 1%	30 *	293 1%	293 1%	182 1%	120 1%
SUMMARY CODES								
Net : Any BBC Station	4618 20%	3132 21%	2340 19%	1820 25%	4320 20%	4618 20%	3469 21%	2411 24%
Net : Only BBC Station	4288 19%	2834 19%	2137 18%	1593 22%	3990 19%	4288 19%	3196 20%	2139 21%
Net : Any Commercial Station exc talksport	3828 17%	2662 18%	2102 17%	1457 20%	3605 17%	3828 17%	2690 17%	2103 21%
Net : Commercial stations only exc talksport	3536 16%	2402 16%	1899 16%	1231 17%	3314 16%	3536 16%	2457 15%	1831 18%
NUMBER OF RADIO STATIONS USED								
1	8947 40%	5934 39%	4778 39%	3287 46%	8332 39%	8947 40%	6566 40%	4645 46% ^{ef}
2	457 2%	371 2%	251 2%	275 4%	457 2%	457 2%	354 2%	344 3%
3	-	-	-	-	-	-	-	-
4 or more	-	-	-	-	-	-	-	-
Mean Score	1.049	1.059	1.050	1.077	1.052	1.049	1.051	1.069
Standard Deviation	0.215	0.235	0.218	0.267	0.222	0.215	0.220	0.254
Error Variance	*	*	*	0.001	*	*	*	*

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

Q.6B Radio stations used occasionally (at least once a month, but less than once a week) for UK/international news and current affairs
Base: All Adults in GB who listen to the news on the radio

	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED			
	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	942	614	508	261	880	942	671	378
Weighted Base	22651	15173	12118	7139	21156	22651	16260	10097
Any BBC national radio station (e.g. BBC Radio One, BBC Radio Two, BBC World Service)	2132 9%	1403 9%	941 8%	944 13% ^c	1907 9%	2132 9%	1651 10%	1144 11%
Any BBC local/regional radio station	2543 11%	1753 12%	1422 12%	899 13%	2470 12%	2543 11%	1874 12%	1291 13%
Absolute Radio	370 2%	267 2%	167 1%	144 2%	338 2%	370 2%	216 1%	223 2%
Classic FM	1154 5%	924 6%	734 6%	526 7%	1090 5%	1154 5%	939 6%	765 8%
talkSPORT	996 4%	651 4%	678 6%	482 7%	900 4%	996 4%	851 5%	627 6%
Any other commercial radio station (e.g. Heart FM, Smooth, Capital, Gold)	2375 10%	1519 10%	1226 10%	812 11%	2248 11%	2375 10%	1560 10%	1163 12%
Other radio station	293 1%	158 1%	114 1%	30 *	293 1%	293 1%	182 1%	120 1%
SUMMARY CODES								
Net : Any BBC Station	4618 20%	3132 21%	2340 19%	1820 25%	4320 20%	4618 20%	3469 21%	2411 24%
Net : Only BBC Station	4288 19%	2834 19%	2137 18%	1593 22%	3990 19%	4288 19%	3196 20%	2139 21%
Net : Any Commercial Station exc talksport	3828 17%	2662 18%	2102 17%	1457 20%	3605 17%	3828 17%	2690 17%	2103 21%
Net : Commercial stations only exc talksport	3536 16%	2402 16%	1899 16%	1231 17%	3314 16%	3536 16%	2457 15%	1831 18%
NUMBER OF RADIO STATIONS USED								
1	8947 40%	5934 39%	4778 39%	3287 46%	8332 39%	8947 40%	6566 40%	4645 46% ^{ef}
2	457 2%	371 2%	251 2%	275 4%	457 2%	457 2%	354 2%	344 3%
3	-	-	-	-	-	-	-	-
4 or more	-	-	-	-	-	-	-	-
Mean Score	1.049	1.059	1.050	1.077	1.052	1.049	1.051	1.069
Standard Deviation	0.215	0.235	0.218	0.267	0.222	0.215	0.220	0.254
Error Variance	*	*	*	0.001	*	*	*	*

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

Q.6B Radio stations used occasionally (at least once a month, but less than once a week) for UK/international news and current affairs
Base: All Adults in GB who listen to the news on the radio

	Total	Q2 MAIN PLATFORM				Q1A - TV, RADIO, NEWSPAPERS OR INTERNET
		Main TV	Main Radio	Main Newspaper	Main Internet	
		(a)	(b)	(c)	(d)	
					(e)	
Unweighted Base	942	557	177	122	65	936
Weighted Base	22651	13081	4575	2760	1757*	22516
Any BBC national radio station (e.g. BBC Radio One, BBC Radio Two, BBC World Service)	2132 9%	1205 9%	285 6%	217 8%	385 22%abc	2132 9%
Any BBC local/regional radio station	2543 11%	1509 12%	615 13%	292 11%	94 5%	2543 11%
Absolute Radio	370 2%	152 1%	123 3%	18 1%	76 4%	370 2%
Classic FM	1154 5%	649 5%	264 6%	131 5%	96 5%	1141 5%
talkSPORT	996 4%	575 4%	138 3%	166 6%	116 7%	996 4%
Any other commercial radio station (e.g. Heart FM, Smooth, Capital, Gold)	2375 10%	1249 10%	482 11%	376 14%	238 14%	2303 10%
Other radio station	293 1%	134 1%	82 2%	76 3%	- -	293 1%
SUMMARY CODES						
Net : Any BBC Station	4618 20%	2657 20%	900 20%	509 18%	479 27%	4618 21%
Net : Only BBC Station	4288 19%	2444 19%	822 18%	509 18%	440 25%	4288 19%
Net : Any Commercial Station exc talksport	3828 17%	2004 15%	846 18%	525 19%	410 23%	3743 17%
Net : Commercial stations only exc talksport	3536 16%	1791 14%	807 18%	525 19%	371 21%	3452 15%
NUMBER OF RADIO STATIONS USED						
1	8947 40%	4841 37%	1787 39%	1276 46%	928 53%a	8863 39%
2	457 2%	317 2%	101 2%	- -	39 2%	457 2%
3	- -	- -	- -	- -	- -	- -
4 or more	- -	- -	- -	- -	- -	- -
Mean Score	1.049	1.061	1.054	1.000	1.040	1.049
Standard Deviation	0.215	0.240	0.226	0.000	0.197	0.216
Error Variance	*	*	0.001	0.000	0.001	*

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d

* small base

Q.6B Radio stations used occasionally (at least once a month, but less than once a week) for UK/international news and current affairs

Base: All Adults in GB who listen to the news on the radio

	Q.6B RADIO STATIONS USED OCCASIONALLY (AT LEAST ONCE A MONTH, BUT LESS THAN ONCE A WEEK) FOR UK/INTERNATIONAL NEWS AND CURRENT AFFAIRS				Q.6B NUMBER OF RADIO STATIONS USED				
	Total	Any BBC Station (a)	Only BBC Station (b)	Any Commercial Station exc talksport (c)	Commercial stations only exc talksport (d)	1 (e)	2 (f)	3 (g)	4 or more (h)
Unweighted Base	942	185	174	153	143	362	16	-	-
Weighted Base	22651	4618	4288	3828	3536	8947	457**	**	**
Any BBC national radio station (e.g. BBC Radio One, BBC Radio Two, BBC World Service)	2132 9%	2132 46%cd	1970 46%cd	123 3%cd	-	1914 21%	218 48%	-	-
Any BBC local/regional radio station	2543 11%	2543 55%cd	2375 55%cd	168 4%cd	-	2318 26%	225 49%	-	-
Absolute Radio	370 2%	-	-	370 10%ab	370 10%ab	346 4%	24 5%	-	-
Classic FM	1154 5%	156 3%b	-	1107 29%ab	951 27%ab	927 10%	226 50%	-	-
talkSPORT	996 4%	-	-	-	-	949 11%	47 10%	-	-
Any other commercial radio station (e.g. Heart FM, Smooth, Capital, Gold)	2375 10%	135 3%b	-	2375 62%ab	2239 63%ab	2239 25%	135 30%	-	-
Other radio station	293 1%	39 1%	-	-	-	254 3%	39 9%	-	-
SUMMARY CODES									
Net : Any BBC Station	4618 20%	4618 100%cd	4288 100%cd	291 8%cd	-	4232 47%	386 85%	-	-
Net : Only BBC Station	4288 19%	4288 93%cd	4288 100%acd	-	-	4232 47%	56 12%	-	-
Net : Any Commercial Station exc talksport	3828 17%	291 6%b	-	3828 100%ab	3536 100%ab	3513 39%	315 69%	-	-
Net : Commercial stations only exc talksport	3536 16%	-	-	3536 92%ab	3536 100%abc	3513 39%	24 5%	-	-
NUMBER OF RADIO STATIONS USED									
1	8947 40%	4232 92%	4232 99%ac	3513 92%	3513 99%ac	8947 100%	-	-	-
2	457 2%	386 8%bd	56 1%	315 8%bd	24 1%	-	457 100%	-	-
3	-	-	-	-	-	-	-	-	-
4 or more	-	-	-	-	-	-	-	-	-
Mean Score	1.049	1.084bd	1.013	1.082bd	1.007	1.000	2.000	-	-
Standard Deviation	0.215	0.277	0.114	0.275	0.081	0.000	0.000	-	-
Error Variance	*	*	*	*	*	0.000	0.000	-	-

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

** very small base (under 30) ineligible for sig testing

OFCOM NEWS STUDY (QS7603 - 611246)

Q.6A|6B Radio stations used at least occasionally (at least once a month) for UK/international news and current affairs - TOTAL

Base: All Adults in GB who listen to the news on the radio

	GENDER		AGE						SOCIAL CLASS		WORKING STATUS		COUNTRY			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	Working	Not working	England	Scotland	Wales
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	
Unweighted Base	942	457	485	109	122	163	150	168	230	470	472	482	460	810	76	56
Weighted Base	22651	11054	11597	2457*	3258	4565	4143	3623	4605	13748	8903	12969	9682	19713	1659*	1279*
Any BBC national radio station (e.g. BBC Radio One, BBC Radio Two, BBC World Service)	15213 67%	7799 71%b	7414 64%	1205 49%	2152 66%c	3089 68%c	2884 70%c	2568 71%c	3314 72%c	10304 75%j	4909 55%	8867 68%	6346 66%	13276 67%	1019 61%	919 72%
Any BBC local/regional radio station	5272 23%	2683 24%	2589 22%	441 18%	620 19%	882 19%	880 21%	821 23%	1627 35%cd	3435 25%	1836 21%	2552 20%	2720 28%k	4706 24%	406 24%	160 13%
Absolute Radio	1008 4%	579 5%	429 4%	197 8%h	201 6%h	312 7%h	159 4%	102 3%	37 1%	623 5%	385 4%	691 5%	316 3%	955 5%	29 2%	24 2%
Classic FM	2604 11%	1246 11%	1358 12%	182 7%	134 4%	534 12%d	596 14%d	516 14%d	642 14%d	1773 13%	832 9%	1488 11%	1116 12%	2289 12%	217 13%	98 8%
talkSPORT	2667 12%	2179 20%b	488 4%	287 12%h	421 13%h	800 18%h	575 14%h	363 10%	221 5%	1494 11%	1173 13%	1846 14%l	821 8%	2191 11%	240 14%	236 18%
Any other commercial radio station (e.g. Heart FM, Smooth, Capital, Gold)	6469 29%	3033 27%	3436 30%	839 34%h	1172 36%h	1569 34%h	1461 35%h	936 26%h	491 11%	3173 23%	3296 37%i	4249 33%i	2220 23%	5570 28%	592 36%	307 24%
Other radio station	754 3%	280 3%	473 4%	62 3%	115 4%	187 4%	131 3%	128 4%	131 3%	326 2%	428 5%i	464 4%	290 3%	652 3%	102 6%	- -
SUMMARY CODES																
Net : Any BBC Station	16709 74%	8297 75%	8412 73%	1442 59%	2306 71%	3241 71%c	2952 71%c	2899 80%c	3869 84%cd	11033 80%j	5676 64%	9356 72%	7353 76%	14614 74%	1132 68%	964 75%
Net : Only BBC Station	10090 45%	4605 42%	5485 47%	910 37%	1242 38%	1649 36%	1532 37%	1819 50%ce	2939 64%cd	6905 50%j	3185 36%	5156 40%	4934 51%k	8812 45%	613 37%	665 52%
Net : Any Commercial Station exc talksport	8228 36%	3649 33%	4579 39%	1021 42%h	1350 41%h	1820 40%h	1764 43%h	1252 35%h	1022 22%	4599 33%	3629 41%i	5085 39%i	3143 32%	7172 36%	688 41%	368 29%
Net : Commercial stations only exc talksport	3704 16%	1534 14%	2170 19%	603 25%h	639 20%h	787 17%h	770 19%h	554 15%h	352 8%	1713 12%	1991 22%i	2235 17%	1469 15%	3145 16%	346 21%	213 17%
NUMBER OF RADIO STATIONS USED																
1	11397 50%	4949 45%	6448 56%a	1428 58%e	1589 49%	2065 45%	1871 45%	2024 56%	2419 53%	6783 49%	4614 52%	6109 47%	5288 55%k	9724 49%	835 50%	838 66%m
2	8308 37%	4433 40%b	3874 33%	721 29%	1337 41%	1839 40%	1636 39%	1218 34%	1558 34%	5332 39%	2976 33%	5265 41%l	3043 31%	7369 37%	551 33%	389 30%
3	1617 7%	1132 10%b	485 4%	115 5%	184 6%	347 8%	434 10%	228 6%	309 7%	915 7%	702 8%	864 7%	753 8%	1351 7%	222 13%m	43 3%
4 or more	276 1%	142 1%	134 1%	- -	- -	148 3%h	61 1%	68 2%	- -	234 2%	42 *	232 2%	44 *	276 1%	- -	- -
Don't know	1053 5%	398 4%	656 6%	193 8%g	147 5%	167 4%	142 3%	85 2%	319 7%g	484 4%	569 6%i	499 4%	554 6%	993 5%	51 3%	9 1%
Mean Score	1.574	1.670b	1.479	1.420	1.548	1.676c	1.671c	1.536	1.508	1.593	1.543	1.6171	1.515	1.583o	1.619o	1.374
Standard Deviation	0.690	0.724	0.642	0.587	0.605	0.760	0.727	0.725	0.628	0.697	0.679	0.698	0.676	0.694	0.716	0.550

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o

* small base

Q.6A\6B Radio stations used at least occasionally (at least once a month) for UK/international news and current affairs - TOTAL**Base: All Adults in GB who listen to the news on the radio**

Total	GENDER		AGE						SOCIAL CLASS		WORKING STATUS		COUNTRY			
	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	ABC1 (i)	C2DE (j)	Working (k)	Not working (l)	England (m)	Scotland (n)	Wales (o)	
Unweighted Base	942	457	485	109	122	163	150	168	230	470	472	482	460	810	76	56
Weighted Base	22651	11054	11597	2457*	3258	4565	4143	3623	4605	13748	8903	12969	9682	19713	1659*	1279*
Error Variance	0.001	0.001	0.001	0.003	0.003	0.004	0.004	0.003	0.002	0.001	0.001	0.001	0.001	0.001	0.007	0.005

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o

* small base

Q.6A|6B Radio stations used at least occasionally (at least once a month) for UK/international news and current affairs - TOTAL

Base: All Adults in GB who listen to the news on the radio

	Q1A - PLATFORM USED				Q1A B - PLATFORM USED			
	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	942	614	508	261	880	942	671	378
Weighted Base	22651	15173	12118	7139	21156	22651	16260	10097
Any BBC national radio station (e.g. BBC Radio One, BBC Radio Two, BBC World Service)	15213 67%	10876 72%	8315 69%	5302 74%a	14211 67%	15213 67%	11282 69%	7380 73%ef
Any BBC local/regional radio station	5272 23%	3710 24%	3037 25%	1827 26%	5033 24%	5272 23%	4001 25%	2536 25%
Absolute Radio	1008 4%	741 5%	641 5%	369 5%	926 4%	1008 4%	747 5%	648 6%
Classic FM	2604 11%	1982 13%	1654 14%	1099 15%	2420 11%	2604 11%	1997 12%	1595 16%ef
talkSPORT	2667 12%	1817 12%	1651 14%	1071 15%	2496 12%	2667 12%	2061 13%	1555 15%
Any other commercial radio station (e.g. Heart FM, Smooth, Capital, Gold)	6469 29%	4349 29%	3125 26%	2109 30%	6034 29%	6469 29%	4344 27%	2863 28%
Other radio station	754 3%	417 3%	306 3%	196 3%	641 3%	754 3%	532 3%	287 3%
SUMMARY CODES								
Net : Any BBC Station	16709 74%	11879 78%a	9253 76%	5763 81%a	15650 74%	16709 74%	12420 76%	7984 79%
Net : Only BBC Station	10090 45%	6835 45%	5516 46%	2841 40%	9408 44%	10090 45%	7318 45%	4077 40%
Net : Any Commercial Station exc talksport	8228 36%	5743 38%	4241 35%	2861 40%	7676 36%	8228 36%	5755 35%	3916 39%
Net : Commercial stations only exc talksport	3704 16%	2270 15%	1788 15%	957 13%	3481 16%	3704 16%	2348 14%	1369 14%
NUMBER OF RADIO STATIONS USED								
1	11397 50%	7406 49%	6043 50% ^d	2948 41%	10593 50% ^h	11397 50% ^h	7916 49% ^h	4252 42%
2	8308 37%	5821 38%	4381 36%	3139 44% ^{ac}	7729 37%	8308 37%	6132 38%	4325 43% ^{ef}
3	1617 7%	1271 8%	1047 9%	689 10%	1560 7%	1617 7%	1300 8%	977 10%
4 or more	276 1%	253 2%	191 2%	165 2%	253 1%	276 1%	216 1%	253 3%
Don't know	1053 5%	422 3%	456 4%	198 3%	1021 5%	1053 5%	696 4%	290 3%
Mean Score	1.574	1.620	1.606	1.725 ^{ac}	1.577	1.574	1.604	1.720 ^{efg}
Standard Deviation	0.690	0.720	0.726	0.747	0.693	0.690	0.705	0.753
Error Variance	0.001	0.001	0.001	0.002	0.001	0.001	0.001	0.002

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

Q.6A|6B Radio stations used at least occasionally (at least once a month) for UK/international news and current affairs - TOTAL
Base: All Adults in GB who listen to the news on the radio

	Q1A - PLATFORM USED				Q1A B - PLATFORM USED			
	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	942	614	508	261	880	942	671	378
Weighted Base	22651	15173	12118	7139	21156	22651	16260	10097
Any BBC national radio station (e.g. BBC Radio One, BBC Radio Two, BBC World Service)	15213 67%	10876 72%	8315 69%	5302 74%a	14211 67%	15213 67%	11282 69%	7380 73%ef
Any BBC local/regional radio station	5272 23%	3710 24%	3037 25%	1827 26%	5033 24%	5272 23%	4001 25%	2536 25%
Absolute Radio	1008 4%	741 5%	641 5%	369 5%	926 4%	1008 4%	747 5%	648 6%
Classic FM	2604 11%	1982 13%	1654 14%	1099 15%	2420 11%	2604 11%	1997 12%	1595 16%ef
talkSPORT	2667 12%	1817 12%	1651 14%	1071 15%	2496 12%	2667 12%	2061 13%	1555 15%
Any other commercial radio station (e.g. Heart FM, Smooth, Capital, Gold)	6469 29%	4349 29%	3125 26%	2109 30%	6034 29%	6469 29%	4344 27%	2863 28%
Other radio station	754 3%	417 3%	306 3%	196 3%	641 3%	754 3%	532 3%	287 3%
SUMMARY CODES								
Net : Any BBC Station	16709 74%	11879 78%a	9253 76%	5763 81%a	15650 74%	16709 74%	12420 76%	7984 79%
Net : Only BBC Station	10090 45%	6835 45%	5516 46%	2841 40%	9408 44%	10090 45%	7318 45%	4077 40%
Net : Any Commercial Station exc talksport	8228 36%	5743 38%	4241 35%	2861 40%	7676 36%	8228 36%	5755 35%	3916 39%
Net : Commercial stations only exc talksport	3704 16%	2270 15%	1788 15%	957 13%	3481 16%	3704 16%	2348 14%	1369 14%
NUMBER OF RADIO STATIONS USED								
1	11397 50%	7406 49%	6043 50% ^d	2948 41%	10593 50% ^h	11397 50% ^h	7916 49% ^h	4252 42%
2	8308 37%	5821 38%	4381 36%	3139 44% ^{ac}	7729 37%	8308 37%	6132 38%	4325 43% ^{ef}
3	1617 7%	1271 8%	1047 9%	689 10%	1560 7%	1617 7%	1300 8%	977 10%
4 or more	276 1%	253 2%	191 2%	165 2%	253 1%	276 1%	216 1%	253 3%
Don't know	1053 5%	422 3%	456 4%	198 3%	1021 5%	1053 5%	696 4%	290 3%
Mean Score	1.574	1.620	1.606	1.725 ^{ac}	1.577	1.574	1.604	1.720 ^{efg}
Standard Deviation	0.690	0.720	0.726	0.747	0.693	0.690	0.705	0.753
Error Variance	0.001	0.001	0.001	0.002	0.001	0.001	0.001	0.002

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

Q.6A\6B Radio stations used at least occasionally (at least once a month) for UK/international news and current affairs - TOTAL

Base: All Adults in GB who listen to the news on the radio

	Total	Q2 MAIN PLATFORM				Q1A - TV, RADIO, NEWSPAPERS OR INTERNET
		Main TV	Main Radio	Main Newspaper	Main Internet	
		(a)	(b)	(c)	(d)	
					(e)	
Unweighted Base	942	557	177	122	65	936
Weighted Base	22651	13081	4575	2760	1757*	22516
Any BBC national radio station (e.g. BBC Radio One, BBC Radio Two, BBC World Service)	15213 67%	8067 62%	3395 74%a	2103 76%a	1330 76%a	15213 68%
Any BBC local/regional radio station	5272 23%	3009 23%	1268 28%	507 18%	384 22%	5239 23%
Absolute Radio	1008 4%	533 4%	185 4%	99 4%	173 10%a	991 4%
Classic FM	2604 11%	1489 11%	517 11%	406 15%	180 10%	2572 11%
talkSPORT	2667 12%	1835 14%b	337 7%	284 10%	197 11%	2615 12%
Any other commercial radio station (e.g. Heart FM, Smooth, Capital, Gold)	6469 29%	3884 30%	1193 26%	684 25%	600 34%	6397 28%
Other radio station	754 3%	329 3%	180 4%	157 6%	88 5%	739 3%
SUMMARY CODES						
Net : Any BBC Station	16709 74%	8999 69%	3710 81%a	2179 79%a	1476 84%a	16676 74%
Net : Only BBC Station	10090 45%	5261 40%	2507 55%ad	1319 48%	673 38%	10090 45%
Net : Any Commercial Station exc talksport	8228 36%	4911 38%	1534 34%	898 33%	760 43%	8159 36%
Net : Commercial stations only exc talksport	3704 16%	2481 19%	615 13%	332 12%	165 9%	3668 16%
NUMBER OF RADIO STATIONS USED						
1	11397 50%	6558 50%	2387 52%	1327 48%	763 43%	11347 50%
2	8308 37%	4603 35%	1759 38%	1142 41%	699 40%	8223 37%
3	1617 7%	1027 8%	276 6%	147 5%	166 9%	1617 7%
4 or more	276 1%	75 1%	85 2%	42 2%	74 4%a	276 1%
Don't know	1053 5%	818 6%b	68 1%	103 4%	56 3%	1053 5%
Mean Score	1.574	1.561	1.569	1.595	1.736	1.573

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d

* small base

Q.6A\6B Radio stations used at least occasionally (at least once a month) for UK/international news and current affairs - TOTAL**Base: All Adults in GB who listen to the news on the radio**

	Total	Q2 MAIN PLATFORM				Q1A - TV, RADIO, NEWSPAPERS OR INTERNET (e)
		Main TV	Main Radio	Main Newspaper	Main internet	
		(a)	(b)	(c)	(d)	
Unweighted Base	942	557	177	122	65	936
Weighted Base	22651	13081	4575	2760	1757*	22516
Standard Deviation	0.690	0.671	0.694	0.700	0.806	0.691
Error Variance	0.001	0.001	0.003	0.004	0.010	0.001

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d

* small base

Q.6A\6B Radio stations used at least occasionally (at least once a month) for UK/international news and current affairs - TOTAL

Base: All Adults in GB who listen to the news on the radio

	Q.6A\6B RADIO STATIONS USED AT LEAST OCCASIONALLY (AT LEAST ONCE A MONTH) FOR UK/INTERNATIONAL NEWS AND CURRENT AFFAIRS - TOTAL				Q.6A\6B NUMBER OF RADIO STATIONS USED				
	Total	Any BBC Station (a)	Only BBC Station (b)	Any Commercial Station exc talksport (c)	Commercial stations only exc talksport (d)	1 (e)	2 (f)	3 (g)	4 or more (h)
Unweighted Base	942	682	423	340	161	487	333	65	9
Weighted Base	22651	16709	10090	8228	3704	11397	8308	1617*	276**
Any BBC national radio station (e.g. BBC Radio One, BBC Radio Two, BBC World Service)	15213 67%	15213 91%cd	9374 93%cd	3969 48%d	-	6768 59%	6696 81%e	1509 93%ef	240 87%
Any BBC local/regional radio station	5272 23%	5272 32%cd	3322 33%cd	1195 15%d	-	716 6%	3265 39%e	1086 67%ef	204 74%
Absolute Radio	1008 4%	492 3%b	-	708 9%ab	373 10%ab	197 2%	550 7%e	173 11%e	88 32%
Classic FM	2604 11%	1810 11%b	-	2239 27%abd	610 16%b	354 3%	1500 18%e	550 34%ef	200 72%
talkSPORT	2667 12%	1779 11%bcd	-	-	-	344 3%	1380 17%e	765 47%ef	179 65%
Any other commercial radio station (e.g. Heart FM, Smooth, Capital, Gold)	6469 29%	3137 19%b	-	5937 72%ab	3099 84%abc	2774 24%	2815 34%e	666 41%e	214 77%
Other radio station	754 3%	397 2%b	-	81 1%	-	244 2%	410 5%e	100 6%	-
SUMMARY CODES									
Net : Any BBC Station	16709 74%	16709 100%cd	10090 100%cd	4471 54%d	-	7484 66%	7355 89%e	1595 99%ef	276 100%
Net : Only BBC Station	10090 45%	10090 60%cd	10090 100%acd	-	-	7484 66%fg	2607 31%g	-	-
Net : Any Commercial Station exc talksport	8228 36%	4471 27%b	-	8228 100%ab	3704 100%ab	3325 29%	4003 48%e	802 50%e	98 35%
Net : Commercial stations only exc talksport	3704 16%	-	-	3704 45%ab	3704 100%abc	3325 29%fg	379 5%	-	-
NUMBER OF RADIO STATIONS USED									
1	11397 50%	7484 45%	7484 74%ac	3325 40%	3325 90%abc	11397 100%fg	-	-	-
2	8308 37%	7355 44%bd	2607 26%d	4003 49%bd	379 10%	-	8308 100%eg	-	-
3	1617 7%	1595 10%bd	-	802 10%bd	-	-	-	1617 100%ef	-
4 or more	276 1%	276 2%b	-	98 1%b	-	-	-	-	276 100%
Don't know	1053 5%	-	-	-	-	-	-	-	-

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

* small base; ** very small base (under 30) ineligible for sig testing

Q.6A\6B Radio stations used at least occasionally (at least once a month) for UK/international news and current affairs - TOTAL**Base: All Adults in GB who listen to the news on the radio**

Total	Q.6A\6B RADIO STATIONS USED AT LEAST OCCASIONALLY (AT LEAST ONCE A MONTH) FOR UK/INTERNATIONAL NEWS AND CURRENT AFFAIRS - TOTAL				Q.6A\6B NUMBER OF RADIO STATIONS USED				
	Any BBC Station (a)	Only BBC Station (b)	Any Commercial Station exc talksport (c)	Commercial stations only exc talksport (d)	1 (e)	2 (f)	3 (g)	4 or more (h)	
Unweighted Base	942	682	423	340	161	487	333	65	9
Weighted Base	22651	16709	10090	8228	3704	11397	8308	1617*	276**
Mean Score	1.574	1.682bd	1.258d	1.717bd	1.102	1.000	2.000	3.000ef	4.069
Standard Deviation	0.690	0.717	0.438	0.685	0.303	0.000	0.000	0.001	0.254
Error Variance	0.001	0.001	*	0.001	0.001	0.000	0.000	*	0.007

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

* small base; ** very small base (under 30) ineligible for sig testing

OFCOM NEWS STUDY (QS7603 - 611246)

Q.7A Websites (Computer or mobile inc. apps) used regularly (at least once a week) for UK/international news and current affairs

Base: All Adults in GB who access the news from the Internet

	GENDER		AGE						SOCIAL CLASS		WORKING STATUS		COUNTRY			
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	ABC1 (i)	C2DE (j)	Working (k)	Not working (l)	England (m)	Scotland (n)	Wales (o)
Unweighted Base	705	367	338	152	156	147	112	92	46	423	282	431	274	616	60	29
Weighted Base	18366	9945	8421	3471	4188	4327	3307	2087*	987*	12787	5579	12006	6360	16148	1437*	781**
BBC website	9329 51%	5483 55%ab	3845 46%	2304 66%def gh	2296 55%g	1963 45%	1625 49%	759 36%	382 39%	7182 56%aj	2147 38%	6162 51%	3167 50%	8027 50%	702 49%	599 77%
ITV website	451 2%	243 2%	209 2%	132 4%	88 2%	83 2%	54 2%	25 1%	69 7%	211 2%	240 4%i	129 1%	322 5%k	341 2%	81 6%	30 4%
Channel 4 website	412 2%	172 2%	241 3%	177 5%g	70 2%	60 1%	84 3%	- -	22 2%	281 2%	132 2%	249 2%	164 3%	336 2%	46 3%	31 4%
The Guardian website	1044 6%	577 6%	467 6%	138 4%	154 4%	347 8%	243 7%	99 5%	63 6%	930 7%aj	115 2%	790 7%	254 4%	958 6%	- -	87 11%
The Telegraph\Sunday Telegraph website	305 2%	230 2%	75 1%	9 -	26 1%	72 2%	76 2%	103 5%cd	19 2%	282 2%	24 -	227 2%	78 1%	287 2%	- -	19 2%
The Times\Sunday Times website	464 3%	324 3%	140 2%	154 4%	58 1%	68 2%	97 3%	41 2%	46 5%	398 3%	66 1%	245 2%	219 3%	393 2%	22 2%	48 6%
The Independent website	208 1%	106 1%	102 1%	47 1%	16 *	36 1%	108 3%	- -	- -	192 2%	16 *	114 1%	94 1%	208 1%	- -	- -
The Sun website	478 3%	289 3%	189 2%	108 3%	232 6%fg	109 3%	29 1%	- -	- -	220 2%	258 5%i	274 2%	203 3%	402 2%	38 3%	37 5%
The Daily Mail website	599 3%	104 1%	496 6%a	44 1%	159 4%	148 3%	161 5%	66 3%	22 2%	434 3%	165 3%	414 3%	185 3%	564 3%	16 1%	19 2%
The Star website	48 *	14 *	34 *	33 1%	- -	16 -	- -	- -	- -	- -	48 1%l	33 *	16 *	33 *	16 1%	- -
Daily Express website	75 *	60 1%	15 *	- -	15 *	37 1%	- -	- -	22 2%	60 *	15 *	37 *	38 1%	75 *	- -	- -
Daily Mirror website	213 1%	22 *	191 2%a	38 1%	40 1%	114 3%	- -	- -	22 2%	137 1%	76 1%	118 1%	96 2%	184 1%	29 2%	- -
The News of the World website	70 *	51 1%	19 *	19 1%	51 1%	- -	- -	- -	- -	70 1%	- -	51 *	19 *	70 *	- -	- -
Sky News website	1898 10%	1124 11%	774 9%	304 9%	631 15%	450 10%	287 9%	183 4%	43 4%	1264 10%	634 11%	1334 11%	564 9%	1666 10%	177 12%	55 7%
The Financial Times website	331 2%	165 2%	165 2%	- -	95 2%	142 3%c	70 2%	- -	24 2%	331 3%j	- -	275 2%	55 1%	331 2%	- -	- -
Google news\Yahoo news\MSN news	5412 29%	2668 27%	2744 33%a	1202 35%	1314 31%	1308 30%	900 27%	470 23%	217 22%	3541 28%	1870 34%	3523 29%	1889 30%	4716 29%	540 38%	156 20%
Blogs	265 1%	69 1%	195 2%	62 2%	86 2%	57 1%	59 2%	- -	- -	185 1%	80 1%	190 2%	75 1%	265 2%	- -	- -
Other website	1119 6%	631 6%	488 6%	191 6%	87 2%	209 5%	362 11%cd	174 8%cd	96 10%cd	681 5%	438 8%	508 4%	611 10%k	849 5%	270 19%lm	- -
SUMMARY CODES																
Net : The Times\Sunday Times website only	87 *	61 1%	26 *	- -	26 1%	39 1%	22 1%	- -	- -	39 *	48 1%	39 *	48 1%	87 1%	- -	- -

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o

* small base; ** very small base (under 30) ineligible for sig testing

Q.7A Websites (Computer or mobile inc. apps) used regularly (at least once a week) for UK/international news and current affairs

Base: All Adults in GB who access the news from the Internet

	GENDER		AGE						SOCIAL CLASS		WORKING STATUS		COUNTRY			
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	ABC1 (i)	C2DE (j)	Working (k)	Not working (l)	England (m)	Scotland (n)	Wales (o)
Unweighted Base	705	367	338	152	156	147	112	92	46	423	282	431	274	616	60	29
Weighted Base	18366	9945	8421	3471	4188	4327	3307	2087*	987*	12787	5579	12006	6360	16148	1437*	781**
Net : The News of the World website only	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net : Sky News website only	594	263	331	48	153	129	127	117	19	302	292	412	182	510	84	-
	3%	3%	4%	1%	4%	3%	4%	6%	2%	2%	5% ⁱ	3%	3%	3%	6%	-
Net : The Sun website only	259	187	72	61	123	75	-	-	-	140	119	184	75	222	-	37
	1%	2%	1%	2%	3%	2%	-	-	-	1%	2%	2%	1%	1%	-	5%
Net : The BBC website only	5323	3222	2101	1394	1210	1053	983	476	208	4118	1205	3566	1757	4581	370	373
	29%	32% ^b	25%	40% ^d	29% ^h	24%	30%	23%	21%	32% ^j	22%	30%	28%	28%	26%	48%
Net : The Times\Sunday Times or NoW or Sun only	346	248	99	61	149	114	22	-	-	179	168	223	123	309	-	37
	2%	2%	1%	2%	4%	3%	1%	-	-	1%	3%	2%	2%	2%	-	5%
NUMBER OF WEBSITES USED																
1	11011	5901	5111	2100	2595	2503	2095	1179	539	7520	3491	7289	3722	9653	906	453
	60%	59%	61%	61%	62%	58%	63%	56%	55%	59%	63%	61%	59%	60%	63%	58%
2	3239	1849	1391	573	893	845	557	219	152	2374	865	2368	871	2804	258	177
	18%	19%	17%	17%	21% ^g	20%	17%	11%	15%	19%	16%	20%	14%	17%	18%	23%
3	1137	614	523	358	255	231	154	70	69	910	227	549	588	976	101	60
	6%	6%	6%	10%	6%	5%	5%	3%	7%	7%	4%	5%	9% ^k	6%	7%	8%
4 or more	404	219	185	146	67	65	107	19	-	308	96	209	196	332	53	19
	2%	2%	2%	4%	2%	2%	3%	1%	-	2%	2%	2%	3%	2%	4%	2%
Don't know	2574	1363	1211	293	377	683	395	599	227	1674	900	1592	983	2383	119	73
	14%	14%	14%	8%	9%	16%	12%	29% ^{cde}	23% ^{cd}	13%	16%	13%	15%	15%	8%	9%
Mean Score	1.439	1.437	1.441	1.561 ^g	1.421	1.432	1.427	1.292	1.381	1.476	1.352	1.409	1.497	1.431	1.470	1.525
Standard Deviation	0.795	0.745	0.851	0.930	0.696	0.786	0.842	0.672	0.646	0.826	0.710	0.761	0.854	0.791	0.803	0.858
Error Variance	0.001	0.002	0.003	0.006	0.003	0.005	0.007	0.007	0.012	0.002	0.002	0.002	0.003	0.001	0.012	0.028

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o

* small base; ** very small base (under 30) ineligible for sig testing

Q.7A Websites (Computer or mobile inc. apps) used regularly (at least once a week) for UK/international news and current affairs
Base: All Adults in GB who access the news from the Internet

	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED				
	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	
Unweighted Base	705	276	337	461	607	378	458	705	
Weighted Base	18366	7410	8796	12154	15830	10097	12003	18366	
BBC website	9329 51%	7092 50%	3998 54%	4518 51%	7307 60%ac	7867 50%	5480 54%	6333 53%	9329 51%
ITV website	451 2%	383 3%	229 3%	270 3%	334 3%	407 3%	253 3%	349 3%	451 2%
Channel 4 website	412 2%	340 2%	198 3%	261 3%	342 3%	382 2%	240 2%	302 3%	412 2%
The Guardian website	1044 6%	804 6%	431 6%	551 6%	885 7%	902 6%	605 6%	815 7%	1044 6%
The Telegraph\Sunday Telegraph website	305 2%	246 2%	145 2%	127 1%	258 2%	260 2%	217 2%	263 2%	305 2%
The Times\Sunday Times website	464 3%	333 2%	189 3%	243 3%	360 3%	374 2%	278 3%	350 3%	464 3%
The Independent website	208 1%	100 1%	106 1%	162 2%	169 1%	208 1%	134 1%	208 2%	208 1%
The Sun website	478 3%	325 2%	166 2%	273 3%	244 2%	409 3%	242 2%	362 3%	478 3%
The Daily Mail website	599 3%	347 2%	222 3%	223 3%	554 5%	462 3%	403 4%	366 3%	599 3%
The Star website	48 *	48 *	- -	30 *	48 *	48 *	30 *	48 *	48 *
Daily Express website	75 *	75 1%	22 *	22 *	15 *	75 *	22 *	38 *	75 *
Daily Mirror website	213 1%	177 1%	90 1%	118 1%	122 1%	177 1%	90 1%	183 2%	213 1%
The News of the World website	70 *	70 *	70 1%	19 *	70 1%	70 *	70 1%	19 *	70 *
Sky News website	1898 10%	1428 10%	768 10%	929 11%	1496 12%	1614 10%	1203 12%	1254 10%	1898 10%
The Financial Times website	331 2%	205 1%	72 1%	205 2%	261 2%	275 2%	104 1%	261 2%	331 2%
Google news\Yahoo news\MSN news	5412 29%	4263 30%	2103 28%	2597 30%	3386 28%	4652 29%	2772 27%	3498 29%	5412 29%
Blogs	265 1%	151 1%	72 1%	112 1%	207 2%	183 1%	102 1%	187 2%	265 1%
Other website	1119 6%	783 5%	321 4%	450 5%	679 6%	1032 7%	412 4%	570 5%	1119 6%
SUMMARY CODES									
Net : The Times\Sunday Times website only	87 *	65 *	39 1%	39 *	22 *	87 1%	39 *	39 *	87 *

Q.7A Websites (Computer or mobile inc. apps) used regularly (at least once a week) for UK/international news and current affairs
Base: All Adults in GB who access the news from the Internet

	Total	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED			
		Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	705	548	276	337	461	607	378	458	705
Weighted Base	18366	14285	7410	8796	12154	15830	10097	12003	18366
Net : The News of the World website only	-	-	-	-	-	-	-	-	-
Net : Sky News website only	594 3%	430 3%	123 2%	282 3%	380 3%	507 3%	315 3%	369 3%	594 3%
Net : The Sun website only	259 1%	195 1%	81 1%	101 1%	64 1%	227 1%	123 1%	162 1%	259 1%
Net : The BBC website only	5323 29%	4049 28%	2264 31%	2591 29%	3974 33%	4437 28%	3190 32%	3578 30%	5323 29%
Net : The Times\Sunday Times or NoW or Sun only	346 2%	260 2%	120 2%	140 2%	86 1%	314 2%	162 2%	201 2%	346 2%
NUMBER OF WEBSITES USED									
1	11011 60%	8446 59%	4067 55%	5024 57%	6935 57%	9423 60%	5809 58%	6902 58%	11011 60%
2	3239 18%	2470 17%	1545 21%	1508 17%	2653 22%	2662 17%	2058 20%	2130 18%	3239 18%
3	1137 6%	836 6%	419 6%	608 7%	977 8%	979 6%	578 6%	863 7%	1137 6%
4 or more	404 2%	277 2%	150 2%	265 3%	341 3%	386 2%	203 2%	367 3%	404 2%
Don't know	2574 14%	2256 16% ^d	1228 17% ^d	1391 16% ^d	1248 10%	2379 15%	1449 14%	1740 14%	2574 14%
Mean Score	1.439	1.427	1.489	1.500	1.535	1.442	1.464	1.501	1.439
Standard Deviation	0.795	0.785	0.860	0.896	0.862	0.805	0.820	0.871	0.795
Error Variance	0.001	0.001	0.003	0.003	0.002	0.001	0.002	0.002	0.001

Q.7A Websites (Computer or mobile inc. apps) used regularly (at least once a week) for UK/international news and current affairs
Base: All Adults in GB who access the news from the Internet

	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED				
	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	
Unweighted Base	705	276	337	461	607	378	458	705	
Weighted Base	18366	7410	8796	12154	15830	10097	12003	18366	
BBC website	9329 51%	7092 50%	3998 54%	4518 51%	7307 60%ac	7867 50%	5480 54%	6333 53%	9329 51%
ITV website	451 2%	383 3%	229 3%	270 3%	334 3%	407 3%	253 3%	349 3%	451 2%
Channel 4 website	412 2%	340 2%	198 3%	261 3%	342 3%	382 2%	240 2%	302 3%	412 2%
The Guardian website	1044 6%	804 6%	431 6%	551 6%	885 7%	902 6%	605 6%	815 7%	1044 6%
The Telegraph\Sunday Telegraph website	305 2%	246 2%	145 2%	127 1%	258 2%	260 2%	217 2%	263 2%	305 2%
The Times\Sunday Times website	464 3%	333 2%	189 3%	243 3%	360 3%	374 2%	278 3%	350 3%	464 3%
The Independent website	208 1%	100 1%	106 1%	162 2%	169 1%	208 1%	134 1%	208 2%	208 1%
The Sun website	478 3%	325 2%	166 2%	273 3%	244 2%	409 3%	242 2%	362 3%	478 3%
The Daily Mail website	599 3%	347 2%	222 3%	223 3%	554 5%	462 3%	403 4%	366 3%	599 3%
The Star website	48 *	48 *	- -	30 *	48 *	48 *	30 *	48 *	48 *
Daily Express website	75 *	75 1%	22 *	22 *	15 *	75 *	22 *	38 *	75 *
Daily Mirror website	213 1%	177 1%	90 1%	118 1%	122 1%	177 1%	90 1%	183 2%	213 1%
The News of the World website	70 *	70 *	70 1%	19 *	70 1%	70 *	70 1%	19 *	70 *
Sky News website	1898 10%	1428 10%	768 10%	929 11%	1496 12%	1614 10%	1203 12%	1254 10%	1898 10%
The Financial Times website	331 2%	205 1%	72 1%	205 2%	261 2%	275 2%	104 1%	261 2%	331 2%
Google news\Yahoo news\MSN news	5412 29%	4263 30%	2103 28%	2597 30%	3386 28%	4652 29%	2772 27%	3498 29%	5412 29%
Blogs	265 1%	151 1%	72 1%	112 1%	207 2%	183 1%	102 1%	187 2%	265 1%
Other website	1119 6%	783 5%	321 4%	450 5%	679 6%	1032 7%	412 4%	570 5%	1119 6%
SUMMARY CODES									
Net : The Times\Sunday Times website only	87 *	65 *	39 1%	39 *	22 *	87 1%	39 *	39 *	87 *

Q.7A Websites (Computer or mobile inc. apps) used regularly (at least once a week) for UK/international news and current affairs

Base: All Adults in GB who access the news from the Internet

	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED				
	Total	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	705	548	276	337	461	607	378	458	705
Weighted Base	18366	14285	7410	8796	12154	15830	10097	12003	18366
Net : The News of the World website only	-	-	-	-	-	-	-	-	-
Net : Sky News website only	594 3%	430 3%	123 2%	282 3%	380 3%	507 3%	315 3%	369 3%	594 3%
Net : The Sun website only	259 1%	195 1%	81 1%	101 1%	64 1%	227 1%	123 1%	162 1%	259 1%
Net : The BBC website only	5323 29%	4049 28%	2264 31%	2591 29%	3974 33%	4437 28%	3190 32%	3578 30%	5323 29%
Net : The Times\Sunday Times or NoW or Sun only	346 2%	260 2%	120 2%	140 2%	86 1%	314 2%	162 2%	201 2%	346 2%
NUMBER OF WEBSITES USED									
1	11011 60%	8446 59%	4067 55%	5024 57%	6935 57%	9423 60%	5809 58%	6902 58%	11011 60%
2	3239 18%	2470 17%	1545 21%	1508 17%	2653 22%	2662 17%	2058 20%	2130 18%	3239 18%
3	1137 6%	836 6%	419 6%	608 7%	977 8%	979 6%	578 6%	863 7%	1137 6%
4 or more	404 2%	277 2%	150 2%	265 3%	341 3%	386 2%	203 2%	367 3%	404 2%
Don't know	2574 14%	2256 16% ^d	1228 17% ^d	1391 16% ^d	1248 10%	2379 15%	1449 14%	1740 14%	2574 14%
Mean Score	1.439	1.427	1.489	1.500	1.535	1.442	1.464	1.501	1.439
Standard Deviation	0.795	0.785	0.860	0.896	0.862	0.805	0.820	0.871	0.795
Error Variance	0.001	0.001	0.003	0.003	0.002	0.001	0.002	0.002	0.001

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

Q.7A Websites (Computer or mobile inc. apps) used regularly (at least once a week) for UK/international news and current affairs

Base: All Adults in GB who access the news from the Internet

	Total	Q2 MAIN PLATFORM				Q1A - TV, RADIO, NEWSPAPERS OR INTERNET
		Main TV	Main Radio	Main Newspaper	Main Internet	
		(a)	(b)	(c)	(d)	
					(e)	
Unweighted Base	705	361	66	80	185	701
Weighted Base	18366	9336	1880*	2002*	4834	18273
BBC website	9329 51%	4292 46%	923 49%	966 48%	3067 63%abc	9296 51%
ITV website	451 2%	204 2%	69 4%	25 1%	124 3%	451 2%
Channel 4 website	412 2%	135 1%	105 6%a	15 1%	124 3%	412 2%
The Guardian website	1044 6%	331 4%	228 12%a	164 8%	322 7%	1044 6%
The Telegraph\Sunday Telegraph website	305 2%	228 2%	-	19 1%	59 1%	305 2%
The Times\Sunday Times website	464 3%	183 2%	-	81 4%	201 4%	464 3%
The Independent website	208 1%	16 *	31 2%	106 5%ad	55 1%	208 1%
The Sun website	478 3%	217 2%	52 3%	15 1%	194 4%	478 3%
The Daily Mail website	599 3%	205 2%	59 3%	72 4%	232 5%	599 3%
The Star website	48 *	30 *	-	-	19 *	48 *
Daily Express website	75 *	60 1%	-	-	15 *	75 *
Daily Mirror website	213 1%	135 1%	-	41 2%	38 1%	213 1%
The News of the World website	70 *	51 1%	-	-	19 *	70 *
Sky News website	1898 10%	1146 12%b	-	229 11%b	499 10%b	1898 10%
The Financial Times website	331 2%	70 1%	-	107 5%a	130 3%	331 2%
Google news\Yahoo news\MSN news	5412 29%	2774 30%	446 24%	562 28%	1468 30%	5351 29%
Blogs	265 1%	61 1%	54 3%	33 2%	117 2%	265 1%
Other website	1119 6%	485 5%	147 8%	124 6%	328 7%	1119 6%
SUMMARY CODES						
Net : The Times\Sunday Times website only	87 *	65 1%	-	-	22 *	87 *

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d

* small base

Q.7A Websites (Computer or mobile inc. apps) used regularly (at least once a week) for UK/international news and current affairs

Base: All Adults in GB who access the news from the Internet

	Total	Q2 MAIN PLATFORM				Q1A - TV, RADIO, NEWSPAPERS OR INTERNET
		Main TV	Main Radio	Main Newspaper	Main Internet	
		(a)	(b)	(c)	(d)	
					(e)	
Unweighted Base	705	361	66	80	185	701
Weighted Base	18366	9336	1880*	2002*	4834	18273
Net : The News of the World website only	-	-	-	-	-	-
Net : Sky News website only	594 3%	344 4%	-	102 5%	148 3%	594 3%
Net : The Sun website only	259 1%	181 2%	-	-	78 2%	259 1%
Net : The BBC website only	5323 29%	2415 26%	678 36%	497 25%	1698 35% ^a	5290 29%
Net : The Times\Sunday Times or NoW or Sun only	346 2%	246 3%	-	-	100 2%	346 2%
NUMBER OF WEBSITES USED						
1	11011 60%	5586 60%	1215 65%	1116 56%	2938 61%	10918 60%
2	3239 18%	1473 16%	247 13%	358 18%	1030 21%	3239 18%
3	1137 6%	496 5%	76 4%	153 8%	412 9%	1137 6%
4 or more	404 2%	146 2%	29 2%	68 3%	162 3%	404 2%
Don't know	2574 14%	1636 18% ^d	312 17% ^d	309 15% ^d	293 6%	2574 14%
Mean Score	1.439	1.379	1.347	1.511	1.543 ^a	1.442
Standard Deviation	0.795	0.702	0.832	0.818	0.915	0.797
Error Variance	0.001	0.002	0.013	0.010	0.005	0.001

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d

* small base

Q.7A Websites (Computer or mobile inc. apps) used regularly (at least once a week) for UK/international news and current affairs

Base: All Adults in GB who access the news from the Internet

	Q.7A WEBSITES (COMPUTER OR MOBILE INC. APPS) USED REGULARLY (AT LEAST ONCE A WEEK) FOR UK/INTERNATIONAL NEWS AND CURRENT AFFAIRS						Q.7A NUMBER OF WEBSITES USED				
	Total	The Times/Sunday Times website only (a)	The News of the World website only (b)	Sky News website only (c)	The Sun website only (d)	The BBC website only (e)	The Times/Sunday Times or NoW or Sun only (f)	1 (g)	2 (h)	3 (i)	4 or more (j)
Unweighted Base	705	3	-	23	10	199	13	422	122	42	15
Weighted Base	18366	87**	**	594**	259**	5323	346**	11011	3239	1137*	404**
BBC website	9329	-	-	-	-	5323	-	5323	2629	973	404
		51%				100%		48%	81%g	86%g	100%
ITV website	451	-	-	-	-	-	-	25	155	174	98
		2%						*	5%g	15%gh	24%
Channel 4 website	412	-	-	-	-	-	-	63	103	125	121
		2%						1%	3%g	11%g	30%
The Guardian website	1044	-	-	-	-	-	-	211	323	301	209
		6%						2%	10%g	26%gh	52%
The Telegraph/Sunday Telegraph website	305	-	-	-	-	-	-	48	141	59	58
		2%						*	4%g	5%g	14%
The Times/Sunday Times website	464	87	-	-	-	-	87	87	126	128	123
		3%	100%				25%	1%	4%g	11%g	31%
The Independent website	208	-	-	-	-	-	-	31	-	39	139
		1%						*	-	3%g	34%
The Sun website	478	-	-	-	259	-	259	259	92	47	80
		3%			100%		75%	2%	3%	4%	20%
The Daily Mail website	599	-	-	-	-	-	-	313	103	101	82
		3%						3%	3%	9%g	20%
The Star website	48	-	-	-	-	-	-	-	30	19	-
		*						-	1%	2%g	-
Daily Express website	75	-	-	-	-	-	-	60	15	-	-
		*						1%	*	-	-
Daily Mirror website	213	-	-	-	-	-	-	38	42	67	66
		1%						*	1%	6%g	16%
The News of the World website	70	-	-	-	-	-	-	-	-	51	19
		*						-	-	5%gh	5%
Sky News website	1898	-	-	594	-	-	-	594	850	315	139
		10%		100%				5%	26%g	28%g	34%
The Financial Times website	331	-	-	-	-	-	-	32	118	106	75
		2%						*	4%g	9%g	19%
Google news\Yahoo news\MSN news	5412	-	-	-	-	-	-	3044	1431	777	161
		29%						28%	44%g	68%gh	40%
Blogs	265	-	-	-	-	-	-	57	85	75	48
		1%						1%	3%g	7%g	12%
Other website	1119	-	-	-	-	-	-	827	236	56	-
		6%						8%	7%	5%	-
SUMMARY CODES											
Net : The Times/Sunday Times website only	87	87	-	-	-	-	87	87	-	-	-
	*	100%				25%	1%	-	-	-	-

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j

* small base; ** very small base (under 30) ineligible for sig testing

OFCOM NEWS STUDY (QS7603 - 611246)

Q.7A Websites (Computer or mobile inc. apps) used regularly (at least once a week) for UK/international news and current affairs
Base: All Adults in GB who access the news from the Internet

	Q.7A WEBSITES (COMPUTER OR MOBILE INC. APPS) USED REGULARLY (AT LEAST ONCE A WEEK) FOR UK/INTERNATIONAL NEWS AND CURRENT AFFAIRS						Q.7A NUMBER OF WEBSITES USED				
	Total	The Times/Sunday Times website only (a)	The News of the World website only (b)	Sky News website only (c)	The Sun website only (d)	The BBC website only (e)	The Times/Sunday Times or NoW or Sun only (f)	1 (g)	2 (h)	3 (i)	4 or more (j)
Unweighted Base	705	3	-	23	10	199	13	422	122	42	15
Weighted Base	18366	87**	**	594**	259**	5323	346**	11011	3239	1137*	404**
Net : The News of the World website only	-	-	-	-	-	-	-	-	-	-	-
Net : Sky News website only	594 3%	-	-	594 100%	-	-	-	594 5%h	-	-	-
Net : The Sun website only	259 1%	-	-	-	259 100%	-	259 75%	259 2%	-	-	-
Net : The BBC website only	5323 29%	-	-	-	-	5323 100%	-	5323 48%hi	-	-	-
Net : The Times/Sunday Times or NoW or Sun only	346 2%	87 100%	-	-	259 100%	-	346 100%	346 3%	-	-	-
NUMBER OF WEBSITES USED											
1	11011 60%	87 100%	-	594 100%	259 100%	5323 100%	346 100%	11011 100%hi	-	-	-
2	3239 18%	-	-	-	-	-	-	-	3239 100%gi	-	-
3	1137 6%	-	-	-	-	-	-	-	-	1137 100%gh	-
4 or more	404 2%	-	-	-	-	-	-	-	-	-	404 100%
Don't know	2574 14%	-	-	-	-	-	-	-	-	-	-
Mean Score	1.439	1.000	-	1.000	1.000	1.000	1.000	1.000	2.000	3.000gh	4.507
Standard Deviation	0.795	0.000	-	0.000	0.000	0.000	0.000	0.000	0.000	0.001	0.816
Error Variance	0.001	0.000	-	0.000	0.000	0.000	0.000	0.000	0.000	*	0.044

Fieldwork : 19/11/10 - 23/11/10 (Week 46)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j
 * small base; ** very small base (under 30) ineligible for sig testing

OFCOM NEWS STUDY (QS7603 - 611246)

Q.7B Websites (Computer or mobile inc. apps) used at least occasionally (at least once a month) for UK/international news and current affairs

Base: All Adults in GB who access the news from the Internet

	GENDER		AGE						SOCIAL CLASS		WORKING STATUS		COUNTRY			
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	ABC1 (i)	C2DE (j)	Working (k)	Not working (l)	England (m)	Scotland (n)	Wales (o)
Unweighted Base	705	367	338	152	156	147	112	92	46	423	282	431	274	616	60	29
Weighted Base	18366	9945	8421	3471	4188	4327	3307	2087*	987*	12787	5579	12006	6360	16148	1437*	781**
BBC website	1491 8%	612 6%	879 10%a	162 5%	210 5%	450 10%	250 8%	360 17%cdf	60 6%	1094 9%	398 7%	978 8%	513 8%	1345 8%	147 10%	-
ITV website	627 3%	265 3%	362 4%	209 6%	121 3%	80 2%	166 5%	37 2%	14 1%	259 2%	368 7%l	369 3%	258 4%	505 3%	92 6%	29 4%
Channel 4 website	356 2%	160 2%	196 2%	191 6%def	53 1%	55 1%	-	33 2%	24 2%	223 2%	133 2%	197 2%	159 3%	258 2%	49 3%	48 6%
The Guardian website	561 3%	313 3%	248 3%	128 4%	111 3%	37 1%	212 6%e	72 3%	-	489 4%	72 1%	409 3%	153 2%	561 3%	-	-
The Telegraph\Sunday Telegraph website	329 2%	213 2%	115 1%	47 1%	63 2%	150 3%	68 2%	-	-	329 3%j	-	245 2%	84 1%	329 2%	-	-
The Times\Sunday Times website	218 1%	57 1%	160 2%	19 1%	51 1%	69 2%	29 1%	51 2%	-	175 1%	43 1%	142 1%	76 1%	218 1%	-	-
The Independent website	188 1%	159 2%	29 *	-	64 2%	-	105 3%ce	19 1%	-	188 1%	-	188 2%	-	188 1%	-	-
The Sun website	309 2%	164 2%	144 2%	59 2%	91 2%	62 1%	96 3%	-	-	142 1%	167 3%	253 2%	56 1%	230 1%	79 5%rn	-
The Daily Mail website	235 1%	183 2%	52 1%	13 *	32 1%	149 3%	-	-	42 4%ct	162 1%	73 1%	144 1%	91 1%	188 1%	47 3%	-
The Star website	87 *	29 *	58 1%	29 1%	-	-	58 2%	-	-	87 1%	-	29 *	58 1%	87 1%	-	-
Daily Express website	112 1%	22 *	89 1%	-	32 1%	-	58 2%	-	22 2%ee	83 1%	29 1%	89 1%	22 *	83 1%	29 2%	-
Daily Mirror website	93 1%	64 1%	29 *	-	-	64 1%	29 1%	-	-	68 1%	25 *	93 1%	-	68 *	25 2%	-
The News of the World website	29 *	-	29 *	-	-	-	29 1%	-	-	29 *	-	29 *	-	29 *	-	-
Sky News website	1101 6%	811 8%b	290 3%	260 7%	253 6%	337 8%	184 6%	45 2%	22 2%	780 6%	321 6%	731 6%	370 6%	946 6%	101 7%	55 7%
The Financial Times website	284 2%	200 2%	85 1%	-	96 2%	33 1%	59 2%	73 3%c	24 2%	284 2%j	-	237 2%	47 1%	284 2%	-	-
Google news\Yahoo news\MSN news	1548 8%	958 10%	590 7%	188 5%	340 8%	564 13%cg	372 11%g	48 2%	37 4%	1109 9%	440 8%	1117 9%	431 7%	1372 8%	29 2%	148 19%
Blogs	246 1%	148 1%	98 1%	186 5%defg	32 1%	29 1%	-	-	-	204 1%	42 1%	93 1%	154 2%	222 1%	24 2%	-
Other website	580 3%	332 3%	248 3%	145 4%	95 2%	142 3%	104 3%	81 4%	14 1%	347 3%	233 4%	357 3%	223 4%	437 3%	104 7%	39 5%
SUMMARY CODES																
Net : The Times\Sunday Times website only	134 1%	57 1%	77 1%	-	51 1%	33 1%	-	51 2%	-	110 1%	24 *	58 *	76 1%	134 1%	-	-

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o

* small base; ** very small base (under 30) ineligible for sig testing

OFCOM NEWS STUDY (QS7603 - 611246)

Q.7B Websites (Computer or mobile inc. apps) used at least occasionally (at least once a month) for UK/international news and current affairs

Base: All Adults in GB who access the news from the Internet

	GENDER		AGE						SOCIAL CLASS		WORKING STATUS		COUNTRY			
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	ABC1 (i)	C2DE (j)	Working (k)	Not working (l)	England (m)	Scotland (n)	Wales (o)
Unweighted Base	705	367	338	152	156	147	112	92	46	423	282	431	274	616	60	29
Weighted Base	18366	9945	8421	3471	4188	4327	3307	2087*	987*	12787	5579	12006	6360	16148	1437*	781**
Net : The News of the World website only	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net : Sky News website only	935	710	225	247	231	235	155	45	22	649	286	579	357	780	101	55
	5%	7% ^b	3%	7%	6%	5%	5%	2%	2%	5%	5%	5%	6%	5%	7%	7%
Net : The Sun website only	228	102	126	41	91	-	96	-	-	104	123	172	56	174	54	-
	1%	1%	1%	1%	2%	-	3% ^e	-	-	1%	2%	1%	1%	1%	4%	-
Net : The BBC website only	1278	452	826	133	210	343	250	282	60	924	354	817	461	1132	147	-
	7%	5%	10% ^a	4%	5%	8%	8%	14% ^{cd}	6%	7%	6%	7%	7%	7%	10%	-
Net : The Times\Sunday Times or NoW or Sun only	362	159	203	41	141	33	96	51	-	214	148	230	131	308	54	-
	2%	2%	2%	1%	3%	1%	3%	2%	-	2%	3%	2%	2%	2%	4%	-
NUMBER OF WEBSITES USED																
1	6445	3520	2924	1393	1471	1380	1278	663	259	4441	2003	3948	2497	5509	616	319
	35%	35%	35%	40%	35%	32%	39%	32%	26%	35%	36%	33%	39%	34%	43%	41%
2	427	307	120	66	86	145	53	77	-	322	105	356	71	409	18	-
	2%	3%	1%	2%	2%	3%	2%	4%	-	3%	2%	3%	1%	3%	1%	-
3	209	136	74	38	-	133	39	-	-	166	44	191	19	184	25	-
	1%	1%	1%	1%	-	3% ^d	1%	-	-	1%	1%	2%	*	1%	2%	-
4 or more	66	37	29	-	-	37	29	-	-	66	-	66	-	66	-	-
	*	*	*	-	-	1%	1%	-	-	1%	-	1%	-	*	-	-
Mean Score	1.174	1.173	1.177	1.094	1.055	1.309	1.300	1.104	1.000	1.211	1.089	1.250	1.042	1.191	1.102	1.000
Standard Deviation	0.773	0.517	1.009	0.368	0.228	0.709	1.457	0.306	0.000	0.893	0.349	0.943	0.234	0.820	0.410	0.000
Error Variance	0.002	0.002	0.008	0.002	0.001	0.009	0.045	0.003	0.000	0.005	0.001	0.005	*	0.003	0.006	0.000

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o

* small base; ** very small base (under 30) ineligible for sig testing

Q.7B Websites (Computer or mobile inc. apps) used at least occasionally (at least once a month) for UK/international news and current affairs
Base: All Adults in GB who access the news from the Internet

	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED				
	Total	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	705	548	276	337	461	607	378	458	705
Weighted Base	18366	14285	7410	8796	12154	15830	10097	12003	18366
BBC website	1491 8%	1338 9%	611 8%	655 7%	771 6%	1426 9%	804 8%	1007 8%	1491 8%
ITV website	627 3%	601 4%	329 4%	311 4%	433 4%	601 4%	481 5%	438 4%	627 3%
Channel 4 website	356 2%	263 2%	141 2%	196 2%	291 2%	337 2%	202 2%	248 2%	356 2%
The Guardian website	561 3%	410 3%	268 4%	258 3%	453 4%	431 3%	331 3%	403 3%	561 3%
The Telegraph\Sunday Telegraph website	329 2%	258 2%	176 2%	154 2%	300 2%	258 2%	214 2%	259 2%	329 2%
The Times\Sunday Times website	218 1%	148 1%	134 2%	168 2%	218 2%	148 1%	167 2%	218 2%	218 1%
The Independent website	188 1%	149 1%	188 3%	124 1%	169 1%	149 1%	188 2%	156 1%	188 1%
The Sun website	309 2%	223 2%	112 2%	119 1%	248 2%	270 2%	165 2%	141 1%	309 2%
The Daily Mail website	235 1%	165 1%	104 1%	145 2%	180 1%	190 1%	155 2%	181 2%	235 1%
The Star website	87 *	87 1%	29 *	58 1%	58 *	87 1%	58 1%	58 *	87 *
Daily Express website	112 1%	80 1%	83 1%	80 1%	29 *	80 1%	83 1%	80 1%	112 1%
Daily Mirror website	93 1%	29 *	29 *	29 *	93 1%	93 1%	29 *	29 *	93 1%
The News of the World website	29 *	29 *	29 *	29 *	29 *	29 *	29 *	29 *	29 *
Sky News website	1101 6%	977 7%	384 5%	599 7%	839 7%	1008 6%	581 6%	796 7%	1101 6%
The Financial Times website	284 2%	222 2%	132 2%	133 2%	203 2%	254 2%	220 2%	261 2%	284 2%
Google news\Yahoo news\MSN news	1548 8%	1076 8%	730 10%	655 7%	1254 10%	1291 8%	942 9%	1022 9%	1548 8%
Blogs	246 1%	106 1%	49 1%	171 2%	189 2%	153 1%	74 1%	200 2%	246 1%
Other website	580 3%	340 2%	222 3%	307 3%	393 3%	442 3%	268 3%	376 3%	580 3%
SUMMARY CODES									
Net : The Times\Sunday Times website only	134 1%	83 1%	51 1%	84 1%	134 1%	83 1%	83 1%	134 1%	134 1%

Q.7B Websites (Computer or mobile inc. apps) used at least occasionally (at least once a month) for UK/international news and current affairs

Base: All Adults in GB who access the news from the Internet

	Total	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED			
		Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	705	548	276	337	461	607	378	458	705
Weighted Base	18366	14285	7410	8796	12154	15830	10097	12003	18366
Net : The News of the World website only	-	-	-	-	-	-	-	-	-
Net : Sky News website only	935 5%	811 6%	286 4%	502 6%	686 6%	842 5%	428 4%	666 6%	935 5%
Net : The Sun website only	228 1%	186 1%	55 1%	101 1%	167 1%	208 1%	109 1%	123 1%	228 1%
Net : The BBC website only	1278 7%	1141 8%	516 7%	556 6%	612 5%	1213 8%	654 6%	823 7%	1278 7%
Net : The Times\Sunday Times or NoW or Sun only	362 2%	269 2%	106 1%	185 2%	301 2%	291 2%	192 2%	256 2%	362 2%
NUMBER OF WEBSITES USED									
1	6445 35%	4893 34%	2451 33%	3059 35%	4374 36%	5532 35%	3386 34%	4461 37%	6445 35%
2	427 2%	380 3%	247 3%	240 3%	341 3%	396 3%	291 3%	344 3%	427 2%
3	209 1%	127 1%	113 2%	113 1%	209 2%	152 1%	184 2%	145 1%	209 1%
4 or more	66 *	66 *	66 1%	29 *	66 1%	66 *	66 1%	29 *	66 *
Mean Score	1.174	1.189	1.303	1.219	1.233	1.179	1.270	1.185	1.174
Standard Deviation	0.773	0.846	1.127	0.996	0.910	0.810	1.005	0.855	0.773
Error Variance	0.002	0.003	0.012	0.008	0.004	0.003	0.007	0.004	0.002

Q.7B Websites (Computer or mobile inc. apps) used at least occasionally (at least once a month) for UK/international news and current affairs
Base: All Adults in GB who access the news from the Internet

	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED			
	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	705	276	337	461	607	378	458	705
Weighted Base	18366	7410	8796	12154	15830	10097	12003	18366
BBC website	1491 8%	611 8%	655 7%	771 6%	1426 9%	804 8%	1007 8%	1491 8%
ITV website	627 3%	329 4%	311 4%	433 4%	601 4%	481 5%	438 4%	627 3%
Channel 4 website	356 2%	141 2%	196 2%	291 2%	337 2%	202 2%	248 2%	356 2%
The Guardian website	561 3%	268 4%	258 3%	453 4%	431 3%	331 3%	403 3%	561 3%
The Telegraph\Sunday Telegraph website	329 2%	176 2%	154 2%	300 2%	258 2%	214 2%	259 2%	329 2%
The Times\Sunday Times website	218 1%	134 2%	168 2%	218 2%	148 1%	167 2%	218 2%	218 1%
The Independent website	188 1%	188 3%	124 1%	169 1%	149 1%	188 2%	156 1%	188 1%
The Sun website	309 2%	112 2%	119 1%	248 2%	270 2%	165 2%	141 1%	309 2%
The Daily Mail website	235 1%	104 1%	145 2%	180 1%	190 1%	155 2%	181 2%	235 1%
The Star website	87 *	29 *	58 1%	58 *	87 1%	58 1%	58 *	87 *
Daily Express website	112 1%	83 1%	80 1%	29 *	80 1%	83 1%	80 1%	112 1%
Daily Mirror website	93 1%	29 *	29 *	93 1%	93 1%	29 *	29 *	93 1%
The News of the World website	29 *	29 *	29 *	29 *	29 *	29 *	29 *	29 *
Sky News website	1101 6%	384 5%	599 7%	839 7%	1008 6%	581 6%	796 7%	1101 6%
The Financial Times website	284 2%	132 2%	133 2%	203 2%	254 2%	220 2%	261 2%	284 2%
Google news\Yahoo news\MSN news	1548 8%	730 10%	655 7%	1254 10%	1291 8%	942 9%	1022 9%	1548 8%
Blogs	246 1%	49 1%	171 2%	189 2%	153 1%	74 1%	200 2%	246 1%
Other website	580 3%	222 3%	307 3%	393 3%	442 3%	268 3%	376 3%	580 3%
SUMMARY CODES								
Net : The Times\Sunday Times website only	134 1%	51 1%	84 1%	134 1%	83 1%	83 1%	134 1%	134 1%

Q.7B Websites (Computer or mobile inc. apps) used at least occasionally (at least once a month) for UK/international news and current affairs

Base: All Adults in GB who access the news from the Internet

	Total	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED			
		Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	705	548	276	337	461	607	378	458	705
Weighted Base	18366	14285	7410	8796	12154	15830	10097	12003	18366
Net : The News of the World website only	-	-	-	-	-	-	-	-	-
Net : Sky News website only	935 5%	811 6%	286 4%	502 6%	686 6%	842 5%	428 4%	666 6%	935 5%
Net : The Sun website only	228 1%	186 1%	55 1%	101 1%	167 1%	208 1%	109 1%	123 1%	228 1%
Net : The BBC website only	1278 7%	1141 8%	516 7%	556 6%	612 5%	1213 8%	654 6%	823 7%	1278 7%
Net : The Times\Sunday Times or NoW or Sun only	362 2%	269 2%	106 1%	185 2%	301 2%	291 2%	192 2%	256 2%	362 2%
NUMBER OF WEBSITES USED									
1	6445 35%	4893 34%	2451 33%	3059 35%	4374 36%	5532 35%	3386 34%	4461 37%	6445 35%
2	427 2%	380 3%	247 3%	240 3%	341 3%	396 3%	291 3%	344 3%	427 2%
3	209 1%	127 1%	113 2%	113 1%	209 2%	152 1%	184 2%	145 1%	209 1%
4 or more	66 *	66 *	66 1%	29 *	66 1%	66 *	66 1%	29 *	66 *
Mean Score	1.174	1.189	1.303	1.219	1.233	1.179	1.270	1.185	1.174
Standard Deviation	0.773	0.846	1.127	0.996	0.910	0.810	1.005	0.855	0.773
Error Variance	0.002	0.003	0.012	0.008	0.004	0.003	0.007	0.004	0.002

Q.7B Websites (Computer or mobile inc. apps) used at least occasionally (at least once a month) for UK/international news and current affairs

Base: All Adults in GB who access the news from the Internet

	Total	Q2 MAIN PLATFORM				Q1A - TV, RADIO, NEWSPAPERS OR INTERNET
		Main TV	Main Radio	Main Newspaper	Main Internet	
		(a)	(b)	(c)	(d)	
					(e)	
Unweighted Base	705	361	66	80	185	701
Weighted Base	18366	9336	1880*	2002*	4834	18273
BBC website	1491 8%	853 9%	171 9%	163 8%	246 5%	1491 8%
ITV website	627 3%	393 4%	104 6%	30 2%	100 2%	627 3%
Channel 4 website	356 2%	83 1%	39 2%	33 2%	171 4%a	356 2%
The Guardian website	561 3%	223 2%	32 2%	146 7%a	160 3%	561 3%
The Telegraph\Sunday Telegraph website	329 2%	150 2%	29 2%	29 1%	121 3%	329 2%
The Times\Sunday Times website	218 1%	58 1%	29 2%	25 1%	105 2%	218 1%
The Independent website	188 1%	19 *	29 2%	- -	140 3%a	188 1%
The Sun website	309 2%	192 2%	32 2%	- -	85 2%	309 2%
The Daily Mail website	235 1%	91 1%	- -	59 3%	86 2%	235 1%
The Star website	87 *	29 *	29 2%	- -	29 1%	87 *
Daily Express website	112 1%	29 *	60 3%ad	22 1%	- -	112 1%
Daily Mirror website	93 1%	- -	29 2%a	- -	64 1%a	93 1%
The News of the World website	29 *	- -	29 2%a	- -	- -	29 *
Sky News website	1101 6%	546 6%	107 6%	117 6%	331 7%	1101 6%
The Financial Times website	284 2%	47 1%	85 5%a	56 3%	97 2%	284 2%
Google news\Yahoo news\MSN news	1548 8%	816 9%	216 12%	121 6%	395 8%	1548 8%
Blogs	246 1%	56 1%	32 2%	- -	158 3%a	246 1%
Other website	580 3%	176 2%	98 5%	115 6%	191 4%	580 3%
SUMMARY CODES						
Net : The Times\Sunday Times website only	134 1%	58 1%	- -	25 1%	51 1%	134 1%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d

* small base

Q.7B Websites (Computer or mobile inc. apps) used at least occasionally (at least once a month) for UK/international news and current affairs

Base: All Adults in GB who access the news from the Internet

	Total	Q2 MAIN PLATFORM				Q1A - TV, RADIO, NEWSPAPERS OR INTERNET
		Main TV	Main Radio	Main Newspaper	Main Internet	(e)
		(a)	(b)	(c)	(d)	
Unweighted Base	705	361	66	80	185	701
Weighted Base	18366	9336	1880*	2002*	4834	18273
Net : The News of the World website only	-	-	-	-	-	-
Net : Sky News website only	935 5%	500 5%	78 4%	117 6%	241 5%	935 5%
Net : The Sun website only	228 1%	154 2%	32 2%	-	42 1%	228 1%
Net : The BBC website only	1278 7%	748 8% ^d	171 9%	141 7%	161 3%	1278 7%
Net : The Times\Sunday Times or NoW or Sun only	362 2%	212 2%	32 2%	25 1%	92 2%	362 2%
NUMBER OF WEBSITES USED						
1	6445 35%	3178 34%	654 35%	806 40%	1719 36%	6445 35%
2	427 2%	217 2%	31 2%	54 3%	125 3%	427 2%
3	209 1%	-	39 2% ^a	-	170 4% ^a	209 1%
4 or more	66 *	37 *	29 2%	-	-	66 *
Mean Score	1.174	1.096	1.528	1.063	1.231	1.174
Standard Deviation	0.773	0.390	1.953	0.244	0.589	0.773
Error Variance	0.002	0.001	0.152	0.002	0.004	0.002

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d

* small base

OFCOM NEWS STUDY (QS7603 - 611246)

Q.7B Websites (Computer or mobile inc. apps) used at least occasionally (at least once a month) for UK/international news and current affairs

Base: All Adults in GB who access the news from the Internet

	Q.7B WEBSITES (COMPUTER OR MOBILE INC. APPS) USED AT LEAST OCCASIONALLY (AT LEAST ONCE A MONTH) FOR UK/INTERNATIONAL NEWS AND CURRENT AFFAIRS						Q.7B NUMBER OF WEBSITES USED				
	Total	The Times\Sunday Times website only (a)	The News of the World website only (b)	Sky News website only (c)	The Sun website only (d)	The BBC website only (e)	The Times\Sunday Times or NoW or Sun only (f)	1 (g)	2 (h)	3 (i)	4 or more (j)
Unweighted Base	705	5	-	34	9	49	14	247	17	7	2
Weighted Base	18366	134**	**	935*	228**	1278*	362**	6445	427**	209**	66**
BBC website	1491	-	-	-	-	1278	-	1278	180	33	-
	8%	-	-	-	-	100% ^c	-	20%	42%	16%	-
ITV website	627	-	-	-	-	-	-	542	18	39	29
	3%	-	-	-	-	-	-	8%	4%	19%	44%
Channel 4 website	356	-	-	-	-	-	-	240	39	76	-
	2%	-	-	-	-	-	-	4%	9%	37%	-
The Guardian website	561	-	-	-	-	-	-	441	63	19	37
	3%	-	-	-	-	-	-	7%	15%	9%	56%
The Telegraph\Sunday Telegraph website	329	-	-	-	-	-	-	134	90	39	66
	2%	-	-	-	-	-	-	2%	21%	19%	100%
The Times\Sunday Times website	218	134	-	-	-	-	134	134	-	55	29
	1%	100%	-	-	-	-	37%	2%	-	26%	44%
The Independent website	188	-	-	-	-	-	-	69	51	39	29
	1%	-	-	-	-	-	-	1%	12%	19%	44%
The Sun website	309	-	-	-	228	-	228	228	-	44	37
	2%	-	-	-	100%	-	63%	4%	-	21%	56%
The Daily Mail website	235	-	-	-	-	-	-	138	72	25	-
	1%	-	-	-	-	-	-	2%	17%	12%	-
The Star website	87	-	-	-	-	-	-	58	-	-	29
	*	-	-	-	-	-	-	1%	-	-	44%
Daily Express website	112	-	-	-	-	-	-	83	-	-	29
	1%	-	-	-	-	-	-	1%	-	-	44%
Daily Mirror website	93	-	-	-	-	-	-	39	-	25	29
	1%	-	-	-	-	-	-	1%	-	12%	44%
The News of the World website	29	-	-	-	-	-	-	-	-	-	29
	*	-	-	-	-	-	-	-	-	-	44%
Sky News website	1101	-	-	935	-	-	-	935	68	69	29
	6%	-	-	100% ^e	-	-	-	15%	16%	33%	44%
The Financial Times website	284	-	-	-	-	-	-	160	63	33	29
	2%	-	-	-	-	-	-	2%	15%	16%	44%
Google news\Yahoo news\MSN news	1548	-	-	-	-	-	-	1213	175	94	66
	8%	-	-	-	-	-	-	19%	41%	45%	100%
Blogs	246	-	-	-	-	-	-	246	-	-	-
	1%	-	-	-	-	-	-	4%	-	-	-
Other website	580	-	-	-	-	-	-	505	36	39	-
	3%	-	-	-	-	-	-	8%	8%	19%	-
SUMMARY CODES											
Net : The Times\Sunday Times website only	134	134	-	-	-	-	134	134	-	-	-
	1%	100%	-	-	-	-	37%	2%	-	-	-

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j

* small base; ** very small base (under 30) ineligible for sig testing

OFCOM NEWS STUDY (QS7603 - 611246)

Q.7B Websites (Computer or mobile inc. apps) used at least occasionally (at least once a month) for UK/international news and current affairs

Base: All Adults in GB who access the news from the Internet

Total	Q.7B WEBSITES (COMPUTER OR MOBILE INC. APPS) USED AT LEAST OCCASIONALLY (AT LEAST ONCE A MONTH) FOR UK/INTERNATIONAL NEWS AND CURRENT AFFAIRS						Q.7B NUMBER OF WEBSITES USED				
	The Times\Sunday Times website only (a)	The News of the World website only (b)	Sky News website only (c)	The Sun website only (d)	The BBC website only (e)	The Times\Sunday Times or NoW or Sun only (f)	1 (g)	2 (h)	3 (i)	4 or more (j)	
Unweighted Base	705	5	-	34	9	49	14	247	17	7	2
Weighted Base	18366	134**	**	935*	228**	1278*	362**	6445	427**	209**	66**
Net : The News of the World website only	-	-	-	-	-	-	-	-	-	-	-
Net : Sky News website only	935 5%	-	-	935 100%e	-	-	-	935 15%	-	-	-
Net : The Sun website only	228 1%	-	-	-	228 100%	-	228 63%	228 4%	-	-	-
Net : The BBC website only	1278 7%	-	-	-	-	1278 100%c	-	1278 20%	-	-	-
Net : The Times\Sunday Times or NoW or Sun only	362 2%	134 100%	-	-	228 100%	-	362 100%	362 6%	-	-	-
NUMBER OF WEBSITES USED											
1	6445 35%	134 100%	-	935 100%	228 100%	1278 100%	362 100%	6445 100%	-	-	-
2	427 2%	-	-	-	-	-	-	-	427 100%	-	-
3	209 1%	-	-	-	-	-	-	-	-	209 100%	-
4 or more	66 *	-	-	-	-	-	-	-	-	-	66 100%
Mean Score	1.174	1.000	-	1.000	1.000	1.000	1.000	1.000	2.000	3.000	7.048
Standard Deviation	0.773	0.000	-	0.000	0.000	0.000	0.000	0.000	0.000	*	3.497
Error Variance	0.002	0.000	-	0.000	0.000	0.000	0.000	0.000	0.000	*	6.115

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j

* small base; ** very small base (under 30) ineligible for sig testing

OFCOM NEWS STUDY (QS7603 - 611246)

Q.7A\7B Websites (Computer or mobile inc. apps) used at least occasionally (at least once a month) for UK/international news and current affairs - TOTAL

Base: All Adults in GB who access the news from the Internet

	GENDER		AGE						SOCIAL CLASS		WORKING STATUS		COUNTRY			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	Working	Not working	England	Scotland	Wales
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	
Unweighted Base	705	367	338	152	156	147	112	92	46	423	282	431	274	616	60	29
Weighted Base	18366	9945	8421	3471	4188	4327	3307	2087*	987*	12787	5579	12006	6360	16148	1437*	781**
BBC website	10820	6096	4724	2466	2505	2413	1875	1118	443	8276	2544	7140	3680	9372	849	599
	59%	61%	56%	71% ^{cdef}	60%	56%	57%	54%	45%	65% ^{aj}	46%	59%	58%	58%	59%	77%
ITV website	1078	508	570	341	209	163	220	63	83	470	608	498	581	846	173	59
	6%	5%	7%	10% ^{ee}	5%	4%	7%	3%	8%	4%	11% ^{il}	4%	9% ^{kk}	5%	12% ^{mm}	8%
Channel 4 website	769	332	437	368	123	114	84	33	46	503	265	445	323	594	96	79
	4%	3%	5%	11% ^{defg}	3%	3%	3%	2%	5%	4%	5%	4%	5%	4%	7%	10%
The Guardian website	1606	890	716	266	265	385	455	171	63	1419	187	1199	407	1519	-	87
	9%	9%	8%	8%	6%	9%	14%	8%	6%	11% ^{jj}	3%	10%	6%	9% ⁿⁿ	-	11%
The Telegraph\Sunday Telegraph website	634	444	190	56	90	222	144	103	19	611	24	472	162	615	-	19
	3%	4%	2%	2%	2%	5%	4%	5%	2%	5% ^{jj}	*	4%	3%	4%	-	2%
The Times\Sunday Times website	682	382	300	173	108	137	126	92	46	572	109	387	295	611	22	48
	4%	4%	4%	5%	3%	3%	4%	4%	5%	4%	2%	3%	5%	4%	2%	6%
The Independent website	396	265	131	47	80	36	214	19	-	380	16	302	94	396	-	-
	2%	3%	2%	1%	2%	1%	6% ^{ce}	1%	-	3% ^{jj}	*	3%	1%	2%	-	-
The Sun website	786	453	333	167	323	171	125	-	-	362	425	527	259	632	117	37
	4%	5%	4%	5% ^{gg}	8% ^{gg}	4%	4%	-	-	3%	8% ^{il}	4%	4%	4%	8%	5%
The Daily Mail website	835	287	548	57	191	296	161	66	64	597	238	558	276	752	64	19
	5%	3%	7% ^{aa}	2%	5%	7% ^{cc}	5%	3%	6%	5%	4%	5%	4%	5%	4%	2%
The Star website	135	43	92	62	-	16	58	-	-	87	48	61	74	120	16	-
	1%	*	1%	2%	-	*	2%	-	-	1%	1%	1%	1%	1%	1%	-
Daily Express website	187	82	105	-	47	37	58	-	45	143	44	127	60	158	29	-
	1%	1%	1%	-	1%	1%	2%	-	5% ^{ccg}	1%	1%	1%	1%	1%	2%	-
Daily Mirror website	306	86	220	38	40	178	29	-	22	205	101	210	96	252	54	-
	2%	1%	3%	1%	1%	4%	1%	-	2%	2%	2%	2%	2%	2%	4%	-
The News of the World website	99	51	48	19	51	-	29	-	-	99	-	80	19	99	-	-
	1%	1%	1%	1%	1%	-	1%	-	-	1%	-	1%	*	1%	-	-
Sky News website	2969	1935	1035	535	884	786	471	228	65	2014	955	2065	904	2582	277	110
	16%	19% ^{bb}	12%	15%	21% ^{hh}	18%	14%	11%	7%	16%	17%	17%	14%	16%	19%	14%
The Financial Times website	615	365	250	-	191	175	129	73	47	615	-	512	102	615	-	-
	3%	4%	3%	-	5% ^{cc}	4% ^{cc}	4% ^{cc}	3% ^{cc}	5% ^{cc}	5% ^{jj}	-	4%	2%	4%	-	-
Google news\Yahoo news\MSN news	6928	3626	3302	1373	1639	1872	1272	519	255	4650	2278	4640	2288	6056	569	304
	38%	36%	39%	40% ^{gg}	39% ^{gg}	43% ^{gh}	38% ^{gg}	25%	26%	36%	41%	39%	36%	38%	40%	39%
Blogs	511	218	294	248	118	86	59	-	-	389	122	282	229	487	24	-
	3%	2%	3%	7% ^{efg}	3%	2%	2%	-	-	3%	2%	2%	4%	3%	2%	-
Other website	1626	899	727	295	182	351	433	255	110	963	662	856	770	1278	309	39
	9%	9%	9%	9%	4%	8%	13% ^{dd}	12% ^{dd}	11%	8%	12%	7%	12% ^{kk}	8%	22% ^{mm}	5%
SUMMARY CODES																
Net : The Times\Sunday Times website only	48	22	26	-	26	-	22	-	-	-	48	-	48	48	-	-
	*	*	*	-	1%	-	1%	-	-	-	-	-	1% ^{il}	*	-	-

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o

* small base; ** very small base (under 30) ineligible for sig testing

OFCOM NEWS STUDY (QS7603 - 611246)

Q.7A\7B Websites (Computer or mobile inc. apps) used at least occasionally (at least once a month) for UK/international news and current affairs - TOTAL

Base: All Adults in GB who access the news from the Internet

	GENDER		AGE						SOCIAL CLASS		WORKING STATUS		COUNTRY			
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	ABC1 (i)	C2DE (j)	Working (k)	Not working (l)	England (m)	Scotland (n)	Wales (o)
Unweighted Base	705	367	338	152	156	147	112	92	46	423	282	431	274	616	60	29
Weighted Base	18366	9945	8421	3471	4188	4327	3307	2087*	987*	12787	5579	12006	6360	16148	1437*	781**
Net : The News of the World website only	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net : Sky News website only	340 2%	96 1%	244 3%	-	101 2%	74 2%	52 2%	94 5% ^c	19 2%	223 2%	117 2%	230 2%	111 2%	285 2%	55 4%	-
Net : The Sun website only	67 *	67 1%	-	29 1%	-	37 1%	-	-	-	37 *	29 1%	37 *	29 *	29 *	-	37 5%
Net : The BBC website only	3346 18%	1642 17%	1704 20%	857 25% ^{ef}	827 20%	602 14%	465 14%	448 21%	148 15%	2635 21% ^{kj}	711 13%	2266 19%	1080 17%	2880 18%	230 16%	236 30%
Net : The Times\Sunday Times or NoW or Sun only	115 1%	89 1%	26 *	29 1%	26 1%	37 1%	22 1%	-	-	37 *	77 1%	37 *	77 1%	77 *	-	37 5%
NUMBER OF WEBSITES USED																
1	7131 39%	3463 35%	3669 44% ^a	1204 35%	1621 39%	1728 40%	1187 36%	993 48%	398 40%	4843 38%	2288 41%	4682 39%	2450 39%	6297 39%	470 33%	364 47%
2	6096 33%	3566 36%	2530 30%	1121 32%	1445 34%	1405 32%	1280 39%	574 27%	271 27%	4390 34%	1705 31%	4068 34%	2028 32%	5265 33%	601 42%	230 29%
3	1862 10%	1085 11%	777 9%	507 15% ^f	559 13%	360 8%	217 7%	129 6%	91 9%	1350 11%	512 9%	1300 11%	563 9%	1611 10%	137 10%	114 15%
4 or more	1282 7%	728 7%	554 7%	346 10% ^g	218 5%	368 9%	283 9%	44 2%	24 2%	965 8%	318 6%	693 6%	590 9%	1100 7%	133 9%	49 6%
Don't know	1995 11%	1104 11%	891 11%	293 8%	345 8%	465 11%	341 10%	347 17%	203 21% ^{cd}	1239 10%	756 14%	1264 11%	731 11%	1874 12%	96 7%	24 3%
Mean Score	1.901	1.926	1.871	2.077g	1.837g	1.926g	2.013	1.575	1.669	1.944	1.797	1.896	1.909	1.895	1.987	1.849
Standard Deviation	1.245	1.004	1.477	1.245	0.876	1.261	1.767	0.833	0.797	1.324	1.023	1.323	1.079	1.272	1.017	1.080
Error Variance	0.002	0.003	0.007	0.011	0.005	0.012	0.031	0.009	0.017	0.005	0.004	0.005	0.005	0.003	0.019	0.042

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o

* small base; ** very small base (under 30) ineligible for sig testing

OFCOM NEWS STUDY (QS7603 - 611246)

Q.7A|7B Websites (Computer or mobile inc. apps) used at least occasionally (at least once a month) for UK/international news and current affairs - TOTAL

Base: All Adults in GB who access the news from the Internet

	Q1A - PLATFORM USED				Q1A B - PLATFORM USED				
	Total	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	705	548	276	337	461	607	378	458	705
Weighted Base	18366	14285	7410	8796	12154	15830	10097	12003	18366
BBC website	10820 59%	8430 59%	4609 62%	5173 59%	8078 66%ac	9293 59%	6285 62%	7340 61%	10820 59%
ITV website	1078 6%	984 7%	558 8%	581 7%	767 6%	1007 6%	734 7%	788 7%	1078 6%
Channel 4 website	769 4%	604 4%	339 5%	457 5%	634 5%	719 5%	442 4%	550 5%	769 4%
The Guardian website	1606 9%	1214 8%	699 9%	810 9%	1338 11%	1333 8%	935 9%	1218 10%	1606 9%
The Telegraph\Sunday Telegraph website	634 3%	504 4%	321 4%	282 3%	558 5%	519 3%	430 4%	523 4%	634 3%
The Times\Sunday Times website	682 4%	482 3%	324 4%	411 5%	578 5%	522 3%	445 4%	567 5%	682 4%
The Independent website	396 2%	249 2%	294 4%	285 3%	338 3%	357 2%	322 3%	364 3%	396 2%
The Sun website	786 4%	549 4%	278 4%	392 4%	492 4%	679 4%	407 4%	503 4%	786 4%
The Daily Mail website	835 5%	512 4%	326 4%	368 4%	734 6%	652 4%	557 6%	547 5%	835 5%
The Star website	135 1%	135 1%	29 *	88 1%	106 1%	135 1%	87 1%	106 1%	135 1%
Daily Express website	187 1%	155 1%	105 1%	103 1%	44 *	155 1%	105 1%	118 1%	187 1%
Daily Mirror website	306 2%	205 1%	119 2%	147 2%	215 2%	269 2%	119 1%	212 2%	306 2%
The News of the World website	99 1%	99 1%	99 1%	48 1%	99 1%	99 1%	99 1%	48 *	99 1%
Sky News website	2969 16%	2405 17%	1152 16%	1528 17%	2305 19%	2622 17%	1784 18%	2051 17%	2969 16%
The Financial Times website	615 3%	426 3%	204 3%	339 4%	465 4%	529 3%	325 3%	522 4%	615 3%
Google news\Yahoo news\MSN news	6928 38%	5324 37%	2801 38%	3252 37%	4609 38%	5912 37%	3682 36%	4504 38%	6928 38%
Blogs	511 3%	257 2%	122 2%	283 3%	397 3%	336 2%	176 2%	387 3%	511 3%
Other website	1626 9%	1058 7%	543 7%	726 8%	999 8%	1409 9%	680 7%	914 8%	1626 9%
SUMMARY CODES									
Net : The Times\Sunday Times website only	48 *	26 *	- -	- -	22 *	48 *	- -	- -	48 *

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

CAPI OmniBus



Q.7A|7B Websites (Computer or mobile inc. apps) used at least occasionally (at least once a month) for UK/international news and current affairs - TOTAL
Base: All Adults in GB who access the news from the Internet

	Q1A - PLATFORM USED				Q1A B - PLATFORM USED			
	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	705	276	337	461	607	378	458	705
Weighted Base	18366	7410	8796	12154	15830	10097	12003	18366
Net : The News of the World website only	-	-	-	-	-	-	-	-
Net : Sky News website only	340 2%	98 1%	158 2%	219 2%	271 2%	202 2%	208 2%	340 2%
Net : The Sun website only	67 *	37 1%	37 *	- -	67 *	67 1%	67 1%	67 *
Net : The BBC website only	3346 18%	1338 18%	1560 18%	2348 19%	2805 18%	1947 19%	2118 18%	3346 18%
Net : The Times\Sunday Times or NoW or Sun only	115 1%	37 1%	37 *	22 *	115 1%	67 1%	67 1%	115 1%
NUMBER OF WEBSITES USED								
1	7131 39%	2616 35%	3118 35%	4362 36%	6142 39%	3777 37%	4109 34%	7131 39%
2	6096 33%	2493 34%	2763 31%	4066 33%	5203 33%	3436 34%	4144 35%	6096 33%
3	1862 10%	881 12%	1130 13%	1530 13%	1599 10%	1066 11%	1372 11%	1862 10%
4 or more	1282 7%	465 6%	611 7%	1188 10%a	1086 7%	715 7%	964 8%	1282 7%
Don't know	1995 11%	955 13%	1174 13% ^d	1008 8%	1800 11%	1103 11%	1414 12%	1995 11%
Mean Score	1.901	2.007	2.008	2.054	1.899	1.962	2.012	1.901
Standard Deviation	1.245	1.546	1.478	1.401	1.262	1.426	1.372	1.245
Error Variance	0.002	0.010	0.008	0.005	0.003	0.006	0.005	0.002

Q.7A|7B Websites (Computer or mobile inc. apps) used at least occasionally (at least once a month) for UK/international news and current affairs - TOTAL
Base: All Adults in GB who access the news from the Internet

	Q1A - PLATFORM USED				Q1A B - PLATFORM USED			
	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	705	276	337	461	607	378	458	705
Weighted Base	18366	7410	8796	12154	15830	10097	12003	18366
BBC website	10820 59%	4609 62%	5173 59%	8078 66%ac	9293 59%	6285 62%	7340 61%	10820 59%
ITV website	1078 6%	558 8%	581 7%	767 6%	1007 6%	734 7%	788 7%	1078 6%
Channel 4 website	769 4%	339 5%	457 5%	634 5%	719 5%	442 4%	550 5%	769 4%
The Guardian website	1606 9%	699 9%	810 9%	1338 11%	1333 8%	935 9%	1218 10%	1606 9%
The Telegraph\Sunday Telegraph website	634 3%	321 4%	282 3%	558 5%	519 3%	430 4%	523 4%	634 3%
The Times\Sunday Times website	682 4%	324 4%	411 5%	578 5%	522 3%	445 4%	567 5%	682 4%
The Independent website	396 2%	294 4%	285 3%	338 3%	357 2%	322 3%	364 3%	396 2%
The Sun website	786 4%	278 4%	392 4%	492 4%	679 4%	407 4%	503 4%	786 4%
The Daily Mail website	835 5%	326 4%	368 4%	734 6%	652 4%	557 6%	547 5%	835 5%
The Star website	135 1%	29 *	88 1%	106 1%	135 1%	87 1%	106 1%	135 1%
Daily Express website	187 1%	105 1%	103 1%	44 *	155 1%	105 1%	118 1%	187 1%
Daily Mirror website	306 2%	119 2%	147 2%	215 2%	269 2%	119 1%	212 2%	306 2%
The News of the World website	99 1%	99 1%	48 1%	99 1%	99 1%	99 1%	48 *	99 1%
Sky News website	2969 16%	1152 16%	1528 17%	2305 19%	2622 17%	1784 18%	2051 17%	2969 16%
The Financial Times website	615 3%	204 3%	339 4%	465 4%	529 3%	325 3%	522 4%	615 3%
Google news\Yahoo news\MSN news	6928 38%	2801 38%	3252 37%	4609 38%	5912 37%	3682 36%	4504 38%	6928 38%
Blogs	511 3%	122 2%	283 3%	397 3%	336 2%	176 2%	387 3%	511 3%
Other website	1626 9%	543 7%	726 8%	999 8%	1409 9%	680 7%	914 8%	1626 9%
SUMMARY CODES								
Net : The Times\Sunday Times website only	48 *	26 *	- -	22 *	48 *	- -	- -	48 *

Q.7A|7B Websites (Computer or mobile inc. apps) used at least occasionally (at least once a month) for UK/international news and current affairs - TOTAL
Base: All Adults in GB who access the news from the Internet

	Total	Q1A - PLATFORM USED				Q1A B - PLATFORM USED			
		Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	705	548	276	337	461	607	378	458	705
Weighted Base	18366	14285	7410	8796	12154	15830	10097	12003	18366
Net : The News of the World website only	-	-	-	-	-	-	-	-	-
Net : Sky News website only	340 2%	248 2%	98 1%	158 2%	219 2%	271 2%	202 2%	208 2%	340 2%
Net : The Sun website only	67 *	67 *	37 1%	37 *	- -	67 *	67 1%	67 1%	67 *
Net : The BBC website only	3346 18%	2608 18%	1338 18%	1560 18%	2348 19%	2805 18%	1947 19%	2118 18%	3346 18%
Net : The Times\Sunday Times or NoW or Sun only	115 1%	93 1%	37 1%	37 *	22 *	115 1%	67 1%	67 1%	115 1%
NUMBER OF WEBSITES USED									
1	7131 39%	5501 39%	2616 35%	3118 35%	4362 36%	6142 39%	3777 37%	4109 34%	7131 39%
2	6096 33%	4736 33%	2493 34%	2763 31%	4066 33%	5203 33%	3436 34%	4144 35%	6096 33%
3	1862 10%	1421 10%	881 12%	1130 13%	1530 13%	1599 10%	1066 11%	1372 11%	1862 10%
4 or more	1282 7%	886 6%	465 6%	611 7%	1188 10%a	1086 7%	715 7%	964 8%	1282 7%
Don't know	1995 11%	1741 12%	955 13%	1174 13% ^d	1008 8%	1800 11%	1103 11%	1414 12%	1995 11%
Mean Score	1.901	1.887	2.007	2.008	2.054	1.899	1.962	2.012	1.901
Standard Deviation	1.245	1.275	1.546	1.478	1.401	1.262	1.426	1.372	1.245
Error Variance	0.002	0.003	0.010	0.008	0.005	0.003	0.006	0.005	0.002

Q.7A\7B Websites (Computer or mobile inc. apps) used at least occasionally (at least once a month) for UK/international news and current affairs - TOTAL
Base: All Adults in GB who access the news from the Internet

	Total	Q2 MAIN PLATFORM				Q1A - TV, RADIO, NEWSPAPERS OR INTERNET
		Main TV	Main Radio	Main Newspaper	Main Internet	
		(a)	(b)	(c)	(d)	
					(e)	
Unweighted Base	705	361	66	80	185	701
Weighted Base	18366	9336	1880*	2002*	4834	18273
BBC website	10820 59%	5145 55%	1094 58%	1130 56%	3314 69%a	10787 59%
ITV website	1078 6%	597 6%	173 9%	56 3%	223 5%	1078 6%
Channel 4 website	769 4%	219 2%	144 8%a	48 2%	295 6%a	769 4%
The Guardian website	1606 9%	555 6%	259 14%a	309 15%a	482 10%	1606 9%
The Telegraph\Sunday Telegraph website	634 3%	378 4%	29 2%	47 2%	180 4%	634 3%
The Times\Sunday Times website	682 4%	241 3%	29 2%	106 5%	306 6%a	682 4%
The Independent website	396 2%	35 *	59 3%a	106 5%a	195 4%a	396 2%
The Sun website	786 4%	408 4%	84 4%	15 1%	279 6%	786 4%
The Daily Mail website	835 5%	296 3%	59 3%	131 7%	318 7%	835 5%
The Star website	135 1%	58 1%	29 2%	- -	48 1%	135 1%
Daily Express website	187 1%	89 1%	60 3%	22 1%	15 *	187 1%
Daily Mirror website	306 2%	135 1%	29 2%	41 2%	101 2%	306 2%
The News of the World website	99 1%	51 1%	29 2%	- -	19 *	99 1%
Sky News website	2969 16%	1692 18%b	107 6%	346 17%b	801 17%b	2969 16%
The Financial Times website	615 3%	117 1%	85 5%	163 8%a	227 5%a	615 3%
Google news\Yahoo news\MSN news	6928 38%	3574 38%	662 35%	683 34%	1846 38%	6867 38%
Blogs	511 3%	117 1%	86 5%	33 2%	276 6%a	511 3%
Other website	1626 9%	628 7%	245 13%	207 10%	509 11%	1626 9%
SUMMARY CODES						
Net : The Times\Sunday Times website only	48 *	26 *	- -	- -	22 *	48 *

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d

* small base

Q.7A\7B Websites (Computer or mobile inc. apps) used at least occasionally (at least once a month) for UK/international news and current affairs - TOTAL
Base: All Adults in GB who access the news from the Internet

	Total	Q2 MAIN PLATFORM				Q1A - TV, RADIO, NEWSPAPERS OR INTERNET (e)
		Main TV	Main Radio	Main Newspaper	Main Internet	
		(a)	(b)	(c)	(d)	
Unweighted Base	705	361	66	80	185	701
Weighted Base	18366	9336	1880*	2002*	4834	18273
Net : The News of the World website only	-	-	-	-	-	-
Net : Sky News website only	340 2%	187 2%	-	49 2%	105 2%	340 2%
Net : The Sun website only	67 *	67 1%	-	-	-	67 *
Net : The BBC website only	3346 18%	1588 17%	371 20%	263 13%	1063 22%	3313 18%
Net : The Times\Sunday Times or NoW or Sun only	115 1%	93 1%	-	-	22 *	115 1%
NUMBER OF WEBSITES USED						
1	7131 39%	3745 40%	743 40%	606 30%	1887 39%	7037 39%
2	6096 33%	3174 34%	606 32%	759 38%	1422 29%	6096 33%
3	1862 10%	752 8%	169 9%	265 13%	647 13%	1862 10%
4 or more	1282 7%	470 5%	98 5%	129 6%	585 12%a	1282 7%
Don't know	1995 11%	1196 13% ^d	263 14%	243 12%	293 6%	1995 11%
Mean Score	1.901	1.767	2.017	1.975	2.090a	1.906
Standard Deviation	1.245	0.916	2.202	0.948	1.378	1.246
Error Variance	0.002	0.003	0.087	0.013	0.011	0.003

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d

* small base

Q.7A\7B Websites (Computer or mobile inc. apps) used at least occasionally (at least once a month) for UK/international news and current affairs - TOTAL
Base: All Adults in GB who access the news from the Internet

	Q.7A\7B WEBSITES (COMPUTER OR MOBILE INC. APPS) USED AT LEAST OCCASIONALLY (AT LEAST ONCE A MONTH) FOR UK/INTERNATIONAL NEWS AND CURRENT AFFAIRS - TOTAL						Q.7A\7B NUMBER OF WEBSITES USED				
	Total	The Times\Sunday Times website only (a)	The News of the World website only (b)	Sky News website only (c)	The Sun website only (d)	The BBC website only (e)	The Times\Sunday Times or NoW or Sun only (f)	1 (g)	2 (h)	3 (i)	4 or more (j)
Unweighted Base	705	2	-	13	2	126	4	276	230	71	47
Weighted Base	18366	48**	**	340**	67**	3346	115**	7131	6096	1862*	1282*
BBC website	10820	-	-	-	-	3346	-	3346	4656	1608	1210
	59%	-	-	-	-	100%	-	47%	76%g	86%g	94%gh
ITV website	1078	-	-	-	-	-	-	-	462	320	296
	6%	-	-	-	-	-	-	-	8%g	17%gh	23%gh
Channel 4 website	769	-	-	-	-	-	-	40	177	299	252
	4%	-	-	-	-	-	-	1%	3%g	16%gh	20%gh
The Guardian website	1606	-	-	-	-	-	-	75	726	214	592
	9%	-	-	-	-	-	-	1%	12%g	11%g	46%ghi
The Telegraph\Sunday Telegraph website	634	-	-	-	-	-	-	48	159	87	340
	3%	-	-	-	-	-	-	1%	3%	5%g	27%ghi
The Times\Sunday Times website	682	48	-	-	-	-	48	48	104	185	344
	4%	100%	-	-	-	-	42%	1%	2%	10%gh	27%ghi
The Independent website	396	-	-	-	-	-	-	31	51	76	238
	2%	-	-	-	-	-	-	*	1%	4%g	19%ghi
The Sun website	786	-	-	-	67	-	67	67	319	194	207
	4%	-	-	-	100%	-	58%	1%	5%g	10%g	16%gh
The Daily Mail website	835	-	-	-	-	-	-	174	341	102	217
	5%	-	-	-	-	-	-	2%	6%	5%	17%gh
The Star website	135	-	-	-	-	-	-	-	29	30	77
	1%	-	-	-	-	-	-	-	*	2%g	6%gh
Daily Express website	187	-	-	-	-	-	-	-	120	38	29
	1%	-	-	-	-	-	-	-	2%g	2%g	2%g
Daily Mirror website	306	-	-	-	-	-	-	18	20	81	187
	2%	-	-	-	-	-	-	*	*	4%gh	15%gh
The News of the World website	99	-	-	-	-	-	-	-	-	51	48
	1%	-	-	-	-	-	-	-	-	3%gh	4%gh
Sky News website	2969	-	-	340	-	-	-	340	1343	686	600
	16%	-	-	100%	-	-	-	5%	22%g	37%gh	47%gh
The Financial Times website	615	-	-	-	-	-	-	-	256	102	258
	3%	-	-	-	-	-	-	-	4%g	5%g	20%ghi
Google news\Yahoo news\MSN news	6928	-	-	-	-	-	-	2251	2522	1175	980
	38%	-	-	-	-	-	-	32%	41%g	63%gh	76%gh
Blogs	511	-	-	-	-	-	-	33	206	138	134
	3%	-	-	-	-	-	-	*	3%g	7%g	10%gh
Other website	1626	-	-	-	-	-	-	660	647	170	148
	9%	-	-	-	-	-	-	9%	11%	9%	12%
SUMMARY CODES											
Net : The Times\Sunday Times website only	48	48	-	-	-	-	48	48	-	-	-
	*	100%	-	-	-	-	42%	1%	-	-	-

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j

* small base; ** very small base (under 30) ineligible for sig testing

OFCOM NEWS STUDY (QS7603 - 611246)

Q.7A\7B Websites (Computer or mobile inc. apps) used at least occasionally (at least once a month) for UK/international news and current affairs - TOTAL
Base: All Adults in GB who access the news from the Internet

	Q.7A\7B WEBSITES (COMPUTER OR MOBILE INC. APPS) USED AT LEAST OCCASIONALLY (AT LEAST ONCE A MONTH) FOR UK/INTERNATIONAL NEWS AND CURRENT AFFAIRS - TOTAL						Q.7A\7B NUMBER OF WEBSITES USED				
	Total	The Times\Sunday Times website only (a)	The News of the World website only (b)	Sky News website only (c)	The Sun website only (d)	The BBC website only (e)	The Times\Sunday Times or NoW or Sun only (f)	1 (g)	2 (h)	3 (i)	4 or more (j)
Unweighted Base	705	2	-	13	2	126	4	276	230	71	47
Weighted Base	18366	48**	**	340**	67**	3346	115**	7131	6096	1862*	1282*
Net : The News of the World website only	-	-	-	-	-	-	-	-	-	-	-
Net : Sky News website only	340 2%	-	-	340 100%	-	-	-	340 5%h	-	-	-
Net : The Sun website only	67 *	-	-	-	67 100%	-	67 58%	67 1%	-	-	-
Net : The BBC website only	3346 18%	-	-	-	-	3346 100%	-	3346 47%hij	-	-	-
Net : The Times\Sunday Times or NoW or Sun only	115 1%	48 100%	-	-	67 100%	-	115 100%	115 2%	-	-	-
NUMBER OF WEBSITES USED											
1	7131 39%	48 100%	-	340 100%	67 100%	3346 100%	115 100%	7131 100%hij	-	-	-
2	6096 33%	-	-	-	-	-	-	-	6096 100%gij	-	-
3	1862 10%	-	-	-	-	-	-	-	-	1862 100%ghj	-
4 or more	1282 7%	-	-	-	-	-	-	-	-	-	1282 100%ghi
Don't know	1995 11%	-	-	-	-	-	-	-	-	-	-
Mean Score	1.901	1.000	-	1.000	1.000	1.000	1.000	1.000	2.000	3.000	4.841ghi
Standard Deviation	1.245	0.000	-	0.000	0.000	0.000	0.000	0.000	0.000	0.000	2.195
Error Variance	0.002	0.000	-	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.103

Fieldwork : 19/11/10 - 23/11/10 (Week 46)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j
 * small base; ** very small base (under 30) ineligible for sig testing

Q.8 Main source of UK International news and current affairs used
Base: All Adults in GB who have a regular place they access the news from

	GENDER		AGE						SOCIAL CLASS		WORKING STATUS		COUNTRY			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	Working	Not working	England	Scotland	Wales
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	
Unweighted Base	1923	902	1021	293	271	297	290	294	478	858	1065	877	1046	1649	176	98
Weighted Base	45075	21710	23364	6290	7105	8222	7653	6350	9455	24996	20079	23313	21762	39132	3748	2194*
BBC One	15799	7578	8221	1801	1928	2585	2869	2345	4271	8438	7361	7570	8229	13716	1190	894
	35%	35%	35%	29%	27%	31%	37%cd	37%cd	45%cddefg	34%	37%	32%	38%k	35%	32%	41%
BBC Two	117	25	92	19	-	25	16	-	58	25	92	16	102	78	14	25
	*	*	*	*	-	*	*	-	1%	*	*	*	*	*	*	1%
ITV1	5614	2053	3562	897	733	1026	1082	985	891	1902	3712	2584	3030	4637	715	263
	12%	9%	15%a	14%	10%	12%	14%	16%h	9%	8%	11%	11%	14%	12%	19% ^m	12%
Channel 4	782	382	400	284	73	29	178	170	49	522	261	513	270	631	122	30
	2%	2%	2%	5% ^d eh	1%	*	2% ^{eh}	3% ^{eh}	1%	2%	1%	2%	1%	2%	3%	1%
Five	243	115	129	19	76	47	35	31	36	61	183	123	120	172	36	35
	1%	1%	1%	*	1%	1%	*	*	*	*	1%	1%	1%	*	1%	2%
BBC News channel	2365	1365	1000	239	367	331	458	233	737	1399	966	1153	1211	2214	142	9
	5%	6%	4%	4%	5%	4%	6%	4%	8% ^c eg	6%	5%	5%	6%	6% ^o	4%	*
Sky News channel	2843	1404	1439	238	529	951	526	240	358	1648	1195	1647	1196	2655	169	19
	6%	6%	6%	4%	7% ^h	12% ^c gh	7%	4%	4%	7%	6%	7%	5%	7% ^o	5%	1%
CNN	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Star News	37	-	37	37	-	-	-	-	-	-	37	19	19	37	-	-
	*	-	*	1%	-	-	-	-	-	-	*	*	*	*	-	-
Fox News	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Euronews	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Daily Mail	1182	569	613	28	52	77	97	269	659	624	558	407	775	1091	91	-
	3%	3%	3%	*	1%	1%	1%	4% ^c def	7% ^c def	2%	3%	2%	4% ^k	3%	2%	-
Daily Star	120	101	18	-	55	23	41	-	-	32	88	78	41	96	23	-
	*	*	*	-	1%	*	1%	-	-	*	*	*	*	*	1%	-
Daily Express	217	83	134	-	-	-	-	120	97	110	107	56	161	217	-	-
	*	*	1%	-	-	-	-	2% ^c def	1%	*	1%	*	1%	1%	-	-
The Sun	1765	900	865	287	439	315	237	356	131	647	1118	1144	620	1308	340	117
	4%	4%	4%	5% ^h	6% ^h	4% ^h	3%	6% ^h	1%	3%	6% ⁱ	5% ⁱ	3%	3%	9% ^m	5%
The Mirror	475	226	249	123	52	92	75	59	75	136	339	232	242	444	11	20
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2% ⁱ	1%	1%	1%	*	1%
The Guardian	525	347	178	110	32	98	129	60	95	446	80	308	217	477	-	48
	1%	2%	1%	2%	*	1%	2%	1%	1%	2% ^j	*	1%	1%	1%	-	2%
The Independent	266	179	87	-	23	69	78	51	46	243	23	159	108	266	-	-
	1%	1%	*	-	*	1%	1%	1%	*	1% ^j	*	1%	*	1%	-	-
The Times	520	232	288	107	-	67	68	98	181	461	59	123	397	444	22	54
	1%	1%	1%	2% ^d	-	1%	1%	2% ^d	2% ^d	2% ^j	*	1%	2% ^k	1%	1%	2%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o
 * small base

OFCOM NEWS STUDY (QS7603 - 611246)

Q.8 Main source of UK International news and current affairs used
Base: All Adults in GB who have a regular place they access the news from

	GENDER		AGE						SOCIAL CLASS		WORKING STATUS		COUNTRY			
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	ABC1 (i)	C2DE (j)	Working (k)	Not working (l)	England (m)	Scotland (n)	Wales (o)
Unweighted Base	1923	902	1021	293	271	297	290	294	478	858	1065	877	1046	1649	176	98
Weighted Base	45075	21710	23364	6290	7105	8222	7653	6350	9455	24996	20079	23313	21762	39132	3748	2194*
The Telegraph	405 1%	305 1% ^b	100 *	29 *	-	-	-	83 1% ^{ef}	293 3% ^{cdef}	378 2% ^j	27 *	97 *	308 1% ^k	386 1%	-	19 1%
Financial Times	32 *	32 *	-	-	32 *	-	-	-	-	32 *	-	32 *	-	32 *	-	-
Morning Star	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Herald/The Scotsman/Daily Record	78 *	34 *	43 *	-	-	-	52 1%	14 *	11 *	29 *	49 *	29 *	49 *	-	78 2% ^m	-
The Western Mail/Daily Post	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any regional or local newspaper (e.g. Evening Standard, Metro, Birmingham Post, Manchester Evening News, etc)	439 1%	294 1%	145 1%	142 2% ^{gh}	79 1%	56 1%	109 1%	-	52 1%	221 1%	218 1%	210 1%	229 1%	337 1%	46 1%	55 3%
The Observer	25 *	-	25 *	-	-	-	-	25 *	-	25 *	-	25 *	-	25 *	-	-
The Sunday Telegraph	24 *	-	24 *	-	-	-	-	24 *	-	24 *	-	-	24 *	24 *	-	-
The Sunday Times	107 *	37 *	69 *	-	20 *	-	-	24 *	62 1%	73 *	33 *	38 *	69 *	107 *	-	-
The Independent on Sunday	39 *	39 *	-	-	-	-	39 1%	-	-	39 *	-	39 *	-	39 *	-	-
Sunday Mirror	112 *	-	112 * ^a	19 *	-	29 *	-	-	64 1%	78 *	33 *	29 *	83 *	112 *	-	-
News of the World	214 *	82 *	133 1%	74 1%	40 1%	52 1%	-	-	49 1%	69 *	145 1%	48 *	166 1%	188 *	27 1%	-
The Sunday Herald	33 *	33 *	-	-	-	33 *	-	-	-	33 *	-	-	33 *	-	33 1% ^m	-
Wales on Sunday	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Weekly magazines (e.g. The Economist, The Spectator, New Statesman, etc)	63 *	63 *	-	-	-	-	39 1%	-	24 *	63 *	-	39 *	24 *	63 *	-	-
Any BBC national radio station (e.g. BBC Radio One, BBC Radio Two, BBC World Service)	3231 7%	1286 6%	1945 8%	103 2%	409 6% ^c	718 9% ^c	483 6% ^c	757 12% ^{cd}	762 8% ^c	2405 10% ^j	826 4%	1880 8%	1351 6%	2828 7%	117 3%	286 13% ^{mn}
Any BBC local/regional radio station	288 1%	88 *	200 1%	18 *	52 1%	23 *	65 1%	43 1%	86 1%	138 1%	150 1%	161 1%	127 1%	265 1%	23 1%	-

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o
 * small base

Q.8 Main source of UK International news and current affairs used
Base: All Adults in GB who have a regular place they access the news from

	GENDER		AGE						SOCIAL CLASS		WORKING STATUS		COUNTRY			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	Working	Not working	England	Scotland	Wales
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	
Unweighted Base	1923	902	1021	293	271	297	290	294	478	858	1065	877	1046	1649	176	98
Weighted Base	45075	21710	23364	6290	7105	8222	7653	6350	9455	24996	20079	23313	21762	39132	3748	2194*
Absolute Radio	86	-	86	33	17	36	-	-	-	69	17	36	50	86	-	-
	*		*	1%	*	*				*	*	*	*	*		
Classic FM	100	23	77	19	-	-	-	37	44	32	68	77	23	100	-	-
	*	*	*	*				1%	*	*	*	*	*	*		
talkSPORT	272	236	36	42	23	75	86	22	24	160	112	213	59	250	23	-
	1%	1% ^b	*	1%	*	1%	1%	*	*	1%	1%	1%	*	1%	1%	-
BBC website	2611	1599	1012	826	825	540	319	65	37	2111	501	1728	884	2240	210	162
	6%	7% ^b	4%	13% ^e ^g	12% ^e ^g ^h	7% ^g ^h	4% ^g ^h	1%	*	8% ^j	2%	7% ^l	4%	6%	6%	7%
ITV website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Channel 4 website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Guardian website	146	114	33	33	76	37	-	-	-	102	44	89	57	109	-	37
	*	1%	*	1%	1% ^h	*				*	*	*	*	*		2% ^m
The Telegraph\Sunday Telegraph website	58	33	25	-	-	33	-	25	-	58	-	58	-	58	-	-
	*	*	*			*		*		*		*		*		
The Times\Sunday Times website	39	39	-	-	-	39	-	-	-	39	-	39	-	39	-	-
	*	*				*				*		*		*		
The Independent website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Sun website	216	163	53	61	103	51	-	-	-	140	76	141	75	178	-	37
	*	1%	*	1% ^h	1% ^h	1%				1%	*	1%	*	*		2%
The Daily Mail website	257	-	257	-	121	101	36	-	-	192	66	239	18	257	-	-
	1%		1% ^a		2% ^c ^g ^h	1% ^h	*			1%	*	1% ^l	*	1%		
The Star website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Daily Express website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Daily Mirror website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The News of the World website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sky News website	363	240	123	29	257	54	22	-	-	272	91	312	51	341	22	-
	1%	1%	1%	*	4% ^c ^e ^f ^g	1%	*			1%	*	1% ^l	*	1%	1%	-
The Financial Times website	32	-	32	-	32	-	-	-	-	32	-	-	32	32	-	-
	*		*		*					*		*	*	*		
Google news\Yahoo news\MSN news	1160	566	594	367	371	204	152	44	22	778	381	697	463	1010	108	42
	3%	3%	3%	6% ^e ^f ^g ^h	5% ^f ^g ^h	2% ^h	2% ^h	1%	*	3%	2%	3%	2%	3%	3%	2%
Blogs	53	23	31	-	23	-	-	-	-	31	23	53	-	53	-	-
	*	*	*		*					*	*	*		*		

Fieldwork : 19/11/10 - 23/11/10 (Week 46)
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o
 * small base

Q.8 Main source of UK International news and current affairs used

Base: All Adults in GB who have a regular place they access the news from

	GENDER		AGE						SOCIAL CLASS		WORKING STATUS		COUNTRY			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	Working	Not working	England	Scotland	Wales
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	
Unweighted Base	1923	902	1021	293	271	297	290	294	478	858	1065	877	1046	1649	176	98
Weighted Base	45075	21710	23364	6290	7105	8222	7653	6350	9455	24996	20079	23313	21762	39132	3748	2194*
Other website	295	128	167	87	33	61	115	-	-	123	173	172	124	277	19	-
	1%	1%	1%	1%h	*	1%	1%h	-	-	*	1%	1%	1%	1%	1%	-
Other channel	269	235	34	58	20	49	-	40	103	73	197	93	176	269	-	-
	1%	1%b	*	1%	*	1%	-	1%	1%	*	1%	*	1%	1%	-	-
Other newspaper	301	195	106	73	92	91	-	26	19	152	149	145	156	259	42	-
	1%	1%	*	1%	1%	1%	-	*	*	1%	1%	1%	1%	1%	1%	-
Other weekend/weekly newspaper or weekly magazine	27	11	16	-	-	16	-	-	11	-	27	-	27	-	27	-
	*	*	*	-	-	*	-	-	*	-	*	-	*	-	1%g	-
Any other commercial radio station (e.g. Heart FM, Smooth, Capital, Gold)	506	167	338	75	65	129	106	77	53	205	301	271	235	419	43	44
	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%
Other radio station	322	86	236	16	55	61	110	26	53	128	194	191	131	266	57	-
	1%	*	1%	*	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	2%	-
SUMMARY CODES																
Net : Any TV	28070	13156	14914	3591	3726	5042	5163	4045	6503	14067	14003	13717	14353	24410	2388	1273
	62%	61%	64%	57%	52%	61% ^d	67% ^{cd}	64% ^d	69% ^{cde}	56%	70% ⁱ	59%	66% ^k	62%	64%	58%
Net : Any Newspaper	6324	3498	2826	898	856	888	887	1135	1659	3510	2814	3021	3304	5357	654	313
	14%	16% ^b	12%	14%	12%	11%	12%	18% ^{ef}	18% ^{ef}	14%	14%	13%	15%	14%	17%	14%
Net : Any Weekly/Weekend Newspaper	643	264	379	92	60	129	78	74	210	404	238	218	425	557	86	-
	1%	1%	2%	1%	1%	2%	1%	1%	2%	2%	1%	1%	2%	1%	2%	-
Net : Any Radio	4806	1887	2919	306	622	1043	850	962	1023	3137	1669	2829	1977	4214	262	330
	11%	9%	12% ^a	5%	9%	13% ^c	11% ^c	15% ^{cd}	11% ^c	13% ^j	8%	12% ^l	9%	11%	7%	15% ⁿ
Net : Any Website	5231	2905	2327	1403	1841	1120	674	134	60	3877	1355	3527	1704	4594	358	279
	12%	13% ^b	10%	22% ^{efg}	26% ^{efg}	14% ^{gh}	9% ^{gh}	2%	1%	16% ^j	7%	15% ^l	8%	12%	10%	13%
Net : BBC Owner / Provider	24412	11941	12470	3005	3581	4221	4209	3444	5952	14515	9896	12507	11904	21341	1696	1375
	54%	55%	53%	48%	50%	51%	55%	54%	63% ^{cdefg}	58% ^{ij}	49%	54%	55%	55% ⁿ	45%	63% ⁿ
Net : ITV Owner	5614	2053	3562	897	733	1026	1082	985	891	1902	3712	2584	3030	4637	715	263
	12%	9%	15% ^a	14%	10%	12%	14%	16% ^h	9%	8%	18% ⁱ	11%	14%	12%	19% ^m	12%
Net : ITN provider	6397	2435	3962	1181	806	1055	1260	1155	940	2424	3973	3097	3300	5269	836	292
	14%	11%	17% ^a	19% ^{cdh}	11%	13%	16% ^h	18% ^{dh}	10%	10%	20% ^{il}	13%	15%	13%	22% ^m	13%
Net : News Corp Owner / Provider	2898	1453	1445	566	602	524	305	478	423	1429	1469	1552	1346	2301	389	208
	6%	7%	6%	9% ^{fh}	8% ^{fh}	6%	4%	8%	4%	6%	7%	7%	6%	6%	10% ^m	9%
Net : News International Owner / Provider	2861	1453	1408	529	602	524	305	478	423	1429	1432	1534	1327	2263	389	208
	6%	7%	6%	8% ^{fh}	8% ^{fh}	6%	4%	8%	4%	6%	7%	7%	6%	6%	10% ^m	9%
Net : Sky owner	3206	1644	1562	267	786	1006	548	240	358	1919	1286	1958	1247	2996	191	19
	7%	8%	7%	4%	11% ^{cgh}	12% ^{cgh}	7%	4%	4%	8%	6%	8% ^l	6%	8% ^o	5%	1%
Net : Sky Provider	4141	1949	2192	412	945	1218	689	384	492	2286	1854	2465	1675	3774	270	97
	9%	9%	9%	7%	13% ^{cgh}	15% ^{cgh}	9%	6%	5%	9%	9%	11% ^l	8%	10%	7%	4%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o

* small base

Q.8 Main source of UK International news and current affairs used

Base: All Adults in GB who have a regular place they access the news from

	GENDER		AGE						SOCIAL CLASS		WORKING STATUS		COUNTRY			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	Working	Not working	England	Scotland	Wales
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	
Unweighted Base	1923	902	1021	293	271	297	290	294	478	858	1065	877	1046	1649	176	98
Weighted Base	45075	21710	23364	6290	7105	8222	7653	6350	9455	24996	20079	23313	21762	39132	3748	2194*
Net : News Corp or Sky Owner	6104 14%	3097 14%	3007 13%	833 13%h	1389 20%fgh	1529 19%fgh	854 11%	718 11%	781 8%	3349 13%	2755 14%	3510 15%	2593 12%	5297 14%	580 15%	227 10%
Net : News Corp or Sky Provider	7039 16%	3402 16%	3637 16%	978 16%h	1547 22%fgh	1742 21%fgh	994 13%	862 14%	915 10%	3715 15%	3323 17%	4018 17%	3021 14%	6074 16%	659 18%	305 14%
Net : Channel 4 Owner	782 2%	382 2%	400 2%	284 5%deh	73 1%	29 *	178 2%eh	170 3%	49 1%	522 2%	261 1%	513 2%	270 1%	631 2%	122 3%	30 1%
Net : Northern Shell owner	580 1%	299 1%	280 1%	19 *	131 2%	70 1%	76 1%	151 2%c	133 1%	203 1%	377 2%l	257 1%	323 1%	486 1%	60 2%	35 2%
Net : Northern Shell provider	337 1%	185 1%	152 1%	- -	55 1%	23 *	41 1%	120 2%c	97 1%	142 1%	194 1%	134 1%	203 1%	313 1%	23 1%	- -
Net : Associated Newspapers Owner / Provider	1440 3%	569 3%	871 4%	28 *	173 2%	178 2%	133 2%	269 4%c	659 7%cdef	816 3%	624 3%	646 3%	793 4%	1348 3%	91 2%	- -
Net : Trinity Mirror Owner / Provider	586 1%	226 1%	360 2%	141 2%	52 1%	120 1%	75 1%	59 1%	139 1%	214 1%	372 2%	261 1%	325 1%	555 1%	11 *	20 1%
Net : Telegraph Media Group Owner / Provider	487 1%	337 2%	150 1%	29 *	- -	33 *	- -	133 2%df	293 3%cdef	460 2%j	27 *	155 1%	332 2%	468 1%	- -	19 1%
Net : Guardian Media Group Owner / Provider	697 2%	461 2%	236 1%	143 2%	108 2%	136 2%	129 2%	85 1%	95 1%	573 2%j	124 1%	423 2%	274 1%	611 2%	- -	85 4%n
Net : Independent Print Ltd Owner / Provider	305 1%	218 1%	87 *	- -	23 *	69 1%	117 2%	51 1%	46 *	282 1%j	23 *	198 1%	108 *	305 1%	- -	- -
Net : Pearson Owner / Provider	63 *	32 *	32 *	- -	63 1%	- -	- -	- -	- -	63 *	- -	32 *	32 *	63 *	- -	- -
Net : Commercial Radio	964 2%	427 2%	538 2%	169 3%	105 1%	241 3%	192 3%	136 2%	121 1%	466 2%	498 2%	597 3%	367 2%	855 2%	66 2%	44 2%
Net : Other Owner/ Provider	3312 7%	1904 9%cb	1409 6%	786 12%gh	696 10%gh	645 8%gh	693 9%gh	173 3%	319 3%	1789 7%	1523 8%	1842 8%	1470 7%	2783 7%	432 12%m	98 4%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o

* small base

Q.8 Main source of UK International news and current affairs used
Base: All Adults in GB who have a regular place they access the news from

	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED			
	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	1923	613	868	457	1770	941	1277	700
Weighted Base	45075	15134	20540	12058	41283	22612	30327	18252
BBC One	15799 35%	4784 32% ^d	5992 29%	2995 25%	15799 38% ^{gh}	8006 35% ^h	9892 33%	5155 28%
BBC Two	117 *	34 *	44 *	-	117 *	59 *	74 *	69 *
ITV1	5614 12%	1266 8% ^d	1881 9% ^d	583 5%	5614 14% ^{fgh}	2103 9%	3167 10% ^h	1268 7%
Channel 4	782 2%	352 2%	405 2%	197 2%	782 2%	505 2%	549 2%	287 2%
Five	243 1%	31 *	51 *	-	243 1%	56 *	93 *	61 *
BBC News channel	2365 5%	743 5%	1101 5%	723 6%	2365 6%	1045 5%	1712 6%	969 5%
Sky News channel	2843 6%	516 3%	897 4%	788 7% ^b	2843 7% ^f	1043 5%	1685 6%	1239 7%
CNN	-	-	-	-	-	-	-	-
Star News	37 *	19 *	-	19 *	37 *	-	19 *	19 *
Fox News	-	-	-	-	-	-	-	-
Euronews	-	-	-	-	-	-	-	-
Daily Mail	1182 3%	270 2%	935 5% ^{abd}	91 1%	1098 3% ^h	528 2%	1182 4% ^h	186 1%
Daily Star	120 *	41 *	120 1% ^a	-	96 *	65 *	120 *	-
Daily Express	217 *	78 1%	185 1%	32 *	217 1%	102 *	217 1%	56 *
The Sun	1765 4%	451 3%	1540 7% ^{abd}	274 2%	1490 4%	592 3%	1765 6% ^{ef}	685 4%
The Mirror	475 1%	107 1%	443 2% ^{abd}	62 1%	331 1%	183 1%	475 2%	131 1%
The Guardian	525 1%	298 2%	525 3% ^a	142 1%	477 1%	357 2%	525 2%	287 2%
The Independent	266 1%	128 1%	243 1%	48 *	266 1%	152 1%	266 1%	112 1%
The Times	520 1%	109 1%	520 3% ^{ab}	121 1%	459 1%	244 1%	520 2%	164 1%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

CAPI OmniBus



Q.8 Main source of UK International news and current affairs used

Base: All Adults in GB who have a regular place they access the news from

	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED				
	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	
Unweighted Base	1923	613	868	457	1770	941	1277	700	
Weighted Base	45075	15134	20540	12058	41283	22612	30327	18252	
The Telegraph	405 1%	309 1%	136 1%	357 2% ^d	46 *	405 1%	186 1%	405 1%	117 1%
Financial Times	32 *	32 *	-	-	32 *	32 *	32 *	32 *	
Morning Star	-	-	-	-	-	-	-	-	
The Herald/The Scotsman/Daily Record	78 *	52 *	-	54 *	-	78 *	29 *	78 *	
The Western Mail/Daily Post	-	-	-	-	-	-	-	-	
Any regional or local newspaper (e.g. Evening Standard, Metro, Birmingham Post, Manchester Evening News, etc)	439 1%	235 1%	65 *	370 2% ^{ab}	144 1%	288 1%	65 *	439 1%	
The Observer	25 *	25 *	-	25 *	-	25 *	25 *	25 *	
The Sunday Telegraph	24 *	-	-	24 *	24 *	-	-	24 *	
The Sunday Times	107 *	20 *	20 *	107 1% ^a	-	57 *	33 *	107 *	
The Independent on Sunday	39 *	39 *	-	-	39 *	-	-	39 *	
Sunday Mirror	112 *	24 *	-	83 *	29 *	24 *	43 *	112 *	
News of the World	214 *	137 *	84 1%	175 1%	49 *	163 *	99 *	214 1%	
The Sunday Herald	33 *	-	33 *	-	-	-	33 *	33 *	
Wales on Sunday	-	-	-	-	-	-	-	-	
Weekly magazines (e.g. The Economist, The Spectator, New Statesman, etc)	63 *	24 *	-	63 *	39 *	63 *	-	63 *	
Any BBC national radio station (e.g. BBC Radio One, BBC Radio Two, BBC World Service)	3231 7%	2408 6%	2851 19% ^{acd}	1646 8%	831 7%	2901 7%	3231 14% ^{egh}	2257 7%	
Any BBC local/regional radio station	288 1%	154 *	288 2% ^{ac}	96 *	105 1%	250 1%	288 1% ^g	126 *	

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

Q.8 Main source of UK International news and current affairs used

Base: All Adults in GB who have a regular place they access the news from

	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED			
	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	1923	613	868	457	1770	941	1277	700
Weighted Base	45075	15134	20540	12058	41283	22612	30327	18252
Absolute Radio	86	69	69	33	69	86	69	33
Classic FM	100	49	70	-	70	100	81	-
talkSPORT	272	195	159	36	220	272	159	98
BBC website	2611	746	829	2320	1521	1087	1579	2611
ITV website	-	-	-	-	-	-	-	-
Channel 4 website	-	-	-	-	-	-	-	-
The Guardian website	146	32	-	146	85	89	62	146
The Telegraph\Sunday Telegraph website	58	25	-	58	58	58	58	58
The Times\Sunday Times website	39	39	39	-	39	39	39	39
The Independent website	-	-	-	-	-	-	-	-
The Sun website	216	57	57	84	184	100	118	216
The Daily Mail website	257	119	130	257	150	173	161	257
The Star website	-	-	-	-	-	-	-	-
Daily Express website	-	-	-	-	-	-	-	-
Daily Mirror website	-	-	-	-	-	-	-	-
The News of the World website	-	-	-	-	-	-	-	-
Sky News website	363	137	171	363	244	173	224	363
The Financial Times website	32	-	32	32	32	-	32	32
Google news\Yahoo news\MSN news	1160	186	488	825	678	327	590	1160
Blogs	53	23	-	53	23	-	-	53

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

Q.8 Main source of UK International news and current affairs used

Base: All Adults in GB who have a regular place they access the news from

	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED			
	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	1923	613	868	457	1770	941	1277	700
Weighted Base	45075	15134	20540	12058	41283	22612	30327	18252
Other website	295 1%	84 *	16 *	- *	282 2%abc	268 1%	41 *	295 2%efg
Other channel	269 1%	258 1%	24 *	64 *	55 *	269 1%	69 *	111 79 *
Other newspaper	301 1%	75 *	55 *	285 1%ad	19 *	212 1%	55 *	301 1%fh 19 *
Other weekend/weekly newspaper or weekly magazine	27 *	11 *	11 *	27 *	- *	27 *	11 *	27 *
Any other commercial radio station (e.g. Heart FM, Smooth, Capital, Gold)	506 1%	341 1%	465 3%acd	148 1%	25 *	430 1%	506 2%egh	235 1% 55 *
Other radio station	322 1%	146 *	266 2%ac	89 *	55 *	146 *	322 1%eh	215 1% 55 *
SUMMARY CODES								
Net : Any TV	28070 62%	26736 72%bcd	7749 51%d	10436 51%d	5359 44%	28070 68%fgh	12886 57%h	17302 57%h 9146 50%
Net : Any Newspaper	6324 14%	4348 12%	1696 11%	5578 27%abd	1011 8%	5449 13%	2590 11%	6324 21%efh 1965 11%
Net : Any Weekly/Weekend Newspaper	643 1%	280 1%	148 1%	503 2%ab	180 1%	397 1%	244 1%	643 2%e 180 1%
Net : Any Radio	4806 11%	3409 9%	4184 28%acd	2278 11%	1086 9%	4087 10%	4806 21%egh	3141 10% 1729 9%
Net : Any Website	5231 12%	2433 7%	1358 9%	1745 8%	4422 37%abc	3281 8%	2087 9%	2916 10% 5231 29%efg
Net : BBC Owner / Provider	24412 54%	21336 57%c	9446 62%ac	9708 47%	6975 58%c	22952 56%g	13717 61%eg	15639 52% 10293 56%g
Net : ITV Owner	5614 12%	5302 14%bcd	1266 8%d	1881 9%d	583 5%	5614 14%fgh	2103 9%	3167 10%h 1268 7%
Net : ITN provider	6397 14%	5981 16%bcd	1617 11%d	2286 11%d	780 6%	6397 15%fgh	2608 12%	3716 12%h 1555 9%
Net : News Corp Owner / Provider	2898 6%	1894 5%	760 5%	2438 12%abd	547 5%	2429 6%	1106 5%	2782 9%efh 1171 6%
Net : News International Owner / Provider	2861 6%	1876 5%	760 5%	2438 12%abd	528 4%	2391 6%	1106 5%	2763 9%efh 1153 6%
Net : Sky owner	3206 7%	2818 8%bc	653 4%	1068 5%	1151 10%bc	3087 7%f	1216 5%	1910 6% 1602 9%f
Net : Sky Provider	4141 9%	3521 9%c	1266 8%	1407 7%	1209 10%	3900 9%	1964 9%	2388 8% 1751 10%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

CAPI OmniBus



Q.8 Main source of UK International news and current affairs used

Base: All Adults in GB who have a regular place they access the news from

	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED			
	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	1923	613	868	457	1770	941	1277	700
Weighted Base	45075	15134	20540	12058	41283	22612	30327	18252
Net : News Corp or Sky Owner	6104 14%	4712 13%b	1413 9%	3507 17%ab	1698 14%b	5516 13%f	4692 15%f	2773 15%f
Net : News Corp or Sky Provider	7039 16%	5416 15%	2026 13%	3845 19%ab	1756 15%	6328 15%	3070 14%	5170 17%f
Net : Channel 4 Owner	782 2%	679 2%	352 2%	405 2%	197 2%	782 2%	505 2%	549 2%
Net : Northern Shell owner	580 1%	453 1%	109 1%	356 2%d	32 *	557 1%	223 1%	430 1%
Net : Northern Shell provider	337 1%	231 1%	78 1%	304 1%ad	32 *	313 1%	167 1%	337 1%
Net : Associated Newspapers Owner / Provider	1440 3%	1098 3%	388 3%	1064 5%ab	348 3%	1248 3%	701 3%	1344 4%h
Net : Trinity Mirror Owner / Provider	586 1%	298 1%	107 1%	526 3%abd	91 1%	355 1%	226 1%	586 2%e
Net : Telegraph Media Group Owner / Provider	487 1%	367 1%	161 1%	382 2%	128 1%	463 1%	245 1%	487 2%
Net : Guardian Media Group Owner / Provider	697 2%	521 1%	330 2%	550 3%a	289 2%	587 1%	472 2%	612 2%
Net : Independent Print Ltd Owner / Provider	305 1%	230 1%	128 1%	243 1%	87 1%	305 1%	152 1%	305 1%
Net : Pearson Owner / Provider	63 *	32 *	-	32 *	63 1%	63 *	32 *	63 *
Net : Commercial Radio	964 2%	701 2%	778 5%acd	446 2%	94 1%	790 2%	964 4%egh	544 2%
Net : Other Owner/ Provider	3312 7%	1696 5%	851 6%	1598 8%a	1508 13%abc	2270 5%	1224 5%	2068 7%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

Q.8 Main source of UK International news and current affairs used
Base: All Adults in GB who have a regular place they access the news from

	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED			
	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	1923	613	868	457	1770	941	1277	700
Weighted Base	45075	15134	20540	12058	41283	22612	30327	18252
BBC One	15799 35%	4784 32% ^d	5992 29%	2995 25%	15799 38% ^{gh}	8006 35% ^h	9892 33%	5155 28%
BBC Two	117 *	34 *	44 *	-	117 *	59 *	74 *	69 *
ITV1	5614 12%	1266 8% ^d	1881 9% ^d	583 5%	5614 14% ^{fgh}	2103 9%	3167 10% ^h	1268 7%
Channel 4	782 2%	352 2%	405 2%	197 2%	782 2%	505 2%	549 2%	287 2%
Five	243 1%	31 *	51 *	-	243 1%	56 *	93 *	61 *
BBC News channel	2365 5%	743 5%	1101 5%	723 6%	2365 6%	1045 5%	1712 6%	969 5%
Sky News channel	2843 6%	516 3%	897 4%	788 7% ^b	2843 7% ^f	1043 5%	1685 6%	1239 7%
CNN	-	-	-	-	-	-	-	-
Star News	37 *	19 *	-	19 *	37 *	-	19 *	19 *
Fox News	-	-	-	-	-	-	-	-
Euronews	-	-	-	-	-	-	-	-
Daily Mail	1182 3%	270 2%	935 5% ^{abd}	91 1%	1098 3% ^h	528 2%	1182 4% ^h	186 1%
Daily Star	120 *	41 *	120 1% ^a	-	96 *	65 *	120 *	-
Daily Express	217 *	78 1%	185 1%	32 *	217 1%	102 *	217 1%	56 *
The Sun	1765 4%	451 3%	1540 7% ^{abd}	274 2%	1490 4%	592 3%	1765 6% ^{ef}	685 4%
The Mirror	475 1%	107 1%	443 2% ^{abd}	62 1%	331 1%	183 1%	475 2%	131 1%
The Guardian	525 1%	298 2%	525 3% ^a	142 1%	477 1%	357 2%	525 2%	287 2%
The Independent	266 1%	128 1%	243 1%	48 *	266 1%	152 1%	266 1%	112 1%
The Times	520 1%	109 1%	520 3% ^{ab}	121 1%	459 1%	244 1%	520 2%	164 1%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

CAPI OmniBus



Q.8 Main source of UK International news and current affairs used

Base: All Adults in GB who have a regular place they access the news from

	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED				
	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	
Unweighted Base	1923	613	868	457	1770	941	1277	700	
Weighted Base	45075	15134	20540	12058	41283	22612	30327	18252	
The Telegraph	405 1%	309 1%	136 1%	357 2% ^d	46 *	405 1%	186 1%	405 1%	117 1%
Financial Times	32 *	32 *	-	-	32 *	32 *	32 *	32 *	
Morning Star	-	-	-	-	-	-	-	-	
The Herald/The Scotsman/Daily Record	78 *	52 *	-	54 *	-	78 *	29 *	78 *	
The Western Mail/Daily Post	-	-	-	-	-	-	-	-	
Any regional or local newspaper (e.g. Evening Standard, Metro, Birmingham Post, Manchester Evening News, etc)	439 1%	235 1%	65 *	370 2% ^{ab}	144 1%	288 1%	65 *	439 1%	
The Observer	25 *	25 *	-	25 *	-	25 *	25 *	25 *	
The Sunday Telegraph	24 *	-	-	24 *	24 *	-	-	24 *	
The Sunday Times	107 *	20 *	20 *	107 1% ^a	-	57 *	33 *	107 *	
The Independent on Sunday	39 *	39 *	-	-	39 *	-	-	39 *	
Sunday Mirror	112 *	24 *	-	83 *	29 *	24 *	43 *	112 *	
News of the World	214 *	137 *	84 1%	175 1%	49 *	163 *	99 *	214 1%	
The Sunday Herald	33 *	-	33 *	-	-	-	33 *	33 *	
Wales on Sunday	-	-	-	-	-	-	-	-	
Weekly magazines (e.g. The Economist, The Spectator, New Statesman, etc)	63 *	24 *	-	63 *	39 *	63 *	-	63 *	
Any BBC national radio station (e.g. BBC Radio One, BBC Radio Two, BBC World Service)	3231 7%	2408 6%	2851 19% ^{acd}	1646 8%	831 7%	2901 7%	3231 14% ^{egh}	2257 7%	
Any BBC local/regional radio station	288 1%	154 *	288 2% ^{ac}	96 *	105 1%	250 1%	288 1% ^g	126 *	

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

Q.8 Main source of UK International news and current affairs used

Base: All Adults in GB who have a regular place they access the news from

	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED				
	Total	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	1923	1597	613	868	457	1770	941	1277	700
Weighted Base	45075	37206	15134	20540	12058	41283	22612	30327	18252
Absolute Radio	86	69	69	69	33	69	86	69	33
Classic FM	100	70	49	70	-	70	100	81	-
talkSPORT	272	220	195	159	36	220	272	159	98
	1%	1%	1%	1%	*	1%	1%	1%	1%
BBC website	2611	1174	746	829	2320	1521	1087	1579	2611
	6%	3%	5%	4%	19%abc	4%	5%	5%	14%efg
ITV website	-	-	-	-	-	-	-	-	-
Channel 4 website	-	-	-	-	-	-	-	-	-
The Guardian website	146	85	32	-	146	85	89	62	146
	*	*	*	-	1%ac	*	*	*	1%e
The Telegraph\Sunday Telegraph website	58	58	25	-	58	58	58	58	58
	*	*	*	-	*	*	*	*	*
The Times\Sunday Times website	39	39	39	39	-	39	39	39	39
	*	*	*	*	-	*	*	*	*
The Independent website	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
The Sun website	216	152	57	57	84	184	100	118	216
	*	*	*	*	1%	*	*	*	1%
The Daily Mail website	257	88	119	130	257	150	173	161	257
	1%	*	1%	1%	2%ac	*	1%	1%	1%e
The Star website	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
Daily Express website	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
Daily Mirror website	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
The News of the World website	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
Sky News website	363	164	137	171	363	244	173	224	363
	1%	*	1%	1%	3%abc	1%	1%	1%	2%efg
The Financial Times website	32	-	-	32	32	32	-	32	32
	*	-	-	*	*	*	-	*	*
Google news\Yahoo news\MSN news	1160	568	186	488	825	678	327	590	1160
	3%	2%	1%	2%	7%abc	2%	1%	2%	6%efg
Blogs	53	23	-	-	53	23	-	-	53
	*	*	-	-	*	*	-	-	*

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

Q.8 Main source of UK International news and current affairs used

Base: All Adults in GB who have a regular place they access the news from

	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED			
	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	1923	613	868	457	1770	941	1277	700
Weighted Base	45075	15134	20540	12058	41283	22612	30327	18252
Other website	295 1%	84 *	16 *	- *	282 2%abc	268 1%	41 *	295 2%efg
Other channel	269 1%	258 1%	24 *	64 *	55 *	269 1%	69 *	111 79 *
Other newspaper	301 1%	75 *	55 *	285 1%ad	19 *	212 1%	55 *	301 1%fh 19 *
Other weekend/weekly newspaper or weekly magazine	27 *	11 *	11 *	27 *	- *	27 *	11 *	27 *
Any other commercial radio station (e.g. Heart FM, Smooth, Capital, Gold)	506 1%	341 1%	465 3%acd	148 1%	25 *	430 1%	506 2%egh	235 1% 55 *
Other radio station	322 1%	146 *	266 2%ac	89 *	55 *	146 *	322 1%eh	215 1% 55 *
SUMMARY CODES								
Net : Any TV	28070 62%	26736 72%bcd	7749 51%d	10436 51%d	5359 44%	28070 68%fgh	12886 57%h	17302 57%h 9146 50%
Net : Any Newspaper	6324 14%	4348 12%	1696 11%	5578 27%abd	1011 8%	5449 13%	2590 11%	6324 21%efh 1965 11%
Net : Any Weekly/Weekend Newspaper	643 1%	280 1%	148 1%	503 2%ab	180 1%	397 1%	244 1%	643 2%e 180 1%
Net : Any Radio	4806 11%	3409 9%	4184 28%acd	2278 11%	1086 9%	4087 10%	4806 21%egh	3141 10% 1729 9%
Net : Any Website	5231 12%	2433 7%	1358 9%	1745 8%	4422 37%abc	3281 8%	2087 9%	2916 10% 5231 29%efg
Net : BBC Owner / Provider	24412 54%	21336 57%c	9446 62%ac	9708 47%	6975 58%c	22952 56%g	13717 61%eg	15639 52% 10293 56%g
Net : ITV Owner	5614 12%	5302 14%bcd	1266 8%d	1881 9%d	583 5%	5614 14%fgh	2103 9%	3167 10%h 1268 7%
Net : ITN provider	6397 14%	5981 16%bcd	1617 11%d	2286 11%d	780 6%	6397 15%fgh	2608 12%	3716 12%h 1555 9%
Net : News Corp Owner / Provider	2898 6%	1894 5%	760 5%	2438 12%abd	547 5%	2429 6%	1106 5%	2782 9%efh 1171 6%
Net : News International Owner / Provider	2861 6%	1876 5%	760 5%	2438 12%abd	528 4%	2391 6%	1106 5%	2763 9%efh 1153 6%
Net : Sky owner	3206 7%	2818 8%bc	653 4%	1068 5%	1151 10%bc	3087 7%f	1216 5%	1910 6% 1602 9%f
Net : Sky Provider	4141 9%	3521 9%c	1266 8%	1407 7%	1209 10%	3900 9%	1964 9%	2388 8% 1751 10%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

CAPI OmniBus



Q.8 Main source of UK International news and current affairs used

Base: All Adults in GB who have a regular place they access the news from

	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED			
	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	1923	613	868	457	1770	941	1277	700
Weighted Base	45075	15134	20540	12058	41283	22612	30327	18252
Net : News Corp or Sky Owner	6104 14%	4712 13%b	1413 9%	3507 17%ab	1698 14%b	5516 13%f	4692 15%f	2773 15%f
Net : News Corp or Sky Provider	7039 16%	5416 15%	2026 13%	3845 19%ab	1756 15%	6328 15%	3070 14%	5170 17%f
Net : Channel 4 Owner	782 2%	679 2%	352 2%	405 2%	197 2%	782 2%	505 2%	549 2%
Net : Northern Shell owner	580 1%	453 1%	109 1%	356 2%d	32 *	557 1%	223 1%	430 1%
Net : Northern Shell provider	337 1%	231 1%	78 1%	304 1%ad	32 *	313 1%	167 1%	337 1%
Net : Associated Newspapers Owner / Provider	1440 3%	1098 3%	388 3%	1064 5%ab	348 3%	1248 3%	701 3%	1344 4%h
Net : Trinity Mirror Owner / Provider	586 1%	298 1%	107 1%	526 3%abd	91 1%	355 1%	226 1%	586 2%e
Net : Telegraph Media Group Owner / Provider	487 1%	367 1%	161 1%	382 2%	128 1%	463 1%	245 1%	487 2%
Net : Guardian Media Group Owner / Provider	697 2%	521 1%	330 2%	550 3%a	289 2%	587 1%	472 2%	612 2%
Net : Independent Print Ltd Owner / Provider	305 1%	230 1%	128 1%	243 1%	87 1%	305 1%	152 1%	305 1%
Net : Pearson Owner / Provider	63 *	32 *	-	32 *	63 1%	63 *	32 *	63 *
Net : Commercial Radio	964 2%	701 2%	778 5%acd	446 2%	94 1%	790 2%	964 4%egh	544 2%
Net : Other Owner/ Provider	3312 7%	1696 5%	851 6%	1598 8%a	1508 13%abc	2270 5%	1224 5%	2068 7%
								186 1%
								1976 11%efg

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

Q.8 Main source of UK International news and current affairs used

Base: All Adults in GB who have a regular place they access the news from

	Total	Q2 MAIN PLATFORM				Q1A - TV, RADIO, NEWSPAPERS OR INTERNET
		Main TV	Main Radio	Main Newspaper	Main Internet	
		(a)	(b)	(c)	(d)	
					(e)	
Unweighted Base	1923	1243	176	281	181	1895
Weighted Base	45075	28469	4536	6420	4738	44495
BBC One	15799 35%	13925 49%abcd	632 14%d	708 11%	330 7%	15656 35%
BBC Two	117 *	117 *	-	-	-	117 *
ITV1	5614 12%	5055 18%abcd	62 1%	296 5%	66 1%	5542 12%
Channel 4	782 2%	594 2%	69 2%	47 1%	39 1%	774 2%
Five	243 1%	195 1%	-	49 1%	-	243 1%
BBC News channel	2365 5%	1853 7%bd	51 1%	301 5%b	104 2%	2365 5%
Sky News channel	2843 6%	2519 9%abcd	61 1%	81 1%	96 2%	2742 6%
CNN	-	-	-	-	-	-
Star News	37 *	-	-	-	19 *a	19 *
Fox News	-	-	-	-	-	-
Euronews	-	-	-	-	-	-
Daily Mail	1182 3%	542 2%	72 2%	511 8%abd	22 *	1182 3%
Daily Star	120 *	41 *	-	78 1%a	-	120 *
Daily Express	217 *	32 *	-	185 3%abd	-	217 *
The Sun	1765 4%	436 2%	29 1%	1111 17%abd	123 3%	1765 4%
The Mirror	475 1%	127 *	18 *	312 5%abd	18 *	462 1%
The Guardian	525 1%	141 *	25 1%	359 6%abd	-	525 1%
The Independent	266 1%	59 *	64 1%a	143 2%ad	-	266 1%
The Times	520 1%	120 *	43 1%	357 6%abd	-	520 1%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d

Q.8 Main source of UK International news and current affairs used

Base: All Adults in GB who have a regular place they access the news from

	Total	Q2 MAIN PLATFORM				Q1A - TV, RADIO, NEWSPAPERS OR INTERNET (e)
		Main TV	Main Radio	Main Newspaper	Main Internet	
		(a)	(b)	(c)	(d)	
Unweighted Base	1923	1243	176	281	181	1895
Weighted Base	45075	28469	4536	6420	4738	44495
The Telegraph	405 7%	93 *	24 7%	263 4%abd	- -	405 7%
Financial Times	32 *	- -	- -	- -	32 1%a	32 *
Morning Star	- -	- -	- -	- -	- -	- -
The Herald/The Scotsman/Daily Record	78 *	23 *	- -	54 1%a	- -	78 *
The Western Mail/Daily Post	- -	- -	- -	- -	- -	- -
Any regional or local newspaper (e.g. Evening Standard, Metro, Birmingham Post, Manchester Evening News, etc)	439 7%	82 *	- -	312 5%abd	32 1%	413 1%
The Observer	25 *	- -	- -	25 *a	- -	25 *
The Sunday Telegraph	24 *	- -	- -	24 *a	- -	24 *
The Sunday Times	107 *	- -	- -	107 2%a	- -	107 *
The Independent on Sunday	39 *	39 *	- -	- -	- -	39 *
Sunday Mirror	112 *	24 *	- -	58 1%a	29 1%	112 *
News of the World	214 *	111 *	- -	103 2%a	- -	200 *
The Sunday Herald	33 *	- -	33 1%a	- -	- -	33 *
Wales on Sunday	- -	- -	- -	- -	- -	- -
Weekly magazines (e.g. The Economist, The Spectator, New Statesman, etc)	63 *	24 *	- -	39 7%	- -	63 *
Any BBC national radio station (e.g. BBC Radio One, BBC Radio Two, BBC World Service)	3231 7%	602 2%	2196 48%acd	249 4%	100 2%	3231 7%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d

Q.8 Main source of UK International news and current affairs used

Base: All Adults in GB who have a regular place they access the news from

	Total	Q2 MAIN PLATFORM				Q1A - TV, RADIO, NEWSPAPERS OR INTERNET
		Main TV	Main Radio	Main Newspaper	Main Internet	
		(a)	(b)	(c)	(d)	
					(e)	
Unweighted Base	1923	1243	176	281	181	1895
Weighted Base	45075	28469	4536	6420	4738	44495
Any BBC local/regional radio station	288 7%	-	236 5%acd	-	26 1%a	288 7%
Absolute Radio	86 *	-	36 1%a	-	33 1%a	69 *
Classic FM	100 *	70 *	30 1%	-	-	81 *
talkSPORT	272 7%	139 *	120 3%acd	-	-	220 *
BBC website	2611 6%	358 1%	131 3%	205 3%a	1899 40%abc	2579 6%
ITV website	-	-	-	-	-	-
Channel 4 website	-	-	-	-	-	-
The Guardian website	146 *	33 *	-	-	114 2%abc	146 *
The Telegraph\Sunday Telegraph website	58 *	25 *	-	-	33 1%	58 *
The Times\Sunday Times website	39 *	39 *	-	-	-	39 *
The Independent website	-	-	-	-	-	-
The Sun website	216 *	138 *	-	-	78 2%c	216 *
The Daily Mail website	257 1%	36 *	-	31 *	169 4%abc	257 1%
The Star website	-	-	-	-	-	-
Daily Express website	-	-	-	-	-	-
Daily Mirror website	-	-	-	-	-	-
The News of the World website	-	-	-	-	-	-
Sky News website	363 1%	73 *	-	29 *	260 5%abc	363 1%
The Financial Times website	32 *	-	-	-	32 1%a	32 *

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d

Q.8 Main source of UK International news and current affairs used

Base: All Adults in GB who have a regular place they access the news from

	Total	Q2 MAIN PLATFORM				Q1A - TV, RADIO, NEWSPAPERS OR INTERNET
		Main TV	Main Radio	Main Newspaper	Main Internet	
		(a)	(b)	(c)	(d)	
					(e)	
Unweighted Base	1923	1243	176	281	181	1895
Weighted Base	45075	28469	4536	6420	4738	44495
Google news\Yahoo news\MSN news	1160 3%	322 1%	32 1%	47 1%	717 15%abc	1099 2%
Blogs	53 *	-	-	-	53 1%a	53 *
Other website	295 1%	30 *	-	-	265 6%abc	295 1%
Other channel	269 1%	258 1%	-	-	11 *	269 1%
Other newspaper	301 1%	42 *	-	259 4%abd	-	301 1%
Other weekend/weekly newspaper or weekly magazine	27 *	-	-	27 *a	-	27 *
Any other commercial radio station (e.g. Heart FM, Smooth, Capital, Gold)	506 1%	133 *	333 7%acd	24 *	-	506 1%
Other radio station	322 1%	16 *	240 5%acd	26 *	40 1%a	322 1%
SUMMARY CODES						
Net : Any TV	28070 62%	24516 86%bcd	874 19%	1482 23%d	664 14%	27726 62%
Net : Any Newspaper	6324 14%	1741 6%	276 6%	3944 61%abd	226 5%	6285 14%
Net : Any Weekly/Weekend Newspaper	643 1%	198 1%	33 1%	383 6%abd	29 1%	628 1%
Net : Any Radio	4806 11%	960 3%	3191 70%acd	298 5%	199 4%	4718 11%
Net : Any Website	5231 12%	1055 4%	162 4%	312 5%	3621 76%abc	5138 12%
Net : BBC Owner / Provider	24412 54%	16854 59%c	3245 72%acd	1462 23%	2459 52%c	24235 54%
Net : ITV Owner	5614 12%	5055 18%abcd	62 1%	296 5%	66 1%	5542 12%
Net : ITN provider	6397 14%	5649 20%abcd	131 3%	343 5%	105 2%	6315 14%
Net : News Corp Owner / Provider	2898 6%	845 3%	72 2%	1678 26%abd	219 5%	2865 6%
Net : News International Owner / Provider	2861 6%	845 3%	72 2%	1678 26%abd	201 4%	2846 6%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d

Q.8 Main source of UK International news and current affairs used**Base: All Adults in GB who have a regular place they access the news from**

	Total	Q2 MAIN PLATFORM				Q1A - TV, RADIO, NEWSPAPERS OR INTERNET (e)
		Main TV	Main Radio	Main Newspaper	Main Internet	
		(a)	(b)	(c)	(d)	
Unweighted Base	1923	1243	176	281	181	1895
Weighted Base	45075	28469	4536	6420	4738	44495
Net : Sky owner	3206	2593	61	111	356	3105
	7%	9%abc	1%	2%	8%bc	7%
Net : Sky Provider	4141	2990	460	183	389	4004
	9%	11%c	10%c	3%	8%c	9%
Net : News Corp or Sky Owner	6104	3437	133	1788	575	5970
	14%	12%ab	3%	28%abd	12%b	13%
Net : News Corp or Sky Provider	7039	3835	532	1861	608	6869
	16%	13%	12%	29%abd	13%	15%
Net : Channel 4 Owner	782	594	69	47	39	774
	2%	2%	2%	1%	1%	2%
Net : Northern Shell owner	580	268	-	312	-	580
	1%	1%	-	5%abd	-	1%
Net : Northern Shell provider	337	74	-	263	-	337
	1%	*	-	4%abd	-	1%
Net : Associated Newspapers Owner / Provider	1440	578	72	542	192	1440
	3%	2%	2%	8%ab	4%	3%
Net : Trinity Mirror Owner / Provider	586	152	18	370	46	573
	1%	1%	*	6%abd	1%	1%
Net : Telegraph Media Group Owner / Provider	487	119	24	288	33	487
	1%	*	1%	4%abd	1%	1%
Net : Guardian Media Group Owner / Provider	697	174	25	384	114	697
	2%	1%	1%	6%ab	2%a	2%
Net : Independent Print Ltd Owner / Provider	305	98	64	143	-	305
	1%	*	1%	2%ad	-	1%
Net : Pearson Owner / Provider	63	-	-	-	63	63
	*	-	-	-	1%a	*
Net : Commercial Radio	964	342	520	24	33	876
	2%	1%	11%acd	*	1%	2%
Net : Other Owner/ Provider	3312	938	425	763	1119	3173
	7%	3%	9%a	12%a	24%abc	7%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d

Q.8 Main source of UK International news and current affairs used
Base: All Adults in GB who have a regular place they access the news from

	Q8 - SUMMARY CODES												
	Total	Any TV (a)	Any Newspaper (b)	Any Weekly/Week end Newspaper (c)	Any Radio (d)	Any Website (e)	BBC Owner / Provider (f)	ITV Owner (g)	ITN provider (h)	News Corp Owner / Provider (i)	News Internation al Owner / Provider (j)	Sky owner (k)	Sky Provider (l)
Unweighted Base	1923	1227	277	29	196	194	1028	264	296	126	124	123	167
Weighted Base	45075	28070	6324	643**	4806	5231	24412	5614	6397	2898	2861	3206	4141
BBC One	15799 35%	15799 56% <i>bd</i> deghijkl	-	-	-	-	15799 65% <i>ab</i> deghijk 	-	-	-	-	-	-
BBC Two	117 *	117 *	-	-	-	-	117 *	-	-	-	-	-	-
ITV1	5614 12%	5614 20% <i>b</i> defijkl	-	-	-	-	-	5614 100% <i>ab</i> defhij kl	5614 88% <i>ab</i> defijkl	-	-	-	-
Channel 4	782 2%	782 3% <i>b</i> defgl	-	-	-	-	-	-	782 12% <i>ab</i> defgijk 	-	-	-	-
Five	243 1%	243 1% <i>f</i>	-	-	-	-	-	-	-	-	-	-	243 6% <i>ab</i> deghijk
BBC News channel	2365 5%	2365 8% <i>b</i> deghijkl	-	-	-	-	2365 10% <i>b</i> deghijkl	-	-	-	-	-	-
Sky News channel	2843 6%	2843 10% <i>b</i> defghij	-	-	-	-	-	-	-	-	-	2843 89% <i>ab</i> defghi jl	2843 69% <i>ab</i> defghij
CNN	-	-	-	-	-	-	-	-	-	-	-	-	-
Star News	37 *	37 *	-	-	-	-	-	-	-	37 1% <i>af</i>	-	-	-
Fox News	-	-	-	-	-	-	-	-	-	-	-	-	-
Euronews	-	-	-	-	-	-	-	-	-	-	-	-	-
Daily Mail	1182 3%	-	1182 19% <i>a</i> defghijk 	-	-	-	-	-	-	-	-	-	-
Daily Star	120 *	-	120 2% <i>a</i> fgh	-	-	-	-	-	-	-	-	-	-
Daily Express	217 *	-	217 3% <i>a</i> defghijk 	-	-	-	-	-	-	-	-	-	-
The Sun	1765 4%	-	1765 28% <i>a</i> defghkl	-	-	-	-	-	-	1765 61% <i>ab</i> defghk 	1765 62% <i>ab</i> defghkl	-	-
The Mirror	475 1%	-	475 8% <i>a</i> defghijk 	-	-	-	-	-	-	-	-	-	-

Fieldwork : 19/11/10 - 23/11/10 (Week 46)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l
 ** very small base (under 30) ineligible for sig testing

Q.8 Main source of UK International news and current affairs used
Base: All Adults in GB who have a regular place they access the news from

	Q8 - SUMMARY CODES												
	Total	Any TV (a)	Any Newspaper (b)	Any Weekly/Week end Newspaper (c)	Any Radio (d)	Any Website (e)	BBC Owner / Provider (f)	ITV Owner (g)	ITN provider (h)	News Corp Owner / Provider (i)	News Internation al Owner / Provider (j)	Sky owner (k)	Sky Provider (l)
Unweighted Base	1923	1227	277	29	196	194	1028	264	296	126	124	123	167
Weighted Base	45075	28070	6324	643**	4806	5231	24412	5614	6397	2898	2861	3206	4141
The Guardian	525 1%	-	525 8% adefghijk	-	-	-	-	-	-	-	-	-	-
The Independent	266 1%	-	266 4% adefghijk	-	-	-	-	-	-	-	-	-	-
The Times	520 1%	-	520 8% adefghkl	-	-	-	-	-	-	520 18% abdefghk	520 18% abdefghkl	-	-
The Telegraph	405 1%	-	405 6% adefghijk	-	-	-	-	-	-	-	-	-	-
Financial Times	32 *	-	32 1% af	-	-	-	-	-	-	-	-	-	-
Morning Star	-	-	-	-	-	-	-	-	-	-	-	-	-
The Herald/The Scotsman/Daily Record	78 *	-	78 1% af	-	-	-	-	-	-	-	-	-	-
The Western Mail/Daily Post	-	-	-	-	-	-	-	-	-	-	-	-	-
Any regional or local newspaper (e.g. Evening Standard, Metro, Birmingham Post, Manchester Evening News, etc)	439 1%	-	439 7% adefghijk	-	-	-	-	-	-	-	-	-	-
The Observer	25 *	-	-	25 4%	-	-	-	-	-	-	-	-	-
The Sunday Telegraph	24 *	-	-	24 4%	-	-	-	-	-	-	-	-	-
The Sunday Times	107 *	-	-	107 17%	-	-	-	-	-	107 4% abdefghkl	107 4% abdefghkl	-	-
The Independent on Sunday	39 *	-	-	39 6%	-	-	-	-	-	-	-	-	-
Sunday Mirror	112 *	-	-	112 17%	-	-	-	-	-	-	-	-	-
News of the World	214 *	-	-	214 33%	-	-	-	-	-	214 7% abdefghkl	214 7% abdefghkl	-	-
The Sunday Herald	33 *	-	-	33 5%	-	-	-	-	-	-	-	-	-
Wales on Sunday	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 19/11/10 - 23/11/10 (Week 46)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l
 ** very small base (under 30) ineligible for sig testing

Q.8 Main source of UK International news and current affairs used
Base: All Adults in GB who have a regular place they access the news from

	Q8 - SUMMARY CODES												
	Total	Any TV (a)	Any Newspaper (b)	Any Weekly/Week end Newspaper (c)	Any Radio (d)	Any Website (e)	BBC Owner / Provider (f)	ITV Owner (g)	ITN provider (h)	News Corp Owner / Provider (i)	News Internation al Owner / Provider (j)	Sky owner (k)	Sky Provider (l)
Unweighted Base	1923	1227	277	29	196	194	1028	264	296	126	124	123	167
Weighted Base	45075	28070	6324	643**	4806	5231	24412	5614	6397	2898	2861	3206	4141
Weekly magazines (e.g. The Economist, The Spectator, New Statesman, etc)	63 *	-	-	63 10%	-	-	-	-	-	-	-	-	-
Any BBC national radio station (e.g. BBC Radio One, BBC Radio Two, BBC World Service)	3231 7%	-	-	-	3231 67%abefghijk 	-	3231 13%abeghijkl	-	-	-	-	-	-
Any BBC local/regional radio station	288 1%	-	-	-	288 6%abefghijk 	-	288 1%a	-	-	-	-	-	-
Absolute Radio	86 *	-	-	-	86 2%abfgh	-	-	-	-	-	-	-	86 2%abfgh
Classic FM	100 *	-	-	-	100 2%abefgh	-	-	-	-	-	-	-	100 2%abefgh
talkSPORT	272 1%	-	-	-	272 6%abefghijk 	-	-	-	-	-	-	-	-
BBC website	2611 6%	-	-	-	-	2611 50%abdfghijk kl	2611 11%abdfghijkl	-	-	-	-	-	-
ITV website	-	-	-	-	-	-	-	-	-	-	-	-	-
Channel 4 website	-	-	-	-	-	-	-	-	-	-	-	-	-
The Guardian website	146 *	-	-	-	-	146 3%abdfghl	-	-	-	-	-	-	-
The Telegraph\Sunday Telegraph website	58 *	-	-	-	-	58 1%af	-	-	-	-	-	-	-
The Times\Sunday Times website	39 *	-	-	-	-	39 1%af	-	-	39 1%af	39 1%af	-	-	-
The Independent website	-	-	-	-	-	-	-	-	-	-	-	-	-
The Sun website	216 *	-	-	-	-	216 4%abdfghkl	-	-	216 7%abdfghkl	216 8%abdfghkl	-	-	-
The Daily Mail website	257 1%	-	-	-	-	257 5%abdfghijk 	-	-	-	-	-	-	-
The Star website	-	-	-	-	-	-	-	-	-	-	-	-	-
Daily Express website	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 19/11/10 - 23/11/10 (Week 46)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l
 ** very small base (under 30) ineligible for sig testing

Q.8 Main source of UK International news and current affairs used
Base: All Adults in GB who have a regular place they access the news from

	Q8 - SUMMARY CODES												
	Total	Any TV (a)	Any Newspaper (b)	Any Weekly/Week end Newspaper (c)	Any Radio (d)	Any Website (e)	BBC Owner / Provider (f)	ITV Owner (g)	ITN provider (h)	News Corp Owner / Provider (i)	News Internation al Owner / Provider (j)	Sky owner (k)	Sky Provider (l)
Unweighted Base	1923	1227	277	29	196	194	1028	264	296	126	124	123	167
Weighted Base	45075	28070	6324	643**	4806	5231	24412	5614	6397	2898	2861	3206	4141
Daily Mirror website	-	-	-	-	-	-	-	-	-	-	-	-	-
The News of the World website	-	-	-	-	-	-	-	-	-	-	-	-	-
Sky News website	363 1%	-	-	-	-	363 7%abdfghij	-	-	-	-	-	363 11%abdfghij	363 9%abdfghij
The Financial Times website	32 *	-	-	-	-	32 1%af	-	-	-	-	-	-	-
Google news\Yahoo news\MSN news	1160 3%	-	-	-	-	1160 22%abdfghijk 	-	-	-	-	-	-	-
Blogs	53 *	-	-	-	-	53 1%af	-	-	-	-	-	-	-
Other website	295 1%	-	-	-	-	295 6%abdfghijk 	-	-	-	-	-	-	-
Other channel	269 1%	269 1%f	-	-	-	-	-	-	-	-	-	-	-
Other newspaper	301 1%	-	301 5%adefghijk 	-	-	-	-	-	-	-	-	-	-
Other weekend/weekly newspaper or weekly magazine	27 *	-	-	27 4%	-	-	-	-	-	-	-	-	-
Any other commercial radio station (e.g. Heart FM, Smooth, Capital, Gold)	506 1%	-	-	-	506 11%abefghijk	-	-	-	-	-	-	-	506 12%abefghijk
Other radio station	322 1%	-	-	-	322 7%abefghijk 	-	-	-	-	-	-	-	-
SUMMARY CODES													
Net : Any TV	28070 62%	28070 100%bdefijkl	-	-	-	-	18281 75%bdeij	5614 100%bdefijk 	6397 100%bdefijkl	37 1%	-	2843 89%bdefijl	3086 75%bdeij
Net : Any Newspaper	6324 14%	-	6324 100%adefghijk 	-	-	-	-	-	-	2285 79%adefghkl	2285 80%adefghkl	-	-
Net : Any Weekly/Weekend Newspaper	643 1%	-	-	643 100%	-	-	-	-	-	321 11%abdefghk 	321 11%abdefghkl	-	-
Net : Any Radio	4806 11%	-	-	-	4806 100%abefghijk 	-	3519 14%abefghijk	-	-	-	-	-	692 17%abefghijk

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l

** very small base (under 30) ineligible for sig testing

Q.8 Main source of UK International news and current affairs used
Base: All Adults in GB who have a regular place they access the news from

	Q8 - SUMMARY CODES												
	Total	Any TV (a)	Any Newspaper (b)	Any Weekly/Week end Newspaper (c)	Any Radio (d)	Any Website (e)	BBC Owner / Provider (f)	ITV Owner (g)	ITN provider (h)	News Corp Owner / Provider (i)	News Internation al Owner / Provider (j)	Sky owner (k)	Sky Provider (l)
Unweighted Base	1923	1227	277	29	196	194	1028	264	296	126	124	123	167
Weighted Base	45075	28070	6324	643**	4806	5231	24412	5614	6397	2898	2861	3206	4141
Net : Any Website	5231 12%	-	-	-	-	5231 100%abdfghij kl	2611 11%abdgh	-	-	255 9%abdgh	255 9%abdgh	363 11%abdgh	363 9%abdgh
Net : BBC Owner / Provider	24412 54%	18281 65%bdeghijkl	-	-	3519 73%abeghijk l	2611 50%bghijkl	24412 100%abdeghijk l	-	-	-	-	-	-
Net : ITV Owner	5614 12%	5614 20%bdefijkl	-	-	-	-	-	5614 100%abdefhij kl	5614 88%abdefijkl	-	-	-	-
Net : ITN provider	6397 14%	6397 23%bdefijkl	-	-	-	-	-	5614 100%abdefij kl	6397 100%abdefijkl	-	-	-	-
Net : News Corp Owner / Provider	2898 6%	37 *	2285 36%adefghkl	321 50%	-	255 5%adefghkl	-	-	-	2898 100%abdefgh kl	2861 100%abdefghkl	-	-
Net : News International Owner / Provider	2861 6%	-	2285 36%adefghkl	321 50%	-	255 5%adefghkl	-	-	-	2861 99%abdefgh kl	2861 100%abdefghkl	-	-
Net : Sky owner	3206 7%	2843 10%bdfghij	-	-	-	363 7%bdfghij	-	-	-	-	-	3206 100%abdefghi jl	3206 77%abdefghij
Net : Sky Provider	4141 9%	3086 11%bfg hij	-	-	692 14%bdeghij	363 7%bfg hij	-	-	-	-	-	3206 100%abdefgh ij	4141 100%abdefghij
Net : News Corp or Sky Owner	6104 14%	2880 10%dfgh	2285 36%adefgh	321 50%	-	618 12%dfgh	-	-	-	2898 100%abdefgh l	2861 100%abdefgh l	3206 100%abdefghl	3206 77%abdefgh
Net : News Corp or Sky Provider	7039 16%	3123 11%fgh	2285 36%adefgh	321 50%	692 14%fgh	618 12%fgh	-	-	-	2898 100%abdefgh	2861 100%abdefgh	3206 100%abdefgh	4141 100%abdefgh
Net : Channel 4 Owner	782 2%	782 3%bdefgl	-	-	-	-	-	-	782 12%abdefgijk l	-	-	-	-
Net : Northern Shell owner	580 1%	243 1%f	337 5%adefghijk	-	-	-	-	-	-	-	-	-	243 6%adefghijk
Net : Northern Shell provider	337 1%	-	337 5%adefghijk l	-	-	-	-	-	-	-	-	-	-
Net : Associated Newspapers Owner / Provider	1440 3%	-	1182 19%adefghijk l	-	-	257 5%adefghijkl	-	-	-	-	-	-	-
Net : Trinity Mirror Owner / Provider	586 1%	-	475 8%adefghij kl	112 17%	-	-	-	-	-	-	-	-	-

Fieldwork : 19/11/10 - 23/11/10 (Week 46)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l
 ** very small base (under 30) ineligible for sig testing

Q.8 Main source of UK International news and current affairs used
Base: All Adults in GB who have a regular place they access the news from

	Q8 - SUMMARY CODES												
	Total	Any TV (a)	Any Newspaper (b)	Any Weekly/Week end Newspaper (c)	Any Radio (d)	Any Website (e)	BBC Owner / Provider (f)	ITV Owner (g)	ITN provider (h)	News Corp Owner / Provider (i)	News Internation al Owner / Provider (j)	Sky owner (k)	Sky Provider (l)
Unweighted Base	1923	1227	277	29	196	194	1028	264	296	126	124	123	167
Weighted Base	45075	28070	6324	643**	4806	5231	24412	5614	6397	2898	2861	3206	4141
Net : Telegraph Media Group Owner / Provider	487 1%	-	405 6% 	24 4%	-	58 1% af	-	-	-	-	-	-	-
Net : Guardian Media Group Owner / Provider	697 2%	-	525 8% 	25 4%	-	146 3% ad fghl	-	-	-	-	-	-	-
Net : Independent Print Ltd Owner / Provider	305 1%	-	266 4% 	39 6%	-	-	-	-	-	-	-	-	-
Net : Pearson Owner / Provider	63 *	-	32 1% af	-	-	32 1% af	-	-	-	-	-	-	-
Net : Commercial Radio	964 2%	-	-	-	964 20% abef ghijk	-	-	-	-	-	-	-	692 17% abef ghijk
Net : Other Owner/ Provider	3312 7%	269 1% f	817 13% afgh ijkl	122 19%	595 12% afgh ijkl	1509 29% abdf ghijk 	-	-	-	-	-	-	-

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l

** very small base (under 30) ineligible for sig testing

Q.8 Main source of UK International news and current affairs used
Base: All Adults in GB who have a regular place they access the news from

	Q8 - SUMMARY CODES													
	Total	News Corp or Sky Owner (a)	News Corp or Sky Provider (b)	Channel 4 Owner (c)	Northern Shell owner (d)	Northern Shell provider (e)	Associated Newspapers Owner / Provider (f)	Trinity Mirror Owner / Provider (g)	Telegraph Media Group Owner / Provider (h)	Guardian Media Group Owner / Provider (i)	Independent Print Ltd Owner / Provider (j)	Pearson Owner / Provider (k)	Commercial Radio (l)	Other Owner/ Provider (m)
Unweighted Base	1923	249	293	32	28	15	65	29	21	26	10	2	41	138
Weighted Base	45075	6104	7039	782**	580**	337**	1440*	586**	487**	697**	305**	63**	964*	3312
BBC One	15799 35%	-	-	-	-	-	-	-	-	-	-	-	-	-
BBC Two	117 *	-	-	-	-	-	-	-	-	-	-	-	-	-
ITV1	5614 12%	-	-	-	-	-	-	-	-	-	-	-	-	-
Channel 4	782 2%	-	-	782 100%	-	-	-	-	-	-	-	-	-	-
Five	243 1%	-	243 3%am	-	243 42%	-	-	-	-	-	-	-	-	-
BBC News channel	2365 5%	-	-	-	-	-	-	-	-	-	-	-	-	-
Sky News channel	2843 6%	2843 47%flm	2843 40%flm	-	-	-	-	-	-	-	-	-	-	-
CNN	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Star News	37 *	37 1%	37 1%	-	-	-	-	-	-	-	-	-	-	-
Fox News	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Euronews	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Daily Mail	1182 3%	-	-	-	-	-	1182 82%ablm	-	-	-	-	-	-	-
Daily Star	120 *	-	-	-	120 21%	120 36%	-	-	-	-	-	-	-	-
Daily Express	217 *	-	-	-	217 37%	217 64%	-	-	-	-	-	-	-	-
The Sun	1765 4%	1765 29%flm	1765 25%flm	-	-	-	-	-	-	-	-	-	-	-
The Mirror	475 1%	-	-	-	-	-	-	475 81%	-	-	-	-	-	-
The Guardian	525 1%	-	-	-	-	-	-	-	525 75%	-	-	-	-	-
The Independent	266 1%	-	-	-	-	-	-	-	-	266 87%	-	-	-	-
The Times	520 1%	520 9%fm	520 7%fm	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Q.8 Main source of UK International news and current affairs used
Base: All Adults in GB who have a regular place they access the news from

	Q8 - SUMMARY CODES													
	Total	News Corp or Sky Owner (a)	News Corp or Sky Provider (b)	Channel 4 Owner (c)	Northern Shell owner (d)	Northern Shell provider (e)	Associated Newspapers Owner / Provider (f)	Trinity Mirror Owner / Provider (g)	Telegraph Media Group Owner / Provider (h)	Guardian Media Group Owner / Provider (i)	Independent Print Ltd Owner / Provider (j)	Pearson Owner / Provider (k)	Commercial Radio (l)	Other Owner/ Provider (m)
Unweighted Base	1923	249	293	32	28	15	65	29	21	26	10	2	41	138
Weighted Base	45075	6104	7039	782**	580**	337**	1440*	586**	487**	697**	305**	63**	964*	3312
The Telegraph	405 1%	-	-	-	-	-	-	-	405 83%	-	-	-	-	-
Financial Times	32 *	-	-	-	-	-	-	-	-	-	-	32 50%	-	-
Morning Star	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Herald/The Scotsman/Daily Record	78 *	-	-	-	-	-	-	-	-	-	-	-	-	78 2%ab
The Western Mail/Daily Post	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any regional or local newspaper (e.g. Evening Standard, Metro, Birmingham Post, Manchester Evening News, etc)	439 1%	-	-	-	-	-	-	-	-	-	-	-	-	439 13%abf
The Observer	25 *	-	-	-	-	-	-	-	-	25 4%	-	-	-	-
The Sunday Telegraph	24 *	-	-	-	-	-	-	-	24 5%	-	-	-	-	-
The Sunday Times	107 *	107 2%	107 2%	-	-	-	-	-	-	-	-	-	-	-
The Independent on Sunday	39 *	-	-	-	-	-	-	-	-	39 13%	-	-	-	-
Sunday Mirror	112 *	-	-	-	-	-	-	112 19%	-	-	-	-	-	-
News of the World	214 *	214 4%am	214 3%	-	-	-	-	-	-	-	-	-	-	-
The Sunday Herald	33 *	-	-	-	-	-	-	-	-	-	-	-	-	33 1%
Wales on Sunday	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Weekly magazines (e.g. The Economist, The Spectator, New Statesman, etc)	63 *	-	-	-	-	-	-	-	-	-	-	-	-	63 2%ab
Any BBC national radio station (e.g. BBC Radio One, BBC Radio Two, BBC World Service)	3231 7%	-	-	-	-	-	-	-	-	-	-	-	-	-
Any BBC local/regional radio station	288 1%	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Q.8 Main source of UK International news and current affairs used
Base: All Adults in GB who have a regular place they access the news from

Total	Q8 - SUMMARY CODES													
	News Corp or Sky Owner (a)	News Corp or Sky Provider (b)	Channel 4 Owner (c)	Northern Shell owner (d)	Northern Shell provider (e)	Associated Newspapers Owner / Provider (f)	Trinity Mirror Owner / Provider (g)	Telegraph Media Group Owner / Provider (h)	Guardian Media Group Owner / Provider (i)	Independent Print Ltd Owner / Provider (j)	Pearson Owner / Provider (k)	Commercial Radio (l)	Other Owner/ Provider (m)	
Unweighted Base	1923	249	293	32	28	15	65	29	21	26	10	2	41	138
Weighted Base	45075	6104	7039	782**	580**	337**	1440*	586**	487**	697**	305**	63**	964*	3312
Absolute Radio	86*	-	86	-	-	-	-	-	-	-	-	-	86	-
			1%										9%abfm	-
Classic FM	100*	-	100	-	-	-	-	-	-	-	-	-	100	-
			1%										10%abfm	-
talkSPORT	272	-	-	-	-	-	-	-	-	-	-	-	272	272
	1%												28%abfm	8%abf
BBC website	2611	-	-	-	-	-	-	-	-	-	-	-	-	-
	6%													
ITV website	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Channel 4 website	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Guardian website	146*	-	-	-	-	-	-	-	-	146	-	-	-	-
										21%				
The Telegraph\Sunday Telegraph website	58*	-	-	-	-	-	-	-	58	-	-	-	-	-
									12%					
The Times\Sunday Times website	39*	39	39	-	-	-	-	-	-	-	-	-	-	-
		1%	1%											
The Independent website	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Sun website	216*	216	216	-	-	-	-	-	-	-	-	-	-	-
		4%am	3%											
The Daily Mail website	257	-	-	-	-	-	257	-	-	-	-	-	-	-
	1%						18%abl							
The Star website	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Daily Express website	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Daily Mirror website	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The News of the World website	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sky News website	363	363	363	-	-	-	-	-	-	-	-	-	-	-
	1%	6%am	5%am											
The Financial Times website	32*	-	-	-	-	-	-	-	-	-	-	32	-	-
												50%		
Google news\Yahoo news\MSN news	1160	-	-	-	-	-	-	-	-	-	-	-	-	1160
	3%													35%abf

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Q.8 Main source of UK International news and current affairs used
Base: All Adults in GB who have a regular place they access the news from

	Q8 - SUMMARY CODES													
	Total	News Corp or Sky Owner (a)	News Corp or Sky Provider (b)	Channel 4 Owner (c)	Northern Shell owner (d)	Northern Shell provider (e)	Associated Newspapers Owner / Provider (f)	Trinity Mirror Owner / Provider (g)	Telegraph Media Group Owner / Provider (h)	Guardian Media Group Owner / Provider (i)	Independent Print Ltd Owner / Provider (j)	Pearson Owner / Provider (k)	Commercial Radio (l)	Other Owner/ Provider (m)
Unweighted Base	1923	249	293	32	28	15	65	29	21	26	10	2	41	138
Weighted Base	45075	6104	7039	782**	580**	337**	1440*	586**	487**	697**	305**	63**	964*	3312
Blogs	53	-	-	-	-	-	-	-	-	-	-	-	-	53
Other website	295	-	-	-	-	-	-	-	-	-	-	-	-	295
Other channel	269	-	-	-	-	-	-	-	-	-	-	-	-	269
Other newspaper	301	-	-	-	-	-	-	-	-	-	-	-	-	301
Other weekend/weekly newspaper or weekly magazine	27	-	-	-	-	-	-	-	-	-	-	-	-	27
Any other commercial radio station (e.g. Heart FM, Smooth, Capital, Gold)	506	-	506	-	-	-	-	-	-	-	-	-	506	-
Other radio station	322	-	-	-	-	-	-	-	-	-	-	-	-	322
SUMMARY CODES														
Net : Any TV	28070	2880	3123	782	243	-	-	-	-	-	-	-	-	269
Net : Any Newspaper	6324	2285	2285	-	337	337	1182	475	405	525	266	32	-	817
Net : Any Radio	4806	-	692	-	-	-	-	-	-	-	-	-	964	595
Net : Any Website	5231	618	618	-	-	-	257	-	58	146	-	32	-	1509
Net : BBC Owner / Provider	24412	-	-	-	-	-	-	-	-	-	-	-	-	-
Net : ITV Owner	5614	-	-	-	-	-	-	-	-	-	-	-	-	-
Net : ITN provider	6397	-	-	782	-	-	-	-	-	-	-	-	-	-
Net : News Corp Owner / Provider	2898	2898	2898	-	-	-	-	-	-	-	-	-	-	-
Net : News International Owner / Provider	2861	2861	2861	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

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Q.8 Main source of UK International news and current affairs used
Base: All Adults in GB who have a regular place they access the news from

Total	Q8 - SUMMARY CODES													
	News Corp or Sky Owner (a)	News Corp or Sky Provider (b)	Channel 4 Owner (c)	Northern Shell owner (d)	Northern Shell provider (e)	Associated Newspapers Owner / Provider (f)	Trinity Mirror Owner / Provider (g)	Telegraph Media Group Owner / Provider (h)	Guardian Media Group Owner / Provider (i)	Independent Print Ltd Owner / Provider (j)	Pearson Owner / Provider (k)	Commercial Radio (l)	Other Owner/ Provider (m)	
Unweighted Base	1923	249	293	32	28	15	65	29	21	26	10	2	41	138
Weighted Base	45075	6104	7039	782**	580**	337**	1440*	586**	487**	697**	305**	63**	964*	3312
Net : Sky owner	3206	3206	3206	-	-	-	-	-	-	-	-	-	-	-
7%		53%afm	46%flm	-	-	-	-	-	-	-	-	-	-	-
Net : Sky Provider	4141	3206	4141	-	243	-	-	-	-	-	-	-	692	-
9%		53%afm	59%flm	-	42%	-	-	-	-	-	-	-	72%afm	-
Net : News Corp or Sky Owner	6104	6104	6104	-	-	-	-	-	-	-	-	-	-	-
14%		100%bfm	87%flm	-	-	-	-	-	-	-	-	-	-	-
Net : News Corp or Sky Provider	7039	6104	7039	-	243	-	-	-	-	-	-	-	692	-
16%		100%flm	100%flm	-	42%	-	-	-	-	-	-	-	72%fm	-
Net : Channel 4 Owner	782	-	-	782	-	-	-	-	-	-	-	-	-	-
2%		-	-	100%	-	-	-	-	-	-	-	-	-	-
Net : Northern Shell owner	580	-	243	-	580	337	-	-	-	-	-	-	-	-
1%		-	3%am	-	100%	100%	-	-	-	-	-	-	-	-
Net : Northern Shell provider	337	-	-	-	337	337	-	-	-	-	-	-	-	-
1%		-	-	-	58%	100%	-	-	-	-	-	-	-	-
Net : Associated Newspapers Owner / Provider	1440	-	-	-	-	-	1440	-	-	-	-	-	-	-
3%		-	-	-	-	-	100%ablm	-	-	-	-	-	-	-
Net : Trinity Mirror Owner / Provider	586	-	-	-	-	-	-	586	-	-	-	-	-	-
1%		-	-	-	-	-	-	100%	-	-	-	-	-	-
Net : Telegraph Media Group Owner / Provider	487	-	-	-	-	-	-	-	487	-	-	-	-	-
1%		-	-	-	-	-	-	-	100%	-	-	-	-	-
Net : Guardian Media Group Owner / Provider	697	-	-	-	-	-	-	-	-	697	-	-	-	-
2%		-	-	-	-	-	-	-	-	100%	-	-	-	-
Net : Independent Print Ltd Owner / Provider	305	-	-	-	-	-	-	-	-	-	305	-	-	-
1%		-	-	-	-	-	-	-	-	-	100%	-	-	-
Net : Pearson Owner / Provider	63	-	-	-	-	-	-	-	-	-	-	63	-	-
*		-	-	-	-	-	-	-	-	-	-	100%	-	-
Net : Commercial Radio	964	-	692	-	-	-	-	-	-	-	-	-	964	272
2%		-	10%af	-	-	-	-	-	-	-	-	-	100%abfm	8%af
Net : Other Owner/ Provider	3312	-	-	-	-	-	-	-	-	-	-	-	272	3312
7%		-	-	-	-	-	-	-	-	-	-	-	28%abf	100%abfl

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)
Base: All news consumers (Regular) - TV, Newspapers, Radio, Internet

	GENDER			AGE						SOCIAL CLASS		WORKING STATUS		COUNTRY		
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	ABC1 (i)	C2DE (j)	Working (k)	Not working (l)	England (m)	Scotland (n)	Wales (o)
Unweighted Base	1923	902	1021	293	271	297	290	294	478	858	1065	877	1046	1649	176	98
Weighted Base	45075	21710	23364	6290	7105	8222	7653	6350	9455	24996	20079	23313	21762	39132	3748	2194*
BBC One	28720	13794	14926	3374	3743	4878	5056	4399	7270	16284	12436	14377	14343	25099	2095	1526
	64%	64%	64%	54%	53%	59%	66%cd	69%cde	77%cddefg	65%	62%	62%	66%	64%n	56%	70%n
BBC Two	4098	2267	1830	515	503	557	725	643	1155	2423	1675	2010	2087	3512	429	157
	9%	10%	8%	8%	7%	7%	9%	10%	12%de	10%	8%	9%	10%	9%	11%	7%
ITV1	15187	6501	8687	1926	2058	2819	2628	2249	3508	7163	8024	7218	7969	12464	1904	819
	34%	30%	37%a	31%	29%	34%	34%	35%	37%d	29%	40%i	31%	37%k	32%	51%mo	37%
Channel 4	4934	2699	2235	890	617	712	1087	730	899	3079	1855	2925	2009	4123	663	147
	11%	12%	10%	14%e	9%	9%	14%e	11%	10%	12%j	9%	13%l	9%	11%	18%mo	7%
Five	2733	1340	1393	220	438	416	560	357	743	1054	1679	1236	1497	2035	496	203
	6%	6%	6%	3%	6%	5%	7%	6%	8%c	4%	8%i	5%	7%	5%	13%o	9%
BBC News channel	6644	3721	2923	545	1073	1203	1160	912	1751	4279	2366	3678	2966	5743	750	151
	15%	17%b	13%	9%	15%c	15%c	14%c	19%c	17%j	12%	16%	16%	14%	15%o	20%o	7%
Sky News channel	6438	3586	2851	866	1017	1848	1102	708	897	3699	2739	3789	2649	5483	699	256
	14%	17%b	12%	14%	14%	22%cdf	14%h	11%	9%	15%	14%	16%l	12%	14%	19%	12%
CNN	761	596	165	84	151	189	177	58	101	412	349	419	342	606	155	-
	2%	3%b	1%	1%	2%	2%	2%	1%	1%	2%	2%	2%	2%	2%	4%o	-
Star News	158	106	52	67	15	25	33	-	19	51	107	121	37	158	-	-
	*	*	*	1%	*	*	*	-	*	*	1%	1%	*	*	-	-
Fox News	169	88	82	16	-	33	65	31	24	93	76	126	43	91	78	-
	*	*	*	*	-	1%	1%	*	*	*	*	1%	*	*	2%o	-
Euronews	345	228	117	29	-	69	55	59	133	242	103	116	230	272	73	-
	1%	1%	1%	*	-	1%	1%	1%	1%d	1%	1%	*	1%	1%	2%	-
Other channel	573	407	166	74	52	49	39	106	253	288	285	155	418	464	66	43
	1%	2%b	1%	1%	1%	1%	1%	2%	3%ef	1%	1%	1%	2%k	1%	2%	2%
Daily Mail	6255	2856	3399	559	567	777	1048	1311	1994	3631	2624	2893	3362	5665	380	210
	14%	13%	15%	9%	8%	9%	14%d	21%cde	21%cdef	15%	13%	12%	15%	14%	10%	10%
Daily Star	970	542	428	127	288	190	194	104	66	273	696	645	324	634	271	65
	2%	2%	2%	2%	4%h	2%	3%	2%	1%	1%	3%i	3%	1%	2%	7%o	3%
Daily Express	1720	757	963	122	129	213	304	322	631	858	862	799	921	1524	197	-
	4%	3%	4%	2%	2%	3%	4%	5%d	7%cde	3%	4%	3%	4%	4%	5%o	-
The Sun	8263	4496	3767	1525	1897	1395	1213	1066	1167	3193	5069	4774	3489	6497	1322	444
	18%	21%b	16%	24%efg	27%efg	17%	16%	17%	12%	13%	25%i	20%l	16%	17%	35%mo	20%
The Mirror	3725	1870	1855	603	529	615	649	609	721	1789	1936	1971	1754	3426	57	242
	8%	9%	8%	10%	7%	7%	8%	10%	8%	7%	10%	8%	8%	9%o	2%	11%o
The Guardian	2650	1289	1361	540	311	670	556	328	245	2273	376	1814	836	2493	17	139
	6%	6%	6%	9%h	4%	8%h	7%h	5%	3%	9%j	2%	8%l	4%	6%o	*	6%o

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o
* small base

Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)
 Base: All news consumers (Regular) - TV, Newspapers, Radio, Internet

	GENDER			AGE						SOCIAL CLASS		WORKING STATUS		COUNTRY		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	Working	Not working	England	Scotland	Wales
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	
Unweighted Base	1923	902	1021	293	271	297	290	294	478	858	1065	877	1046	1649	176	98
Weighted Base	45075	21710	23364	6290	7105	8222	7653	6350	9455	24996	20079	23313	21762	39132	3748	2194*
The Independent	1288 3%	653 3%	634 3%	140 2%	172 2%	180 2%	362 5%	234 4%	199 2%	1164 5%j	123 1%	981 4%l	306 1%	1237 3%	32 1%	19 1%
The Times	3184 7%	1307 6%	1877 8%	520 8%	493 7%	526 6%	548 7%	490 8%	607 6%	2623 10%j	561 3%	1765 8%	1419 7%	2850 7%	139 4%	195 9%
The Telegraph	2053 5%	806 4%	1246 5%	79 1%	199 3%	139 2%	323 4%c	521 8%cde	791 8%def	1766 7%j	286 1%	809 3%	1244 6%k	1912 5%n	-	141 6%n
Financial Times	361 1%	158 1%	203 1%	- 2%c	127 1%	72 1%	98 1%	24 *	40 *	347 1%j	14 *	267 1%	95 *	347 1%	14 *	-
Morning Star	132 *	85 *	47 *	45 1%	32 *	55 1%	- -	- -	- -	91 *	41 *	87 *	45 *	102 *	-	31 1%
The Herald/The Scotsman/Daily Record	723 2%	334 2%	389 2%	66 1%	22 *	67 1%	180 2%cd	95 1%	294 3%de	183 1%	540 3%l	192 1%	531 2%k	18 *	705 19%mo	-
The Western Mail/Daily Post	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any regional or local newspaper (e.g. Evening Standard, Metro, Birmingham Post, Manchester Evening News, etc)	4795 11%	2433 11%	2362 10%	852 14%g	847 12%g	746 9%	663 9%	331 5%	1356 14%efg	2594 10%	2201 11%	1945 8%	2850 13%k	4096 10%	338 9%	360 16%
Other newspaper	420 1%	260 1%	160 1%	51 1%	52 1%	39 *	64 1%	19 *	196 2%g	289 1%	131 1%	198 1%	222 1%	359 1%	36 1%	24 1%
The Observer	1700 4%	955 4%	746 3%	180 3%	172 2%	415 5%	572 7%cdgh	139 2%	222 2%	1519 6%j	181 1%	1181 5%l	519 2%	1638 4%n	-	62 3%n
The Sunday Telegraph	1396 3%	680 3%	715 3%	46 1%	147 2%	175 2%	212 3%	248 4%c	568 6%def	1262 5%j	134 1%	645 3%	750 3%	1216 3%	57 2%	122 6%
The Sunday Times	3147 7%	1430 7%	1717 7%	227 4%	521 7%	709 9%cd	527 7%	610 10%cd	552 6%	2590 10%j	557 3%	1953 8%l	1194 5%	2714 7%	208 6%	225 10%
The Independent on Sunday	529 1%	295 1%	234 1%	61 1%	32 *	22 *	145 2%	125 2%e	144 2%	455 2%j	74 *	309 1%	221 1%	510 1%	-	19 1%
Sunday Mirror	2859 6%	1450 7%	1409 6%	464 7%	409 6%	474 6%	487 6%	366 6%	659 7%	1232 5%	1627 8%l	1440 6%	1419 7%	2466 6%	136 4%	257 12%mn
News of the World	5589 12%	2833 13%	2757 12%	753 12%h	1162 16%h	1159 14%h	1021 13%h	891 14%h	603 6%	2158 9%	3431 17%l	3218 14%	2372 11%	4413 11%	712 19%mn	465 21%mn
The Sunday Herald	94 *	33 *	62 *	- *	17 *	33 *	16 *	14 *	14 *	33 *	62 *	14 *	80 *	- *	94 3%mn	-
Wales on Sunday	42 *	24 *	19 *	- *	- *	- *	- *	24 *	19 *	- *	42 *	- *	42 *	- *	- *	42 2%mn
Weekly magazines (e.g. The Economist, The Spectator, New Statesman, etc)	272 1%	118 1%	154 1%	- *	32 *	109 1%	70 1%	14 *	47 *	257 1%j	14 *	188 1%	83 *	257 1%	14 *	-

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o
 * small base

Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)
Base: All news consumers (Regular) - TV, Newspapers, Radio, Internet

	GENDER			AGE						SOCIAL CLASS		WORKING STATUS		COUNTRY		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	Working	Not working	England	Scotland	Wales
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	
Unweighted Base	1923	902	1021	293	271	297	290	294	478	858	1065	877	1046	1649	176	98
Weighted Base	45075	21710	23364	6290	7105	8222	7653	6350	9455	24996	20079	23313	21762	39132	3748	2194*
The Mail on Sunday	2108	813	1295	34	58	195	410	443	969	1205	903	838	1270	1500	546	62
	5%	4%	6%	1%	1%	2%	5%cd	7%cde	10%cdef	5%	4%	4%	6%k	4%	15%mo	3%
The Daily Star on Sunday	107	62	44	-	23	-	39	19	26	19	88	23	84	62	-	45
	*	*	*	-	*	-	1%	*	*	*	*	*	*	*	-	2%mn
The Sunday Express	294	120	175	-	-	-	-	98	196	104	190	-	294	283	11	-
	1%	1%	1%	-	-	-	-	2%cdef	2%cdef	*	1%	-	1%k	1%	*	-
The People	348	143	205	14	24	-	59	110	140	92	256	116	232	267	-	81
	1%	1%	1%	*	*	-	1%	2%e	1%e	*	1%l	*	1%	1%	-	4%mn
Other weekend/weekly newspaper or weekly magazine	1238	697	541	177	236	135	62	113	516	590	649	487	752	801	419	19
	3%	3%	2%	3%	3%l	2%	1%	2%	5%efg	2%	3%	2%	3%	2%	11%mo	1%
Any BBC national radio station (e.g. BBC Radio One, BBC Radio Two, BBC World Service)	13292	6752	6539	1045	1878	2483	2464	2404	3017	9123	4169	7691	5600	11634	821	837
	29%	31%	28%	17%	26%c	30%c	32%cd	38%cd	32%cd	36%j	21%	33%l	26%	30%n	22%	38%n
Any BBC local/regional radio station	2729	1223	1505	284	333	414	358	371	969	1618	1111	1053	1676	2388	272	69
	6%	6%	6%	5%	5%	5%	5%	6%	10%cdefg	6%	6%	5%	8%k	6%	7%	3%
Absolute Radio	638	314	325	160	105	266	39	44	24	444	194	380	259	614	-	24
	1%	1%	1%	3%h	1%	3%fgh	1%	1%	*	2%	1%	2%	1%	2%	-	1%
Classic FM	1450	521	929	79	71	368	210	278	445	900	550	730	720	1201	170	79
	3%	2%	4%	1%	1%	4%cd	3%	4%cd	5%cd	4%	3%	3%	3%	3%	5%	4%
talkSPORT	1671	1487	185	213	183	490	444	272	70	897	774	1203	469	1352	164	156
	4%	7%b	1%	3%h	3%	6%h	6%h	4%h	1%	4%	4%	5%l	2%	3%	4%	7%
Any other commercial radio station (e.g. Heart FM, Smooth, Capital, Gold)	4509	2043	2465	613	790	1173	1013	582	336	1956	2552	2901	1608	3795	461	253
	10%	9%	11%	10%h	11%h	14%h	13%h	9%h	4%	8%	13%l	12%l	7%	10%	12%	12%
Other radio station	512	188	324	-	115	87	131	102	77	179	334	348	164	443	69	-
	1%	1%	1%	-	2%c	1%	2%cd	2%cd	1%	1%	2%	1%	1%	1%	2%	-
BBC website	9329	5483	3845	2304	2296	1963	1625	759	382	7182	2147	6162	3167	8027	702	599
	21%	25%b	16%	37%efg	32%efg	24%gh	21%gh	12%h	4%	29%j	11%	26%l	15%	21%	19%	27%
ITV website	451	243	209	132	88	83	54	25	69	211	240	129	322	341	81	30
	1%	1%	1%	2%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	2%	1%
Channel 4 website	412	172	241	177	70	60	84	-	22	281	132	249	164	336	46	31
	1%	1%	1%	3%gh	1%	1%	1%	-	*	1%	1%	1%	1%	1%	1%	1%
The Guardian website	1044	577	467	138	154	347	243	99	63	930	115	790	254	958	-	87
	2%	3%	2%	2%	2%	4%h	3%h	2%	1%	4%j	1%	3%l	1%	2%n	-	4%n
The Telegraph/Sunday Telegraph website	305	230	75	9	26	72	76	103	19	282	24	227	78	287	-	19
	1%	1%	*	*	*	1%	1%	2%h	*	1%j	*	1%	*	1%	-	1%
The Times/Sunday Times website	464	324	140	154	58	68	97	41	46	398	66	245	219	393	22	48
	1%	1%	1%	2%h	1%	1%	1%	1%	*	2%j	*	1%	1%	1%	1%	2%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o
* small base

OFCOM NEWS STUDY (QS7603 - 611246)

Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)
 Base: All news consumers (Regular) - TV, Newspapers, Radio, Internet

	GENDER			AGE						SOCIAL CLASS		WORKING STATUS		COUNTRY		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	Working	Not working	England	Scotland	Wales
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	
Unweighted Base	1923	902	1021	293	271	297	290	294	478	858	1065	877	1046	1649	176	98
Weighted Base	45075	21710	23364	6290	7105	8222	7653	6350	9455	24996	20079	23313	21762	39132	3748	2194*
The Independent website	208	106	102	47	16	36	108	-	-	192	16	114	94	208	-	-
	*	*	*	1%	*	*	1%h	-	-	1%j	*	*	*	1%	-	-
The Sun website	478	289	189	108	232	109	29	-	-	220	258	274	203	402	38	37
	1%	1%	1%	2%gh	3%fgh	1%h	*	-	-	1%	1%	1%	1%	1%	1%	2%
The Daily Mail website	599	104	496	44	159	148	161	66	22	434	165	414	185	564	16	19
	1%	*	2%a	1%	2%h	2%h	2%h	1%	*	1%	1%	2%	1%	1%	*	1%
The Star website	48	14	34	33	-	16	-	-	-	-	48	33	16	33	16	-
	*	*	*	1%	-	*	-	-	-	*	*	*	*	*	*	-
Daily Express website	75	60	15	-	15	37	-	-	22	60	15	37	38	75	-	-
	*	*	*	-	*	*	-	-	*	*	*	*	*	*	-	-
Daily Mirror website	213	22	191	38	40	114	-	-	22	137	76	118	96	184	29	-
	*	*	1%a	1%	1%	1%	-	-	*	1%	*	1%	*	*	1%	-
The News of the World website	70	51	19	19	51	-	-	-	-	70	-	51	19	70	-	-
	*	*	*	*	1%	-	-	-	-	*	-	*	*	*	-	-
Sky News website	1898	1124	774	304	631	450	287	183	43	1264	634	1334	564	1666	177	55
	4%	5%	3%	5%h	9%fgh	5%h	4%h	3%h	*	5%j	3%	6%l	3%	4%	5%	3%
The Financial Times website	331	165	165	-	95	142	70	-	24	331	-	275	55	331	-	-
	1%	1%	1%	-	1%	2%cgh	1%	-	*	1%j	-	1%l	*	1%	-	-
Google news\Yahoo news\MSN news	5412	2668	2744	1202	1314	1308	900	470	217	3541	1870	3523	1889	4716	540	156
	12%	12%	12%	19%fgh	18%fgh	16%gh	12%h	7%h	2%	14%j	9%	15%l	9%	12%	14%	7%
Blogs	265	69	195	62	86	57	59	-	-	185	80	190	75	265	-	-
	1%	*	1%	1%h	1%h	1%	1%	-	-	1%	*	1%	*	1%	-	-
Other website	1119	631	488	191	87	209	362	174	96	681	438	508	611	849	270	-
	2%	3%	2%	3%	1%	3%	5%dh	3%	1%	3%	2%	2%	3%	2%	7%mo	-
SUMMARY CODES																
BBC Owner / Provider	36443	17869	18574	4806	5658	6259	6164	5232	8323	21190	15252	18783	17659	31766	2767	1910
	81%	82%	79%	76%	80%	76%	81%	82%	88%cddefg	85%j	76%	81%	81%	81%n	74%	87%on
ITV Owner	15307	6524	8783	1974	2084	2842	2649	2249	3508	7212	8095	7242	8065	12554	1904	849
	34%	30%	38%a	31%	29%	35%	35%	35%	37%d	29%	40%i	31%	37%k	32%	51%m	39%
ITN provider	17818	7849	9968	2464	2447	3190	3271	2612	3833	9049	8769	8883	8935	14725	2147	946
	40%	36%	43%a	39%	34%	39%	43%	41%	41%	36%	44%i	38%	41%	38%	57%mo	43%
News Corp Owner / Provider	14398	7369	7029	2394	2953	2616	2259	2044	2131	7687	6710	8127	6271	11863	1675	860
	32%	34%	30%	38%fh	42%efg	32%h	30%h	32%h	23%	31%	35%l	35%l	29%	30%	45%m	39%
News International Owner / Provider	14140	7196	6944	2343	2854	2559	2226	2044	2113	7533	6606	7970	6170	11605	1675	860
	31%	33%	30%	37%fh	40%efh	31%h	29%h	32%h	22%	30%	33%	34%l	28%	30%	45%m	39%
Sky Owner	7469	4226	3243	1104	1390	1992	1260	802	920	4384	3085	4483	2985	6447	741	281
	17%	19%b	14%	18%h	20%gh	24%fgh	16%h	13%	10%	18%	15%	19%l	14%	16%	20%	13%
Sky Provider	14733	7347	7386	1928	2621	3597	2750	1795	2040	7665	7068	8590	6142	12467	1513	753
	33%	34%	32%	31%h	37%gh	44%cgh	36%h	28%h	22%	31%	35%l	37%l	28%	32%	40%m	34%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o
 * small base

OFCOM NEWS STUDY (QS7603 - 611246)

Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)
 Base: All news consumers (Regular) - TV, Newspapers, Radio, Internet

	GENDER			AGE						SOCIAL CLASS		WORKING STATUS		COUNTRY		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	Working	Not working	England	Scotland	Wales
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	
Unweighted Base	1923	902	1021	293	271	297	290	294	478	858	1065	877	1046	1649	176	98
Weighted Base	45075	21710	23364	6290	7105	8222	7653	6350	9455	24996	20079	23313	21762	39132	3748	2194*
News Corp or Sky Owner	18723	9616	9106	2878	3710	3893	2970	2532	2740	10330	8392	10689	8033	15839	1917	967
	42%	44% ^b	39%	46% ^h	52% ^{fgh}	47% ^{fh}	39% ^h	40% ^h	29%	41%	42%	46% ^l	37%	40%	51% ^m	44%
News Corp or Sky Provider	23125	11404	11721	3359	4368	4780	3928	3122	3569	12323	10802	13110	10015	19630	2328	1167
	51%	53%	50%	53% ^h	61% ^{fgh}	58% ^{gh}	51% ^h	49% ^h	38%	49%	54%	56% ^l	46%	50%	62% ^m	53%
Channel 4 Owner	5088	2779	2309	950	632	735	1142	730	899	3160	1928	2956	2132	4223	687	178
	11%	13%	10%	15% ^{cdeh}	9%	9%	15% ^{cdeh}	11%	10%	13% ^{aj}	10%	13%	10%	11%	18% ^{mo}	8%
Northern Shell owner	5274	2614	2659	485	804	801	971	805	1408	2160	3113	2552	2722	4093	939	241
	12%	12%	11%	8%	11%	10%	13%	13%	15% ^{ce}	9%	16% ⁱ	11%	13%	10%	25% ^{mo}	11%
Northern Shell provider	2797	1386	1410	282	406	432	468	448	761	1188	1609	1461	1336	2248	483	65
	6%	6%	6%	4%	6%	5%	6%	7%	8%	5%	8% ⁱ	6%	6%	6%	13% ^{mo}	3%
Associated Newspapers Owner / Provider	7383	3191	4191	636	726	1023	1272	1516	2211	4212	3171	3443	3939	6298	833	253
	16%	15%	18%	10%	10%	12%	17% ^{cd}	24% ^{cde}	23% ^{def}	17%	16%	15%	18%	16%	22% ^o	12%
Trinity Mirror Owner / Provider	5559	2786	2773	924	886	860	915	888	1085	2473	3086	2926	2633	4894	222	442
	12%	13%	12%	15%	12%	10%	12%	14%	11%	10%	15% ^l	13%	12%	13% ⁿ	6%	20% ^{mn}
Telegraph Media Group Owner / Provider	2562	1144	1418	106	306	283	439	577	852	2203	358	1162	1400	2320	57	184
	6%	5%	6%	2%	4%	3%	6% ^c	9% ^{cde}	9% ^{cde}	9% ^j	2%	5%	6%	6% ⁿ	2%	8% ⁿ
Guardian Media Group Owner / Provider	3704	1909	1795	681	414	907	894	456	351	3154	550	2501	1202	3436	17	250
	8%	9%	8%	11% ^{dh}	6%	11% ^{dh}	12% ^{dh}	7% ^h	4%	13% ^j	3%	11% ^l	6%	9% ⁿ	*	11% ⁿ
Independent Print Ltd Owner / Provider	1535	809	726	159	220	202	470	260	222	1347	187	1139	395	1484	32	19
	3%	4%	3%	3%	3%	2%	6% ^{ceh}	4%	2%	5% ^{aj}	1%	5% ^l	2%	4%	1%	1%
Pearson Owner / Provider	487	253	234	-	159	142	98	24	63	472	14	368	118	472	14	-
	1%	1%	1%	-	2% ^c	2% ^c	1%	*	1%	2% ^{aj}	*	2% ^l	1%	1%	*	-
Commercial Radio	7752	4072	3680	1037	1125	2025	1634	1119	812	3900	3852	4804	2948	6533	732	488
	17%	19%	16%	16% ^h	16% ^h	25% ^{cdg}	21% ^h	18% ^h	9%	16%	19% ^l	21% ^l	14%	17%	20%	22%
Other Owner/Provider	15258	8391	6867	2430	2647	2897	2800	1649	2835	8679	6580	8143	7115	12380	2206	672
	34%	39% ^b	29%	39% ^{gh}	37% ^g	35% ^g	37% ^g	26%	30%	35%	33%	35%	33%	32%	59% ^{mo}	31%
BBC Owner / Provider ONLY	5173	2620	2553	710	768	954	731	701	1309	2725	2448	2385	2789	4704	150	319
	11%	12%	11%	11%	11%	12%	10%	11%	14%	11%	12%	10%	13%	12% ⁿ	4%	15% ⁿ
ITV Owner ONLY	1141	292	849	207	162	132	319	133	188	344	797	489	653	909	134	98
	3%	1%	4% ^a	3%	2%	2%	4%	2%	2%	1%	4% ⁱ	2%	3%	2%	4%	4%
ITN Provider ONLY	1150	292	858	216	162	132	319	133	188	344	805	489	661	918	134	98
	3%	1%	4% ^a	3%	2%	2%	4%	2%	2%	1%	4% ⁱ	2%	3%	2%	4%	4%
News Corp Owner / Provider ONLY	305	32	273	76	49	97	-	50	32	209	96	141	164	279	17	9
	1%	*	1% ^a	1%	1%	1%	-	1%	*	1%	*	1%	1%	1%	*	*
News International Owner / Provider ONLY	286	32	254	58	49	97	-	50	32	209	77	141	145	260	17	9
	1%	*	1% ^a	1%	1%	1%	-	1%	*	1%	*	1%	1%	1%	*	*
Sky Owner ONLY	814	357	456	45	177	298	185	32	77	459	355	612	201	790	23	-
	2%	2%	2%	1%	2%	4% ^{cgh}	2%	1%	1%	2%	2%	3% ^l	1%	2%	1%	-

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o
 * small base

Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)
Base: All news consumers (Regular) - TV, Newspapers, Radio, Internet

	GENDER		AGE						SOCIAL CLASS		WORKING STATUS		COUNTRY			
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	ABC1 (i)	C2DE (j)	Working (k)	Not working (l)	England (m)	Scotland (n)	Wales (o)
Unweighted Base	1923	902	1021	293	271	297	290	294	478	858	1065	877	1046	1649	176	98
Weighted Base	45075	21710	23364	6290	7105	8222	7653	6350	9455	24996	20079	23313	21762	39132	3748	2194*
Sky Provider ONLY	1095	485	610	114	286	330	245	32	88	522	573	767	328	1031	34	30
	2%	2%	3%	2%	4% ^{gh}	4% ^{gh}	3% ^{gh}	1%	1%	2%	3%	3% ^l	2%	3%	1%	1%
News Corp or Sky Owner ONLY	1406	587	820	121	334	431	237	149	134	860	546	961	445	1325	72	9
	3%	3%	4%	2%	5% ^h	5% ^{ch}	3%	2%	1%	3%	3%	4% ^l	2%	3%	2%	*
News Corp or Sky Provider ONLY	1379	587	792	153	242	427	278	145	134	791	588	884	495	1315	41	23
	3%	3%	3%	2%	3%	5% ^h	4%	2%	1%	3%	3%	4%	2%	3%	1%	1%
Channel 4 Owner ONLY	9	-	9	9	-	-	-	-	-	-	9	-	9	9	-	-
	*	-	*	*	-	-	-	-	-	-	*	-	*	*	-	-
Northern Shell Owner ONLY	138	71	67	19	76	18	14	-	11	32	106	74	64	111	11	16
	*	*	*	*	1%	*	*	-	*	*	1%	*	*	*	*	1%
Northern Shell Provider ONLY	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Associated Newspapers Owner / Provider ONLY	9	-	9	9	-	-	-	-	-	-	9	-	9	9	-	-
	*	-	*	*	-	-	-	-	-	-	*	-	*	*	-	-
Trinity Mirror Owner / Provider ONLY	120	62	58	-	-	43	25	14	37	25	95	50	70	120	-	-
	*	*	*	-	-	1%	*	*	*	*	*	*	*	*	-	-
Telegraph Media Group Owner / Provider ONLY	25	-	25	-	-	-	-	-	25	25	-	-	25	25	-	-
	*	-	*	-	-	-	-	-	*	*	-	-	*	*	-	-
Guardian Media Group Owner / Provider ONLY	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Independent Print Ltd Owner / Provider ONLY	33	33	-	-	-	33	-	-	-	33	-	33	-	33	-	-
	*	*	-	-	-	*	-	-	-	*	-	*	-	*	-	-
Pearson Owner / Provider ONLY	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Commercial Radio ONLY	164	77	87	32	33	14	85	-	-	39	125	120	44	150	-	14
	*	*	*	1%	*	*	1% ^h	-	-	*	1%	1%	*	*	-	1%
Other Owner/Provider ONLY	795	499	296	214	200	168	145	25	44	397	398	398	397	755	16	24
	2%	2%	1%	3% ^{gh}	3% ^{gh}	2%	2%	*	*	2%	2%	2%	2%	2%	*	1%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o
* small base

Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)
 Base: All news consumers (Regular) - TV, Newspapers, Radio, Internet

	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED				
	Total	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	1923	1597	613	868	457	1770	941	1277	700
Weighted Base	45075	37206	15134	20540	12058	41283	22612	30327	18252
BBC One	28720 64%	26421 71% ^d	11130 74% ^{cd}	13860 67% ^d	7167 59%	28720 70% ^h	15986 71% ^{gh}	20133 66% ^h	11169 61%
BBC Two	4098 9%	3719 10%	1830 12%	2095 10%	1296 11%	4098 10%	2307 10%	2699 9%	1925 11%
ITV1	15187 34%	14188 38% ^d	5394 36% ^d	7365 36% ^d	3199 27%	15187 37% ^h	7703 34% ^h	10473 35% ^h	4969 27%
Channel 4	4934 11%	4278 11%	2312 15% ^a	2792 14%	1824 15% ^a	4934 12%	2968 13%	3656 12%	2707 15%
Five	2733 6%	2340 6%	868 6%	1460 7%	602 5%	2733 7%	1200 5%	1865 6%	1034 6%
BBC News channel	6644 15%	6287 17%	2863 19%	3788 18%	2518 21%	6644 16%	3875 17%	5157 17%	3625 20% ^e
Sky News channel	6438 14%	5953 16% ^b	1890 12%	3140 15%	2299 19% ^b	6438 16%	3061 14%	4518 15%	3395 19% ^{fg}
CNN	761 2%	636 2%	214 1%	507 2%	374 3%	761 2%	336 1%	679 2%	449 2%
Star News	158 *	95 *	76 1%	44 *	73 1%	158 *	76 *	121 *	73 *
Fox News	169 *	169 *	31 *	60 *	48 *	169 *	64 *	109 *	113 1%
Euronews	345 1%	345 1%	164 1%	171 1%	119 1%	345 1%	237 1%	240 1%	119 1%
Other channel	573 1%	519 1%	90 1%	240 1%	108 1%	573 1%	228 1%	323 1%	132 1%
Daily Mail	6255 14%	5496 15%	2467 16%	4577 22% ^{abd}	1553 13%	6033 15%	3491 15%	6255 21% ^{efh}	2376 13%
Daily Star	970 2%	891 2%	283 2%	719 4%	265 2%	946 2%	489 2%	970 3%	347 2%
Daily Express	1720 4%	1644 4% ^d	575 4%	1248 6% ^d	269 2%	1720 4%	813 4%	1720 6% ^{fh}	652 4%
The Sun	8263 18%	7046 19% ^d	2794 18%	6107 30% ^{abd}	1728 14%	7801 19%	4157 18%	8263 27% ^{efh}	2981 16%
The Mirror	3725 8%	3198 9%	1563 10%	2813 14% ^{ad}	986 8%	3480 8%	2160 10%	3725 12% ^{eh}	1335 7%
The Guardian	2650 6%	1846 5%	1451 10% ^a	2011 10% ^a	1243 10% ^a	2154 5%	1866 8% ^e	2650 9% ^e	1721 9% ^e
The Independent	1288 3%	1117 3%	880 6% ^a	1032 5% ^a	491 4%	1224 3%	1013 4%	1288 4%	780 4%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

CAPi OmniBus



Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)
Base: All news consumers (Regular) - TV, Newspapers, Radio, Internet

	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED				
	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	
Unweighted Base	1923	613	868	457	1770	941	1277	700	
Weighted Base	45075	15134	20540	12058	41283	22612	30327	18252	
The Times	3184 7%	2572 7%	1467 10%a	2678 13%a	1292 11%a	2805 7%	1916 8%	3184 10%e	1821 10%e
The Telegraph	2053 5%	1758 5%	1038 7%	1498 7%a	747 6%	1953 5%	1314 6%	2053 7%e	899 5%
Financial Times	361 1%	291 1%	182 1%	290 1%	290 2%a	361 1%	214 1%	361 1%	322 2%
Morning Star	132 *	132 *	55 *	116 1%	60 1%	132 *	116 1%	132 *	60 *
The Herald/The Scotsman/Daily Record	723 2%	646 2%	165 1%	481 2% ^d	71 1%	712 2%	299 1%	723 2% ^h	132 1%
The Western Mail/Daily Post	-	-	-	-	-	-	-	-	-
Any regional or local newspaper (e.g. Evening Standard, Metro, Birmingham Post, Manchester Evening News, etc)	4795 11%	3847 10%	1682 11%	3588 17% ^{abd}	1242 10%	4291 10%	2239 10%	4795 16% ^{efh}	1890 10%
Other newspaper	420 1%	312 1%	205 1%	244 1%	128 1%	356 1%	270 1%	420 1%	147 1%
The Observer	1700 4%	1278 3%	1080 7%a	1282 6%a	820 7%a	1512 4%	1231 5%e	1700 6%e	1254 7%e
The Sunday Telegraph	1396 3%	1137 3%	636 4%	1076 5%a	517 4%	1304 3%	827 4%	1396 5%e	662 4%
The Sunday Times	3147 7%	2782 7%	1474 10%	2523 12%a	1442 12%a	2962 7%	2069 9%	3147 10%e	1885 10%e
The Independent on Sunday	529 1%	506 1%	392 3%	394 2%	230 2%	506 1%	444 2%	529 2%	346 2%
Sunday Mirror	2859 6%	2459 7%	1229 8%	2263 11%a	907 8%	2623 6%	1740 8%	2859 9% ^{eh}	1201 7%
News of the World	5589 12%	4595 12%	1830 12%	4202 20% ^{abd}	1206 10%	5203 13%	2626 12%	5589 18% ^{efh}	2013 11%
The Sunday Herald	94 *	44 *	63 *	47 *	33 *	44 *	80 *	94 *	47 *
Wales on Sunday	42 *	42 *	24 *	42 *	- *	42 *	42 *	42 *	- *
Weekly magazines (e.g. The Economist, The Spectator, New Statesman, etc)	272 1%	209 1%	51 *	212 1%	166 1%	248 1%	51 *	272 1%	212 1% ^f
The Mail on Sunday	2108 5%	1924 5%	700 5%	1503 7% ^{abd}	357 3%	2041 5% ^h	1177 5% ^h	2108 7% ^{eh}	550 3%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

CAPI OmniBus



Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)
Base: All news consumers (Regular) - TV, Newspapers, Radio, Internet

	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED				
	Total	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	1923	1597	613	868	457	1770	941	1277	700
Weighted Base	45075	37206	15134	20540	12058	41283	22612	30327	18252
The Daily Star on Sunday	107	84	-	107	-	107	58	107	-
	*	*	-	1%	-	*	*	*	-
The Sunday Express	294	262	116	253	32	294	191	294	56
	1%	1%	1%	1%	*	1%	1%	1%	*
The People	348	334	63	320	46	348	127	348	70
	1%	1%	*	2%b	*	1%	1%	1%	*
Other weekend/weekly newspaper or weekly magazine	1238	1004	334	739	183	1164	538	1238	301
	3%	3%	2%	4%d	2%	3%	2%	4%f	2%
Any BBC national radio station (e.g. BBC Radio One, BBC Radio Two, BBC World Service)	13292	11444	9646	7389	4376	12438	13292	9778	6254
	29%	31%	64%acd	36%a	36%a	30%	59%egh	32%	34%
Any BBC local/regional radio station	2729	2449	1957	1614	927	2564	2729	2127	1245
	6%	7%	13%acd	8%	8%	6%	12%egh	7%	7%
Absolute Radio	638	531	475	474	224	588	638	531	425
	1%	1%	3%a	2%	2%	1%	3%e	2%	2%
Classic FM	1450	1210	1057	920	574	1330	1450	1058	830
	3%	3%	7%ac	4%	5%	3%	6%eg	3%	5%
talkSPORT	1671	1572	1166	973	589	1596	1671	1211	928
	4%	4%	8%ac	5%	5%	4%	7%eg	4%	5%
Any other commercial radio station (e.g. Heart FM, Smooth, Capital, Gold)	4509	3994	3027	2171	1406	4201	4509	3085	1833
	10%	11%	20%acd	11%	12%	10%	20%egh	10%	10%
Other radio station	512	356	273	230	167	400	512	388	167
	1%	1%	2%	1%	1%	1%	2%eh	1%	1%
BBC website	9329	7092	3998	4518	7307	7867	5480	6333	9329
	21%	19%	26%a	22%	61%abc	19%	24%e	21%	51%efg
ITV website	451	383	229	270	334	407	253	349	451
	1%	1%	2%	1%	3%a	1%	1%	1%	2%efg
Channel 4 website	412	340	198	261	342	382	240	302	412
	1%	1%	1%	1%	3%a	1%	1%	1%	2%eg
The Guardian website	1044	804	431	551	885	902	605	815	1044
	2%	2%	3%	3%	7%abc	2%	3%	3%	6%efg
The Telegraph\Sunday Telegraph website	305	246	145	127	258	260	217	263	305
	1%	1%	1%	1%	2%ac	1%	1%	1%	2%e
The Times\Sunday Times website	464	333	189	243	360	374	278	350	464
	1%	1%	1%	1%	3%ac	1%	1%	1%	3%eg
The Independent website	208	100	106	162	169	208	134	208	208
	*	*	1%	1%	1%a	1%	1%	1%	1%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

CAPI OmniBus



Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)
Base: All news consumers (Regular) - TV, Newspapers, Radio, Internet

	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED				
	Total	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	1923	1597	613	868	457	1770	941	1277	700
Weighted Base	45075	37206	15134	20540	12058	41283	22612	30327	18252
The Sun website	478 1%	325 1%	166 1%	273 1%	244 2%	409 1%	242 1%	362 1%	478 3%efg
The Daily Mail website	599 1%	347 1%	222 1%	223 1%	554 5%abc	462 1%	403 2%	366 1%	599 3%eg
The Star website	48 *	48 *	- *	30 *	48 *	48 *	30 *	48 *	48 *
Daily Express website	75 *	75 *	22 *	22 *	15 *	75 *	22 *	38 *	75 *
Daily Mirror website	213 *	177 *	90 1%	118 1%	122 1%	177 *	90 *	183 1%	213 1%e
The News of the World website	70 *	70 *	70 *	19 *	70 1%	70 *	70 *	19 *	70 *
Sky News website	1898 4%	1428 4%	768 5%	929 5%	1496 12%abc	1614 4%	1203 5%	1254 4%	1898 10%efg
The Financial Times website	331 1%	205 1%	72 *	205 1%	261 2%ab	275 1%	104 *	261 1%	331 2%ef
Google news\Yahoo news\MSN news	5412 12%	4263 11%	2103 14%	2597 13%	3386 28%abc	4652 11%	2772 12%	3498 12%	5412 30%efg
Blogs	265 1%	151 *	72 *	112 1%	207 2%ac	183 *	102 *	187 1%	265 1%ef
Other website	1119 2%	783 2%	321 2%	450 2%	679 6%abc	1032 2%	412 2%	570 2%	1119 6%efg
SUMMARY CODES									
BBC Owner / Provider	36443 81%	31194 84%	14050 93%acd	17082 83%	10710 89%ac	34240 83%	20534 91%egh	25178 83%	15802 87%eg
ITV Owner	15307 34%	14263 38%cd	5469 36%cd	7440 36%cd	3319 28%	15262 37%h	7778 34%h	10570 35%h	5088 28%
ITN provider	17818 40%	16349 44%cd	6938 46%cd	8850 43%cd	4435 37%	17742 43%h	9555 42%h	12370 41%	6688 37%
News Corp Owner / Provider	14398 32%	11969 32%	5295 35%	10368 50%abd	4177 35%	13315 32%	7664 34%	14079 46%efh	6312 35%
News International Owner / Provider	14140 31%	11827 32%	5219 34%	10353 50%abd	4069 34%	13107 32%	7556 33%	13974 46%efh	6139 34%
Sky Owner	7469 17%	6620 18%	2351 16%	3564 17%	3110 26%abc	7185 17%	3676 16%	5161 17%	4426 24%efg
Sky Provider	14733 33%	12826 34%	6434 43%ac	7256 35%	4955 41%ac	14039 34%	9549 42%eg	10127 33%	7153 39%eg
News Corp or Sky Owner	18723 42%	15773 42%	6394 42%	11646 57%abd	5950 49%ab	17468 42%	9541 42%	16236 54%efh	8768 48%ef
News Corp or Sky Provider	23125 51%	19437 52%	8729 58%a	13192 64%abd	6927 57%	21516 52%	12991 57%e	18341 60%e	10290 56%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

CAPI OmniBus



Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)
Base: All news consumers (Regular) - TV, Newspapers, Radio, Internet

	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED				
	Total	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	1923	1597	613	868	457	1770	941	1277	700
Weighted Base	45075	37206	15134	20540	12058	41283	22612	30327	18252
Channel 4 Owner	5088 11%	4377 12%	2391 16%a	2915 14%	1939 16%a	5057 12%	3056 14%	3779 12%	2860 16%e
Northern Shell owner	5274 12%	4726 13% ^d	1571 10%	3205 16% ^{bd}	1082 9%	5250 13%	2351 10%	4369 14% ^{fh}	1993 11%
Northern Shell provider	2797 6%	2623 7%	826 5%	1961 10% ^{abd}	542 4%	2773 7%	1299 6%	2759 9% ^{efh}	1045 6%
Associated Newspapers Owner / Provider	7383 16%	6346 17%	2784 18%	5179 25% ^{abd}	2043 17%	7053 17%	4126 18%	7149 24% ^{efh}	3001 16%
Trinity Mirror Owner / Provider	5559 12%	4771 13%	2274 15%	4227 21% ^{abd}	1562 13%	5152 12%	3154 14%	5528 18% ^{efh}	2076 11%
Telegraph Media Group Owner / Provider	2562 6%	2138 6%	1226 8%	1782 9% ^a	1026 9% ^a	2418 6%	1615 7%	2519 8% ^e	1275 7%
Guardian Media Group Owner / Provider	3704 8%	2709 7%	1948 13% ^a	2572 13% ^a	1776 15% ^a	3147 8%	2500 11% ^e	3475 11% ^e	2573 14% ^e
Independent Print Ltd Owner / Provider	1535 3%	1271 3%	991 7% ^a	1116 5% ^a	690 6% ^a	1447 4%	1123 5%	1535 5% ^e	979 5% ^e
Pearson Owner / Provider	487 1%	361 1%	182 1%	322 2%	346 3% ^a	431 1%	214 1%	417 1%	447 2% ^{ef}
Commercial Radio	7752 17%	6840 18%	5315 35% ^{acd}	4220 21%	2598 22%	7222 17%	7752 34% ^{egh}	5513 18%	3675 20%
Other Owner/Provider	15258 34%	12468 34%	5792 38% ^a	8524 41% ^a	5963 49% ^{abc}	13759 33%	8144 36%	11907 39% ^e	9178 50% ^{efg}
BBC Owner / Provider ONLY	5173 11%	4173 11% ^{bcd}	1152 8% ^c	97 *	950 8% ^c	4666 11% ^{gh}	2025 9% ^g	528 2%	1511 8% ^g
ITV Owner ONLY	1141 3%	1032 3% ^{bcd}	36 *	- -	- -	1141 3% ^{fgh}	109 * ^g	- -	53 *
ITN Provider ONLY	1150 3%	1032 3% ^{bcd}	36 *	- -	- -	1150 3% ^{fgh}	109 * ^g	- -	53 *
News Corp Owner / Provider ONLY	305 1%	26 *	- -	267 1% ^{ab}	55 *	87 *	- -	267 1% ^{ef}	55 *
News International Owner / Provider ONLY	286 1%	26 *	- -	267 1% ^{ab}	55 *	68 *	- -	267 1% ^{ef}	55 *
Sky Owner ONLY	814 2%	651 2% ^{bc}	- -	50 *	106 1% ^b	727 2% ^{fg}	68 *	178 1%	156 1%
Sky Provider ONLY	1095 2%	837 2% ^{bc}	76 1%	50 *	106 1%	912 2% ^{fg}	212 1%	220 1%	187 1%
News Corp or Sky Owner ONLY	1406 3%	941 3% ^b	- -	470 2% ^b	161 1% ^b	1101 3% ^f	68 *	682 2% ^f	318 2% ^f
News Corp or Sky Provider ONLY	1379 3%	933 3% ^{bd}	92 1%	444 2% ^{bd}	55 *	1050 3% ^{fh}	242 1%	624 2% ^h	135 1%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

CAPI OmniBus



Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)
 Base: All news consumers (Regular) - TV, Newspapers, Radio, Internet

	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED				
	Total	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	1923	1597	613	868	457	1770	941	1277	700
Weighted Base	45075	37206	15134	20540	12058	41283	22612	30327	18252
Channel 4 Owner ONLY	9	-	-	-	-	9	-	-	-
Northern Shell Owner ONLY	138	138	-	-	-	138	-	42	32
Northern Shell Provider ONLY	-	-	-	-	-	-	-	-	-
Associated Newspapers Owner / Provider ONLY	9	-	-	9	-	-	-	9	-
Trinity Mirror Owner / Provider ONLY	120	12	-	120	-	27	-	120	18
Telegraph Media Group Owner / Provider ONLY	25	-	-	25	-	25	-	25	-
Guardian Media Group Owner / Provider ONLY	-	-	-	-	-	-	-	-	-
Independent Print Ltd Owner / Provider ONLY	33	33	-	33	-	33	-	33	-
Pearson Owner / Provider ONLY	-	-	-	-	-	-	-	-	-
Commercial Radio ONLY	164	16	76	-	-	16	164	-	-
Other Owner/Provider ONLY	795	154	14	249	338	265	120	303	432
Don't know	-	-	-	-	-	-	-	-	-

Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)
 Base: All news consumers (Regular) - TV, Newspapers, Radio, Internet

	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED				
	Total	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	1923	1597	613	868	457	1770	941	1277	700
Weighted Base	45075	37206	15134	20540	12058	41283	22612	30327	18252
BBC One	28720 64%	26421 71% ^d	11130 74% ^{cd}	13860 67% ^d	7167 59%	28720 70% ^h	15986 71% ^{gh}	20133 66% ^h	11169 61%
BBC Two	4098 9%	3719 10%	1830 12%	2095 10%	1296 11%	4098 10%	2307 10%	2699 9%	1925 11%
ITV1	15187 34%	14188 38% ^d	5394 36% ^d	7365 36% ^d	3199 27%	15187 37% ^h	7703 34% ^h	10473 35% ^h	4969 27%
Channel 4	4934 11%	4278 11%	2312 15% ^a	2792 14%	1824 15% ^a	4934 12%	2968 13%	3656 12%	2707 15%
Five	2733 6%	2340 6%	868 6%	1460 7%	602 5%	2733 7%	1200 5%	1865 6%	1034 6%
BBC News channel	6644 15%	6287 17%	2863 19%	3788 18%	2518 21%	6644 16%	3875 17%	5157 17%	3625 20% ^e
Sky News channel	6438 14%	5953 16% ^b	1890 12%	3140 15%	2299 19% ^b	6438 16%	3061 14%	4518 15%	3395 19% ^{fg}
CNN	761 2%	636 2%	214 1%	507 2%	374 3%	761 2%	336 1%	679 2%	449 2%
Star News	158 *	95 *	76 1%	44 *	73 1%	158 *	76 *	121 *	73 *
Fox News	169 *	169 *	31 *	60 *	48 *	169 *	64 *	109 *	113 1%
Euronews	345 1%	345 1%	164 1%	171 1%	119 1%	345 1%	237 1%	240 1%	119 1%
Other channel	573 1%	519 1%	90 1%	240 1%	108 1%	573 1%	228 1%	323 1%	132 1%
Daily Mail	6255 14%	5496 15%	2467 16%	4577 22% ^{abd}	1553 13%	6033 15%	3491 15%	6255 21% ^{efh}	2376 13%
Daily Star	970 2%	891 2%	283 2%	719 4%	265 2%	946 2%	489 2%	970 3%	347 2%
Daily Express	1720 4%	1644 4% ^d	575 4%	1248 6% ^d	269 2%	1720 4%	813 4%	1720 6% ^{fh}	652 4%
The Sun	8263 18%	7046 19% ^d	2794 18%	6107 30% ^{abd}	1728 14%	7801 19%	4157 18%	8263 27% ^{efh}	2981 16%
The Mirror	3725 8%	3198 9%	1563 10%	2813 14% ^{ad}	986 8%	3480 8%	2160 10%	3725 12% ^{eh}	1335 7%
The Guardian	2650 6%	1846 5%	1451 10% ^a	2011 10% ^a	1243 10% ^a	2154 5%	1866 8% ^e	2650 9% ^e	1721 9% ^e
The Independent	1288 3%	1117 3%	880 6% ^a	1032 5% ^a	491 4%	1224 3%	1013 4%	1288 4%	780 4%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

CAPI OmniBus



Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)
Base: All news consumers (Regular) - TV, Newspapers, Radio, Internet

	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED				
	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	
Unweighted Base	1923	613	868	457	1770	941	1277	700	
Weighted Base	45075	15134	20540	12058	41283	22612	30327	18252	
The Times	3184 7%	2572 7%	1467 10%a	2678 13%a	1292 11%a	2805 7%	1916 8%	3184 10%e	1821 10%e
The Telegraph	2053 5%	1758 5%	1038 7%	1498 7%a	747 6%	1953 5%	1314 6%	2053 7%e	899 5%
Financial Times	361 1%	291 1%	182 1%	290 1%	290 2%a	361 1%	214 1%	361 1%	322 2%
Morning Star	132 *	132 *	55 *	116 1%	60 1%	132 *	116 1%	132 *	60 *
The Herald/The Scotsman/Daily Record	723 2%	646 2%	165 1%	481 2% ^d	71 1%	712 2%	299 1%	723 2% ^h	132 1%
The Western Mail/Daily Post	-	-	-	-	-	-	-	-	-
Any regional or local newspaper (e.g. Evening Standard, Metro, Birmingham Post, Manchester Evening News, etc)	4795 11%	3847 10%	1682 11%	3588 17% ^{abd}	1242 10%	4291 10%	2239 10%	4795 16% ^{efh}	1890 10%
Other newspaper	420 1%	312 1%	205 1%	244 1%	128 1%	356 1%	270 1%	420 1%	147 1%
The Observer	1700 4%	1278 3%	1080 7%a	1282 6%a	820 7%a	1512 4%	1231 5%e	1700 6%e	1254 7%e
The Sunday Telegraph	1396 3%	1137 3%	636 4%	1076 5%a	517 4%	1304 3%	827 4%	1396 5%e	662 4%
The Sunday Times	3147 7%	2782 7%	1474 10%	2523 12%a	1442 12%a	2962 7%	2069 9%	3147 10%e	1885 10%e
The Independent on Sunday	529 1%	506 1%	392 3%	394 2%	230 2%	506 1%	444 2%	529 2%	346 2%
Sunday Mirror	2859 6%	2459 7%	1229 8%	2263 11%a	907 8%	2623 6%	1740 8%	2859 9% ^{eh}	1201 7%
News of the World	5589 12%	4595 12%	1830 12%	4202 20% ^{abd}	1206 10%	5203 13%	2626 12%	5589 18% ^{efh}	2013 11%
The Sunday Herald	94 *	44 *	63 *	47 *	33 *	44 *	80 *	94 *	47 *
Wales on Sunday	42 *	42 *	24 *	42 *	- *	42 *	42 *	42 *	- *
Weekly magazines (e.g. The Economist, The Spectator, New Statesman, etc)	272 1%	209 1%	51 *	212 1%	166 1%	248 1%	51 *	272 1%	212 1% ^f
The Mail on Sunday	2108 5%	1924 5%	700 5%	1503 7% ^{abd}	357 3%	2041 5% ^h	1177 5% ^h	2108 7% ^{eh}	550 3%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

CAPI OmniBus



Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)
Base: All news consumers (Regular) - TV, Newspapers, Radio, Internet

	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED				
	Total	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	1923	1597	613	868	457	1770	941	1277	700
Weighted Base	45075	37206	15134	20540	12058	41283	22612	30327	18252
The Daily Star on Sunday	107	84	-	107	-	107	58	107	-
	*	*	-	1%	-	*	*	*	-
The Sunday Express	294	262	116	253	32	294	191	294	56
	1%	1%	1%	1%	*	1%	1%	1%	*
The People	348	334	63	320	46	348	127	348	70
	1%	1%	*	2%b	*	1%	1%	1%	*
Other weekend/weekly newspaper or weekly magazine	1238	1004	334	739	183	1164	538	1238	301
	3%	3%	2%	4%d	2%	3%	2%	4%f	2%
Any BBC national radio station (e.g. BBC Radio One, BBC Radio Two, BBC World Service)	13292	11444	9646	7389	4376	12438	13292	9778	6254
	29%	31%	64%acd	36%a	36%a	30%	59%egh	32%	34%
Any BBC local/regional radio station	2729	2449	1957	1614	927	2564	2729	2127	1245
	6%	7%	13%acd	8%	8%	6%	12%egh	7%	7%
Absolute Radio	638	531	475	474	224	588	638	531	425
	1%	1%	3%a	2%	2%	1%	3%e	2%	2%
Classic FM	1450	1210	1057	920	574	1330	1450	1058	830
	3%	3%	7%ac	4%	5%	3%	6%eg	3%	5%
talkSPORT	1671	1572	1166	973	589	1596	1671	1211	928
	4%	4%	8%ac	5%	5%	4%	7%eg	4%	5%
Any other commercial radio station (e.g. Heart FM, Smooth, Capital, Gold)	4509	3994	3027	2171	1406	4201	4509	3085	1833
	10%	11%	20%acd	11%	12%	10%	20%egh	10%	10%
Other radio station	512	356	273	230	167	400	512	388	167
	1%	1%	2%	1%	1%	1%	2%eh	1%	1%
BBC website	9329	7092	3998	4518	7307	7867	5480	6333	9329
	21%	19%	26%a	22%	61%abc	19%	24%e	21%	51%efg
ITV website	451	383	229	270	334	407	253	349	451
	1%	1%	2%	1%	3%a	1%	1%	1%	2%efg
Channel 4 website	412	340	198	261	342	382	240	302	412
	1%	1%	1%	1%	3%a	1%	1%	1%	2%eg
The Guardian website	1044	804	431	551	885	902	605	815	1044
	2%	2%	3%	3%	7%abc	2%	3%	3%	6%efg
The Telegraph\Sunday Telegraph website	305	246	145	127	258	260	217	263	305
	1%	1%	1%	1%	2%ac	1%	1%	1%	2%e
The Times\Sunday Times website	464	333	189	243	360	374	278	350	464
	1%	1%	1%	1%	3%ac	1%	1%	1%	3%eg
The Independent website	208	100	106	162	169	208	134	208	208
	*	*	1%	1%	1%a	1%	1%	1%	1%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

CAPI OmniBus



Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)
Base: All news consumers (Regular) - TV, Newspapers, Radio, Internet

	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED				
	Total	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	1923	1597	613	868	457	1770	941	1277	700
Weighted Base	45075	37206	15134	20540	12058	41283	22612	30327	18252
The Sun website	478 1%	325 1%	166 1%	273 1%	244 2%	409 1%	242 1%	362 1%	478 3%efg
The Daily Mail website	599 1%	347 1%	222 1%	223 1%	554 5%abc	462 1%	403 2%	366 1%	599 3%eg
The Star website	48 *	48 *	- *	30 *	48 *	48 *	30 *	48 *	48 *
Daily Express website	75 *	75 *	22 *	22 *	15 *	75 *	22 *	38 *	75 *
Daily Mirror website	213 *	177 *	90 1%	118 1%	122 1%	177 *	90 *	183 1%	213 1%e
The News of the World website	70 *	70 *	70 *	19 *	70 1%	70 *	70 *	19 *	70 *
Sky News website	1898 4%	1428 4%	768 5%	929 5%	1496 12%abc	1614 4%	1203 5%	1254 4%	1898 10%efg
The Financial Times website	331 1%	205 1%	72 *	205 1%	261 2%ab	275 1%	104 *	261 1%	331 2%ef
Google news\Yahoo news\MSN news	5412 12%	4263 11%	2103 14%	2597 13%	3386 28%abc	4652 11%	2772 12%	3498 12%	5412 30%efg
Blogs	265 1%	151 *	72 *	112 1%	207 2%ac	183 *	102 *	187 1%	265 1%ef
Other website	1119 2%	783 2%	321 2%	450 2%	679 6%abc	1032 2%	412 2%	570 2%	1119 6%efg
SUMMARY CODES									
BBC Owner / Provider	36443 81%	31194 84%	14050 93%acd	17082 83%	10710 89%ac	34240 83%	20534 91%egh	25178 83%	15802 87%eg
ITV Owner	15307 34%	14263 38%cd	5469 36%cd	7440 36%cd	3319 28%	15262 37%h	7778 34%h	10570 35%h	5088 28%
ITN provider	17818 40%	16349 44%cd	6938 46%cd	8850 43%cd	4435 37%	17742 43%h	9555 42%h	12370 41%	6688 37%
News Corp Owner / Provider	14398 32%	11969 32%	5295 35%	10368 50%abd	4177 35%	13315 32%	7664 34%	14079 46%efh	6312 35%
News International Owner / Provider	14140 31%	11827 32%	5219 34%	10353 50%abd	4069 34%	13107 32%	7556 33%	13974 46%efh	6139 34%
Sky Owner	7469 17%	6620 18%	2351 16%	3564 17%	3110 26%abc	7185 17%	3676 16%	5161 17%	4426 24%efg
Sky Provider	14733 33%	12826 34%	6434 43%ac	7256 35%	4955 41%ac	14039 34%	9549 42%eg	10127 33%	7153 39%eg
News Corp or Sky Owner	18723 42%	15773 42%	6394 42%	11646 57%abd	5950 49%ab	17468 42%	9541 42%	16236 54%efh	8768 48%ef
News Corp or Sky Provider	23125 51%	19437 52%	8729 58%a	13192 64%abd	6927 57%	21516 52%	12991 57%e	18341 60%e	10290 56%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

CAPI OmniBus



Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)
Base: All news consumers (Regular) - TV, Newspapers, Radio, Internet

	Total	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED			
		Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	1923	1597	613	868	457	1770	941	1277	700
Weighted Base	45075	37206	15134	20540	12058	41283	22612	30327	18252
Channel 4 Owner	5088 11%	4377 12%	2391 16%a	2915 14%	1939 16%a	5057 12%	3056 14%	3779 12%	2860 16%e
Northern Shell owner	5274 12%	4726 13% ^d	1571 10%	3205 16% ^{bd}	1082 9%	5250 13%	2351 10%	4369 14% ^{fh}	1993 11%
Northern Shell provider	2797 6%	2623 7%	826 5%	1961 10% ^{abd}	542 4%	2773 7%	1299 6%	2759 9% ^{efh}	1045 6%
Associated Newspapers Owner / Provider	7383 16%	6346 17%	2784 18%	5179 25% ^{abd}	2043 17%	7053 17%	4126 18%	7149 24% ^{efh}	3001 16%
Trinity Mirror Owner / Provider	5559 12%	4771 13%	2274 15%	4227 21% ^{abd}	1562 13%	5152 12%	3154 14%	5528 18% ^{efh}	2076 11%
Telegraph Media Group Owner / Provider	2562 6%	2138 6%	1226 8%	1782 9% ^a	1026 9% ^a	2418 6%	1615 7%	2519 8% ^e	1275 7%
Guardian Media Group Owner / Provider	3704 8%	2709 7%	1948 13% ^a	2572 13% ^a	1776 15% ^a	3147 8%	2500 11% ^e	3475 11% ^e	2573 14% ^e
Independent Print Ltd Owner / Provider	1535 3%	1271 3%	991 7% ^a	1116 5% ^a	690 6% ^a	1447 4%	1123 5%	1535 5% ^e	979 5% ^e
Pearson Owner / Provider	487 1%	361 1%	182 1%	322 2%	346 3% ^a	431 1%	214 1%	417 1%	447 2% ^{ef}
Commercial Radio	7752 17%	6840 18%	5315 35% ^{acd}	4220 21%	2598 22%	7222 17%	7752 34% ^{egh}	5513 18%	3675 20%
Other Owner/Provider	15258 34%	12468 34%	5792 38% ^a	8524 41% ^a	5963 49% ^{abc}	13759 33%	8144 36%	11907 39% ^e	9178 50% ^{efg}
BBC Owner / Provider ONLY	5173 11%	4173 11% ^{bcd}	1152 8% ^c	97 *	950 8% ^c	4666 11% ^{gh}	2025 9% ^g	528 2%	1511 8% ^g
ITV Owner ONLY	1141 3%	1032 3% ^{bcd}	36 *	- -	- -	1141 3% ^{fgh}	109 * ^g	- -	53 *
ITN Provider ONLY	1150 3%	1032 3% ^{bcd}	36 *	- -	- -	1150 3% ^{fgh}	109 * ^g	- -	53 *
News Corp Owner / Provider ONLY	305 1%	26 *	- -	267 1% ^{ab}	55 *	87 *	- -	267 1% ^{ef}	55 *
News International Owner / Provider ONLY	286 1%	26 *	- -	267 1% ^{ab}	55 *	68 *	- -	267 1% ^{ef}	55 *
Sky Owner ONLY	814 2%	651 2% ^{bc}	- -	50 *	106 1% ^b	727 2% ^{fg}	68 *	178 1%	156 1%
Sky Provider ONLY	1095 2%	837 2% ^{bc}	76 1%	50 *	106 1%	912 2% ^{fg}	212 1%	220 1%	187 1%
News Corp or Sky Owner ONLY	1406 3%	941 3% ^b	- -	470 2% ^b	161 1% ^b	1101 3% ^f	68 *	682 2% ^f	318 2% ^f
News Corp or Sky Provider ONLY	1379 3%	933 3% ^{bd}	92 1%	444 2% ^{bd}	55 *	1050 3% ^{fh}	242 1%	624 2% ^h	135 1%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

CAPI OmniBus



Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)
 Base: All news consumers (Regular) - TV, Newspapers, Radio, Internet

	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED				
	Total	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	1923	1597	613	868	457	1770	941	1277	700
Weighted Base	45075	37206	15134	20540	12058	41283	22612	30327	18252
Channel 4 Owner ONLY	9	-	-	-	-	9	-	-	-
Northern Shell Owner ONLY	138	138	-	-	-	138	-	42	32
Northern Shell Provider ONLY	-	-	-	-	-	-	-	-	-
Associated Newspapers Owner / Provider ONLY	9	-	-	9	-	-	-	9	-
Trinity Mirror Owner / Provider ONLY	120	12	-	120	-	27	-	120	18
Telegraph Media Group Owner / Provider ONLY	25	-	-	25	-	25	-	25	-
Guardian Media Group Owner / Provider ONLY	-	-	-	-	-	-	-	-	-
Independent Print Ltd Owner / Provider ONLY	33	33	-	33	-	33	-	33	-
Pearson Owner / Provider ONLY	-	-	-	-	-	-	-	-	-
Commercial Radio ONLY	164	16	76	-	-	16	164	-	-
Other Owner/Provider ONLY	795	154	14	249	338	265	120	303	432
Don't know	-	-	-	-	-	-	-	-	-

Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)
 Base: All news consumers (Regular) - TV, Newspapers, Radio, Internet

	Total	Q2 MAIN PLATFORM				Q1A - TV, RADIO, NEWSPAPERS OR INTERNET
		Main TV	Main Radio	Main Newspaper	Main Internet	
		(a)	(b)	(c)	(d)	
					(e)	
Unweighted Base	1923	1243	176	281	181	1895
Weighted Base	45075	28469	4536	6420	4738	44495
BBC One	28720 64%	19571 69%cd	3099 68%cd	3750 58%cd	1725 36%	28549 64%
BBC Two	4098 9%	2696 9%	579 13%cd	442 7%	326 7%	4049 9%
ITV1	15187 34%	11615 41%bcd	966 21%	1551 24%cd	715 15%	15069 34%
Channel 4	4934 11%	3091 11%	696 15%cd	576 9%	468 10%	4867 11%
Five	2733 6%	1891 7%	196 4%	442 7%	139 3%	2675 6%
BBC News channel	6644 15%	4347 15%	618 14%	924 14%	624 13%	6644 15%
Sky News channel	6438 14%	4802 17%abc	244 5%	713 11%b	542 11%	6337 14%
CNN	761 2%	457 2%	23 1%	104 2%	159 3%	761 2%
Star News	158 *	58 *	19 *	44 1%	19 *	140 *
Fox News	169 *	150 1%	- -	19 *	- -	169 *
Euronews	345 1%	196 1%	49 1%	77 1%	24 *	345 1%
Other channel	573 1%	464 2%	57 1%	22 *	30 1%	573 1%
Daily Mail	6255 14%	3873 14%	514 11%	1314 20%abd	403 8%	6242 14%
Daily Star	970 2%	671 2%	52 1%	196 3%	51 1%	970 2%
Daily Express	1720 4%	1126 4%cd	79 2%	451 7%abd	- -	1720 4%
The Sun	8263 18%	5249 18%b	323 7%	1964 31%abd	593 13%	8248 19%
The Mirror	3725 8%	2349 8%	218 5%	897 14%abd	212 4%	3712 8%
The Guardian	2650 6%	922 3%	772 17%acd	636 10%a	319 7%a	2650 6%
The Independent	1288 3%	383 1%	438 10%acd	287 4%a	150 3%	1288 3%

Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)
Base: All news consumers (Regular) - TV, Newspapers, Radio, Internet

	Total	Q2 MAIN PLATFORM				Q1A - TV, RADIO, NEWSPAPERS OR INTERNET
		Main TV	Main Radio	Main Newspaper	Main Internet	
		(a)	(b)	(c)	(d)	
					(e)	
Unweighted Base	1923	1243	176	281	181	1895
Weighted Base	45075	28469	4536	6420	4738	44495
The Times	3184 7%	1304 5%	460 10%a	901 14%a	439 9%a	3184 7%
The Telegraph	2053 5%	1032 4%	285 6%	512 8%a	175 4%	2053 5%
Financial Times	361 1%	14 *	86 2%a	131 2%a	130 3%a	361 1%
Morning Star	132 *	41 *	-	91 1%a	-	132 *
The Herald/The Scotsman/Daily Record	723 2%	496 2%	33 1%	178 3%d	-	723 2%
The Western Mail/Daily Post	-	-	-	-	-	-
Any regional or local newspaper (e.g. Evening Standard, Metro, Birmingham Post, Manchester Evening News, etc)	4795 11%	2677 9%	246 5%	1169 18%ab	594 13%b	4769 11%
Other newspaper	420 1%	238 1%	118 3%a	25 *	39 1%	420 1%
The Observer	1700 4%	496 2%	623 14%acd	404 6%a	153 3%	1700 4%
The Sunday Telegraph	1396 3%	553 2%	275 6%a	441 7%ad	103 2%	1396 3%
The Sunday Times	3147 7%	1760 6%	371 8%	626 10%a	338 7%	3147 7%
The Independent on Sunday	529 1%	191 1%	127 3%a	155 2%a	32 1%	529 1%
Sunday Mirror	2859 6%	1844 6%	184 4%	617 10%bd	135 3%	2859 6%
News of the World	5589 12%	3348 12%b	292 6%	1472 23%abd	395 8%	5549 12%
The Sunday Herald	94 *	44 *	33 1%	-	17 *	94 *
Wales on Sunday	42 *	19 *	-	24 *	-	42 *
Weekly magazines (e.g. The Economist, The Spectator, New Statesman, etc)	272 1%	110 *	-	107 2%a	31 1%	272 1%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)
Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d

Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)
 Base: All news consumers (Regular) - TV, Newspapers, Radio, Internet

	Total	Q2 MAIN PLATFORM				Q1A - TV, RADIO, NEWSPAPERS OR INTERNET (e)
		Main TV	Main Radio	Main Newspaper	Main Internet	
		(a)	(b)	(c)	(d)	
Unweighted Base	1923	1243	176	281	181	1895
Weighted Base	45075	28469	4536	6420	4738	44495
The Mail on Sunday	2108 5%	1330 5%	215 5%	408 6% ^d	82 2%	2108 5%
The Daily Star on Sunday	107 *	84 *	-	23 *	-	107 *
The Sunday Express	294 1%	123 *	-	171 3% ^{abd}	-	294 1%
The People	348 1%	200 1%	-	124 2%	-	348 1%
Other weekend/weekly newspaper or weekly magazine	1238 3%	740 3%	82 2%	305 5%	75 2%	1201 3%
Any BBC national radio station (e.g. BBC Radio One, BBC Radio Two, BBC World Service)	13292 29%	6882 24%	3283 72% ^{acd}	1886 29% ^d	963 20%	13292 30%
Any BBC local/regional radio station	2729 6%	1500 5%	652 14% ^{acd}	215 3%	290 6%	2696 6%
Absolute Radio	638 1%	381 1%	61 1%	82 1%	97 2%	621 1%
Classic FM	1450 3%	839 3%	253 6%	274 4%	84 2%	1432 3%
talkSPORT	1671 4%	1260 4%	199 4%	118 2%	81 2%	1619 4%
Any other commercial radio station (e.g. Heart FM, Smooth, Capital, Gold)	4509 10%	2902 10%	735 16% ^{acd}	401 6%	363 8%	4509 10%
Other radio station	512 1%	246 1%	98 2%	81 1%	88 2%	498 1%
BBC website	9329 21%	4292 15%	923 20%	966 15%	3067 65% ^{abc}	9296 21%
ITV website	451 1%	204 1%	69 2%	25 *	124 3% ^a	451 1%
Channel 4 website	412 1%	135 *	105 2% ^{ac}	15 *	124 3% ^{ac}	412 1%
The Guardian website	1044 2%	331 1%	228 5% ^a	164 3%	322 7% ^{ac}	1044 2%
The Telegraph/Sunday Telegraph website	305 1%	228 1%	-	19 *	59 1%	305 1%

Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)
Base: All news consumers (Regular) - TV, Newspapers, Radio, Internet

	Total	Q2 MAIN PLATFORM				Q1A - TV, RADIO, NEWSPAPERS OR INTERNET
		Main TV	Main Radio	Main Newspaper	Main Internet	
		(a)	(b)	(c)	(d)	
					(e)	
Unweighted Base	1923	1243	176	281	181	1895
Weighted Base	45075	28469	4536	6420	4738	44495
The Times\Sunday Times website	464 1%	183 1%	-	81 1%	201 4%ab	464 1%
The Independent website	208 *	16 *	31 1%	106 2%a	55 1%a	208 *
The Sun website	478 1%	217 1%	52 1%	15 *	194 4%ac	478 1%
The Daily Mail website	599 1%	205 1%	59 1%	72 1%	232 5%ac	599 1%
The Star website	48 *	30 *	-	-	19 *	48 *
Daily Express website	75 *	60 *	-	-	15 *	75 *
Daily Mirror website	213 *	135 *	-	41 1%	38 1%	213 *
The News of the World website	70 *	51 *	-	-	19 *	70 *
Sky News website	1898 4%	1146 4%b	-	229 4%b	499 11%abc	1898 4%
The Financial Times website	331 1%	70 *	-	107 2%a	130 3%ab	331 1%
Google news\Yahoo news\MSN news	5412 12%	2774 10%	446 10%	562 9%	1468 31%abc	5351 12%
Blogs	265 1%	61 *	54 1%	33 1%	117 2%a	265 1%
Other website	1119 2%	485 2%	147 3%	124 2%	328 7%ac	1119 3%
SUMMARY CODES						
BBC Owner / Provider	36443 81%	23085 81%cc	4118 91%accd	4690 73%	3792 80%	36239 81%
ITV Owner	15307 34%	11641 41%bcd	966 21%	1551 24%	779 16%	15189 34%
ITN provider	17818 40%	12969 46%abcd	1506 33%cd	1843 29%	1073 23%	17665 40%
News Corp Owner / Provider	14398 32%	8441 30%b	968 21%	3299 51%abd	1421 30%	14338 32%
News International Owner / Provider	14140 31%	8331 29%b	949 21%	3284 51%abd	1325 28%	14099 32%
Sky Owner	7469 17%	5359 19%bc	244 5%	837 13%b	868 18%b	7368 17%

Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)
Base: All news consumers (Regular) - TV, Newspapers, Radio, Internet

	Total	Q2 MAIN PLATFORM				Q1A - TV, RADIO, NEWSPAPERS OR INTERNET
		Main TV	Main Radio	Main Newspaper	Main Internet	
		(a)	(b)	(c)	(d)	
					(e)	
Unweighted Base	1923	1243	176	281	181	1895
Weighted Base	45075	28469	4536	6420	4738	44495
Sky Provider	14733	10043	1312	1724	1303	14539
	33%	35%cd	29%	27%	28%	33%
News Corp or Sky Owner	18723	11740	1048	3600	1935	18563
	42%	41%b	23%	56%abd	41%b	42%
News Corp or Sky Provider	23125	14683	1780	3939	2241	22886
	51%	52%b	39%	61%abd	47%	51%
Channel 4 Owner	5088	3125	750	591	518	5020
	11%	11%	17%ac	9%	11%	11%
Northern Shell owner	5274	3640	269	1040	224	5216
	12%	13%bd	6%	16%bd	5%	12%
Northern Shell provider	2797	1923	101	622	85	2797
	6%	7%bd	2%	10%bd	2%	6%
Associated Newspapers Owner / Provider	7383	4603	574	1375	635	7370
	16%	16%	13%	21%abd	13%	17%
Trinity Mirror Owner / Provider	5559	3540	333	1285	299	5546
	12%	12%d	7%	20%abd	6%	12%
Telegraph Media Group Owner / Provider	2562	1242	341	646	283	2562
	6%	4%	8%	10%a	6%	6%
Guardian Media Group Owner / Provider	3704	1426	978	725	551	3704
	8%	5%	22%acd	11%a	12%a	8%
Independent Print Ltd Owner / Provider	1535	486	469	326	201	1535
	3%	2%	10%acd	5%a	4%a	3%
Pearson Owner / Provider	487	84	86	163	130	487
	1%	*	2%a	3%a	3%a	1%
Commercial Radio	7752	5091	1126	809	589	7664
	17%	18%c	25%acd	13%	12%	17%
Other Owner/Provider	15258	8792	1354	2434	2297	15067
	34%	31%	30%	38%a	48%abc	34%
BBC Owner / Provider ONLY	5173	3728	725	38	605	5091
	11%	13%cd	16%cd	7%	13%cd	11%
ITV Owner ONLY	1141	1119	-	-	-	1068
	3%	4%bcd	-	-	-	2%
ITN Provider ONLY	1150	1128	-	-	-	1068
	3%	4%bcd	-	-	-	2%
News Corp Owner / Provider ONLY	305	-	-	231	55	286
	1%	-	-	4%ab	1%a	1%
News International Owner / Provider ONLY	286	-	-	231	55	286
	1%	-	-	4%ab	1%a	1%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d

Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)
Base: All news consumers (Regular) - TV, Newspapers, Radio, Internet

	Total	Q2 MAIN PLATFORM				Q1A - TV, RADIO, NEWSPAPERS OR INTERNET
		Main TV	Main Radio	Main Newspaper	Main Internet	
		(a)	(b)	(c)	(d)	
Unweighted Base	1923	1243	176	281	181	1895
Weighted Base	45075	28469	4536	6420	4738	44495
Sky Owner ONLY	814 2%	702 2%abc	-	-	87 2%c	738 2%
Sky Provider ONLY	1095 2%	844 3%c	95 2%	28 *	87 2%	984 2%
News Corp or Sky Owner ONLY	1406 3%	922 3%ab	-	300 5%b	142 3%b	1313 3%
News Corp or Sky Provider ONLY	1379 3%	897 3%	95 2%	290 5%	55 1%	1268 3%
Channel 4 Owner ONLY	9 *	9 *	-	-	-	-
Northern Shell Owner ONLY	138 *	110 *	-	28 *	-	138 *
Northern Shell Provider ONLY	-	-	-	-	-	-
Associated Newspapers Owner / Provider ONLY	9 *	-	-	9 *	-	9 *
Trinity Mirror Owner / Provider ONLY	120 *	-	-	120 2%a	-	120 *
Telegraph Media Group Owner / Provider ONLY	25 *	-	-	25 *a	-	25 *
Guardian Media Group Owner / Provider ONLY	-	-	-	-	-	-
Independent Print Ltd Owner / Provider ONLY	33 *	-	-	33 1%a	-	33 *
Pearson Owner / Provider ONLY	-	-	-	-	-	-
Commercial Radio ONLY	164 *	-	134 3%acd	-	-	76 *
Other Owner/Provider ONLY	795 2%	117 *	53 1%	180 3%a	423 9%abc	682 2%
Don't know	-	-	-	-	-	-

OFCOM NEWS STUDY (QS7603 - 611246)

Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)
 Base: All news consumers (Regular) - TV, Newspapers, Radio, Internet

	MEDIA OWNER/PROVIDER OVERVIEW (Q3A/Q4A/Q5A/Q6A/Q7A - REGULARLY) - SUMMARY CODES													
	Total	BBC Owner / Provider	ITV Owner	ITN provider	News Corp Owner / Provider	News International Owner / Provider	Sky Owner	Sky Provider	News Corp or Sky Owner	News Corp or Sky Provider	Channel 4 Owner	Northern Shell owner	Northern Shell provider	Associated Newspapers Owner / Provider
Unweighted Base	1923	1539	686	783	602	591	294	617	775	972	216	245	124	320
Weighted Base	45075	36443	15307	17818	14398	14140	7469	14733	18723	23125	5088	5274	2797	7383
BBC One	28720 64%	28720 79%	9710 63%	11270 63%	9080 63%	8958 63%	3798 51%	8652 59%	11068 59%	13928 60%	3843 76%	3988 76%	2048 73%	5168 70%
BBC Two	4098 9%	4098 11%	2208 14%	2500 14%	1333 9%	1289 9%	744 10%	2150 15%	1722 9%	2544 11%	1856 36%	1343 25%	180 6%	570 8%
ITV1	15187 34%	11177 31%	15187 99%	15187 85%	5630 39%	5605 40%	1780 24%	5609 38%	6608 35%	8662 37%	2577 51%	2802 53%	1097 39%	2703 37%
Channel 4	4934 11%	4468 12%	2486 16%	4934 28%	1950 14%	1907 13%	821 11%	2388 16%	2298 12%	3298 14%	4934 97%	1689 32%	380 14%	853 12%
Five	2733 6%	2320 6%	1943 13%	2139 12%	1090 8%	1046 7%	380 5%	2733 19%	1273 7%	2733 12%	1539 30%	2733 52%	256 9%	445 6%
BBC News channel	6644 15%	6644 18%	1868 12%	2326 13%	2539 18%	2481 18%	1676 22%	2750 19%	3364 18%	3900 17%	1229 24%	1083 21%	533 19%	1306 18%
Sky News channel	6438 14%	4522 12%	1553 10%	1924 11%	2670 19%	2575 18%	6438 86%	6438 44%	6438 34%	6438 28%	881 17%	1033 20%	668 24%	1402 19%
CNN	761 2%	682 2%	180 1%	228 1%	355 2%	315 2%	343 5%	508 3%	534 3%	576 2%	206 4%	222 4%	93 3%	157 2%
Star News	158 *	140 *	25 *	44 *	158 1%	48 *	73 1%	106 1%	158 1%	158 1%	44 1%	62 1%	19 1%	29 *
Fox News	169 *	169 *	52 *	52 *	68 *	68 *	169 2%	169 1%	169 1%	169 1%	36 1%	53 1%	29 1%	60 1%
Euronews	345 1%	345 1%	24 *	91 1%	180 1%	161 1%	178 2%	243 2%	230 1%	267 1%	91 2%	119 2%	24 1%	48 1%
Other channel	573 1%	315 1%	42 *	67 *	86 1%	86 1%	59 1%	168 1%	111 1%	220 1%	67 1%	57 1%	33 1%	93 1%
Daily Mail	6255 14%	5487 15%	2284 15%	2602 15%	2059 14%	2059 15%	1440 19%	2366 16%	2689 14%	3155 14%	717 14%	898 17%	688 25%	6255 85%
Daily Star	970 2%	745 2%	663 4%	663 4%	707 5%	707 5%	212 3%	467 3%	761 4%	802 3%	171 3%	970 18%	970 35%	175 2%
Daily Express	1720 4%	1498 4%	491 3%	575 3%	671 5%	671 5%	446 6%	692 5%	935 5%	1000 4%	238 5%	1720 33%	1720 62%	573 8%
The Sun	8263 18%	5999 16%	4019 26%	4348 24%	8263 57%	8263 58%	1846 25%	3726 25%	8263 44%	8263 36%	1104 22%	1465 28%	803 29%	1265 17%
The Mirror	3725 8%	2931 8%	1697 11%	1868 10%	1895 13%	1837 13%	749 10%	1554 11%	2235 12%	2430 11%	516 10%	713 14%	359 13%	593 8%
The Guardian	2650 6%	2498 7%	394 3%	863 5%	876 6%	876 6%	259 3%	701 5%	964 5%	1159 5%	743 15%	152 3%	50 2%	234 3%
The Independent	1288 3%	1196 3%	369 2%	582 3%	557 4%	524 4%	100 1%	486 3%	582 3%	734 3%	439 9%	152 3%	80 3%	165 2%
The Times	3184 7%	2817 8%	780 5%	1118 6%	3184 22%	3184 23%	673 9%	1206 8%	3184 17%	3184 14%	683 13%	257 5%	119 4%	483 7%
The Telegraph	2053 5%	1898 5%	440 3%	575 3%	587 4%	587 4%	217 3%	634 4%	695 4%	966 4%	266 5%	168 3%	79 3%	283 4%

Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)
 Base: All news consumers (Regular) - TV, Newspapers, Radio, Internet

	MEDIA OWNER/PROVIDER OVERVIEW (Q3A/Q4A/Q5A/Q6A/Q7A - REGULARLY) - SUMMARY CODES													
	Total	BBC Owner / Provider	ITV Owner	ITN provider	News Corp Owner / Provider	News International Owner / Provider	Sky Owner	Sky Provider	News Corp or Sky Owner	News Corp or Sky Provider	Channel 4 Owner	Northern Shell owner	Northern Shell provider	Associated Newspapers Owner / Provider
Unweighted Base	1923	1539	686	783	602	591	294	617	775	972	216	245	124	320
Weighted Base	45075	36443	15307	17818	14398	14140	7469	14733	18723	23125	5088	5274	2797	7383
Financial Times	361 1%	361 1%	97 1%	97 1%	165 1%	165 1%	36 *	97 1%	165 1%	165 1%	65 1%	29 1%	29 1%	43 1%
Morning Star	132 *	102 *	31 *	59 *	132 1%	132 1%	57 1%	87 1%	132 1%	132 1%	29 1%	-	-	32 *
The Herald/The Scotsman/Daily Record	723 2%	590 2%	389 3%	426 2%	277 2%	277 2%	169 2%	315 2%	321 2%	400 2%	97 2%	128 2%	-	343 5%
The Western Mail/Daily Post	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any regional or local newspaper (e.g. Evening Standard, Metro, Birmingham Post, Manchester Evening News, etc)	4795 11%	4084 11%	1525 10%	1714 10%	1412 10%	1365 10%	705 9%	1559 11%	1824 10%	2392 10%	422 8%	697 13%	417 15%	604 8%
Other newspaper	420 1%	384 1%	162 1%	162 1%	41 *	41 *	108 1%	232 2%	130 1%	243 1%	38 1%	68 1%	19 1%	50 1%
The Observer	1700 4%	1640 5%	204 1%	641 4%	377 3%	377 3%	189 3%	392 3%	459 2%	573 2%	593 12%	155 3%	43 2%	234 3%
The Sunday Telegraph	1396 3%	1322 4%	372 2%	411 2%	311 2%	311 2%	218 3%	508 3%	420 2%	611 3%	147 3%	155 3%	114 4%	236 3%
The Sunday Times	3147 7%	2866 8%	732 5%	1093 6%	3147 22%	3147 22%	653 9%	1129 8%	3147 17%	3147 14%	605 12%	301 6%	228 8%	661 9%
The Independent on Sunday	529 1%	506 1%	210 1%	296 2%	159 1%	159 1%	110 1%	264 2%	230 1%	328 1%	188 4%	22 *	-	97 1%
Sunday Mirror	2859 6%	2192 6%	1457 10%	1505 8%	1436 10%	1411 10%	670 9%	1191 8%	1768 9%	1826 8%	323 6%	479 9%	283 10%	526 7%
News of the World	5589 12%	3930 11%	2773 18%	2857 16%	5589 39%	5589 40%	1453 19%	2583 18%	5589 30%	5589 24%	603 12%	1066 20%	694 25%	954 13%
The Sunday Herald	94 *	94 *	16 *	30 *	17 *	17 *	47 1%	47 *	47 *	47 *	14 *	-	-	32 *
Wales on Sunday	42 *	42 *	19 *	19 *	24 *	24 *	-	19 *	24 *	42 *	-	19 *	-	-
Weekly magazines (e.g. The Economist, The Spectator, New Statesman, etc)	272 1%	248 1%	24 *	38 *	104 1%	104 1%	74 1%	98 1%	142 1%	166 1%	38 1%	24 *	-	24 *
The Mail on Sunday	2108 5%	1867 5%	969 6%	1022 6%	385 3%	385 3%	237 3%	563 4%	556 3%	710 3%	199 4%	283 5%	126 5%	2108 29%
The Daily Star on Sunday	107 *	88 *	45 *	45 *	68 *	68 *	-	63 *	68 *	86 *	-	107 2%	107 4%	-
The Sunday Express	294 1%	261 1%	60 *	79 *	26 *	26 *	-	45 *	26 *	71 *	45 1%	294 6%	294 11%	42 1%
The People	348 1%	290 1%	216 1%	216 1%	187 1%	187 1%	56 1%	75 1%	219 1%	238 1%	19 *	59 1%	40 1%	32 *

Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)
Base: All news consumers (Regular) - TV, Newspapers, Radio, Internet

	MEDIA OWNER/PROVIDER OVERVIEW (Q3a/Q4a/Q5a/Q6a/Q7a - REGULARLY) - SUMMARY CODES													
	Total	BBC Owner / Provider	ITV Owner	ITN provider	News Corp Owner / Provider	News International Owner / Provider	Sky Owner	Sky Provider	News Corp or Sky Owner	News Corp or Sky Provider	Channel 4 Owner	Northern Shell owner	Northern Shell provider	Associated Newspapers Owner / Provider
Unweighted Base	1923	1539	686	783	602	591	294	617	775	972	216	245	124	320
Weighted Base	45075	36443	15307	17818	14398	14140	7469	14733	18723	23125	5088	5274	2797	7383
Other weekend/weekly newspaper or weekly magazine	1238 3%	974 3%	548 4%	591 3%	594 4%	579 4%	262 4%	375 3%	684 4%	771 3%	82 2%	159 3%	76 3%	246 3%
Any BBC national radio station (e.g. BBC Radio One, BBC Radio Two, BBC World Service)	13292 29%	13292 36%	3721 24%	5116 29%	3999 28%	3937 28%	2042 27%	3584 24%	4990 27%	6017 26%	2139 42%	1326 25%	677 24%	2598 35%
Any BBC local/regional radio station	2729 6%	2729 7%	1272 8%	1387 8%	958 7%	920 7%	524 7%	956 6%	1100 6%	1328 6%	418 8%	272 5%	141 5%	658 9%
Absolute Radio	638 1%	547 2%	286 2%	372 2%	302 2%	302 2%	135 2%	638 4%	391 2%	638 3%	129 3%	129 2%	54 2%	144 2%
Classic FM	1450 3%	1278 4%	363 2%	507 3%	413 3%	413 3%	295 4%	1450 10%	518 3%	1450 6%	280 6%	265 5%	114 4%	195 3%
talkSPORT	1671 4%	1422 4%	855 6%	975 5%	799 6%	799 6%	521 7%	830 6%	966 5%	1148 5%	354 7%	319 6%	271 10%	327 4%
Any other commercial radio station (e.g. Heart FM, Smooth, Capital, Gold)	4509 10%	3406 9%	2194 14%	2321 13%	2006 14%	1973 14%	737 10%	4509 31%	2381 13%	4509 19%	379 7%	450 9%	218 8%	708 10%
Other radio station	512 1%	411 1%	199 1%	214 1%	182 1%	182 1%	92 1%	120 1%	232 1%	246 1%	59 1%	72 1%	43 2%	192 3%
BBC website	9329 21%	9329 26%	2165 14%	3229 18%	3182 22%	3157 22%	2217 30%	3537 24%	4295 23%	5094 22%	1668 33%	704 13%	377 13%	1608 22%
ITV website	451 1%	382 1%	451 3%	451 3%	232 2%	232 2%	232 3%	304 2%	326 2%	382 2%	174 3%	92 2%	59 2%	49 1%
Channel 4 website	412 1%	412 1%	268 2%	412 2%	243 2%	243 2%	116 2%	168 1%	266 1%	266 1%	412 8%	61 1%	38 1%	47 1%
The Guardian website	1044 2%	1044 3%	138 1%	353 2%	350 2%	350 2%	202 3%	292 2%	452 2%	513 2%	353 7%	58 1%	58 2%	187 3%
The Telegraph/Sunday Telegraph website	305 1%	296 1%	54 *	73 *	95 1%	95 1%	113 2%	113 1%	189 1%	189 1%	41 1%	- *	- *	19 *
The Times/Sunday Times website	464 1%	435 1%	110 1%	175 1%	464 3%	464 3%	65 1%	104 1%	464 2%	464 2%	88 2%	22 *	- *	96 1%
The Independent website	208 *	208 1%	55 *	153 1%	100 1%	100 1%	52 1%	52 *	100 1%	100 *	153 3%	- *	- *	16 *
The Sun website	478 1%	368 1%	113 1%	113 1%	478 3%	330 2%	189 3%	314 2%	478 3%	478 2%	44 1%	67 1%	67 2%	98 1%
The Daily Mail website	599 1%	506 1%	132 1%	205 1%	222 2%	203 1%	189 3%	311 2%	353 2%	415 2%	141 3%	97 2%	58 2%	599 8%
The Star website	48 *	33 *	30 *	30 *	48 *	48 *	- *	16 *	48 *	48 *	14 *	48 1%	48 2%	- *
Daily Express website	75 *	75 *	- *	- *	- *	- *	37 1%	37 *	37 *	37 *	- *	75 1%	75 3%	- *

Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)
 Base: All news consumers (Regular) - TV, Newspapers, Radio, Internet

	MEDIA OWNER/PROVIDER OVERVIEW (Q3A/Q4A/Q5A/Q6A/Q7A - REGULARLY) - SUMMARY CODES													
	Total	BBC Owner / Provider	ITV Owner	ITN provider	News Corp Owner / Provider	News International Owner / Provider	Sky Owner	Sky Provider	News Corp or Sky Owner	News Corp or Sky Provider	Channel 4 Owner	Northern Shell owner	Northern Shell provider	Associated Newspapers Owner / Provider
Unweighted Base	1923	1539	686	783	602	591	294	617	775	972	216	245	124	320
Weighted Base	45075	36443	15307	17818	14398	14140	7469	14733	18723	23125	5088	5274	2797	7383
Daily Mirror website	213 *	195 1%	39 *	58 *	142 1%	142 1%	126 2%	126 1%	165 1%	165 1%	39 1%	22 *	- -	19 *
The News of the World website	70 *	70 *	70 *	70 *	70 *	70 *	51 1%	51 *	70 *	70 *	- -	- -	- -	- -
Sky News website	1898 4%	1552 4%	520 3%	581 3%	876 6%	876 6%	1898 25%	1898 13%	1898 10%	1898 8%	103 2%	217 4%	178 6%	475 6%
The Financial Times website	331 1%	307 1%	68 *	68 *	104 1%	104 1%	60 1%	92 1%	128 1%	128 1%	36 1%	- -	- -	24 *
Google news\Yahoo news\MSN news	5412 12%	4347 12%	1826 12%	2145 12%	2033 14%	2033 14%	1525 20%	2546 17%	2703 14%	3320 14%	653 13%	766 15%	424 15%	947 13%
Blogs	265 1%	201 1%	43 *	97 1%	93 1%	93 1%	48 1%	102 1%	123 1%	147 1%	83 2%	54 1%	29 1%	48 1%
Other website	1119 2%	741 2%	390 3%	486 3%	280 2%	280 2%	59 1%	304 2%	340 2%	495 2%	197 4%	161 3%	50 2%	36 *
SUMMARY CODES														
BBC Owner / Provider	36443 81%	36443 100%	11297 74%	13508 76%	11246 78%	11077 78%	5410 72%	11162 76%	14184 76%	17675 76%	4621 91%	4420 84%	2315 83%	6392 87%
ITV Owner	15307 34%	11297 31%	15307 100%	15307 86%	5726 40%	5701 40%	1857 25%	5686 39%	6704 36%	8759 38%	2577 51%	2829 54%	1123 40%	2703 37%
ITN provider	17818 40%	13508 37%	15307 100%	17818 100%	6570 46%	6526 46%	2228 30%	6443 44%	7688 41%	10057 43%	5088 100%	3109 59%	1226 44%	3088 42%
News Corp Owner / Provider	14398 32%	11246 31%	5726 37%	6570 37%	14398 100%	14140 100%	3144 42%	6006 41%	14398 77%	14398 62%	2050 40%	2249 43%	1346 48%	2448 33%
News International Owner / Provider	14140 31%	11077 30%	5701 37%	6526 37%	14140 98%	14140 100%	3049 41%	5878 40%	14140 61%	14140 61%	2006 39%	2205 42%	1346 48%	2430 33%
Sky Owner	7469 17%	5410 15%	1857 12%	2228 13%	3144 22%	3049 22%	7469 100%	7469 51%	7469 40%	7469 32%	900 18%	1049 20%	668 24%	1652 22%
Sky Provider	14733 33%	11162 31%	5686 37%	6443 36%	6006 42%	5878 42%	7469 100%	14733 100%	10331 55%	14733 64%	2468 49%	3628 69%	1151 41%	2758 37%
News Corp or Sky Owner	18723 42%	14184 39%	6704 44%	7688 43%	14398 100%	14140 100%	7469 100%	10331 70%	18723 100%	18723 81%	2421 48%	2787 53%	1701 61%	3180 43%
News Corp or Sky Provider	23125 51%	17675 49%	8759 57%	10057 56%	14398 100%	14140 100%	7469 100%	14733 100%	18723 100%	23125 100%	3421 67%	4303 82%	1826 65%	3727 50%
Channel 4 Owner	5088 11%	4621 13%	2577 17%	5088 29%	2050 14%	2006 14%	900 12%	2468 17%	2421 13%	3421 15%	5088 100%	1698 32%	389 14%	853 12%
Northern Shell owner	5274 12%	4420 12%	2829 18%	3109 17%	2249 16%	2205 16%	1049 14%	3628 25%	2787 15%	4303 19%	1698 33%	5274 100%	2797 100%	1055 14%
Northern Shell provider	2797 6%	2315 6%	1123 7%	1226 7%	1346 9%	1346 10%	668 9%	1151 8%	1701 9%	1826 8%	389 8%	2797 53%	2797 100%	735 10%
Associated Newspapers Owner / Provider	7383 16%	6392 18%	2703 18%	3088 17%	2448 17%	2430 17%	1652 22%	2758 19%	3180 17%	3727 16%	853 16%	1055 17%	735 26%	7383 100%
Trinity Mirror Owner / Provider	5559 12%	4360 12%	2641 17%	2850 16%	3094 21%	3036 21%	1241 17%	2345 16%	3574 19%	3812 16%	806 16%	981 19%	541 19%	926 13%

OFCOM NEWS STUDY (QS7603 - 611246)

Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)
 Base: All news consumers (Regular) - TV,Newspapers,Radio,Internet

	MEDIA OWNER/PROVIDER OVERVIEW (Q3A/Q4A/Q5A/Q6A/Q7A - REGULARLY) - SUMMARY CODES													
	Total	BBC Owner / Provider	ITV Owner	ITN provider	News Corp Owner / Provider	News International Owner / Provider	Sky Owner	Sky Provider	News Corp or Sky Owner	News Corp or Sky Provider	Channel 4 Owner	Northern Shell owner	Northern Shell provider	Associated Newspapers Owner / Provider
Unweighted Base	1923	1539	686	783	602	591	294	617	775	972	216	245	124	320
Weighted Base	45075	36443	15307	17818	14398	14140	7469	14733	18723	23125	5088	5274	2797	7383
Telegraph Media Group Owner / Provider	2562 6%	2398 7%	494 3%	648 4%	834 6%	834 6%	357 5%	812 6%	1014 5%	1285 6%	284 6%	217 4%	128 5%	403 5%
Guardian Media Group Owner / Provider	3704 8%	3492 10%	482 3%	1163 7%	1239 9%	1239 9%	474 6%	1016 7%	1452 8%	1722 7%	995 20%	259 5%	94 3%	447 6%
Independent Print Ltd Owner / Provider	1535 3%	1419 4%	468 3%	711 4%	591 4%	559 4%	162 2%	548 4%	662 4%	815 4%	542 11%	152 3%	80 3%	253 3%
Pearson Owner / Provider	487 1%	463 1%	97 1%	97 1%	165 1%	165 1%	60 1%	121 1%	189 1%	189 1%	65 1%	29 1%	29 1%	67 1%
Commercial Radio	7752 17%	6138 17%	3434 22%	3887 22%	3285 23%	3252 23%	1519 20%	6911 47%	3971 21%	7229 31%	1069 21%	1070 20%	605 22%	1319 18%
Other Owner/Provider	15258 34%	12335 34%	5405 35%	6224 35%	5315 37%	5224 37%	3024 40%	5861 40%	6815 36%	8446 37%	1860 37%	2373 45%	1279 46%	2570 35%
BBC Owner / Provider ONLY	5173 11%	5173 14%	-	-	-	-	-	-	-	-	-	-	-	-
ITV Owner ONLY	1141 3%	-	1141 7%	1141 6%	-	-	-	-	-	-	-	-	-	-
ITN Provider ONLY	1150 3%	-	1141 7%	1150 6%	-	-	-	-	-	-	9	-	-	-
News Corp Owner / Provider ONLY	305 1%	-	-	-	305 2%	267 2%	-	-	305 2%	305 1%	-	-	-	-
News International Owner / Provider ONLY	286 1%	-	-	-	286 2%	267 2%	-	-	286 2%	286 1%	-	-	-	-
Sky Owner ONLY	814 2%	-	-	-	-	-	814 11%	814 6%	814 4%	814 4%	-	-	-	-
Sky Provider ONLY	1095 2%	-	-	-	-	-	845 11%	1095 7%	845 5%	1095 5%	-	138 3%	-	-
News Corp or Sky Owner ONLY	1406 3%	-	-	-	593 4%	504 4%	1101 15%	1101 7%	1406 8%	1406 6%	-	-	-	-
News Corp or Sky Provider ONLY	1379 3%	-	-	-	548 4%	478 3%	966 13%	1093 7%	1267 7%	1379 6%	-	-	-	-
Channel 4 Owner ONLY	9 *	-	-	9 *	-	-	-	-	-	-	9 *	-	-	-
Northern Shell Owner ONLY	138 *	-	-	-	-	-	-	138 1%	-	138 1%	-	138 3%	-	-
Northern Shell Provider ONLY	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Associated Newspapers Owner / Provider ONLY	9 *	-	-	-	-	-	-	-	-	-	-	-	-	9 *
Trinity Mirror Owner / Provider ONLY	120 *	-	-	-	-	-	-	-	-	-	-	-	-	-
Telegraph Media Group Owner / Provider ONLY	25 *	-	-	-	-	-	-	-	-	-	-	-	-	-

Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)
 Base: All news consumers (Regular) - TV, Newspapers, Radio, Internet

	MEDIA OWNER/PROVIDER OVERVIEW (Q3A/Q4A/Q5A/Q6A/Q7A - REGULARLY) - SUMMARY CODES													
	Total	BBC Owner / Provider	ITV Owner	ITN provider	News Corp Owner / Provider	News International Owner / Provider	Sky Owner	Sky Provider	News Corp or Sky Owner	News Corp or Sky Provider	Channel 4 Owner	Northern Shell owner	Northern Shell provider	Associated Newspapers Owner / Provider
Unweighted Base	1923	1539	686	783	602	591	294	617	775	972	216	245	124	320
Weighted Base	45075	36443	15307	17818	14398	14140	7469	14733	18723	23125	5088	5274	2797	7383
Guardian Media Group Owner / Provider ONLY	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Independent Print Ltd Owner / Provider ONLY	33 *	-	-	-	-	-	-	-	-	-	-	-	-	-
Pearson Owner / Provider ONLY	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Commercial Radio ONLY	164 *	-	-	-	-	-	-	112	-	112 *	-	-	-	-
Other Owner/Provider ONLY	795	-	-	-	-	-	-	-	-	-	-	-	-	16
Don't know	2%	-	-	-	-	-	-	-	-	-	-	-	-	-

Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)
Base: All news consumers (Regular) - TV, Newspapers, Radio, Internet

	MEDIA OWNER/PROVIDER OVERVIEW (Q3A/Q4A/Q5A/Q6A/Q7A - REGULARLY) - SUMMARY CODES												
	Total	Trinity Mirror Owner / Provider	Telegraph Media Group Owner / Provider	Guardian Media Group Owner / Provider	Independent Print Ltd Owner / Provider	Pearson Owner / Provider	Commercial Radio	Other Owner/ Provider	BBC Owner / Provider ONLY	ITV Owner ONLY	ITN Provider ONLY	News Corp Owner / Provider ONLY	News International at Owner / Provider ONLY
Unweighted Base	1923	240	101	134	54	16	324	635	230	57	58	12	11
Weighted Base	45075	5559	2562	3704	1535	487	7752	15258	5173	1141	1150	305	286
BBC One	28720	3662	1929	2519	1193	251	4969	9379	4239	-	-	-	-
	64%	66%	75%	68%	78%	52%	64%	61%	82%	-	-	-	-
BBC Two	4098	551	438	657	352	105	810	1568	324	-	-	-	-
	9%	10%	17%	18%	23%	22%	10%	10%	6%	-	-	-	-
ITV1	15187	2585	494	463	449	97	3434	5349	-	1141	1141	-	-
	34%	47%	19%	13%	29%	20%	44%	35%	-	100%	99%	-	-
Channel 4	4934	762	253	963	523	65	1046	1752	-	-	9	-	-
	11%	14%	10%	26%	34%	13%	13%	11%	-	-	1%	-	-
Five	2733	536	118	194	130	29	562	1217	-	-	-	-	-
	6%	10%	5%	5%	8%	6%	7%	8%	-	-	-	-	-
BBC News channel	6644	871	653	896	449	190	1325	2948	619	-	-	-	-
	15%	16%	25%	24%	29%	39%	17%	19%	12%	-	-	-	-
Sky News channel	6438	1090	339	415	138	36	1252	2601	-	-	-	-	-
	14%	20%	13%	11%	9%	7%	16%	17%	-	-	-	-	-
CNN	761	178	-	121	93	32	219	761	-	-	-	-	-
	2%	3%	-	3%	6%	7%	3%	5%	-	-	-	-	-
Star News	158	58	-	-	33	-	33	107	-	-	-	19	-
	*	1%	-	-	2%	-	*	1%	-	-	-	6%	-
Fox News	169	29	-	48	-	-	64	133	-	-	-	-	-
	*	1%	-	1%	-	-	1%	1%	-	-	-	-	-
Euronews	345	65	-	59	-	-	126	345	-	-	-	-	-
	1%	1%	-	2%	-	-	2%	2%	-	-	-	-	-
Other channel	573	-	65	-	24	-	109	573	-	-	-	-	-
	1%	-	3%	-	2%	-	1%	4%	-	-	-	-	-
Daily Mail	6255	876	254	375	205	53	1179	2120	-	-	-	-	-
	14%	16%	10%	10%	13%	11%	15%	14%	-	-	-	-	-
Daily Star	970	288	29	58	29	29	292	606	-	-	-	-	-
	2%	5%	1%	2%	2%	6%	4%	4%	-	-	-	-	-
Daily Express	1720	278	128	65	80	29	308	637	-	-	-	-	-
	4%	5%	5%	2%	5%	6%	4%	4%	-	-	-	-	-
The Sun	8263	2066	78	156	65	29	1985	3051	-	-	-	211	211
	18%	37%	3%	4%	4%	6%	26%	20%	-	-	-	69%	74%
The Mirror	3725	3725	60	227	135	29	922	1337	-	-	-	-	-
	8%	67%	2%	6%	9%	6%	12%	9%	-	-	-	-	-
The Guardian	2650	306	78	2650	456	200	603	796	-	-	-	-	-
	6%	6%	3%	72%	30%	41%	8%	5%	-	-	-	-	-
The Independent	1288	167	99	498	1288	65	414	288	-	-	-	-	-
	3%	3%	4%	13%	84%	13%	5%	2%	-	-	-	-	-
The Times	3184	435	460	759	441	65	677	1032	-	-	-	56	56
	7%	8%	18%	20%	29%	13%	9%	7%	-	-	-	19%	20%

Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)
Base: All news consumers (Regular) - TV, Newspapers, Radio, Internet

	MEDIA OWNER/PROVIDER OVERVIEW (Q3A/Q4A/Q5A/Q6A/Q7A - REGULARLY) - SUMMARY CODES												
	Trinity Mirror Owner / Provider	Telegraph Media Group Owner / Provider	Guardian Media Group Owner / Provider	Independent Print Ltd Owner / Provider	Pearson Owner / Provider	Commercial Radio	Other Owner/ Provider	BBC Owner / Provider ONLY	ITV Owner ONLY	ITN Provider ONLY	News Corp Owner / Provider ONLY	News International at Owner / Provider ONLY	
Total	1923	240	101	134	54	16	324	635	230	57	58	12	11
Unweighted Base	45075	5559	2562	3704	1535	487	7752	15258	5173	1141	1150	305	286
Weighted Base													
The Telegraph	2053	48	2053	227	115	89	346	516	-	-	-	-	-
5%		1%	80%	6%	8%	18%	4%	3%	-	-	-	-	-
Financial Times	361	29	120	229	104	361	68	213	-	-	-	-	-
1%		1%	5%	6%	7%	74%	1%	1%	-	-	-	-	-
Morning Star	132	100	-	29	29	-	84	132	-	-	-	-	-
*		2%	-	1%	2%	-	1%	1%	-	-	-	-	-
The Herald/The Scotsman/Daily Record	723	18	-	-	-	14	193	723	-	-	-	-	-
2%		-	-	-	-	3%	2%	5%	-	-	-	-	-
The Western Mail/Daily Post	-	-	-	-	-	-	-	-	-	-	-	-	-
-		-	-	-	-	-	-	-	-	-	-	-	-
Any regional or local newspaper (e.g. Evening Standard, Metro, Birmingham Post, Manchester Evening News, etc)	4795	748	289	234	119	65	756	4795	-	-	-	-	-
11%		13%	11%	6%	8%	13%	10%	31%	-	-	-	-	-
Other newspaper	420	-	39	-	-	-	75	420	-	-	-	-	-
1%		-	2%	-	-	-	1%	3%	-	-	-	-	-
The Observer	1700	131	123	1700	408	217	295	509	-	-	-	-	-
4%		2%	5%	46%	27%	45%	4%	3%	-	-	-	-	-
The Sunday Telegraph	1396	60	1396	176	68	84	260	439	-	-	-	-	-
3%		1%	54%	5%	4%	17%	3%	3%	-	-	-	-	-
The Sunday Times	3147	320	521	630	277	136	657	981	-	-	-	56	56
7%		6%	20%	17%	18%	28%	8%	6%	-	-	-	19%	20%
The Independent on Sunday	529	29	39	247	529	24	207	163	-	-	-	-	-
1%		1%	2%	7%	34%	5%	3%	1%	-	-	-	-	-
Sunday Mirror	2859	2859	19	133	54	-	627	1232	-	-	-	-	-
6%		51%	1%	4%	4%	-	8%	8%	-	-	-	-	-
News of the World	5589	1392	40	113	55	36	1336	1975	-	-	-	175	175
12%		25%	2%	3%	4%	7%	17%	13%	-	-	-	57%	61%
The Sunday Herald	94	-	17	17	-	14	47	94	-	-	-	-	-
*		-	1%	*	-	3%	1%	1%	-	-	-	-	-
Wales on Sunday	42	42	-	-	-	-	-	19	-	-	-	-	-
*		1%	-	-	-	-	-	*	-	-	-	-	-
Weekly magazines (e.g. The Economist, The Spectator, New Statesman, etc)	272	36	36	167	63	161	14	272	-	-	-	-	-
1%		1%	1%	5%	4%	33%	*	2%	-	-	-	-	-
The Mail on Sunday	2108	78	85	53	115	43	211	758	-	-	-	-	-
5%		1%	3%	1%	8%	9%	3%	5%	-	-	-	-	-
The Daily Star on Sunday	107	26	-	-	-	-	37	68	-	-	-	-	-
*		*	-	-	-	-	*	*	-	-	-	-	-
The Sunday Express	294	-	-	-	-	-	26	90	-	-	-	-	-
1%		-	-	-	-	-	*	1%	-	-	-	-	-

Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)
Base: All news consumers (Regular) - TV, Newspapers, Radio, Internet

	MEDIA OWNER/PROVIDER OVERVIEW (Q3A/Q4A/Q5A/Q6A/Q7A - REGULARLY) - SUMMARY CODES												
	Trinity Mirror Owner / Provider	Telegraph Media Group Owner / Provider	Guardian Media Group Owner / Provider	Independent Print Ltd Owner / Provider	Pearson Owner / Provider	Commercial Radio	Other Owner/ Provider	BBC Owner / Provider ONLY	ITV Owner ONLY	ITN Provider ONLY	News Corp Owner / Provider ONLY	News International at Owner / Provider ONLY	
Unweighted Base	1923	240	101	134	54	16	324	635	230	57	58	12	11
Weighted Base	45075	5559	2562	3704	1535	487	7752	15258	5173	1141	1150	305	286
The People	348 1%	348 6%	-	-	-	-	24 *	135 1%	-	-	-	-	-
Other weekend/weekly newspaper or weekly magazine	1238 3%	72 1%	19 1%	-	24 2%	-	197 3%	1238 8%	-	-	-	-	-
Any BBC national radio station (e.g. BBC Radio One, BBC Radio Two, BBC World Service)	13292 29%	1582 28%	1180 46%	1928 52%	700 46%	157 32%	1836 24%	4280 28%	1564 30%	-	-	-	-
Any BBC local/regional radio station	2729 6%	348 6%	168 7%	314 8%	183 12%	90 19%	570 7%	1170 8%	370 7%	-	-	-	-
Absolute Radio	638 1%	81 1%	68 3%	155 4%	64 4%	-	638 8%	318 2%	-	-	-	-	-
Classic FM	1450 3%	101 2%	243 9%	158 4%	184 12%	36 7%	1450 19%	641 4%	-	-	-	-	-
talkSPORT	1671 4%	359 6%	91 4%	229 6%	47 3%	-	1671 22%	1671 11%	-	-	-	-	-
Any other commercial radio station (e.g. Heart FM, Smooth, Capital, Gold)	4509 10%	784 14%	92 4%	295 8%	177 12%	68 14%	4509 58%	1706 11%	-	-	-	-	-
Other radio station	512 1%	98 2%	17 1%	54 1%	26 2%	-	17 *	512 3%	-	-	-	-	-
BBC website	9329 21%	1109 20%	797 31%	1649 45%	549 36%	325 67%	1972 25%	3676 24%	1097 21%	-	-	-	-
ITV website	451 1%	113 2%	-	78 2%	103 7%	36 7%	108 1%	200 1%	-	-	-	-	-
Channel 4 website	412 1%	133 2%	61 2%	179 5%	106 7%	65 13%	60 1%	207 1%	-	-	-	-	-
The Guardian website	1044 2%	76 1%	223 9%	1044 28%	177 12%	140 29%	235 3%	441 3%	-	-	-	-	-
The Telegraph/Sunday Telegraph website	305 1%	-	305 12%	90 2%	-	-	19 *	117 1%	-	-	-	-	-
The Times/Sunday Times website	464 1%	29 1%	139 5%	105 3%	47 3%	-	110 1%	221 1%	-	-	-	-	-
The Independent website	208 *	47 1%	16 1%	134 4%	208 14%	75 15%	65 1%	125 1%	-	-	-	-	-
The Sun website	478 1%	173 3%	29 1%	48 1%	29 2%	29 6%	143 2%	235 2%	-	-	19 6%	19 7%	
The Daily Mail website	599 1%	29 1%	154 6%	132 4%	102 7%	29 6%	137 2%	64 *	-	-	-	-	-
The Star website	48 *	30 1%	-	-	-	-	30 *	33 *	-	-	-	-	-

Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)
Base: All news consumers (Regular) - TV, Newspapers, Radio, Internet

	MEDIA OWNER/PROVIDER OVERVIEW (Q3A/Q4A/Q5A/Q6A/Q7A - REGULARLY) - SUMMARY CODES												
	Total	Trinity Mirror Owner / Provider	Telegraph Media Group Owner / Provider	Guardian Media Group Owner / Provider	Independent Print Ltd Owner / Provider	Pearson Owner / Provider	Commercial Radio	Other Owner/ Provider	BBC Owner / Provider ONLY	ITV Owner ONLY	ITN Provider ONLY	News Corp Owner / Provider ONLY	News International at Owner / Provider ONLY
Unweighted Base	1923	240	101	134	54	16	324	635	230	57	58	12	11
Weighted Base	45075	5559	2562	3704	1535	487	7752	15258	5173	1141	1150	305	286
Daily Express website	75	-	-	-	-	-	-	15	-	-	-	-	-
Daily Mirror website	213	213	-	19	19	31	19	122	-	-	-	-	-
The News of the World website	70	-	-	19	19	-	51	51	-	-	-	-	-
Sky News website	1898	331	33	119	65	24	611	794	-	-	-	-	-
The Financial Times website	331	31	68	167	99	331	68	200	-	-	-	-	-
Google news/Yahoo news/MSN news	5412	906	376	388	58	106	1178	5412	-	-	-	-	-
Blogs	265	80	29	77	29	29	19	265	-	-	-	-	-
Other website	1119	25	-	75	24	-	205	1119	-	-	-	-	-
SUMMARY CODES													
BBC Owner / Provider	36443	4360	2398	3492	1419	463	6138	12335	5173	-	-	-	-
	81%	78%	94%	94%	92%	95%	79%	81%	100%	-	-	-	-
ITV Owner	15307	2641	494	482	468	97	3434	5405	-	1141	1141	-	-
	34%	48%	19%	13%	30%	20%	44%	35%	-	100%	99%	-	-
ITN provider	17818	2850	648	1163	711	97	3887	6224	-	1141	1150	-	-
	40%	51%	25%	31%	46%	20%	50%	41%	-	100%	100%	-	-
News Corp Owner / Provider	14398	3094	834	1239	591	165	3285	5315	-	-	-	305	286
	32%	56%	33%	33%	39%	34%	42%	35%	-	-	-	100%	100%
News International Owner / Provider	14140	3036	834	1239	559	165	3252	5224	-	-	-	267	267
	31%	55%	33%	33%	36%	34%	42%	34%	-	-	-	88%	93%
Sky Owner	7469	1241	357	474	162	60	1519	3024	-	-	-	-	-
	17%	22%	14%	13%	11%	12%	20%	20%	-	-	-	-	-
Sky Provider	14733	2345	812	1016	548	121	6911	5861	-	-	-	-	-
	33%	42%	32%	27%	36%	25%	89%	38%	-	-	-	-	-
News Corp or Sky Owner	18723	3574	1014	1452	662	189	3971	6815	-	-	-	305	286
	42%	64%	40%	39%	43%	39%	51%	45%	-	-	-	100%	100%
News Corp or Sky Provider	23125	3812	1285	1722	815	189	7229	8446	-	-	-	305	286
	51%	69%	50%	46%	53%	39%	93%	55%	-	-	-	100%	100%
Channel 4 Owner	5088	806	284	995	542	65	1069	1860	-	-	9	-	-
	11%	14%	11%	27%	35%	13%	14%	12%	-	-	1%	-	-
Northern Shell owner	5274	981	217	259	152	29	1070	2373	-	-	-	-	-
	12%	18%	8%	7%	10%	6%	14%	16%	-	-	-	-	-
Northern Shell provider	2797	541	128	94	80	29	605	1279	-	-	-	-	-
	6%	10%	5%	3%	5%	6%	8%	8%	-	-	-	-	-
Associated Newspapers Owner / Provider	7383	926	403	447	253	67	1319	2570	-	-	-	-	-
	16%	17%	16%	12%	16%	14%	17%	17%	-	-	-	-	-

Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)
Base: All news consumers (Regular) - TV, Newspapers, Radio, Internet

	MEDIA OWNER/PROVIDER OVERVIEW (Q3A/Q4A/Q5A/Q6A/Q7A - REGULARLY) - SUMMARY CODES												
	Total	Trinity Mirror Owner / Provider	Telegraph Media Group Owner / Provider	Guardian Media Group Owner / Provider	Independent Print Ltd Owner / Provider	Pearson Owner / Provider	Commercial Radio	Other Owner/ Provider	BBC Owner / Provider ONLY	ITV Owner ONLY	ITN Provider ONLY	News Corp Owner / Provider ONLY	News International at Owner / Provider ONLY
Unweighted Base	1923	240	101	134	54	16	324	635	230	57	58	12	11
Weighted Base	45075	5559	2562	3704	1535	487	7752	15258	5173	1141	1150	305	286
Trinity Mirror Owner / Provider	5559 12%	5559 100%	79 3%	357 10%	186 12%	59 12%	1289 17%	2179 14%	-	-	-	-	-
Telegraph Media Group Owner / Provider	2562 6%	79 1%	2562 100%	335 9%	115 8%	120 25%	421 5%	784 5%	-	-	-	-	-
Guardian Media Group Owner / Provider	3704 8%	357 6%	335 13%	3704 100%	630 41%	285 59%	753 10%	1191 8%	-	-	-	-	-
Independent Print Ltd Owner / Provider	1535 3%	186 3%	115 5%	630 17%	1535 100%	128 26%	436 6%	434 3%	-	-	-	-	-
Pearson Owner / Provider	487 1%	59 1%	120 5%	285 8%	128 8%	487 100%	68 1%	275 2%	-	-	-	-	-
Commercial Radio	7752 17%	1289 23%	421 16%	753 20%	436 28%	68 14%	7752 100%	3901 26%	-	-	-	-	-
Other Owner/Provider	15258 34%	2179 39%	784 31%	1191 32%	434 28%	275 57%	3901 50%	15258 100%	-	-	-	-	-
BBC Owner / Provider ONLY	5173 11%	-	-	-	-	-	-	5173 100%	-	-	-	-	-
ITV Owner ONLY	1141 3%	-	-	-	-	-	-	-	1141 100%	1141 99%	-	-	-
ITN Provider ONLY	1150 3%	-	-	-	-	-	-	-	1141 100%	1150 100%	-	-	-
News Corp Owner / Provider ONLY	305 1%	-	-	-	-	-	-	-	-	-	305 100%	286 100%	
News International Owner / Provider ONLY	286 1%	-	-	-	-	-	-	-	-	-	286 94%	286 100%	
Sky Owner ONLY	814 2%	-	-	-	-	-	-	-	-	-	-	-	-
Sky Provider ONLY	1095 2%	-	-	-	-	-	144 2%	-	-	-	-	-	-
News Corp or Sky Owner ONLY	1406 3%	-	-	-	-	-	-	-	-	-	305 100%	286 100%	
News Corp or Sky Provider ONLY	1379 3%	-	-	-	-	-	174 2%	-	-	-	286 94%	286 100%	
Channel 4 Owner ONLY	9 *	-	-	-	-	-	-	-	-	9 1%	-	-	
Northern Shell Owner ONLY	138 *	-	-	-	-	-	-	-	-	-	-	-	
Northern Shell Provider ONLY	-	-	-	-	-	-	-	-	-	-	-	-	
Associated Newspapers Owner / Provider ONLY	9 *	-	-	-	-	-	-	-	-	-	-	-	
Trinity Mirror Owner / Provider ONLY	120 *	120 2%	-	-	-	-	-	-	-	-	-	-	

Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)
Base: All news consumers (Regular) - TV, Newspapers, Radio, Internet

	MEDIA OWNER/PROVIDER OVERVIEW (Q3A/Q4A/Q5A/Q6A/Q7A - REGULARLY) - SUMMARY CODES												
	Total	Trinity Mirror Owner / Provider	Telegraph Media Group Owner / Provider	Guardian Media Group Owner / Provider	Independent Print Ltd Owner / Provider	Pearson Owner / Provider	Commercial Radio	Other Owner/ Provider	BBC Owner / Provider ONLY	ITV Owner ONLY	ITN Provider ONLY	News Corp Owner / Provider ONLY	News International Owner / Provider ONLY
Unweighted Base	1923	240	101	134	54	16	324	635	230	57	58	12	11
Weighted Base	45075	5559	2562	3704	1535	487	7752	15258	5173	1141	1150	305	286
Telegraph Media Group Owner / Provider ONLY	25 *	-	25 1%	-	-	-	-	-	-	-	-	-	-
Guardian Media Group Owner / Provider ONLY	-	-	-	-	-	-	-	-	-	-	-	-	-
Independent Print Ltd Owner / Provider ONLY	33 *	-	-	-	33 2%	-	-	-	-	-	-	-	-
Pearson Owner / Provider ONLY	-	-	-	-	-	-	-	-	-	-	-	-	-
Commercial Radio ONLY	164 *	-	-	-	-	-	164 2%	52 *	-	-	-	-	-
Other Owner/Provider ONLY	795 2%	-	-	-	-	-	52 1%	795 5%	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-

Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)
 Base: All news consumers (Regular) - TV, Newspapers, Radio, Internet

	MEDIA OWNER/PROVIDER OVERVIEW (Q3A/Q4A/Q5A/Q6A/Q7A - REGULARLY) - SUMMARY CODES															
	Total	Sky Owner ONLY	Sky Provider ONLY	News Corp or Sky Owner ONLY	News Corp or Sky Provider ONLY	Channel 4 Owner ONLY	Northern Shell Owner ONLY	Northern Shell Provider ONLY	Associated Newspapers Owner / Provider ONLY	Trinity Mirror Owner / Provider ONLY	Telegraph Media Group Owner / Provider ONLY	Guardian Media Group Owner / Provider ONLY	Independent Print Ltd Owner / Provider ONLY	Pearson Owner / Provider ONLY	Commercial Radio ONLY	Other Owner/ Provider ONLY
Unweighted Base	1923	33	47	55	56	1	7	-	1	6	1	-	1	-	8	34
Weighted Base	45075	814	1095	1406	1379	9	138	-	9	120	25	-	33	-	164	795
BBC One	28720 64%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BBC Two	4098 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ITV1	15187 34%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Channel 4	4934 11%	-	-	-	-	9 100%	-	-	-	-	-	-	-	-	-	-
Five	2733 6%	-	138 13%	-	-	-	138 100%	-	-	-	-	-	-	-	-	-
BBC News channel	6644 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sky News channel	6438 14%	727 89%	758 69%	1014 72%	966 70%	-	-	-	-	-	-	-	-	-	-	-
CNN	761 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	36 5%
Star News	158 *	-	-	19 1%	-	-	-	-	-	-	-	-	-	-	-	-
Fox News	169 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Euronews	345 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other channel	573 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	112 14%
Daily Mail	6255 14%	-	-	-	-	-	-	9 100%	-	-	-	-	-	-	-	-
Daily Star	970 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Daily Express	1720 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Sun	8263 18%	-	-	411 29%	385 28%	-	-	-	-	-	-	-	-	-	-	-
The Mirror	3725 8%	-	-	-	-	-	-	-	95 79%	-	-	-	-	-	-	-
The Guardian	2650 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Independent	1288 3%	-	-	-	-	-	-	-	-	-	-	33 100%	-	-	-	-
The Times	3184 7%	-	-	93 7%	93 7%	-	-	-	-	-	-	-	-	-	-	-

Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)
 Base: All news consumers (Regular) - TV, Newspapers, Radio, Internet

	MEDIA OWNER/PROVIDER OVERVIEW (Q3A/Q4A/Q5A/Q6A/Q7A - REGULARLY) - SUMMARY CODES														
	Sky Owner ONLY	Sky Provider ONLY	News Corp or Sky Owner ONLY	News Corp or Sky Provider ONLY	Channel 4 Owner ONLY	Northern Shell Owner ONLY	Northern Shell Provider ONLY	Associated Newspapers Owner / Provider ONLY	Trinity Mirror Owner / Provider ONLY	Telegraph Media Group Owner / Provider ONLY	Guardian Media Group Owner / Provider ONLY	Independent Print Ltd Owner / Provider ONLY	Pearson Owner / Provider ONLY	Commercial Radio ONLY	Other Owner/ Provider ONLY
Total															
Unweighted Base	1923	33	47	55	56	1	7	-	1	6	1	-	1	8	34
Weighted Base	45075	814	1095	1406	1379	9	138	-	9	120	25	-	33	164	795
The Telegraph	2053	-	-	-	-	-	-	-	-	25	-	-	-	-	-
5%										100%					
Financial Times	361	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1%															
Morning Star	132	-	-	-	-	-	-	-	-	-	-	-	-	-	-
*															
The Herald/The Scotsman/Daily Record	723	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2%															
The Western Mail/Daily Post	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-															
Any regional or local newspaper (e.g. Evening Standard, Metro, Birmingham Post, Manchester Evening News, etc)	4795	-	-	-	-	-	-	-	-	-	-	-	-	-	266
11%															33%
Other newspaper	420	-	-	-	-	-	-	-	-	-	-	-	-	-	14
1%															2%
The Observer	1700	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4%															
The Sunday Telegraph	1396	-	-	-	-	-	-	-	-	25	-	-	-	-	-
3%										100%					
The Sunday Times	3147	-	-	93	93	-	-	-	-	-	-	-	-	-	-
7%				7%	7%										
The Independent on Sunday	529	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1%															
Sunday Mirror	2859	-	-	-	-	-	-	-	37	-	-	-	-	-	-
6%									31%						
News of the World	5589	-	-	351	311	-	-	-	-	-	-	-	-	-	-
12%				25%	23%										
The Sunday Herald	94	-	-	-	-	-	-	-	-	-	-	-	-	-	-
*															
Wales on Sunday	42	-	-	-	-	-	-	-	-	-	-	-	-	-	-
*															
Weekly magazines (e.g. The Economist, The Spectator, New Statesman, etc)	272	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1%															
The Mail on Sunday	2108	-	-	-	-	-	-	-	-	-	-	-	-	-	16
5%															2%
The Daily Star on Sunday	107	-	-	-	-	-	-	-	-	-	-	-	-	-	-
*															
The Sunday Express	294	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1%															

Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)
 Base: All news consumers (Regular) - TV, Newspapers, Radio, Internet

	MEDIA OWNER/PROVIDER OVERVIEW (Q3A/Q4A/Q5A/Q6A/Q7A - REGULARLY) - SUMMARY CODES														
	Sky Owner ONLY	Sky Provider ONLY	News Corp or Sky Owner ONLY	News Corp or Sky Provider ONLY	Channel 4 Owner ONLY	Northern Shell Owner ONLY	Northern Shell Provider ONLY	Associate d Newspaper s Owner / Provider ONLY	Trinity Mirror Owner / Provider ONLY	Telegraph Media Group Owner / Provider ONLY	Guardian Media Group Owner / Provider ONLY	Independ ent Print Ltd Owner / Provider ONLY	Pearson Owner / Provider ONLY	Commercia l Radio ONLY	Other Owner/ Provider ONLY
Total															
Unweighted Base	1923	33	47	55	56	1	7	-	1	6	1	-	1	8	34
Weighted Base	45075	814	1095	1406	1379	9	138	-	9	120	25	-	33	164	795
The People	348	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1%															
Other weekend/weekly newspaper or weekly magazine	1238	-	-	-	-	-	-	-	-	-	-	-	-	-	46
3%															6%
Any BBC national radio station (e.g. BBC Radio One, BBC Radio Two, BBC World Service)	13292	-	-	-	-	-	-	-	-	-	-	-	-	-	-
29%															
Any BBC local/regional radio station	2729	-	-	-	-	-	-	-	-	-	-	-	-	-	-
6%															
Absolute Radio	638	-	17	-	17	-	-	-	-	-	-	-	-	17	-
1%			2%		1%									11%	
Classic FM	1450	-	19	-	19	-	-	-	-	-	-	-	-	19	-
3%			2%		1%									11%	
talkSPORT	1671	-	-	-	-	-	-	-	-	-	-	-	-	52	52
4%														32%	7%
Any other commercial radio station (e.g. Heart FM, Smooth, Capital, Gold)	4509	-	108	-	138	-	-	-	-	-	-	-	-	76	-
10%			10%		10%									46%	
Other radio station	512	-	-	-	-	-	-	-	-	-	-	-	-	-	36
1%															5%
BBC website	9329	-	-	-	-	-	-	-	-	-	-	-	-	-	-
21%															
ITV website	451	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1%															
Channel 4 website	412	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1%															
The Guardian website	1044	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2%															
The Telegraph\Sunday Telegraph website	305	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1%															
The Times\Sunday Times website	464	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1%															
The Independent website	208	-	-	-	-	-	-	-	-	-	-	-	-	-	-
*															
The Sun website	478	-	-	70	70	-	-	-	-	-	-	-	-	-	-
1%				5%	5%										
The Daily Mail website	599	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1%															
The Star website	48	-	-	-	-	-	-	-	-	-	-	-	-	-	-
*															

Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)
 Base: All news consumers (Regular) - TV, Newspapers, Radio, Internet

	MEDIA OWNER/PROVIDER OVERVIEW (Q3A/Q4A/Q5A/Q6A/Q7A - REGULARLY) - SUMMARY CODES															
	Sky Owner ONLY	Sky Provider ONLY	News Corp or Sky Owner ONLY	News Corp or Sky Provider ONLY	Channel 4 Owner ONLY	Northern Shell Owner ONLY	Northern Shell Provider ONLY	Associated Newspapers Owner / Provider ONLY	Trinity Mirror Owner / Provider ONLY	Telegraph Media Group Owner / Provider ONLY	Guardian Media Group Owner / Provider ONLY	Independent Print Ltd Owner / Provider ONLY	Pearson Owner / Provider ONLY	Commercial Radio ONLY	Other Owner/ Provider ONLY	
Total																
Unweighted Base	1923	33	47	55	56	1	7	-	1	6	1	-	1	-	8	34
Weighted Base	45075	814	1095	1406	1379	9	138	-	9	120	25	-	33	-	164	795
Daily Express website	75	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Daily Mirror website	213	-	-	-	-	-	-	-	18	15%	-	-	-	-	-	-
The News of the World website	70	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sky News website	1898	127	127	183	-	-	-	-	-	-	-	-	-	-	-	-
	4%	16%	12%	13%	-	-	-	-	-	-	-	-	-	-	-	-
The Financial Times website	331	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Google news\Yahoo news\MSN news	5412	-	-	-	-	-	-	-	-	-	-	-	-	-	-	365
	12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	46%
Blogs	265	-	-	-	-	-	-	-	-	-	-	-	-	-	-	31
	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4%
Other website	1119	-	-	-	-	-	-	-	-	-	-	-	-	-	-	56
	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7%
SUMMARY CODES																
BBC Owner / Provider	36443	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	81%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ITV Owner	15307	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	34%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ITN provider	17818	-	-	-	-	9	-	-	-	-	-	-	-	-	-	-
	40%	-	-	-	-	100%	-	-	-	-	-	-	-	-	-	-
News Corp Owner / Provider	14398	-	-	593	548	-	-	-	-	-	-	-	-	-	-	-
	32%	-	-	42%	40%	-	-	-	-	-	-	-	-	-	-	-
News International Owner / Provider	14140	-	-	504	478	-	-	-	-	-	-	-	-	-	-	-
	31%	-	-	36%	35%	-	-	-	-	-	-	-	-	-	-	-
Sky Owner	7469	814	845	1101	966	-	-	-	-	-	-	-	-	-	-	-
	17%	100%	77%	78%	70%	-	-	-	-	-	-	-	-	-	-	-
Sky Provider	14733	814	1095	1101	1093	-	138	-	-	-	-	-	-	-	112	-
	33%	100%	100%	78%	79%	-	100%	-	-	-	-	-	-	-	68%	-
News Corp or Sky Owner	18723	814	845	1406	1267	-	-	-	-	-	-	-	-	-	-	-
	42%	100%	77%	100%	92%	-	-	-	-	-	-	-	-	-	-	-
News Corp or Sky Provider	23125	814	1095	1406	1379	-	138	-	-	-	-	-	-	-	112	-
	51%	100%	100%	100%	100%	-	100%	-	-	-	-	-	-	-	68%	-
Channel 4 Owner	5088	-	-	-	-	9	-	-	-	-	-	-	-	-	-	-
	11%	-	-	-	-	100%	-	-	-	-	-	-	-	-	-	-
Northern Shell owner	5274	-	138	-	-	-	138	-	-	-	-	-	-	-	-	-
	12%	-	13%	-	-	-	100%	-	-	-	-	-	-	-	-	-
Northern Shell provider	2797	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

OFCOM NEWS STUDY (QS7603 - 611246)

Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)
 Base: All news consumers (Regular) - TV, Newspapers, Radio, Internet

	MEDIA OWNER/PROVIDER OVERVIEW (Q3A/Q4A/Q5A/Q6A/Q7A - REGULARLY) - SUMMARY CODES															
	Sky Owner ONLY	Sky Provider ONLY	News Corp or Sky Owner ONLY	News Corp or Sky Provider ONLY	Channel 4 Owner ONLY	Northern Shell Owner ONLY	Northern Shell Provider ONLY	Associated Newspapers Owner / Provider ONLY	Trinity Mirror Owner / Provider ONLY	Telegraph Media Group Owner / Provider ONLY	Guardian Media Group Owner / Provider ONLY	Independent Print Ltd Owner / Provider ONLY	Pearson Owner / Provider ONLY	Commercial Radio ONLY	Other Owner/ Provider ONLY	
Total																
Unweighted Base	1923	33	47	55	56	1	7	-	1	6	1	-	1	-	8	34
Weighted Base	45075	814	1095	1406	1379	9	138	-	9	120	25	-	33	-	164	795
Associated Newspapers Owner / Provider	7383	-	-	-	-	-	-	-	9	-	-	-	-	-	-	16
	16%	-	-	-	-	-	-	-	100%	-	-	-	-	-	-	2%
Trinity Mirror Owner / Provider	5559	-	-	-	-	-	-	-	-	120	-	-	-	-	-	-
	12%	-	-	-	-	-	-	-	-	100%	-	-	-	-	-	-
Telegraph Media Group Owner / Provider	2562	-	-	-	-	-	-	-	-	-	25	-	-	-	-	-
	6%	-	-	-	-	-	-	-	-	-	100%	-	-	-	-	-
Guardian Media Group Owner / Provider	3704	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Independent Print Ltd Owner / Provider	1535	-	-	-	-	-	-	-	-	-	-	33	-	-	-	-
	3%	-	-	-	-	-	-	-	-	-	-	100%	-	-	-	-
Pearson Owner / Provider	487	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Commercial Radio	7752	-	144	-	174	-	-	-	-	-	-	-	-	-	164	52
	17%	-	13%	-	13%	-	-	-	-	-	-	-	-	-	100%	7%
Other Owner/Provider	15258	-	-	-	-	-	-	-	-	-	-	-	-	-	52	795
	34%	-	-	-	-	-	-	-	-	-	-	-	-	-	32%	100%
BBC Owner / Provider ONLY	5173	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ITV Owner ONLY	1141	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ITN Provider ONLY	1150	-	-	-	-	9	-	-	-	-	-	-	-	-	-	-
	3%	-	-	-	-	100%	-	-	-	-	-	-	-	-	-	-
News Corp Owner / Provider ONLY	305	-	-	305	286	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	22%	21%	-	-	-	-	-	-	-	-	-	-	-
News International Owner / Provider ONLY	286	-	-	286	286	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	20%	21%	-	-	-	-	-	-	-	-	-	-	-
Sky Owner ONLY	814	814	814	814	687	-	-	-	-	-	-	-	-	-	-	-
	2%	100%	74%	58%	50%	-	-	-	-	-	-	-	-	-	-	-
Sky Provider ONLY	1095	814	1095	814	831	-	138	-	-	-	-	-	-	-	112	-
	2%	100%	100%	58%	60%	-	100%	-	-	-	-	-	-	-	68%	-
News Corp or Sky Owner ONLY	1406	814	814	1406	1205	-	-	-	-	-	-	-	-	-	-	-
	3%	100%	74%	100%	87%	-	-	-	-	-	-	-	-	-	-	-
News Corp or Sky Provider ONLY	1379	687	831	1205	1379	-	-	-	-	-	-	-	-	-	112	-
	3%	84%	76%	86%	100%	-	-	-	-	-	-	-	-	-	68%	-
Channel 4 Owner ONLY	9	-	-	-	-	9	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	100%	-	-	-	-	-	-	-	-	-	-
Northern Shell Owner ONLY	138	-	138	-	-	-	138	-	-	-	-	-	-	-	-	-
	*	-	13%	-	-	-	100%	-	-	-	-	-	-	-	-	-
Northern Shell Provider ONLY	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Associated Newspapers Owner / Provider ONLY	9	-	-	-	-	-	-	-	9	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	100%	-	-	-	-	-	-	-

Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)
 Base: All news consumers (Regular) - TV, Newspapers, Radio, Internet

	MEDIA OWNER/PROVIDER OVERVIEW (Q3A/Q4A/Q5A/Q6A/Q7A - REGULARLY) - SUMMARY CODES														
	Sky Owner ONLY	Sky Provider ONLY	News Corp or Sky Owner ONLY	News Corp or Sky Provider ONLY	Channel 4 Owner ONLY	Northern Shell Owner ONLY	Northern Shell Provider ONLY	Associated Newspapers Owner / Provider ONLY	Trinity Mirror Owner / Provider ONLY	Telegraph Media Group Owner / Provider ONLY	Guardian Media Group Owner / Provider ONLY	Independent Print Ltd Owner / Provider ONLY	Pearson Owner / Provider ONLY	Commercial Radio ONLY	Other Owner/ Provider ONLY
Total															
Unweighted Base	1923	33	47	55	56	1	7	-	1	6	1	-	1	8	34
Weighted Base	45075	814	1095	1406	1379	9	138	-	9	120	25	-	33	164	795
Trinity Mirror Owner / Provider ONLY	120 *	-	-	-	-	-	-	-	-	120	-	-	-	-	-
Telegraph Media Group Owner / Provider ONLY	25 *	-	-	-	-	-	-	-	-	-	25	-	-	-	-
Guardian Media Group Owner / Provider ONLY	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Independent Print Ltd Owner / Provider ONLY	33 *	-	-	-	-	-	-	-	-	-	-	33	-	-	-
Pearson Owner / Provider ONLY	-	-	-	-	-	-	-	-	-	-	-	100%	-	-	-
Commercial Radio ONLY	164 *	-	112	-	112	-	-	-	-	-	-	-	-	164	52
Other Owner/Provider ONLY	795	-	-	-	-	-	-	-	-	-	-	-	-	52	795
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)
 Base: All news consumers (Regular) - TV, Newspapers, Radio, Internet

	Q8 - SUMMARY CODES												
	Total	Any TV (a)	Any Newspaper (b)	Any Weekly/Week end Newspaper (c)	Any Radio (d)	Any Website (e)	BBC Owner / Provider (f)	ITV Owner (g)	ITN provider (h)	News Corp Owner / Provider (i)	News Internation al Owner / Provider (j)	Sky owner (k)	Sky Provider (l)
Unweighted Base	1923	1227	277	29	196	194	1028	264	296	126	124	123	167
Weighted Base	45075	28070	6324	643**	4806	5231	24412	5614	6397	2898	2861	3206	4141
BBC One	28720 64%	19604 70%bdeghijkl	3522 56%eghkl	307 48%	3226 67%bdeghijkl	2060 39%kl	20432 84%abdeghij kl	1846 33%	2148 34%	1401 48%ghkl	1383 48%ghkl	866 27%	1177 28%
BBC Two	4098 9%	2571 9%	415 7%	88 14%	591 12%bghk	432 8%	2636 11%bgh	309 6%	418 7%	194 7%	194 7%	171 5%	261 6%
ITV1	15187 34%	11009 39%bdefkl	1818 29%ekl	173 27%	1329 28%ek	858 16%	6058 25%ek	5614 100%abdefhij kl	5734 90%abdefijk l	865 30%ekl	865 30%ekl	373 12%	769 19%
Channel 4	4934 11%	3020 11%g	714 11%g	79 12%	513 11%	608 12%	2557 10%g	343 6%	1125 18%abdfgijkl	255 9%	255 9%	166 5%	249 6%
Five	2733 6%	1939 7%k	404 6%k	66 10%	165 3%k	160 3%	1404 6%k	389 7%k	462 7%k	209 7%k	209 7%k	-	269 7%k
BBC News channel	6644 15%	4398 16%ghl	890 14%gh	74 11%	658 14%gh	625 12%gh	4697 19%aeghkl	126 2%	295 5%	342 12%gh	342 12%gh	297 9%g	314 8%g
Sky News channel	6438 14%	4816 17%dfgh	831 13%dfgh	25 4%	161 3%	604 12%dfgh	1901 8%dfg	224 4%	373 6%	536 19%dfgh	536 19%dfgh	2984 93%abdefghij jl	2984 72%abdefghij jl
CNN	761 2%	491 2%	112 2%	39 6%	47 1%	72 1%	425 2%	18 *	42 1%	13 *	13 *	89 3%	89 2%
Star News	158 *	114 *	15 *	- -	- -	29 1%	76 *	- -	- -	37 1%	- -	29 1%	29 1%
Fox News	169 *	169 1%	- -	- -	- -	- -	88 *	16 *	16 *	- -	- -	65 2%bf	65 2%
Euronews	345 1%	267 1%	24 *	- -	54 1%	- -	260 1%	- *	25 *	- -	- -	36 1%	36 1%
Other channel	573 1%	393 1%	27 *	11 2%	124 3%ghl	19 *	231 1%	- -	- -	27 1%	27 1%	- -	- -
Daily Mail	6255 14%	3586 13%gh	1492 24%adefghij	33 5%	592 12%	552 11%	3344 14%ghij	387 7%	461 7%	189 7%	189 7%	599 19%ghij	664 16%ghij
Daily Star	970 2%	573 2%	186 3%	39 6%	104 2%	67 1%	314 1%	330 6%aefl	330 5%aefl	55 2%	55 2%	48 2%	48 1%
Daily Express	1720 4%	1088 4%egh	450 7%adefgh	36 6%	129 3%	18 *	879 4%eg	50 1%	90 1%	104 4%e	104 4%e	251 8%adefgh	251 6%egh
The Sun	8263 18%	4842 17%df	2126 34%adefkl	218 34%	432 9%	645 12%	3102 13%	1548 28%adefl	1672 26%adef	2015 70%abdefghk l	2015 70%abdefghk l	603 19%cd	740 18%cd
The Mirror	3725 8%	2303 8%	827 13%adef	80 12%	268 6%	246 5%	1635 7%	584 10%e	638 10%e	296 10%	296 10%	346 11%	384 9%
The Guardian	2650 6%	728 3%g	626 10%aghiijkl	103 16%	663 14%afghijkl	529 10%aghiijkl	1618 7%aghiijkl	- -	59 1%	76 3%g	76 3%g	54 2%	54 1%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l

** very small base (under 30) ineligible for sig testing

Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)
 Base: All news consumers (Regular) - TV, Newspapers, Radio, Internet

	Q8 - SUMMARY CODES												
	Total	Any TV (a)	Any Newspaper (b)	Any Weekly/Week end Newspaper (c)	Any Radio (d)	Any Website (e)	BBC Owner / Provider (f)	ITV Owner (g)	ITN provider (h)	News Corp Owner / Provider (i)	News International Owner / Provider (j)	Sky owner (k)	Sky Provider (l)
Unweighted Base	1923	1227	277	29	196	194	1028	264	296	126	124	123	167
Weighted Base	45075	28070	6324	643**	4806	5231	24412	5614	6397	2898	2861	3206	4141
The Independent	1288 3%	448 2%	364 6%aghl	-	297 6%aghl	179 3%gh	788 3%agh	-	24 *	43 1%	43 2%	-	26 1%
The Times	3184 7%	1489 5%gh	684 11%agh	102 16%	429 9%gh	480 9%agh	1918 8%agh	35 1%	84 1%	694 24%abdefghk	694 24%abdefghkl	252 8%gh	252 6%gh
The Telegraph	2053 5%	1081 4%gh	437 7%aeghk	83 13%	345 7%aeghk	107 2%	1190 5%gh	47 1%	86 1%	72 2%	72 3%	48 1%	124 3%
Financial Times	361 1%	130 *	64 1%	39 6%	29 1%	100 2%agh	227 1%	-	-	-	-	-	-
Morning Star	132 *	73 *	31 *	-	-	29 1%	70 *	-	-	31 1%	31 1%	32 1%	32 1%
The Herald/The Scotsman/Daily Record	723 2%	532 2%	104 2%	16 2%	11 *	61 1%	417 2%	129 2%	165 3%	-	-	11 *	22 1%
The Western Mail/Daily Post	-	-	-	-	-	-	-	-	-	-	-	-	-
Any regional or local newspaper (e.g. Evening Standard, Metro, Birmingham Post, Manchester Evening News, etc)	4795 11%	2779 10%	963 15%adfi	58 9%	374 8%	622 12%	2354 10%	595 11%	668 10%	215 7%	196 7%	306 10%	449 11%
Other newspaper	420 1%	208 1%	-	35 5%	119 2%abgh	58 1%	265 1%	14 *	14 *	11 *	11 *	58 2%b	69 2%b
The Observer	1700 4%	534 2%g	322 5%aghl	64 10%	496 10%abfghijkl	284 5%aghl	1190 5%aghl	-	32 *	39 1%	39 1%	32 1%	32 1%
The Sunday Telegraph	1396 3%	576 2%	411 6%aefghkl	44 7%	245 5%aghk	119 2%	734 3%gh	24 *	24 *	98 3%ghk	98 3%ghk	-	60 1%
The Sunday Times	3147 7%	1724 6%gh	620 10%aghl	107 17%	320 7%gh	377 7%gh	2004 8%ghl	35 1%	150 2%	457 16%adefghkl	439 15%adefghkl	115 4%g	115 3%
The Independent on Sunday	529 1%	154 1%	169 3%afgh	39 6%	89 2%gh	79 2%	241 1%	-	-	-	-	-	26 1%
Sunday Mirror	2859 6%	1866 7%	526 8%ef	112 17%	189 4%	166 3%	1159 5%	531 9%def	564 9%def	221 8%	221 8%	323 10%def	362 9%ef
News of the World	5589 12%	3028 11%f	1445 23%adefhl	254 40%	417 9%	446 9%	1990 8%	991 18%adef	1008 16%adef	1340 46%abdefghk	1340 47%abdefghk	496 15%f	599 14%f
The Sunday Herald	94 *	44 *	-	33 5%	17 *	-	30 *	-	14 *	-	-	-	-
Wales on Sunday	42 *	19 *	24 *	-	-	-	19 *	-	-	24 1%a	24 1%a	-	-

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l

** very small base (under 30) ineligible for sig testing

Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)
Base: All news consumers (Regular) - TV, Newspapers, Radio, Internet

	Q8 - SUMMARY CODES												
	Total	Any TV (a)	Any Newspaper (b)	Any Weekly/Week end Newspaper (c)	Any Radio (d)	Any Website (e)	BBC Owner / Provider (f)	ITV Owner (g)	ITN provider (h)	News Corp Owner / Provider (i)	News Internation al Owner / Provider (j)	Sky owner (k)	Sky Provider (l)
Unweighted Base	1923	1227	277	29	196	194	1028	264	296	126	124	123	167
Weighted Base	45075	28070	6324	643**	4806	5231	24412	5614	6397	2898	2861	3206	4141
Weekly magazines (e.g. The Economist, The Spectator, New Statesman, etc)	272 1%	154 1%	56 1%	63 10%	- -	- -	103 *	- -	14 *	- -	- -	36 1%	36 1%
The Mail on Sunday	2108 5%	1256 4%	512 8%aeghijkl	31 5%	199 4%	109 2%	1291 5%	151 3%	204 3%	41 1%	41 1%	59 2%	70 2%
The Daily Star on Sunday	107 *	65 *	41 1%	- -	- -	- -	21 *	45 1% ^f	45 1%	- -	- -	- -	- -
The Sunday Express	294 1%	117 *	141 2%aefgh	11 2%	24 1%	- -	142 1%	- -	- -	26 1%	26 1%	- -	- -
The People	348 1%	251 1%	97 2%	- -	- -	- -	112 *	106 2% ^f	106 2% ^f	53 2%	53 2%	32 1%	32 1%
Other weekend/weekly newspaper or weekly magazine	1238 3%	830 3%	262 4% ^d	- -	42 1%	104 2%	628 3%	192 3%	236 4%	52 2%	52 2%	80 2%	80 2%
Any BBC national radio station (e.g. BBC Radio One, BBC Radio Two, BBC World Service)	13292 29%	6950 25%ghkl	1485 23%gh	66 10%	3619 75%abefghijkl	1172 22%g	9424 39%abeghijkl	718 13%	1039 16%	541 19%	541 19%	518 16%	637 15%
Any BBC local/regional radio station	2729 6%	1371 5%	389 6%	33 5%	593 12%abfghl	343 7%	1775 7%agh	158 3%	187 3%	200 7%	200 7%	200 6%	219 5%
Absolute Radio	638 1%	258 1%	104 2%	- -	141 3% ^{af}	135 3%	251 1%	59 1%	59 1%	63 2%	63 2%	39 1%	125 3% ^{af}
Classic FM	1450 3%	707 3%	201 3%	19 3%	327 7%afghk	196 4%	665 3%	110 2%	140 2%	62 2%	62 2%	39 1%	163 4%
talkSPORT	1671 4%	930 3%	135 2%	23 4%	370 8%abfgh	214 4%	812 3%	63 1%	96 1%	150 5%gh	150 5%gh	238 7%abfgh	274 7%abgh
Any other commercial radio station (e.g. Heart FM, Smooth, Capital, Gold)	4509 10%	3021 11% ^b	342 5%	25 4%	671 14% ^{bf}	449 9%	2136 9%	970 17%abefijk	1033 16%abefijk	206 7%	206 7%	266 8%	797 19%abefijk
Other radio station	512 1%	169 1%	116 2%	15 2%	190 4%aefghkl	23 *	184 1%	11 *	11 *	38 1%	38 1%	- -	- -
BBC website	9329 21%	4339 15%bghij	636 10%	117 18%	823 17%bghij	3413 65%abdfghijkl	6736 28%abdghijkl	346 6%	496 8%	237 8%	218 8%	588 18%bghij	646 16%gh
ITV website	451 1%	196 1%	55 1%	16 3%	46 1%	138 3% ^a	218 1%	72 1%	72 1%	46 2%	46 2%	49 2%	49 1%
Channel 4 website	412 1%	181 1%	15 *	- -	105 2% ^a	111 2%	197 1%	23 *	87 1%	15 1%	15 1%	56 2%	56 1%
The Guardian website	1044 2%	231 1%	143 2% ^{agh}	39 6%	153 3% ^{agh}	479 9%abdfghijkl	578 2% ^{agh}	- -	- -	19 1%	19 1%	69 2% ^{gh}	69 2% ^h

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l

** very small base (under 30) ineligible for sig testing

OFCOM NEWS STUDY (QS7603 - 611246)

Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)
 Base: All news consumers (Regular) - TV, Newspapers, Radio, Internet

	Q8 - SUMMARY CODES												
	Total	Any TV (a)	Any Newspaper (b)	Any Weekly/Week end Newspaper (c)	Any Radio (d)	Any Website (e)	BBC Owner / Provider (f)	ITV Owner (g)	ITN provider (h)	News Corp Owner / Provider (i)	News International Owner / Provider (j)	Sky owner (k)	Sky Provider (l)
Unweighted Base	1923	1227	277	29	196	194	1028	264	296	126	124	123	167
Weighted Base	45075	28070	6324	643**	4806	5231	24412	5614	6397	2898	2861	3206	4141
The Telegraph\Sunday Telegraph website	305 1%	141 1%	41 1%	-	-	123 2%adfg	158 1%	9 *	9 *	-	-	39 1%	39 1%
The Times\Sunday Times website	464 1%	176 1%	22 *	-	-	266 5%abdfghkl	322 1%	-	-	61 2%dgh	61 2%dgh	-	-
The Independent website	208 *	16 *	39 1%a	39 6%	31 1%	84 2%a	95 *	-	-	-	-	16 *	16 *
The Sun website	478 1%	35 *	73 1%af	-	52 1%a	318 6%abdfghl	49 *	16 *	16 *	288 10%abdfghkl	288 10%abdfghkl	51 2%af	51 1%af
The Daily Mail website	599 1%	217 1%	25 *	-	29 1%	328 6%abdfghijl	237 1%	35 1%	35 1%	-	-	45 1%	45 1%
The Star website	48 *	48 *	-	-	-	-	-	16 *	30 *f	19 1%f	-	-	-
Daily Express website	75 *	75 *	-	-	-	-	75 *	-	-	-	-	-	-
Daily Mirror website	213 *	138 *	18 *	-	-	57 1%	101 *	-	20 *	20 1%	20 1%	36 1%	36 1%
The News of the World website	70 *	19 *	-	-	-	51 1%af	19 *	-	-	-	-	51 2%af	51 1%af
Sky News website	1898 4%	1034 4%	155 2%	-	77 2%	632 12%abdfghij	724 3%	113 2%	113 2%	46 2%	46 2%	842 26%abdefghi j	842 20%abdefghij
The Financial Times website	331 1%	136 *	56 1%	39 6%	-	100 2%agh	205 1%	-	-	-	-	-	-
Google news\Yahoo news\MSN news	5412 12%	2754 10%	517 8%	24 4%	461 10%	1656 32%abdfghijk l	2237 9%	506 9%	568 9%	380 13%	361 13%	646 20%abdfgh	763 18%abdfgh
Blogs	265 1%	86 *	47 1%	-	29 1%	103 2%afg	104 *	-	30 *	14 *	14 *	-	-
Other website	1119 2%	469 2%	181 3%l	-	154 3%l	315 6%afkl	453 2%	159 3%l	159 2%l	89 3%l	89 3%l	-	-
SUMMARY CODES													
BBC Owner / Provider	36443 81%	22900 82%bghijkl	4488 71%ghkl	408 63%	4383 91%abeghijk l	4264 82%bghijkl	24412 100%abdeghij kl	2480 44%	3072 48%	1834 63%gh	1815 63%gh	1654 52%	2130 51%
ITV Owner	15307 34%	11054 39%bdefkl	1847 29%ekl	173 27%	1329 28%ek	903 17%	6121 25%ek	5614 100%abdefhij kl	5734 90%abdefijk l	894 31%ekl	894 31%ekl	399 12%	796 19%
ITN provider	17818 40%	12493 45%bdefijkl	2152 34%ekl	173 27%	1705 35%ekl	1294 25%	7380 30%ek	5614 100%abdefij kl	6397 100%abdefijk l	949 33%k	949 33%k	542 17%	978 24%
News Corp Owner / Provider	14398 32%	7950 28%	3241 51%adefghkl	394 61%	1111 23%	1701 33%d	6495 27%	1870 33%df	2096 33%df	2898 100%abdefgh kl	2861 100%abdefghk l	1073 33%	1251 30%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l

** very small base (under 30) ineligible for sig testing

Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)
 Base: All news consumers (Regular) - TV, Newspapers, Radio, Internet

	Q8 - SUMMARY CODES												
	Total	Any TV (a)	Any Newspaper (b)	Any Weekly/Week end Newspaper (c)	Any Radio (d)	Any Website (e)	BBC Owner / Provider (f)	ITV Owner (g)	ITN provider (h)	News Corp Owner / Provider (i)	News International Owner / Provider (j)	Sky owner (k)	Sky Provider (l)
Unweighted Base	1923	1227	277	29	196	194	1028	264	296	126	124	123	167
Weighted Base	45075	28070	6324	643**	4806	5231	24412	5614	6397	2898	2861	3206	4141
News International Owner / Provider	14140 31%	7855 28%	3226 51%adefghkl	394 61%	1111 23%	1553 30%	6418 26%	1870 33%df	2096 33%df	2750 95%abdefghk l	2731 95%abdefghk l	1073 33%	1251 30%
Sky Owner	7469 17%	5196 19%dfgh	960 15%dfgh	25 4%	238 5%	1049 20%dfgh	2479 10%dg	280 5%	430 7%	583 20%dfgh	583 20%dfgh	3206 100%abdefghi jl	3206 77%abdefghij
Sky Provider	14733 33%	9759 35%fg	1799 28%	109 17%	1401 29%	1665 32%f	5890 24%	1573 28%	1843 29%	1050 36%f	1050 37%f	3206 100%abdefgh ij	4141 100%abdefghij
News Corp or Sky Owner	18723 42%	11309 40%df	3519 56%adefgh	419 65%	1213 25%	2263 43%df	7876 32%	2068 37%cd	2414 38%cd	2898 100%abdefgh l	2861 100%abdefgh l	3206 100%abdefghl	3383 82%abdefgh
News Corp or Sky Provider	23125 51%	14189 51%df	3845 61%adefgh	443 69%	2027 42%	2621 50%f	10126 41%	2739 49%f	3152 49%f	2898 100%abdefgh	2861 100%abdefgh	3206 100%abdefgh	4141 100%abdefgh
Channel 4 Owner	5088 11%	3086 11%g	729 12%g	79 12%	567 12%g	627 12%g	2620 11%g	343 6%	1125 18%afgijkl	270 9%	270 9%	223 7%	306 7%
Northern Shell owner	5274 12%	3620 13%de	968 15%def	124 19%	318 7%	244 5%	2540 10%e	759 14%de	885 14%de	349 12%e	330 12%e	273 9%	543 13%de
Northern Shell provider	2797 6%	1802 6%e	630 10%adef	75 12%	204 4%	85 2%	1284 5%e	395 7%e	449 7%e	178 6%e	159 6%	273 9%e	273 7%e
Associated Newspapers Owner / Provider	7383 16%	4311 15%ghij	1597 25%adefghijl	49 8%	592 12%	834 16%ghij	3993 16%ghij	509 9%	612 10%	214 7%	214 7%	615 19%ghij	680 16%ghij
Trinity Mirror Owner / Provider	5559 12%	3488 12%de	1177 19%adef	163 25%	352 7%	379 7%	2398 10%	875 16%def	967 15%def	497 17%def	497 17%def	558 17%def	635 15%def
Telegraph Media Group Owner / Provider	2562 6%	1308 5%gh	515 8%agh	83 13%	362 8%gh	293 6%gh	1453 6%gh	56 1%	95 1%	150 5%gh	150 5%gh	87 3%	162 4%
Guardian Media Group Owner / Provider	3704 8%	1251 4%gh	749 12%aghijkl	103 16%	818 17%afghijkl	783 15%afghijkl	2259 9%aghl	- -	91 1%	115 4%g	115 4%g	122 4%g	122 3%g
Independent Print Ltd Owner / Provider	1535 3%	486 2%g	413 7%afghijkl	78 12%	328 7%afghijkl	230 4%agh	873 4%agh	- -	24 *	43 1%	43 2%	16 *	42 1%
Pearson Owner / Provider	487 1%	200 1%	88 1%	39 6%	29 1%	132 3%agh	329 1%	- -	- -	- -	- -	- -	- -
Commercial Radio	7752 17%	4712 17%b	734 12%	67 10%	1358 28%abefij	882 17%	3583 15%	1180 21%bf	1305 20%bf	418 14%	418 15%	582 18%	1299 31%abefghijk
Other Owner/Provider	15258 34%	8487 30%	2170 34%	292 45%	1678 35%	2631 50%abdfghij kl	7278 30%	1472 26%	1726 27%	856 30%	837 29%	1138 36%	1413 34%
BBC Owner / Provider ONLY	5173 11%	3890 14%bghijkl	- -	- -	777 16%bghijkl	507 10%bghijkl	5148 21%abeghijkl	- -	- -	- -	- -	- -	- -
ITV Owner ONLY	1141 3%	1141 4%bdefijkl	- -	- -	- -	- -	- -	1141 20%abdefijk l	1141 18%abdefijkl	- -	- -	- -	- -

Fieldwork : 19/11/10 - 23/11/10 (Week 46)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l
 ** very small base (under 30) ineligible for sig testing

Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)
 Base: All news consumers (Regular) - TV, Newspapers, Radio, Internet

	Q8 - SUMMARY CODES												
	Total	Any TV (a)	Any Newspaper (b)	Any Weekly/Week end Newspaper (c)	Any Radio (d)	Any Website (e)	BBC Owner / Provider (f)	ITV Owner (g)	ITN provider (h)	News Corp Owner / Provider (i)	News Internation al Owner / Provider (j)	Sky owner (k)	Sky Provider (l)
Unweighted Base	1923	1227	277	29	196	194	1028	264	296	126	124	123	167
Weighted Base	45075	28070	6324	643**	4806	5231	24412	5614	6397	2898	2861	3206	4141
ITN Provider ONLY	1150 3%	1150 4%bdefijkl	-	-	-	-	-	1141 20%abdefijk	1150 18%abdefijkl	-	-	-	-
News Corp Owner / Provider ONLY	305 1%	19 *	207 3%defghkl	61 9%	-	19 *	-	-	-	305 11%abdefghk	286 10%abdefghkl	-	-
News International Owner / Provider ONLY	286 1%	-	207 3%defghkl	61 9%	-	19 *	-	-	-	286 10%abdefghk	286 10%abdefghkl	-	-
Sky Owner ONLY	814 2%	727 3%bdfgh	-	-	-	87 2%fh	-	-	-	-	-	814 25%abdefghij	814 20%abdefghij
Sky Provider ONLY	1095 2%	896 3%bdfgh	-	-	112 2%bdfgh	87 2%fh	-	-	-	-	-	845 26%abdefghij	1070 26%abdefghij
News Corp or Sky Owner ONLY	1406 3%	939 3%dfgh	250 4%dfgh	61 9%	-	157 3%dfgh	-	-	-	399 14%abdefgh	380 13%abdefgh	1007 31%abdefghij	1007 24%abdefghij
News Corp or Sky Provider ONLY	1379 3%	872 3%fgh	264 4%fgh	61 9%	112 2%fgh	70 1%f	-	-	-	395 14%abdefgh	395 14%abdefgh	872 27%abdefghij	959 23%abdefgh
Channel 4 Owner ONLY	9 *	9 *	-	-	-	-	-	-	9 *	-	-	-	-
Northern Shell Owner ONLY	138 *	138 *f	-	-	-	-	-	-	-	-	-	-	138 3%abdefgh
Northern Shell Provider ONLY	-	-	-	-	-	-	-	-	-	-	-	-	-
Associated Newspapers Owner / Provider ONLY	9 *	-	9 *	-	-	-	-	-	-	-	-	-	-
Trinity Mirror Owner / Provider ONLY	120 *	-	95 1%ath	25 4%	-	-	-	-	-	-	-	-	-
Telegraph Media Group Owner / Provider ONLY	25 *	-	25 *a	-	-	-	-	-	-	-	-	-	-
Guardian Media Group Owner / Provider ONLY	-	-	-	-	-	-	-	-	-	-	-	-	-
Independent Print Ltd Owner / Provider ONLY	33 *	-	33 1%af	-	-	-	-	-	-	-	-	-	-
Pearson Owner / Provider ONLY	-	-	-	-	-	-	-	-	-	-	-	-	-
Commercial Radio ONLY	164 *	-	-	-	164 3%abefghk	-	-	-	-	-	-	-	87 2%abefgh

Fieldwork : 19/11/10 - 23/11/10 (Week 46)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l
 ** very small base (under 30) ineligible for sig testing

Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)
 Base: All news consumers (Regular) - TV,Newspapers,Radio,Internet

	Q8 - SUMMARY CODES												
	Total	Any TV (a)	Any Newspaper (b)	Any Weekly/Week end Newspaper (c)	Any Radio (d)	Any Website (e)	BBC Owner / Provider (f)	ITV Owner (g)	ITN provider (h)	News Corp Owner / Provider (i)	News Internation al Owner / Provider (j)	Sky owner (k)	Sky Provider (l)
Unweighted Base	1923	1227	277	29	196	194	1028	264	296	126	124	123	167
Weighted Base	45075	28070	6324	643**	4806	5231	24412	5614	6397	2898	2861	3206	4141
Other Owner/Provider ONLY	795 2%	112 *	197 3%afghl	- -	66 1%f	421 8%abdfghijk l	- -	- -	- -	- -	- -	- -	- -
Don't know	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l

** very small base (under 30) ineligible for sig testing

Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)
Base: All news consumers (Regular) - TV, Newspapers, Radio, Internet

	Q8 - SUMMARY CODES													
	News Corp or Sky Owner (a)	News Corp or Sky Provider (b)	Channel 4 Owner (c)	Northern Shell owner (d)	Northern Shell provider (e)	Associated Newspapers Owner / Provider (f)	Trinity Mirror Owner / Provider (g)	Telegraph Media Group Owner / Provider (h)	Guardian Media Group Owner / Provider (i)	Independent Print Ltd Owner / Provider (j)	Pearson Owner / Provider (k)	Commercial Radio (l)	Other Owner/ Provider (m)	
Unweighted Base	1923	249	293	32	28	15	65	29	21	26	10	2	41	138
Weighted Base	45075	6104	7039	782**	580**	337**	1440*	586**	487**	697**	305**	63**	964*	3312
BBC One	28720 64%	2267 37%	2578 37%	302 39%	240 41%	229 68%	858 60%abm	246 42%	391 80%	414 59%	174 57%	32 50%	436 45%	1218 37%
BBC Two	4098 9%	364 6%	455 6%	109 14%	11 2%	- -	111 8%	24 4%	25 5%	90 13%	87 28%	- -	116 12%	252 8%
ITV1	15187 34%	1237 20%	1634 23%	119 15%	68 12%	38 11%	480 33%a	153 26%	83 17%	120 17%	73 24%	32 50%	466 48%abm	784 24%
Channel 4	4934 11%	422 7%	505 7%	782 100%	50 9%	23 7%	130 9%	48 8%	- -	189 27%	126 41%	- -	56 6%	231 7%
Five	2733 6%	209 3%	479 7%	73 9%	243 42%	- -	68 5%	39 7%	- -	29 4%	22 7%	- -	50 5%	230 7%
BBC News channel	6644 15%	639 10%	656 9%	169 22%	70 12%	70 21%	243 17%	14 2%	36 7%	192 27%	87 28%	32 50%	108 11%	323 10%
Sky News channel	6438 14%	3520 58%flm	3520 50%flm	149 19%	32 6%	32 9%	107 7%	79 13%	81 17%	47 7%	25 8%	- -	23 2%	272 8%
CNN	761 2%	102 2%	102 1%	25 3%	- -	- -	- -	- -	- -	29 4%	61 20%	32 50%	- -	69 2%
Star News	158 *	67 1%	67 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	15 *
Fox News	169 *	65 1%	65 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Euronews	345 1%	36 1%	36 1%	25 3%	- -	- -	24 2%	- -	- -	- -	- -	- -	- -	- -
Other channel	573 1%	27 *	27 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	315 10%abf
Daily Mail	6255 14%	788 13%am	853 12%	74 9%	32 6%	32 9%	1249 87%ablm	32 5%	19 4%	37 5%	25 8%	- -	87 9%	202 6%
Daily Star	970 2%	103 2%	103 1%	- -	120 21%	120 36%	25 2%	26 4%	- -	- -	- -	- -	52 5%	52 2%
Daily Express	1720 4%	356 6%am	356 5%am	40 5%	217 37%	217 64%	130 9%am	- -	- -	- -	23 7%	- -	- -	26 1%
The Sun	8263 18%	2617 43%flm	2754 39%flm	124 16%	94 16%	55 16%	134 9%	174 30%	- -	- -	- -	- -	166 17%	372 11%
The Mirror	3725 8%	641 11%f	679 10%f	54 7%	44 8%	24 7%	12 1%	504 86%	- -	29 4%	23 7%	- -	66 7%	181 5%
The Guardian	2650 6%	130 2%	130 2%	59 8%	- -	- -	32 2%	59 -	- -	575 82%	64 21%	- -	- -	172 5%
The Independent	1288 3%	43 1%	69 1%	24 3%	- -	- -	64 4%a	- -	- -	22 3%	266 87%	- -	26 3%	54 2%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)
 Base: All news consumers (Regular) - TV, Newspapers, Radio, Internet

	Q8 - SUMMARY CODES													
	News Corp or Sky Owner (a)	News Corp or Sky Provider (b)	Channel 4 Owner (c)	Northern Shell owner (d)	Northern Shell provider (e)	Associated Newspapers Owner / Provider (f)	Trinity Mirror Owner / Provider (g)	Telegraph Media Group Owner / Provider (h)	Guardian Media Group Owner / Provider (i)	Independent Print Ltd Owner / Provider (j)	Pearson Owner / Provider (k)	Commercial Radio (l)	Other Owner/ Provider (m)	
Unweighted Base	1923	249	293	32	28	15	65	29	21	26	10	2	41	138
Weighted Base	45075	6104	7039	782**	580**	337**	1440*	586**	487**	697**	305**	63**	964*	3312
The Times	3184 7%	946 16%lm	946 13%lm	49 6%	-	-	122 8%lm	19 3%	-	-	22 7%	-	-	72 2%
The Telegraph	2053 5%	120 2%	196 3%	39 5%	-	-	32 2%	-	454 93%	-	-	-	112 12%abm	95 3%
Financial Times	361 1%	-	-	-	-	-	-	-	-	32 5%	-	63 100%	-	39 1%
Morning Star	132 *	62 1%	62 1%	-	-	-	-	-	-	-	-	-	-	-
The Herald/The Scotsman/Daily Record	723 2%	11 *	22 *	36 5%	-	-	-	-	-	-	-	-	11 1%	119 4%ab
The Western Mail/Daily Post	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any regional or local newspaper (e.g. Evening Standard, Metro, Birmingham Post, Manchester Evening News, etc)	4795 11%	520 9%	664 9%	72 9%	68 12%	37 11%	73 5%	34 6%	24 5%	22 3%	-	-	113 12%	919 28%abf
Other newspaper	420 1%	69 1%	80 1%	-	-	-	-	-	-	-	-	-	11 1%	61 2%
The Observer	1700 4%	71 1%	71 1%	32 4%	-	-	47 3%	-	-	249 36%	36 12%	-	-	75 2%
The Sunday Telegraph	1396 3%	98 2%	158 2%	-	-	-	-	-	338 69%	-	-	32 50%	96 10%abf	111 3%
The Sunday Times	3147 7%	572 9%	572 8%	114 15%	24 4%	24 7%	67 5%	-	19 4%	131 19%	23 7%	32 50%	-	127 4%
The Independent on Sunday	529 1%	-	26 *	-	-	-	50 3%ab	-	-	22 3%	136 44%	-	26 3%a	54 2%
Sunday Mirror	2859 6%	545 9%lm	584 8%lm	32 4%	-	-	138 10%	316 54%	-	-	-	-	63 6%	98 3%
News of the World	5589 12%	1836 30%fm	1939 28%fm	16 2%	76 13%	55 16%	126 9%	93 16%	24 5%	29 4%	-	-	180 19%	326 10%
The Sunday Herald	94 *	-	-	14 2%	-	-	-	-	-	-	-	-	-	50 2%b
Wales on Sunday	42 *	24 *	24 *	-	-	-	-	-	-	-	-	-	-	-
Weekly magazines (e.g. The Economist, The Spectator, New Statesman, etc)	272 1%	36 1%	36 1%	14 2%	-	-	24 2%	-	-	32 5%	-	-	-	63 2%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)
Base: All news consumers (Regular) - TV, Newspapers, Radio, Internet

Total	Q8 - SUMMARY CODES													
	News Corp or Sky Owner (a)	News Corp or Sky Provider (b)	Channel 4 Owner (c)	Northern Shell owner (d)	Northern Shell provider (e)	Associated Newspapers Owner / Provider (f)	Trinity Mirror Owner / Provider (g)	Telegraph Media Group Owner / Provider (h)	Guardian Media Group Owner / Provider (i)	Independent Print Ltd Owner / Provider (j)	Pearson Owner / Provider (k)	Commercial Radio (l)	Other Owner/ Provider (m)	
Unweighted Base	1923	249	293	32	28	15	65	29	21	26	10	2	41	138
Weighted Base	45075	6104	7039	782**	580**	337**	1440*	586**	487**	697**	305**	63**	964*	3312
The Mail on Sunday	2108 5%	99 2%	110 2%	53 7%	-	-	363 25%ablm	-	19 4%	-	25 8%	-	11 1%	96 3%
The Daily Star on Sunday	107 *	-	-	-	41 7%	41 12%	-	-	-	-	-	-	-	-
The Sunday Express	294 1%	26 *	26 *	-	96 17%	96 29%	19 1%	-	-	-	-	-	-	11 *
The People	348 1%	85 1%	85 1%	-	-	-	-	14 2%	-	-	-	-	-	31 1%
Other weekend/weekly newspaper or weekly magazine	1238 3%	132 2%	132 2%	43 6%	-	-	69 5%	-	-	-	-	-	-	173 5%
Any BBC national radio station (e.g. BBC Radio One, BBC Radio Two, BBC World Service)	13292 29%	1059 17%	1178 17%	321 41%	124 21%	93 28%	373 26%	51 9%	194 40%	335 48%	103 34%	-	113 12%	502 15%
Any BBC local/regional radio station	2729 6%	400 7%	418 6%	29 4%	-	-	155 11%	-	24 5%	44 6%	-	-	55 6%	126 4%
Absolute Radio	638 1%	102 2%	188 3%	-	-	-	56 4%	-	-	55 8%	-	-	116 12%abm	29 1%
Classic FM	1450 3%	101 2%	225 3%	30 4%	23 4%	23 7%	86 6%	19 3%	14 3%	-	49 16%	-	161 17%ab	230 7%a
talkSPORT	1671 4%	388 6%	425 6%	32 4%	47 8%	47 14%	-	-	-	20 3%	-	-	309 32%abfm	272 8%f
Any other commercial radio station (e.g. Heart FM, Smooth, Capital, Gold)	4509 10%	472 8%	1003 14%afm	63 8%	44 8%	18 5%	19 1%	75 13%	-	25 4%	25 8%	32 50%	506 52%abfm	141 4%
Other radio station	512 1%	38 1%	38 1%	-	-	-	63 4%ab	29 5%	-	-	-	-	-	187 6%ab
BBC website	9329 21%	825 14%f	883 13%f	150 19%	-	-	32 2%	44 8%	119 24%	300 43%	39 13%	32 50%	57 6%	647 20%f
ITV website	451 1%	95 2%	95 1%	-	-	-	-	-	-	-	25 8%	-	-	41 1%
Channel 4 website	412 1%	72 1%	72 1%	64 8%	-	-	-	-	-	-	-	-	-	56 2%
The Guardian website	1044 2%	88 1%	88 1%	-	-	-	-	-	33 7%	245 35%	25 8%	-	36 4%	75 2%
The Telegraph\Sunday Telegraph website	305 1%	39 1%	39 1%	-	-	-	-	-	81 17%	-	-	-	-	19 1%
The Times\Sunday Times website	464 1%	61 1%	61 1%	-	-	-	-	-	-	-	-	-	-	81 2%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)
 Base: All news consumers (Regular) - TV, Newspapers, Radio, Internet

Total	Q8 - SUMMARY CODES													
	News Corp or Sky Owner (a)	News Corp or Sky Provider (b)	Channel 4 Owner (c)	Northern Shell owner (d)	Northern Shell provider (e)	Associated Newspapers Owner / Provider (f)	Trinity Mirror Owner / Provider (g)	Telegraph Media Group Owner / Provider (h)	Guardian Media Group Owner / Provider (i)	Independent Print Ltd Owner / Provider (j)	Pearson Owner / Provider (k)	Commercial Radio (l)	Other Owner/ Provider (m)	
Unweighted Base	1923	249	293	32	28	15	65	29	21	26	10	2	41	138
Weighted Base	45075	6104	7039	782**	580**	337**	1440*	586**	487**	697**	305**	63**	964*	3312
The Independent website	208*	16*	16	-	-	-	-	-	-	-	39	-	-	58
											13%	-	-	2%
The Sun website	478	340	340	-	-	-	18	-	-	-	-	-	23	55
	1%	6%	5%	-	-	-	1%	-	-	-	-	-	2%	2%
The Daily Mail website	599	45	45	-	-	-	257	-	-	-	25	-	-	-
	1%	1%	1%	-	-	-	18%ablm	-	-	-	8%	-	-	-
The Star website	48*	19*	19	14	-	-	-	-	-	-	-	-	-	-
				2%	-	-	-	-	-	-	-	-	-	-
Daily Express website	75*	-	-	-	-	-	-	-	-	-	-	-	-	-
Daily Mirror website	213*	56	56	20	-	-	-	18	-	-	-	-	-	19
		1%	1%	3%	-	-	-	3%	-	-	-	-	-	1%
The News of the World website	70*	51	51	-	-	-	-	-	-	-	-	-	-	-
		1%	1%	-	-	-	-	-	-	-	-	-	-	-
Sky News website	1898	888	888	-	-	-	49	34	-	-	25	-	-	65
	4%	15%flm	13%flm	-	-	-	3%	6%	-	-	8%	-	-	2%
The Financial Times website	331	-	-	-	-	-	24	-	-	-	-	63	-	39
	1%	-	-	-	-	-	2%ab	-	-	-	-	100%	-	1%
Google news\Yahoo news\MSN news	5412	1026	1143	62	52	24	22	18	81	21	39	-	111	1260
	12%	17%af	16%af	8%	9%	7%	2%	3%	17%	3%	13%	-	12%af	38%abfl
Blogs	265	14	14	30	-	-	-	33	-	-	-	-	-	85
	1%	*	*	4%	-	-	-	6%	-	-	-	-	-	3%ab
Other website	1119	89	89	-	-	-	36	-	-	-	-	-	-	382
	2%	1%	1%	-	-	-	3%	-	-	-	-	-	-	12%abfl
SUMMARY CODES														
BBC Owner / Provider	36443	3487	3963	592	340	299	1091	323	438	613	213	63	633	1955
	81%	57%	56%	76%	59%	89%	76%abm	55%	90%	88%	70%	100%	66%	59%
ITV Owner	15307	1293	1690	119	68	38	480	153	83	120	73	32	466	784
	34%	21%	24%	15%	12%	11%	33%	26%	17%	17%	24%	50%	48%abm	24%
ITN provider	17818	1491	1927	782	83	38	561	153	83	247	151	32	491	849
	40%	24%	27%	100%	14%	11%	39%a	26%	17%	36%	49%	50%	51%abm	26%
News Corp Owner / Provider	14398	3971	4149	226	141	102	335	226	42	160	45	32	236	716
	32%	65%flm	59%flm	29%	24%	30%	23%	39%	9%	23%	15%	50%	25%	22%
News International Owner / Provider	14140	3824	4001	226	141	102	317	226	42	160	45	32	236	700
	31%	63%flm	57%flm	29%	24%	30%	22%	39%	9%	23%	15%	50%	25%	21%
Sky Owner	7469	3788	3788	149	32	32	156	113	81	47	25	-	23	318
	17%	62%flm	54%flm	19%	6%	9%	11%	19%	17%	7%	8%	-	2%	10%
Sky Provider	14733	4256	5191	270	317	73	335	205	94	109	97	32	804	864
	33%	70%flm	74%flm	35%	55%	22%	23%	35%	19%	16%	32%	50%	83%flm	26%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

OFCOM NEWS STUDY (QS7603 - 611246)

Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)
 Base: All news consumers (Regular) - TV, Newspapers, Radio, Internet

Total	Q8 - SUMMARY CODES													
	News Corp or Sky Owner (a)	News Corp or Sky Provider (b)	Channel 4 Owner (c)	Northern Shell owner (d)	Northern Shell provider (e)	Associated Newspapers Owner / Provider (f)	Trinity Mirror Owner / Provider (g)	Telegraph Media Group Owner / Provider (h)	Guardian Media Group Owner / Provider (i)	Independent Print Ltd Owner / Provider (j)	Pearson Owner / Provider (k)	Commercial Radio (l)	Other Owner/ Provider (m)	
Unweighted Base	1923	249	293	32	28	15	65	29	21	26	10	2	41	138
Weighted Base	45075	6104	7039	782**	580**	337**	1440*	586**	487**	697**	305**	63**	964*	3312
News Corp or Sky Owner	18723	6104	6281	346	141	102	491	260	123	185	70	32	236	888
	42%	100%abfm	89%flm	44%	24%	30%	34%	44%	25%	27%	23%	50%	25%	27%
News Corp or Sky Provider	23125	6104	7039	413	386	143	595	271	136	214	119	32	826	1297
	51%	100%flm	100%flm	53%	67%	43%	41%	46%	28%	31%	39%	50%	86%fm	39%
Channel 4 Owner	5088	493	576	782	50	23	130	48	-	189	126	-	56	250
	11%	8%	8%	100%	9%	7%	9%	8%	-	27%	41%	-	6%	8%
Northern Shell owner	5274	622	892	127	580	337	173	65	-	29	45	-	102	307
	12%	10%	13%	16%	100%	100%	12%	11%	-	4%	15%	-	11%	9%
Northern Shell provider	2797	451	451	54	337	337	149	26	-	-	23	-	52	78
	6%	7%	6%	7%	58%	100%	10%am	4%	-	-	7%	-	5%	2%
Associated Newspapers Owner / Provider	7383	829	894	103	32	32	1440	32	19	37	25	-	87	298
	16%	14%	13%	13%	6%	9%	100%ablm	5%	4%	5%	8%	-	9%	9%
Trinity Mirror Owner / Provider	5559	1056	1133	92	44	24	150	586	-	29	23	-	105	249
	12%	17%am	16%am	12%	8%	7%	10%	100%	-	4%	7%	-	11%	8%
Telegraph Media Group Owner / Provider	2562	237	313	39	-	-	32	-	487	-	-	32	112	151
	6%	4%	4%	5%	-	-	2%	-	100%	-	-	50%	12%a	5%
Guardian Media Group Owner / Provider	3704	237	237	91	-	-	79	-	33	697	100	-	36	209
	8%	4%	3%	12%	-	-	5%	-	7%	100%	33%	-	4%	6%
Independent Print Ltd Owner / Provider	1535	59	85	24	-	-	113	-	-	22	305	-	26	112
	3%	1%	1%	3%	-	-	8%ab	-	-	3%	100%	-	3%	3%
Pearson Owner / Provider	487	-	-	-	-	-	24	-	-	32	-	63	-	39
	1%	-	-	-	-	-	2%ab	-	-	5%	-	100%	-	1%
Commercial Radio	7752	1000	1717	125	90	65	160	94	14	100	74	32	964	608
	17%	16%	24%aaf	16%	16%	19%	11%	16%	3%	14%	24%	50%	100%abfm	18%
Other Owner/Provider	15258	1994	2269	253	167	107	275	114	104	124	100	32	488	3129
	34%	33%af	32%af	32%	29%	32%	19%	19%	21%	18%	33%	50%	51%abf	94%abf
BBC Owner / Provider ONLY	5173	-	-	-	-	-	-	-	-	-	-	-	-	25
	11%	-	-	-	-	-	-	-	-	-	-	-	-	1%
ITV Owner ONLY	1141	-	-	-	-	-	-	-	-	-	-	-	-	-
	3%	-	-	-	-	-	-	-	-	-	-	-	-	-
ITN Provider ONLY	1150	-	-	9	-	-	-	-	-	-	-	-	-	-
	3%	-	-	1%	-	-	-	-	-	-	-	-	-	-
News Corp Owner / Provider ONLY	305	305	305	-	-	-	-	-	-	-	-	-	-	-
	1%	5%am	4%am	-	-	-	-	-	-	-	-	-	-	-
News International Owner / Provider ONLY	286	286	286	-	-	-	-	-	-	-	-	-	-	-
	1%	5%am	4%am	-	-	-	-	-	-	-	-	-	-	-
Sky Owner ONLY	814	814	814	-	-	-	-	-	-	-	-	-	-	-
	2%	13%flm	12%flm	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Media Owner/Provider overview (Q3a/Q4a/Q5a/Q6a/Q7a - Regularly)
 Base: All news consumers (Regular) - TV,Newspapers,Radio,Internet

Total	Q8 - SUMMARY CODES													
	News Corp or Sky Owner (a)	News Corp or Sky Provider (b)	Channel 4 Owner (c)	Northern Shell owner (d)	Northern Shell provider (e)	Associated Newspapers Owner / Provider (f)	Trinity Mirror Owner / Provider (g)	Telegraph Media Group Owner / Provider (h)	Guardian Media Group Owner / Provider (i)	Independent Print Ltd Owner / Provider (j)	Pearson Owner / Provider (k)	Commercial Radio (l)	Other Owner/ Provider (m)	
Unweighted Base	1923	249	293	32	28	15	65	29	21	26	10	2	41	138
Weighted Base	45075	6104	7039	782**	580**	337**	1440*	586**	487**	697**	305**	63**	964*	3312
Sky Provider ONLY	1095	845	1070	-	138	-	-	-	-	-	-	-	87	25
	2%	14%fm	15%fm	-	24%	-	-	-	-	-	-	-	9%fm	1%
News Corp or Sky Owner ONLY	1406	1406	1406	-	-	-	-	-	-	-	-	-	-	-
	3%	23%fm	20%fm	-	-	-	-	-	-	-	-	-	-	-
News Corp or Sky Provider ONLY	1379	1267	1354	-	-	-	-	-	-	-	-	-	87	25
	3%	21%fm	19%fm	-	-	-	-	-	-	-	-	-	9%fm	1%
Channel 4 Owner ONLY	9	-	-	9	-	-	-	-	-	-	-	-	-	-
	*	-	-	1%	-	-	-	-	-	-	-	-	-	-
Northern Shell Owner ONLY	138	-	138	-	138	-	-	-	-	-	-	-	-	-
	*	-	2%a	-	24%	-	-	-	-	-	-	-	-	-
Northern Shell Provider ONLY	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Associated Newspapers Owner / Provider ONLY	9	-	-	-	-	9	-	-	-	-	-	-	-	-
	*	-	-	-	-	1%	-	-	-	-	-	-	-	-
Trinity Mirror Owner / Provider ONLY	120	-	-	-	-	-	-	120	-	-	-	-	-	-
	*	-	-	-	-	-	-	20%	-	-	-	-	-	-
Telegraph Media Group Owner / Provider ONLY	25	-	-	-	-	-	-	-	25	-	-	-	-	-
	*	-	-	-	-	-	-	-	5%	-	-	-	-	-
Guardian Media Group Owner / Provider ONLY	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Independent Print Ltd Owner / Provider ONLY	33	-	-	-	-	-	-	-	-	-	33	-	-	-
	*	-	-	-	-	-	-	-	-	-	11%	-	-	-
Pearson Owner / Provider ONLY	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Commercial Radio ONLY	164	-	87	-	-	-	-	-	-	-	-	-	139	77
	*	-	1%	-	-	-	-	-	-	-	-	-	14%abfm	2%a
Other Owner/Provider ONLY	795	-	-	-	-	-	-	-	-	-	-	-	52	795
	2%	-	-	-	-	-	-	-	-	-	-	-	5%ab	24%abf
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

OFCOM NEWS STUDY (QS7603 - 611246)

Media Owner/Provider overview (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - At least Occasionally)
 Base: All news consumers (at least occasionally) - TV, Newspapers, Radio, Internet

	GENDER			AGE						SOCIAL CLASS		WORKING STATUS		COUNTRY		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	Working	Not working	England	Scotland	Wales
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	
Unweighted Base	1931	906	1025	294	273	298	290	295	481	861	1070	879	1052	1654	177	100
Weighted Base	45268	21798	23469	6309	7174	8238	7653	6368	9526	25084	20184	23366	21902	39246	3764	2258*
BBC One	34671 77%	16316 75%	18354 78%	4208 67%	4817 67%	5947 72%	6165 81% ^{cde}	5138 81% ^{cde}	8396 88% ^{cdefg}	19122 76%	15549 77%	17416 75%	17254 79% ^k	30025 77%	2781 74%	1865 83%
BBC Two	8233 18%	4311 20%	3922 17%	932 15%	888 12%	1123 14%	1324 17%	1322 21% ^{de}	2644 28% ^{cdefg}	4833 19%	3400 17%	3745 16%	4489 20% ^k	6924 18%	819 22%	491 22%
ITV1	23333 52%	10366 48%	12967 55% ^a	2733 43%	2887 40%	3992 48%	4195 55% ^{cd}	3676 58% ^{cde}	5850 61% ^{cde}	12141 48%	11193 48%	11166 48%	12167 55% ^k	19505 50%	2536 67% ^m	1293 57%
Channel 4	10174 22%	5509 25% ^b	4665 20%	1366 22%	1363 19%	1790 22%	2080 27% ^d	1479 23%	2096 22%	6291 25% ^{ij}	3883 19%	5703 24% ^l	4471 20%	8837 23% ^o	1148 30% ^{mo}	190 8%
Five	5799 13%	2884 13%	2916 12%	496 8%	927 13%	1025 12%	1267 17% ^c	828 13%	1256 13% ^c	2835 11%	2964 15% ⁱ	3081 13%	2718 12%	4630 12%	823 22% ^m	346 15%
BBC News channel	11705 26%	6346 29% ^b	5359 23%	1035 16%	1939 27% ^c	2233 27% ^c	2191 29% ^c	1606 25% ^c	2701 28% ^c	7246 29% ^{ij}	4458 22%	6412 22%	5293 24%	10046 26%	1238 33% ^{mo}	421 19%
Sky News channel	10818 24%	5925 27% ^b	4894 21%	1445 23% ^h	1847 26% ^h	2961 36% ^{cd}	1836 24% ^h	1340 21% ^h	1389 15%	6082 24%	4736 23%	6442 28% ^l	4376 20%	9253 24%	1184 31% ^{mo}	381 17%
CNN	1894 4%	1200 6% ^b	694 3%	328 5% ^h	412 6% ^h	443 5% ^h	385 5% ^h	160 3%	168 2%	1114 4%	780 4%	1105 5%	789 4%	1574 4%	320 9% ^{mo}	-
Star News	525 1%	299 1%	227 1%	137 2%	87 1%	94 1%	66 1%	85 1%	57 1%	235 1%	291 1%	321 1%	204 1%	454 1%	47 1%	24 1%
Fox News	526 1%	302 1%	223 1%	94 1%	64 1%	108 1%	114 1%	71 1%	75 1%	294 1%	232 1%	315 1%	210 1%	433 1%	92 2%	-
Euronews	817 2%	448 2%	369 2%	103 2%	55 1%	152 2%	253 3% ^d	98 2%	156 2%	589 2%	228 1%	429 2%	388 2%	711 2%	106 3%	-
Other channel	1341 3%	772 4%	569 2%	223 4% ^f	144 2%	259 3%	77 1%	213 3%	426 4% ^f	598 2%	744 4%	577 2%	764 3%	1094 3%	180 5%	67 3%
Daily Mail	8232 18%	3933 18%	4299 18%	881 14%	907 13%	1065 13%	1365 18%	1613 25% ^{cde}	2400 25% ^{cdef}	4844 19%	3388 17%	3984 17%	4248 19%	7462 19%	524 14%	246 11%
Daily Star	1741 4%	1037 5%	704 3%	193 3%	412 6% ^h	505 6% ^h	316 4% ^h	212 3% ^h	104 1%	524 2%	1218 6% ⁱ	1108 5% ^l	633 3%	1219 3%	433 12% ^{mo}	89 4%
Daily Express	2539 6%	1205 6%	1334 6%	200 3%	232 3%	433 5%	468 6%	401 6%	804 8% ^{cd}	1455 6%	1084 5%	1224 5%	1315 6%	2259 6% ^o	280 7% ^o	-
The Sun	10295 23%	5570 26% ^b	4726 20%	1966 31% ^{efg}	2259 31% ^{efg}	1746 21% ^h	1767 23% ^h	1136 18%	1421 15%	4127 16%	6168 31% ⁱ	5917 25% ^l	4378 20%	8094 21%	1632 43% ^{mo}	569 25%
The Mirror	5369 12%	2880 13%	2489 11%	824 13%	847 12%	1114 14%	851 11%	880 14% ^h	853 9%	2503 10%	2866 14% ⁱ	3028 13%	2341 11%	4859 12% ⁿ	189 5%	322 14% ⁿ
The Guardian	3440 8%	1660 8%	1780 8%	670 11% ^h	484 7% ^h	766 9% ^h	733 10% ^h	494 8% ^h	292 3%	2891 12% ^j	548 3%	2249 10% ^l	1191 5%	3151 8% ⁿ	82 2%	207 9% ⁿ

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o
 * small base

OFCOM NEWS STUDY (QS7603 - 611246)

Media Owner/Provider overview (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - At least Occasionally)
 Base: All news consumers (at least occasionally) - TV, Newspapers, Radio, Internet

	GENDER		AGE						SOCIAL CLASS		WORKING STATUS		COUNTRY			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	Working	Not working	England	Scotland	Wales
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	
Unweighted Base	1931	906	1025	294	273	298	290	295	481	861	1070	879	1052	1654	177	100
Weighted Base	45268	21798	23469	6309	7174	8238	7653	6368	9526	25084	20184	23366	21902	39246	3764	2258*
The Independent	2364 5%	1271 6%	1093 5%	228 4%	295 4%	402 5%	782 10%cd	380 6%h	277 3%	2151 9%j	214 1%	1870 8%l	494 2%	2237 6%	90 2%	37 2%
The Times	4753 11%	2437 11%	2317 10%	722 11%	989 14%h	742 9%	809 11%	735 12%	757 8%	3811 15%j	942 5%	2745 12%	2009 9%	4291 11%	238 6%	224 10%
The Telegraph	2979 7%	1243 6%	1735 7%	172 3%	338 5%	283 3%	536 7%cd	687 11%cd	962 10%cd	2480 10%j	499 2%	1331 6%	1648 8%	2788 7%n	50 1%	141 6%n
Financial Times	675 1%	355 2%	320 1%	69 1%	260 4%gh	140 2%	119 2%	47 1%	40 *	622 2%j	53 *	530 2%l	145 1%	661 2%	14 *	-
Morning Star	171 *	124 1%	47 *	45 1%	32 *	94 1%h	-	-	-	130 1%	41 *	126 1%	45 *	141 *	-	31 1%
The Herald/The Scotsman/Daily Record	910 2%	447 2%	463 2%	123 2%	22 *	67 1%	219 3%cd	134 2%	345 4%de	183 1%	727 4%l	218 1%	692 3%k	32 *	878 23%mo	-
The Western Mail/Daily Post	73 *	19 *	54 *	30 *	-	-	-	-	43 *	73 *	-	-	73 *	-	-	73 3%mn
Any regional or local newspaper (e.g. Evening Standard, Metro, Birmingham Post, Manchester Evening News, etc)	7082 16%	3535 16%	3546 15%	1091 17%	1173 16%	1070 13%	924 12%	810 13%	2014 21%efg	3963 16%	3119 15%	3105 13%	3977 18%k	5939 15%	545 14%	597 26%mn
Other newspaper	1162 3%	648 3%	514 2%	157 2%	237 3%f	128 2%	64 1%	94 1%	482 5%efg	651 3%	511 3%	469 2%	693 3%	994 3%	144 4%	24 1%
The Observer	2245 5%	1169 5%	1076 5%	193 3%	263 4%	618 8%ch	631 8%cdh	263 4%	276 3%	1951 8%j	293 1%	1631 7%l	614 3%	2151 5%n	32 1%	62 3%
The Sunday Telegraph	1949 4%	934 4%	1015 4%	46 1%	248 3%cd	328 4%cd	274 4%cd	337 5%cd	716 8%cd	1690 7%j	259 1%	991 4%	958 4%	1708 4%	119 3%	122 5%
The Sunday Times	4750 10%	2412 11%	2339 10%	627 10%	810 11%h	1000 12%h	919 12%h	745 12%h	649 7%	3716 15%j	1034 5%	3004 13%l	1746 8%	4208 11%	288 8%	254 11%
The Independent on Sunday	1151 3%	689 3%	462 2%	141 2%	58 1%	47 1%	534 7%cd	181 3%e	189 2%	915 4%j	236 1%	741 3%	410 2%	1072 3%	61 2%	19 1%
Sunday Mirror	4259 9%	2399 11%b	1859 8%	585 9%	712 10%	798 10%	667 9%	637 10%	860 9%	1977 8%	2282 11%i	2314 10%	1945 9%	3601 9%	316 8%	342 15%
News of the World	6696 15%	3452 16%	3243 14%	839 13%h	1406 20%h	1406 17%h	1252 16%h	980 15%h	812 9%	2678 11%	4018 20%i	3900 17%l	2795 13%	5342 14%	889 24%m	465 21%
The Sunday Herald	121 *	33 *	88 *	-	17 *	33 *	16 *	40 1%	14 *	33 *	88 *	40 *	80 *	-	121 3%em	-
Wales on Sunday	42 *	24 *	19 *	-	-	-	-	24 *	19 *	-	42 *	-	42 *	-	-	42 2%mm
Weekly magazines (e.g. The Economist, The Spectator, New Statesman, etc)	272 1%	118 1%	154 1%	-	32 *	109 1%	70 1%	14 *	47 *	257 1%j	14 *	188 1%	83 *	257 1%	14 *	-

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o
 * small base

OFCOM NEWS STUDY (QS7603 - 611246)

Media Owner/Provider overview (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - At least Occasionally)

Base: All news consumers (at least occasionally) - TV, Newspapers, Radio, Internet

	GENDER		AGE						SOCIAL CLASS		WORKING STATUS		COUNTRY			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	Working	Not working	England	Scotland	Wales
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	
Unweighted Base	1931	906	1025	294	273	298	290	295	481	861	1070	879	1052	1654	177	100
Weighted Base	45268	21798	23469	6309	7174	8238	7653	6368	9526	25084	20184	23366	21902	39246	3764	2258*
The Mail on Sunday	2533	1040	1493	58	58	329	478	508	1102	1471	1062	1079	1454	1792	679	62
	6%	5%	6%	1%	1%	4%cd	6%cd	8%cde	12%cdef	6%	5%	5%	7%	5%	18%mo	3%
The Daily Star on Sunday	146	73	73	-	23	-	68	19	37	19	128	52	95	91	11	45
	*	*	*	-	*	-	1%	*	*	*	1%l	*	*	*	*	2%mn
The Sunday Express	404	187	218	25	-	-	53	113	215	152	253	67	337	379	25	-
	1%	1%	1%	*	-	-	1%	2%de	2%de	1%	1%	*	2%k	1%	1%	-
The People	520	250	270	14	24	56	59	147	219	149	371	209	310	414	-	105
	1%	1%	1%	*	*	1%	1%	2%cd	2%cd	1%	2%l	1%	1%	1%	-	5%mn
Other weekend/weekly newspaper or weekly magazine	1774	948	827	240	306	301	101	194	631	945	829	809	966	1182	550	43
	4%	4%	4%	4%	4%l	4%	1%	3%	7%fg	4%	4%	3%	4%	3%	15%mo	2%
Any BBC national radio station (e.g. BBC Radio One, BBC Radio Two, BBC World Service)	15213	7799	7414	1205	2152	3089	2884	2568	3314	10304	4909	8867	6346	13276	1019	919
	34%	36%	32%	19%	30%c	37%c	38%cc	40%cd	35%cc	41%j	24%	38%l	29%	34%	27%	41%n
Any BBC local/regional radio station	5272	2683	2589	441	620	882	880	821	1627	3435	1836	2552	2720	4706	406	160
	12%	12%	11%	7%	9%	11%	12%	13%cd	17%cdef	14%j	9%	11%	12%	12%	11%	7%
Absolute Radio	1008	579	429	197	201	312	159	102	37	623	385	691	316	955	29	24
	2%	3%	2%	3%h	3%h	4%h	2%h	2%	*	2%	2%	3%l	1%	2%	1%	1%
Classic FM	2604	1246	1358	182	134	534	596	516	642	1773	832	1488	1116	2289	217	98
	6%	6%	6%	3%	2%	6%cd	8%cd	8%cd	7%cd	7%j	4%	6%	5%	6%	6%	4%
talkSPORT	2667	2179	488	287	421	800	575	363	221	1494	1173	1846	821	2191	240	236
	6%	10%b	2%	5%	6%h	10%ch	8%h	6%h	2%	6%	6%	8%l	4%	6%	6%	10%
Any other commercial radio station (e.g. Heart FM, Smooth, Capital, Gold)	6469	3033	3436	839	1172	1569	1461	936	491	3173	3296	4249	2220	5570	592	307
	14%	14%	15%	13%h	16%h	19%h	19%h	15%h	5%	13%	16%l	18%l	10%	14%	16%	14%
Other radio station	754	280	473	62	115	187	131	128	131	326	428	464	290	652	102	-
	2%	1%	2%	1%	2%	2%	2%	2%	1%	1%	2%	2%	1%	2%	3%	-
BBC website	10820	6096	4724	2466	2505	2413	1875	1118	443	8276	2544	7140	3680	9372	849	599
	24%	28%b	20%	39%efg	35%fgh	29%gh	24%gh	18%h	5%	33%j	13%	31%l	17%	24%	23%	27%
ITV website	1078	508	570	341	209	163	220	63	83	470	608	498	581	846	173	59
	2%	2%	2%	5%efg	3%	2%	3%	1%	1%	2%	3%	2%	3%	2%	5%	3%
Channel 4 website	769	332	437	368	123	114	84	33	46	503	265	445	323	594	96	79
	2%	2%	2%	6%defg	2%	1%	1%	1%	*	2%	1%	2%	1%	2%	3%	3%
The Guardian website	1606	890	716	266	265	385	455	171	63	1419	187	1199	407	1519	-	87
	4%	4%	3%	4%h	4%h	5%h	6%h	3%h	1%	6%j	1%	5%l	2%	4%n	-	4%n
The Telegraph/Sunday Telegraph website	634	444	190	56	90	222	144	103	19	611	24	472	162	615	-	19
	1%	2%b	1%	1%	1%	3%h	2%h	2%h	*	2%j	*	2%l	1%	2%	-	1%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o

* small base

OFCOM NEWS STUDY (QS7603 - 611246)

Media Owner/Provider overview (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - At least Occasionally)

Base: All news consumers (at least occasionally) - TV, Newspapers, Radio, Internet

	GENDER		AGE						SOCIAL CLASS		WORKING STATUS		COUNTRY			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	Working	Not working	England	Scotland	Wales
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	
Unweighted Base	1931	906	1025	294	273	298	290	295	481	861	1070	879	1052	1654	177	100
Weighted Base	45268	21798	23469	6309	7174	8238	7653	6368	9526	25084	20184	23366	21902	39246	3764	2258*
The Times\Sunday Times website	682 2%	382 2%	300 1%	173 3%h	108 2%	137 2%	126 2%	92 1%	46 *	572 2%j	109 1%	387 2%	295 1%	611 2%	22 1%	48 2%
The Independent website	396 1%	265 1%	131 1%	47 1%	80 1%h	36 *	214 3%egh	19 *	-	380 2%j	16 *	302 1%	94 *	396 1%	-	-
The Sun website	786 2%	453 2%	333 1%	167 3%gh	323 5%gh	171 2%gh	125 2%gh	-	-	362 1%	425 2%	527 2%	259 1%	632 2%	117 3%	37 2%
The Daily Mail website	835 2%	287 1%	548 2%	57 1%	191 3%h	296 4%ch	161 2%	66 1%	64 1%	597 2%	238 1%	558 2%	276 1%	752 2%	64 2%	19 1%
The Star website	135 *	43 *	92 *	62 1%h	-	16 *	58 1%	-	-	87 *	48 *	61 *	74 *	120 *	16 *	-
Daily Express website	187 *	82 *	105 *	-	47 1%	37 *	58 1%	-	45 *	143 1%	44 *	127 1%	60 *	158 *	29 1%	-
Daily Mirror website	306 1%	86 *	220 1%	38 1%	40 1%	178 2%gh	29 *	-	22 *	205 1%	101 1%	210 1%	96 *	252 1%	54 1%	-
The News of the World website	99 *	51 *	48 *	19 *	51 1%	-	29 *	-	-	99 *	-	80 *	19 *	99 *	-	-
Sky News website	2969 7%	1935 9%b	1035 4%	535 8%gh	884 12%fgh	786 10%gh	471 6%h	228 4%h	65 1%	2014 8%j	955 5%	2065 9%l	904 4%	2582 7%	277 7%	110 5%
The Financial Times website	615 1%	365 2%	250 1%	-	191 3%ch	175 2%c	129 2%cd	73 1%	47 *	615 2%j	-	512 2%l	102 *	615 2%	-	-
Google news\Yahoo news\MSN news	6928 15%	3626 17%	3302 14%	1373 22%gh	1639 23%gh	1872 23%gh	1272 17%gh	519 8%h	255 3%	4650 19%j	2278 11%	4640 20%l	2288 10%	6056 15%	569 15%	304 13%
Blogs	511 1%	218 1%	294 1%	248 4%efgh	118 2%gh	86 1%	59 1%	-	-	389 2%	122 1%	282 1%	229 1%	487 1%	24 1%	-
Other website	1626 4%	899 4%	727 3%	295 5%h	182 3%	351 4%h	433 6%h	255 4%h	110 1%	963 4%	662 3%	856 4%	770 4%	1278 3%	309 8%mo	39 2%
SUMMARY CODES																
BBC Owner / Provider	40582 90%	19567 90%	21015 90%	5373 85%	6298 88%	7171 87%	6915 90%	5770 91%	9055 95%cddefg	22846 91%j	17736 88%	20879 89%	19703 90%	34985 89%	3388 90%	2210 98%mn
ITV Owner	23611 52%	10483 48%	13128 56%a	2830 45%	2960 41%	4055 49%	4241 55%cd	3676 58%cd	5850 61%cd	12228 49%	11382 56%i	11274 48%	12336 56%k	19753 50%	2536 67%lm	1322 59%
ITN provider	27497 61%	12606 58%	14891 63%a	3342 53%	3570 50%	4802 58%	5134 67%cd	4230 66%cd	6420 67%cd	15041 60%	12457 62%	13904 60%	13594 62%	23230 59%	2847 76%mo	1420 63%
News Corp Owner / Provider	17792 39%	9365 43%b	8427 36%	2887 46%h	3508 49%efg	3293 40%h	3075 40%h	2443 38%h	2585 27%	9845 39%	7947 39%	10187 44%l	7605 35%	14772 38%	2025 54%lm	995 44%
News International Owner / Provider	17187 38%	9069 42%b	8118 35%	2783 44%h	3341 47%gh	3162 38%h	2970 39%h	2404 38%h	2527 27%	9464 38%	7723 38%	9808 42%l	7380 34%	14263 36%	1954 52%lm	971 43%
Sky Owner	11829 26%	6458 30%b	5371 23%	1746 28%h	2134 30%h	3088 37%cfgh	1987 26%h	1438 23%h	1435 15%	6677 27%	5151 26%	7103 30%l	4726 22%	10144 26%	1248 33%mo	436 19%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o

* small base

OFCOM NEWS STUDY (QS7603 - 611246)

Media Owner/Provider overview (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - At least Occasionally)
 Base: All news consumers (at least occasionally) - TV, Newspapers, Radio, Internet

	GENDER			AGE						SOCIAL CLASS		WORKING STATUS		COUNTRY		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	Working	Not working	England	Scotland	Wales
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	
Unweighted Base	1931	906	1025	294	273	298	290	295	481	861	1070	879	1052	1654	177	100
Weighted Base	45268	21798	23469	6309	7174	8238	7653	6368	9526	25084	20184	23366	21902	39246	3764	2258*
Sky Provider	21324	10724	10600	2778	3620	4806	4067	2909	3145	11513	9811	12625	8699	18285	2111	927
	47%	49%	45%	44%h	50%h	58%ogh	53%ch	46%h	33%	46%	49%	54%l	40%	47%	56%mo	41%
News Corp or Sky Owner	23426	12108	11318	3503	4375	4880	4029	3145	3495	13005	10422	13289	10138	19856	2469	1102
	52%	56%b	48%	56%h	61%gh	59%gh	53%h	49%h	37%	52%	52%	57%l	46%	51%	66%mo	49%
News Corp or Sky Provider	28998	14448	14549	4037	5182	5819	5228	4084	4647	15920	13078	16433	12565	24800	2881	1317
	64%	66%	62%	64%h	72%ogh	71%h	68%h	64%h	49%	63%	65%	70%l	57%	63%	77%mo	58%
Channel 4 Owner	10462	5617	4845	1513	1394	1845	2110	1479	2120	6496	3966	5866	4596	9029	1183	250
	23%	26%b	21%	24%	19%	22%	28%d	23%	22%	26%j	20%	25%l	21%	23%o	31%mo	11%
Northern Shell owner	9485	4757	4728	835	1432	1829	1965	1392	2032	4707	4777	5063	4422	7695	1406	384
	21%	22%	20%	13%	20%c	22%c	26%c	22%c	21%c	19%	24%i	22%	20%	20%	37%mo	17%
Northern Shell provider	4390	2295	2095	409	664	894	813	628	982	2092	2299	2372	2018	3576	725	89
	10%	11%	9%	6%	9%	11%	11%	10%	10%	8%	11%i	10%	9%	9%	19%mo	4%
Associated Newspapers Owner / Provider	9507	4451	5056	980	1098	1458	1553	1746	2672	5458	4049	4660	4847	8156	1086	265
	21%	20%	22%	16%	15%	18%	20%	27%cde	28%def	22%	20%	20%	22%	21%o	29%mo	12%
Trinity Mirror Owner / Provider	7569	4065	3504	1131	1285	1429	1172	1236	1315	3432	4136	4160	3409	6477	467	625
	17%	19%b	15%	18%	18%	17%	15%	19%h	14%	14%	20%i	18%	16%	17%	12%	28%mn
Telegraph Media Group Owner / Provider	3847	1775	2072	217	460	659	682	768	1061	3230	617	1966	1882	3544	119	184
	8%	8%	9%	3%	6%	8%c	9%c	12%cd	11%cd	13%j	3%	8%	9%	9%n	3%	8%
Guardian Media Group Owner / Provider	4782	2428	2354	843	695	1057	1122	634	430	3949	833	3165	1616	4417	114	250
	11%	11%	10%	13%h	10%h	13%h	15%h	10%h	5%	16%j	4%	14%l	7%	11%n	3%	11%n
Independent Print Ltd Owner / Provider	2798	1569	1229	327	342	449	985	394	300	2431	367	2139	658	2639	122	37
	6%	7%	5%	5%	5%	5%	13%cd	6%	3%	10%j	2%	9%l	3%	7%	3%	2%
Pearson Owner / Provider	1000	594	406	69	356	243	150	96	87	947	53	807	193	986	14	-
	2%	3%	2%	1%	5%ogh	3%	2%	2%	1%	4%j	*	3%l	1%	3%	*	-
Commercial Radio	10895	5828	5067	1308	1771	2620	2339	1615	1242	6093	4802	6931	3964	9363	927	605
	24%	27%b	22%	21%h	25%h	32%ch	31%ch	25%h	13%	24%	24%	30%l	18%	24%	25%	27%
Other Owner/Provider	20147	10852	9295	3063	3419	4127	3520	2254	3763	11677	8470	10820	9327	16591	2454	1102
	45%	50%b	40%	49%gh	48%gh	50%gh	46%g	35%	40%	47%	42%	46%	43%	42%	65%mo	49%
BBC Owner / Provider ONLY	2472	1401	1071	374	494	424	378	178	624	1129	1343	1191	1281	2337	14	121
	5%	6%	5%	6%	7%g	5%	5%	3%	7%g	5%	7%i	5%	6%	6%n	*	5%n
ITV Owner ONLY	472	149	322	84	79	59	97	63	90	100	372	212	260	424	39	9
	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	2%i	1%	1%	1%	1%	*
ITN Provider ONLY	491	149	341	103	79	59	97	63	90	119	372	231	260	443	39	9
	1%	1%	1%	2%	1%	1%	1%	1%	1%	*	2%i	1%	1%	1%	1%	*
News Corp Owner / Provider ONLY	161	32	129	30	49	-	-	50	32	118	43	80	81	144	17	-
	*	*	1%	*	1%	-	-	1%	*	*	*	*	*	*	*	-
News International Owner / Provider ONLY	161	32	129	30	49	-	-	50	32	118	43	80	81	144	17	-
	*	*	1%	*	1%	-	-	1%	*	*	*	*	*	*	*	-
Sky Owner ONLY	292	150	142	29	93	43	98	19	11	136	156	215	77	292	-	-
	1%	1%	1%	*	1%	1%	1%	*	*	1%	1%	1%	*	1%	-	-

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o
 * small base

OFCOM NEWS STUDY (QS7603 - 611246)

Media Owner/Provider overview (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - At least Occasionally)

Base: All news consumers (at least occasionally) - TV, Newspapers, Radio, Internet

	GENDER		AGE						SOCIAL CLASS		WORKING STATUS		COUNTRY			
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	ABC1 (i)	C2DE (j)	Working (k)	Not working (l)	England (m)	Scotland (n)	Wales (o)
Unweighted Base	1931	906	1025	294	273	298	290	295	481	861	1070	879	1052	1654	177	100
Weighted Base	45268	21798	23469	6309	7174	8238	7653	6368	9526	25084	20184	23366	21902	39246	3764	2258*
Sky Provider ONLY	439	175	264	66	142	57	144	19	11	136	303	296	143	409	-	30
	1%	1%	1%	1%	2% ^h	1%	2% ^h	*	*	1%	1% ⁱ	1%	1%	1%	-	1%
News Corp or Sky Owner ONLY	526	229	297	58	142	43	121	92	68	303	223	367	159	509	17	-
	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	2%	1%	1%	*	-
News Corp or Sky Provider ONLY	540	254	286	77	107	57	168	88	43	209	331	336	205	509	17	14
	1%	1%	1%	1%	1%	1%	2% ^h	1%	*	1%	2%	1%	1%	1%	*	1%
Channel 4 Owner ONLY	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Northern Shell Owner ONLY	35	-	35	19	16	-	-	-	-	-	35	-	35	19	-	16
	*	-	*	*	*	-	-	-	-	-	*	-	*	*	-	1% ^m
Northern Shell Provider ONLY	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Associated Newspapers Owner / Provider ONLY	9	-	9	9	-	-	-	-	-	-	9	-	9	9	-	-
	*	-	*	*	-	-	-	-	-	-	*	-	*	*	-	-
Trinity Mirror Owner / Provider ONLY	108	50	58	-	43	25	14	25	25	25	83	50	58	108	-	-
	*	*	*	-	1%	*	*	*	*	*	*	*	*	*	-	-
Telegraph Media Group Owner / Provider ONLY	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Guardian Media Group Owner / Provider ONLY	19	19	-	-	-	-	19	-	-	19	-	-	19	19	-	-
	*	*	-	-	-	-	*	-	-	*	-	-	*	*	-	-
Independent Print Ltd Owner / Provider ONLY	33	33	-	-	33	-	-	-	-	33	-	33	-	33	-	-
	*	*	-	-	*	-	-	-	-	*	-	*	-	*	-	-
Pearson Owner / Provider ONLY	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Commercial Radio ONLY	164	77	87	32	33	14	85	-	-	39	125	120	44	150	-	14
	*	*	*	1%	*	*	1% ^h	-	-	*	1%	1%	*	*	-	1%
Other Owner/Provider ONLY	643	373	270	203	154	137	106	-	44	333	310	274	369	627	16	-
	1%	2%	1%	3% ^{gh}	2% ^{gh}	2% ^g	1%	-	*	1%	2%	1%	2%	2%	*	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o

* small base

OFCOM NEWS STUDY (QS7603 - 611246)

Media Owner/Provider overview (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - At least Occasionally)
 Base: All news consumers (at least occasionally) - TV, Newspapers, Radio, Internet

	Total	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED			
		Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	1931	1600	613	870	458	1776	941	1280	702
Weighted Base	45268	37290	15134	20590	12076	41439	22612	30396	18289
BBC One	34671 77%	31787 85%cd	12616 83%cd	16253 79%cd	8540 71%	34671 84%gh	18716 83%gh	23915 79%h	13477 74%
BBC Two	8233 18%	7642 20%	3687 24%	4441 22%	2321 19%	8233 20%	4897 22%	5895 19%	3541 19%
ITV1	23333 52%	21644 58%cd	8549 56%cd	10874 53%cd	5139 43%	23333 56%h	12624 53%h	16043 53%h	7983 44%
Channel 4	10174 22%	9021 24%	4387 29%a	5422 26%	3268 27%	10174 25%	5948 26%	7627 25%	5008 27%
Five	5799 13%	5345 14%	2301 15%	3026 15%	1682 14%	5799 14%	3230 14%	4242 14%	2607 14%
BBC News channel	11705 26%	10860 29%	4916 32%	6537 32%	3900 32%	11705 28%	6653 29%	9120 30%	5899 32%
Sky News channel	10818 24%	10117 27%	3724 25%	5345 26%	3881 32%abc	10818 26%	5846 26%	7639 25%	5745 31%efg
CNN	1894 4%	1634 4%	669 4%	1091 5%	922 8%ab	1894 5%	895 4%	1621 5%	1263 7%ef
Star News	525 1%	462 1%	208 1%	177 1%	102 1%	525 1%	291 1%	408 1%	127 1%
Fox News	526 1%	507 1%	233 2%	193 1%	221 2%	526 1%	305 1%	400 1%	286 2%
Euronews	817 2%	789 2%	391 3%	313 2%	313 3%	817 2%	464 2%	510 2%	398 2%
Other channel	1341 3%	1157 3%	287 2%	568 3%	245 2%	1341 3%	521 2%	861 3%	438 2%
Daily Mail	8232 18%	7104 19%	3169 21%	5847 28%abd	2127 18%	7871 19%	4601 20%	8232 27%efh	3157 17%
Daily Star	1741 4%	1571 4%	567 4%	1306 6%ab	470 4%	1672 4%	892 4%	1741 6%e	737 4%
Daily Express	2539 6%	2304 6%	1082 7%cd	1895 9%ad	496 4%	2539 6%	1399 6%	2539 8%eh	1015 6%
The Sun	10295 23%	8708 23%	3326 22%	7332 36%abd	2306 19%	9627 23%	5130 23%	10295 34%efh	3790 21%
The Mirror	5369 12%	4752 13%	2143 14%	4041 20%abd	1554 13%	5062 12%	3195 14%	5369 18%efh	2082 11%
The Guardian	3440 8%	2399 6%	1829 12%a	2514 12%a	1785 15%a	2801 7%	2318 10%e	3440 11%e	2337 13%e
The Independent	2364 5%	2071 6%	1604 11%a	1738 8%a	1248 10%a	2270 5%	1859 8%e	2364 8%e	1702 9%e

Fieldwork : 19/11/10 - 23/11/10 (Week 46)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

Media Owner/Provider overview (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - At least Occasionally)

Base: All news consumers (at least occasionally) - TV, Newspapers, Radio, Internet

	Total	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED			
		Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	1931	1600	613	870	458	1776	941	1280	702
Weighted Base	45268	37290	15134	20590	12076	41439	22612	30396	18289
The Times	4753 11%	3820 10%	2308 15%a	3831 19%a	2072 17%a	4161 10%	3049 13%e	4753 16%e	2936 16%e
The Telegraph	2979 7%	2583 7%	1588 10%a	2163 11%a	1178 10%	2829 7%	1932 9%	2979 10%e	1466 8%
Financial Times	675 1%	523 1%	308 2%	482 2%	404 3%a	593 1%	372 2%	675 2%	525 3%e
Morning Star	171 *	171 *	55 *	116 1%	60 1%	171 *	116 1%	171 1%	60 *
The Herald/The Scotsman/Daily Record	910 2%	798 2%	228 2%	572 3%d	94 1%	876 2%h	362 2%	910 3%fh	156 1%
The Western Mail/Daily Post	73 *	73 *	73 *	73 *	30 *	73 *	73 *	73 *	30 *
Any regional or local newspaper (e.g. Evening Standard, Metro, Birmingham Post, Manchester Evening News, etc)	7082 16%	5846 16%	2821 19%	5088 25%abd	1723 14%	6413 15%	3642 16%	7082 23%efh	2660 15%
Other newspaper	1162 3%	896 2%	334 2%	819 4%a	297 2%	1034 2%	638 3%	1162 4%e	476 3%
The Observer	2245 5%	1766 5%	1378 9%a	1682 8%a	1035 9%a	2031 5%	1550 7%e	2245 7%e	1526 8%e
The Sunday Telegraph	1949 4%	1621 4%	980 6%a	1380 7%a	839 7%a	1825 4%	1194 5%	1949 6%e	1026 6%
The Sunday Times	4750 10%	4021 11%	2317 15%a	3546 17%a	2180 18%a	4401 11%	3043 13%e	4750 16%e	2884 16%e
The Independent on Sunday	1151 3%	959 3%	777 5%a	848 4%a	528 4%	1087 3%	881 4%	1151 4%	783 4%e
Sunday Mirror	4259 9%	3649 10%	1639 11%	3111 15%abd	1274 11%	3898 9%	2260 10%	4259 14%efh	1741 10%
News of the World	6696 15%	5595 15%	2281 15%	4844 24%abd	1539 13%	6239 15%	3195 14%	6696 22%efh	2566 14%
The Sunday Herald	121 *	70 *	89 1%	47 *	33 *	70 *	106 *	121 *	47 *
Wales on Sunday	42 *	42 *	24 *	42 *	- *	42 *	42 *	42 *	- *
Weekly magazines (e.g. The Economist, The Spectator, New Statesman, etc)	272 1%	209 1%	51 *	212 1%	166 1%	248 1%	51 *	272 1%	212 1%f
The Mail on Sunday	2533 6%	2338 6%d	903 6%	1760 9%ad	419 3%	2466 6%h	1483 7%h	2533 8%eh	637 3%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

CAPI OmniBus



OFCOM NEWS STUDY (QS7603 - 611246)

Media Owner/Provider overview (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - At least Occasionally)

Base: All news consumers (at least occasionally) - TV, Newspapers, Radio, Internet

	Total	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED			
		Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	1931	1600	613	870	458	1776	941	1280	702
Weighted Base	45268	37290	15134	20590	12076	41439	22612	30396	18289
The Daily Star on Sunday	146	113	-	146	-	146	58	146	-
	*	*	-	1%b	-	*	*	*	-
The Sunday Express	404	372	202	363	85	404	276	404	133
	1%	1%	1%	2%	1%	1%	1%	1%	1%
The People	520	469	160	468	79	520	250	520	103
	1%	1%	1%	2% ^d	1%	1%	1%	2% ^h	1%
Other weekend/weekly newspaper or weekly magazine	1774	1448	621	1053	350	1609	887	1774	542
	4%	4%	4%	5%	3%	4%	4%	6% ^{eh}	3%
Any BBC national radio station (e.g. BBC Radio One, BBC Radio Two, BBC World Service)	15213	13131	10876	8315	5302	14211	15213	11282	7380
	34%	35%	72% ^{acd}	40% ^a	44% ^a	34%	67% ^{egh}	37%	40% ^e
Any BBC local/regional radio station	5272	4886	3710	3037	1827	5033	5272	4001	2536
	12%	13%	25% ^{acd}	15%	15%	12%	23% ^{egh}	13%	14%
Absolute Radio	1008	825	741	641	369	926	1008	747	648
	2%	2%	5% ^a	3%	3%	2%	4% ^{eg}	2%	4%
Classic FM	2604	2226	1982	1654	1099	2420	2604	1997	1595
	6%	6%	13% ^{ac}	8%	9% ^a	6%	12% ^{eg}	7%	9% ^e
talkSPORT	2667	2379	1817	1651	1071	2496	2667	2061	1555
	6%	6%	12% ^{ac}	8%	9%	6%	12% ^{egh}	7%	9% ^e
Any other commercial radio station (e.g. Heart FM, Smooth, Capital, Gold)	6469	5614	4349	3125	2109	6034	6469	4344	2863
	14%	15%	29% ^{acd}	15%	17%	15%	29% ^{egh}	14%	16%
Other radio station	754	506	417	306	196	641	754	532	287
	2%	1%	3% ^a	1%	2%	2%	3% ^{egh}	2%	2%
BBC website	10820	8430	4609	5173	8078	9293	6285	7340	10820
	24%	23%	30% ^{ac}	25%	67% ^{abc}	22%	28% ^e	24%	59% ^{efg}
ITV website	1078	984	558	581	767	1007	734	788	1078
	2%	3%	4%	3%	6% ^{ac}	2%	3%	3%	6% ^{efg}
Channel 4 website	769	604	339	457	634	719	442	550	769
	2%	2%	2%	2%	5% ^{abc}	2%	2%	2%	4% ^{efg}
The Guardian website	1606	1214	699	810	1338	1333	935	1218	1606
	4%	3%	5%	4%	11% ^{abc}	3%	4%	4%	9% ^{efg}
The Telegraph\Sunday Telegraph website	634	504	321	282	558	519	430	523	634
	1%	1%	2%	1%	5% ^{abc}	1%	2%	2%	3% ^{eg}
The Times\Sunday Times website	682	482	324	411	578	522	445	567	682
	2%	1%	2%	2%	5% ^{abc}	1%	2%	2%	4% ^{efg}
The Independent website	396	249	294	285	338	357	322	364	396
	1%	1%	2% ^a	1%	3% ^a	1%	1%	1%	2% ^e

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

Media Owner/Provider overview (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - At least Occasionally)

Base: All news consumers (at least occasionally) - TV, Newspapers, Radio, Internet

	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED				
	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	
Unweighted Base	1931	613	870	458	1776	941	1280	702	
Weighted Base	45268	15134	20590	12076	41439	22612	30396	18289	
The Sun website	786 2%	549 1%	278 2%	392 2%	492 4%abc	679 2%	407 2%	503 2%	786 4%efg
The Daily Mail website	835 2%	512 1%	326 2%	368 2%	734 6%abc	652 2%	557 2%	835 2%	835 5%efg
The Star website	135 *	135 *	29 *	88 *	106 1%	135 *	87 *	106 *	135 1%
Daily Express website	187 *	155 *	105 1%	103 *	44 *	155 *	105 *	118 *	187 1%
Daily Mirror website	306 1%	205 1%	119 1%	147 1%	215 2%a	269 1%	119 1%	212 1%	306 2%ef
The News of the World website	99 *	99 *	99 1%	48 *	99 1%	99 *	99 *	48 *	99 1%
Sky News website	2969 7%	2405 6%	1152 8%	1528 7%	2305 19%abc	2622 6%	1784 8%	2051 7%	2969 16%efg
The Financial Times website	615 1%	426 1%	204 1%	339 2%	465 4%abc	529 1%	325 1%	522 2%	615 3%efg
Google news\Yahoo news\MSN news	6928 15%	5324 14%	2801 19%a	3252 16%	4609 38%abc	5912 14%	3682 16%	4504 15%	6928 38%efg
Blogs	511 1%	257 1%	122 1%	283 1%	397 3%abc	336 1%	176 1%	387 1%	511 3%efg
Other website	1626 4%	1058 3%	543 4%	726 4%	999 8%abc	1409 3%	680 3%	914 3%	1626 9%efg
SUMMARY CODES									
BBC Owner / Provider	40582 90%	34795 93% ^c	14738 97% ^{acd}	18584 90%	11181 93%	38280 92%	21842 97% ^{egh}	27711 91%	16915 92%
ITV Owner	23611 52%	21850 59% ^{cd}	8699 57% ^d	10998 53% ^d	5372 44%	23540 57% ^h	12838 53% ^h	16213 53% ^h	8260 45%
ITN provider	27497 61%	25083 67% ^d	10535 70% ^d	13283 65% ^d	6801 56%	27377 66% ^h	15196 67% ^{gh}	19126 63% ^h	10474 57%
News Corp Owner / Provider	17792 39%	14679 39%	6837 45% ^a	12198 59% ^{abd}	5449 45% ^a	16288 39%	9676 43%	17226 57% ^{efh}	8076 44% ^e
News International Owner / Provider	17187 38%	14235 38%	6678 44% ^a	12097 59% ^{abd}	5170 43%	15753 38%	9431 42%	17021 56% ^{efh}	7671 42%
Sky Owner	11829 26%	10720 29%	4122 27%	5797 28%	4648 38% ^{abc}	11481 28%	6332 28%	8338 27%	6756 37% ^{efg}
Sky Provider	21324 47%	18794 50%	9380 62% ^{ac}	10388 50%	6949 58% ^{ac}	20399 49%	13848 61% ^{egh}	14789 49%	10256 56% ^{eg}
News Corp or Sky Owner	23426 52%	19783 53%	8245 54%	13669 66% ^{ab}	7388 61% ^{ab}	21757 53%	12272 54%	19742 65% ^{efh}	10955 60% ^{ef}
News Corp or Sky Provider	28998 64%	24404 65%	11202 74% ^a	15511 75% ^a	8604 71% ^a	26893 65%	16689 74% ^e	22301 73% ^e	12827 70% ^e

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

OFCOM NEWS STUDY (QS7603 - 611246)

Media Owner/Provider overview (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - At least Occasionally)

Base: All news consumers (at least occasionally) - TV, Newspapers, Radio, Internet

	Total	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED			
		Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	1931	1600	613	870	458	1776	941	1280	702
Weighted Base	45268	37290	15134	20590	12076	41439	22612	30396	18289
Channel 4 Owner	10462 23%	9228 25%	4507 30%a	5603 27%	3539 29%	10413 25%	6106 27%	7846 26%	5296 29%
Northern Shell owner	9485 21%	8619 23%	3574 24%	5620 27%ad	2498 21%	9384 23%	5077 22%	7829 26%	4157 23%
Northern Shell provider	4390 10%	3924 11%	1646 11%	3160 15%abd	939 8%	4289 10%	2347 14%efh	4292 14%efh	1822 10%
Associated Newspapers Owner / Provider	9507 21%	8037 22%	3584 24%	6551 32%abd	2701 22%	8994 22%	5321 24%	9220 30%efh	3875 21%
Trinity Mirror Owner / Provider	7569 17%	6560 18%	2863 19%	5581 27%abd	2173 18%	7088 17%	4166 18%	7474 25%efh	2906 16%
Telegraph Media Group Owner / Provider	3847 8%	3302 9%	2063 14%a	2563 12%a	1809 15%a	3633 9%	2540 11%e	3736 12%e	2191 12%e
Guardian Media Group Owner / Provider	4782 11%	3564 10%	2458 16%a	3136 15%a	2503 21%ac	4085 10%	3047 13%e	4394 14%e	3380 18%efg
Independent Print Ltd Owner / Provider	2798 6%	2321 6%	1804 12%a	1955 9%a	1469 12%a	2600 6%	2078 9%e	2766 9%e	1955 11%e
Pearson Owner / Provider	1000 2%	729 2%	388 3%	562 3%	610 5%abc	832 2%	540 2%	907 3%	850 5%ef
Commercial Radio	10895 24%	9481 25%	7560 50%acd	5891 29%	3932 33%a	10173 25%	10895 48%egh	7816 26%	5471 30%e
Other Owner/Provider	20147 45%	16255 44%	7852 52%a	10967 53%a	7710 64%abc	18109 44%	10883 48%e	15758 52%e	11747 64%efg
BBC Owner / Provider ONLY	2472 5%	1892 5%c	488 3%c	28 *	382 3%c	2115 5%gh	777 3%g	132 *	561 3%g
ITV Owner ONLY	472 1%	443 1%bcd	-	-	-	472 1%fgh	-	-	16 *
ITN Provider ONLY	491 1%	462 1%bcd	-	-	-	491 1%fgh	-	-	16 *
News Corp Owner / Provider ONLY	161 *	26 *	-	161 1%ab	-	43 *	-	161 1%ef	-
News International Owner / Provider ONLY	161 *	26 *	-	161 1%ab	-	43 *	-	161 1%ef	-
Sky Owner ONLY	292 1%	223 1%	-	21 *	87 1%b	223 1%f	-	53 *	87 *f
Sky Provider ONLY	439 1%	274 1%c	76 1%	21 *	87 1%	274 1%	112 *	53 *	87 *
News Corp or Sky Owner ONLY	526 1%	322 1%b	-	231 1%b	87 1%b	339 1%f	-	287 1%f	87 *f
News Corp or Sky Provider ONLY	540 1%	294 1%	76 1%	221 1%d	-	311 1%h	127 1%	244 1%h	-

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

CAPI OmniBus



Media Owner/Provider overview (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - At least Occasionally)
 Base: All news consumers (at least occasionally) - TV, Newspapers, Radio, Internet

	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED			
	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	1931	613	870	458	1776	941	1280	702
Weighted Base	45268	15134	20590	12076	41439	22612	30396	18289
Channel 4 Owner ONLY	-	-	-	-	-	-	-	-
Northern Shell Owner ONLY	35*	-	-	-	35*	-	-	-
Northern Shell Provider ONLY	-	-	-	-	-	-	-	-
Associated Newspapers Owner / Provider ONLY	9*	-	9*	-	-	-	9*	-
Trinity Mirror Owner / Provider ONLY	108*	-	108* 1%a	-	14*	-	108* 1%e	18*
Telegraph Media Group Owner / Provider ONLY	-	-	-	-	-	-	-	-
Guardian Media Group Owner / Provider ONLY	19*	-	-	19*	-	-	19*	19*
Independent Print Ltd Owner / Provider ONLY	33*	-	33*	-	33*	-	33*	-
Pearson Owner / Provider ONLY	-	-	-	-	-	-	-	-
Commercial Radio ONLY	164*	76* 1%ac	-	-	16* *	164* 1%egh	-	-
Other Owner/Provider ONLY	643* 1%	169* *	244* 1%b	244* 2%ab	273* 1%	46* *	282* 1%f	356* 2%ef
Don't know	-	-	-	-	-	-	-	-

OFCOM NEWS STUDY (QS7603 - 611246)

Media Owner/Provider overview (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - At least Occasionally)
 Base: All news consumers (at least occasionally) - TV, Newspapers, Radio, Internet

	Total	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED			
		Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	1931	1600	613	870	458	1776	941	1280	702
Weighted Base	45268	37290	15134	20590	12076	41439	22612	30396	18289
BBC One	34671 77%	31787 85%cd	12616 83%cd	16253 79%cd	8540 71%	34671 84%gh	18716 83%gh	23915 79%h	13477 74%
BBC Two	8233 18%	7642 20%	3687 24%	4441 22%	2321 19%	8233 20%	4897 22%	5895 19%	3541 19%
ITV1	23333 52%	21644 58%cd	8549 56%cd	10874 53%cd	5139 43%	23333 56%h	12624 53%h	16043 53%h	7983 44%
Channel 4	10174 22%	9021 24%	4387 29%a	5422 26%	3268 27%	10174 25%	5948 26%	7627 25%	5008 27%
Five	5799 13%	5345 14%	2301 15%	3026 15%	1682 14%	5799 14%	3230 14%	4242 14%	2607 14%
BBC News channel	11705 26%	10860 29%	4916 32%	6537 32%	3900 32%	11705 28%	6653 29%	9120 30%	5899 32%
Sky News channel	10818 24%	10117 27%	3724 25%	5345 26%	3881 32%abc	10818 26%	5846 26%	7639 25%	5745 31%efg
CNN	1894 4%	1634 4%	669 4%	1091 5%	922 8%ab	1894 5%	895 4%	1621 5%	1263 7%ef
Star News	525 1%	462 1%	208 1%	177 1%	102 1%	525 1%	291 1%	408 1%	127 1%
Fox News	526 1%	507 1%	233 2%	193 1%	221 2%	526 1%	305 1%	400 1%	286 2%
Euronews	817 2%	789 2%	391 3%	313 2%	313 3%	817 2%	464 2%	510 2%	398 2%
Other channel	1341 3%	1157 3%	287 2%	568 3%	245 2%	1341 3%	521 2%	861 3%	438 2%
Daily Mail	8232 18%	7104 19%	3169 21%	5847 28%abd	2127 18%	7871 19%	4601 20%	8232 27%efh	3157 17%
Daily Star	1741 4%	1571 4%	567 4%	1306 6%ab	470 4%	1672 4%	892 4%	1741 6%e	737 4%
Daily Express	2539 6%	2304 6%	1082 7%cd	1895 9%ad	496 4%	2539 6%	1399 6%	2539 8%eh	1015 6%
The Sun	10295 23%	8708 23%	3326 22%	7332 36%abd	2306 19%	9627 23%	5130 23%	10295 34%efh	3790 21%
The Mirror	5369 12%	4752 13%	2143 14%	4041 20%abd	1554 13%	5062 12%	3195 14%	5369 18%efh	2082 11%
The Guardian	3440 8%	2399 6%	1829 12%a	2514 12%a	1785 15%a	2801 7%	2318 10%e	3440 11%e	2337 13%e
The Independent	2364 5%	2071 6%	1604 11%a	1738 8%a	1248 10%a	2270 5%	1859 8%e	2364 8%e	1702 9%e

Fieldwork : 19/11/10 - 23/11/10 (Week 46)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

OFCOM NEWS STUDY (QS7603 - 611246)

Media Owner/Provider overview (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - At least Occasionally)
 Base: All news consumers (at least occasionally) - TV, Newspapers, Radio, Internet

	Total	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED			
		Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	1931	1600	613	870	458	1776	941	1280	702
Weighted Base	45268	37290	15134	20590	12076	41439	22612	30396	18289
The Times	4753 11%	3820 10%	2308 15%a	3831 19%a	2072 17%a	4161 10%	3049 13%e	4753 16%e	2936 16%e
The Telegraph	2979 7%	2583 7%	1588 10%a	2163 11%a	1178 10%	2829 7%	1932 9%	2979 10%e	1466 8%
Financial Times	675 1%	523 1%	308 2%	482 2%	404 3%a	593 1%	372 2%	675 2%	525 3%e
Morning Star	171 *	171 *	55 *	116 1%	60 1%	171 *	116 1%	171 1%	60 *
The Herald/The Scotsman/Daily Record	910 2%	798 2%	228 2%	572 3%d	94 1%	876 2%h	362 2%	910 3%fh	156 1%
The Western Mail/Daily Post	73 *	73 *	73 *	73 *	30 *	73 *	73 *	73 *	30 *
Any regional or local newspaper (e.g. Evening Standard, Metro, Birmingham Post, Manchester Evening News, etc)	7082 16%	5846 16%	2821 19%	5088 25%abd	1723 14%	6413 15%	3642 16%	7082 23%efh	2660 15%
Other newspaper	1162 3%	896 2%	334 2%	819 4%a	297 2%	1034 2%	638 3%	1162 4%e	476 3%
The Observer	2245 5%	1766 5%	1378 9%a	1682 8%a	1035 9%a	2031 5%	1550 7%e	2245 7%e	1526 8%e
The Sunday Telegraph	1949 4%	1621 4%	980 6%a	1380 7%a	839 7%a	1825 4%	1194 5%	1949 6%e	1026 6%
The Sunday Times	4750 10%	4021 11%	2317 15%a	3546 17%a	2180 18%a	4401 11%	3043 13%e	4750 16%e	2884 16%e
The Independent on Sunday	1151 3%	959 3%	777 5%a	848 4%a	528 4%	1087 3%	881 4%	1151 4%	783 4%e
Sunday Mirror	4259 9%	3649 10%	1639 11%	3111 15%abd	1274 11%	3898 9%	2260 10%	4259 14%efh	1741 10%
News of the World	6696 15%	5595 15%	2281 15%	4844 24%abd	1539 13%	6239 15%	3195 14%	6696 22%efh	2566 14%
The Sunday Herald	121 *	70 *	89 1%	47 *	33 *	70 *	106 *	121 *	47 *
Wales on Sunday	42 *	42 *	24 *	42 *	- *	42 *	42 *	42 *	- *
Weekly magazines (e.g. The Economist, The Spectator, New Statesman, etc)	272 1%	209 1%	51 *	212 1%	166 1%	248 1%	51 *	272 1%	212 1%f
The Mail on Sunday	2533 6%	2338 6%d	903 6%	1760 9%ad	419 3%	2466 6%h	1483 7%h	2533 8%eh	637 3%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

OFCOM NEWS STUDY (QS7603 - 611246)

Media Owner/Provider overview (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - At least Occasionally)

Base: All news consumers (at least occasionally) - TV, Newspapers, Radio, Internet

	Total	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED			
		Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	1931	1600	613	870	458	1776	941	1280	702
Weighted Base	45268	37290	15134	20590	12076	41439	22612	30396	18289
The Daily Star on Sunday	146	113	-	146	-	146	58	146	-
	*	*	-	1%b	-	*	*	*	-
The Sunday Express	404	372	202	363	85	404	276	404	133
	1%	1%	1%	2%	1%	1%	1%	1%	1%
The People	520	469	160	468	79	520	250	520	103
	1%	1%	1%	2% ^d	1%	1%	1%	2% ^h	1%
Other weekend/weekly newspaper or weekly magazine	1774	1448	621	1053	350	1609	887	1774	542
	4%	4%	4%	5%	3%	4%	4%	6% ^{eh}	3%
Any BBC national radio station (e.g. BBC Radio One, BBC Radio Two, BBC World Service)	15213	13131	10876	8315	5302	14211	15213	11282	7380
	34%	35%	72% ^{acd}	40% ^a	44% ^a	34%	67% ^{egh}	37%	40% ^e
Any BBC local/regional radio station	5272	4886	3710	3037	1827	5033	5272	4001	2536
	12%	13%	25% ^{acd}	15%	15%	12%	23% ^{egh}	13%	14%
Absolute Radio	1008	825	741	641	369	926	1008	747	648
	2%	2%	5% ^a	3%	3%	2%	4% ^{eg}	2%	4%
Classic FM	2604	2226	1982	1654	1099	2420	2604	1997	1595
	6%	6%	13% ^{ac}	8%	9% ^a	6%	12% ^{eg}	7%	9% ^e
talkSPORT	2667	2379	1817	1651	1071	2496	2667	2061	1555
	6%	6%	12% ^{ac}	8%	9%	6%	12% ^{egh}	7%	9% ^e
Any other commercial radio station (e.g. Heart FM, Smooth, Capital, Gold)	6469	5614	4349	3125	2109	6034	6469	4344	2863
	14%	15%	29% ^{acd}	15%	17%	15%	29% ^{egh}	14%	16%
Other radio station	754	506	417	306	196	641	754	532	287
	2%	1%	3% ^a	1%	2%	2%	3% ^{egh}	2%	2%
BBC website	10820	8430	4609	5173	8078	9293	6285	7340	10820
	24%	23%	30% ^{ac}	25%	67% ^{abc}	22%	28% ^e	24%	59% ^{efg}
ITV website	1078	984	558	581	767	1007	734	788	1078
	2%	3%	4%	3%	6% ^{ac}	2%	3%	3%	6% ^{efg}
Channel 4 website	769	604	339	457	634	719	442	550	769
	2%	2%	2%	2%	5% ^{abc}	2%	2%	2%	4% ^{efg}
The Guardian website	1606	1214	699	810	1338	1333	935	1218	1606
	4%	3%	5%	4%	11% ^{abc}	3%	4%	4%	9% ^{efg}
The Telegraph\Sunday Telegraph website	634	504	321	282	558	519	430	523	634
	1%	1%	2%	1%	5% ^{abc}	1%	2%	2%	3% ^{eg}
The Times\Sunday Times website	682	482	324	411	578	522	445	567	682
	2%	1%	2%	2%	5% ^{abc}	1%	2%	2%	4% ^{efg}
The Independent website	396	249	294	285	338	357	322	364	396
	1%	1%	2% ^a	1%	3% ^a	1%	1%	1%	2% ^e

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

Media Owner/Provider overview (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - At least Occasionally)

Base: All news consumers (at least occasionally) - TV, Newspapers, Radio, Internet

	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED				
	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	
Unweighted Base	1931	613	870	458	1776	941	1280	702	
Weighted Base	45268	15134	20590	12076	41439	22612	30396	18289	
The Sun website	786 2%	549 1%	278 2%	392 2%	492 4%abc	679 2%	407 2%	503 2%	786 4%efg
The Daily Mail website	835 2%	512 1%	368 2%	734 6%abc	652 2%	557 2%	547 2%	835 5%efg	
The Star website	135 *	135 *	29 *	88 *	106 1%	135 *	87 *	106 *	135 1%
Daily Express website	187 *	155 *	105 1%	103 *	44 *	155 *	105 *	118 *	187 1%
Daily Mirror website	306 1%	205 1%	119 1%	147 1%	215 2%a	269 1%	119 1%	212 1%	306 2%ef
The News of the World website	99 *	99 *	99 1%	48 *	99 1%	99 *	48 *	99 *	99 1%
Sky News website	2969 7%	2405 6%	1152 8%	1528 7%	2305 19%abc	2622 6%	1784 8%	2051 7%	2969 16%efg
The Financial Times website	615 1%	426 1%	204 1%	339 2%	465 4%abc	529 1%	325 1%	522 2%	615 3%efg
Google news\Yahoo news\MSN news	6928 15%	5324 14%	2801 19%a	3252 16%	4609 38%abc	5912 14%	3682 16%	4504 15%	6928 38%efg
Blogs	511 1%	257 1%	122 1%	283 1%	397 3%abc	336 1%	176 1%	387 1%	511 3%efg
Other website	1626 4%	1058 3%	543 4%	726 4%	999 8%abc	1409 3%	680 3%	914 3%	1626 9%efg
SUMMARY CODES									
BBC Owner / Provider	40582 90%	34795 93%c	14738 97%acd	18584 90%	11181 93%	38280 92%	21842 97%egh	27711 91%	16915 92%
ITV Owner	23611 52%	21850 59%cd	8699 57%d	10998 53%d	5372 44%	23540 57%h	12838 53%h	16213 53%h	8260 45%
ITN provider	27497 61%	25083 67%d	10535 70%d	13283 65%d	6801 56%	27377 66%h	15196 67%gh	19126 63%h	10474 57%
News Corp Owner / Provider	17792 39%	14679 39%	6837 45%a	12198 59%abd	5449 45%a	16288 39%	9676 43%	17226 57%efh	8076 44%e
News International Owner / Provider	17187 38%	14235 38%	6678 44%a	12097 59%abd	5170 43%	15753 38%	9431 42%	17021 56%efh	7671 42%
Sky Owner	11829 26%	10720 29%	4122 27%	5797 28%	4648 38%abc	11481 28%	6332 28%	8338 27%	6756 37%efg
Sky Provider	21324 47%	18794 50%	9380 62%ac	10388 50%	6949 58%ac	20399 49%	13848 61%egh	14789 49%	10256 56%eg
News Corp or Sky Owner	23426 52%	19783 53%	8245 54%	13669 66%ab	7388 61%ab	21757 53%	12272 54%	19742 65%efh	10955 60%ef
News Corp or Sky Provider	28998 64%	24404 65%	11202 74%a	15511 75%a	8604 71%a	26893 65%	16689 74%e	22301 73%e	12827 70%e

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

OFCOM NEWS STUDY (QS7603 - 611246)

Media Owner/Provider overview (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - At least Occasionally)

Base: All news consumers (at least occasionally) - TV, Newspapers, Radio, Internet

	Total	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED			
		Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	1931	1600	613	870	458	1776	941	1280	702
Weighted Base	45268	37290	15134	20590	12076	41439	22612	30396	18289
Channel 4 Owner	10462 23%	9228 25%	4507 30%a	5603 27%	3539 29%	10413 25%	6106 27%	7846 26%	5296 29%
Northern Shell owner	9485 21%	8619 23%	3574 24%	5620 27%ad	2498 21%	9384 23%	5077 22%	7829 26%	4157 23%
Northern Shell provider	4390 10%	3924 11%	1646 11%	3160 15%abd	939 8%	4289 10%	2347 14%efh	4292 14%efh	1822 10%
Associated Newspapers Owner / Provider	9507 21%	8037 22%	3584 24%	6551 32%abd	2701 22%	8994 22%	5321 24%	9220 30%efh	3875 21%
Trinity Mirror Owner / Provider	7569 17%	6560 18%	2863 19%	5581 27%abd	2173 18%	7088 17%	4166 18%	7474 25%efh	2906 16%
Telegraph Media Group Owner / Provider	3847 8%	3302 9%	2063 14%a	2563 12%a	1809 15%a	3633 9%	2540 11%e	3736 12%e	2191 12%e
Guardian Media Group Owner / Provider	4782 11%	3564 10%	2458 16%a	3136 15%a	2503 21%ac	4085 10%	3047 13%e	4394 14%e	3380 18%efg
Independent Print Ltd Owner / Provider	2798 6%	2321 6%	1804 12%a	1955 9%a	1469 12%a	2600 6%	2078 9%e	2766 9%e	1955 11%e
Pearson Owner / Provider	1000 2%	729 2%	388 3%	562 3%	610 5%abc	832 2%	540 2%	907 3%	850 5%ef
Commercial Radio	10895 24%	9481 25%	7560 50%acd	5891 29%	3932 33%a	10173 25%	10895 48%egh	7816 26%	5471 30%e
Other Owner/Provider	20147 45%	16255 44%	7852 52%a	10967 53%a	7710 64%abc	18109 44%	10883 48%e	15758 52%e	11747 64%efg
BBC Owner / Provider ONLY	2472 5%	1892 5%c	488 3%c	28 *	382 3%c	2115 5%gh	777 3%g	132 *	561 3%g
ITV Owner ONLY	472 1%	443 1%bcd	-	-	-	472 1%fgh	-	-	16 *
ITN Provider ONLY	491 1%	462 1%bcd	-	-	-	491 1%fgh	-	-	16 *
News Corp Owner / Provider ONLY	161 *	26 *	-	161 1%ab	-	43 *	-	161 1%ef	-
News International Owner / Provider ONLY	161 *	26 *	-	161 1%ab	-	43 *	-	161 1%ef	-
Sky Owner ONLY	292 1%	223 1%	-	21 *	87 1%b	223 1%f	-	53 *	87 *f
Sky Provider ONLY	439 1%	274 1%c	76 1%	21 *	87 1%	274 1%	112 *	53 *	87 *
News Corp or Sky Owner ONLY	526 1%	322 1%b	-	231 1%b	87 1%b	339 1%f	-	287 1%f	87 *f
News Corp or Sky Provider ONLY	540 1%	294 1%	76 1%	221 1%d	-	311 1%h	127 1%	244 1%h	-

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

CAPI OmniBus



OFCOM NEWS STUDY (QS7603 - 611246)

Media Owner/Provider overview (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - At least Occasionally)
 Base: All news consumers (at least occasionally) - TV, Newspapers, Radio, Internet

	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED			
	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	1931	613	870	458	1776	941	1280	702
Weighted Base	45268	15134	20590	12076	41439	22612	30396	18289
Channel 4 Owner ONLY	-	-	-	-	-	-	-	-
Northern Shell Owner ONLY	35*	-	-	-	35*	-	-	-
Northern Shell Provider ONLY	-	-	-	-	-	-	-	-
Associated Newspapers Owner / Provider ONLY	9*	-	9*	-	-	-	9*	-
Trinity Mirror Owner / Provider ONLY	108*	-	108* 1%a	-	14*	-	108* 1%e	18*
Telegraph Media Group Owner / Provider ONLY	-	-	-	-	-	-	-	-
Guardian Media Group Owner / Provider ONLY	19*	-	-	19*	-	-	19*	19*
Independent Print Ltd Owner / Provider ONLY	33*	-	33*	-	33*	-	33*	-
Pearson Owner / Provider ONLY	-	-	-	-	-	-	-	-
Commercial Radio ONLY	164*	76* 1%ac	-	-	16* *	164* 1%egh	-	-
Other Owner/Provider ONLY	643* 1%	169* *	244* 1%b	244* 2%ab	273* 1%	46* *	282* 1%f	356* 2%ef
Don't know	-	-	-	-	-	-	-	-

Media Owner/Provider overview (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - At least Occasionally)

Base: All news consumers (at least occasionally) - TV, Newspapers, Radio, Internet

	Total	Q2 MAIN PLATFORM				Q1A - TV, RADIO, NEWSPAPERS OR INTERNET
		Main TV	Main Radio	Main Newspaper	Main Internet	
		(a)	(b)	(c)	(d)	
					(e)	
Unweighted Base	1931	1248	176	282	182	1900
Weighted Base	45268	28593	4536	6438	4757	44616
BBC One	34671 77%	24201 85%bcd	3411 75%cd	4308 67%cd	2062 43%	34408 77%
BBC Two	8233 18%	5591 20%cd	954 21%cd	1169 18%cd	424 9%	8135 18%
ITV1	23333 52%	17266 60%bcd	1936 43%cd	2510 39%cd	1171 25%	23046 52%
Channel 4	10174 22%	6750 24%	1269 28%cd	1186 18%	822 17%	10082 23%
Five	5799 13%	3999 14%cd	457 10%	840 13%cd	299 6%	5716 13%
BBC News channel	11705 26%	7793 27%	1250 28%	1432 22%	1045 22%	11627 26%
Sky News channel	10818 24%	7820 27%abc	495 11%	1278 20%b	978 21%b	10718 24%
CNN	1894 4%	1249 4%b	39 1%	290 5%b	298 6%b	1894 4%
Star News	525 1%	366 1%	52 1%	70 1%	19 *	507 1%
Fox News	526 1%	462 2%	- -	63 1%	- -	526 1%
Euronews	817 2%	561 2%	73 2%	102 2%	52 1%	817 2%
Other channel	1341 3%	993 3%	138 3%	162 3%	49 1%	1317 3%
Daily Mail	8232 18%	4930 17%	738 16%	1840 29%abd	573 12%	8206 18%
Daily Star	1741 4%	1278 4%	67 1%	312 5%	84 2%	1741 4%
Daily Express	2539 6%	1603 6%cd	218 5%cd	583 9%cd	51 1%	2539 6%
The Sun	10295 23%	6524 23%b	445 10%	2344 36%abd	833 18%b	10281 23%
The Mirror	5369 12%	3551 12%b	245 5%	1158 18%abd	354 7%	5356 12%
The Guardian	3440 8%	1292 5%	877 19%ac	696 11%a	551 12%a	3440 8%
The Independent	2364 5%	972 3%	649 14%acd	463 7%a	252 5%	2364 5%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d

Media Owner/Provider overview (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - At least Occasionally)

Base: All news consumers (at least occasionally) - TV, Newspapers, Radio, Internet

	Total	Q2 MAIN PLATFORM				Q1A - TV, RADIO, NEWSPAPERS OR INTERNET
		Main TV	Main Radio	Main Newspaper	Main Internet	
		(a)	(b)	(c)	(d)	
					(e)	
Unweighted Base	1931	1248	176	282	182	1900
Weighted Base	45268	28593	4536	6438	4757	44616
The Times	4753 11%	2121 7%	582 13%a	1286 20%a	686 14%a	4753 11%
The Telegraph	2979 7%	1334 5%	463 10%a	801 12%a	331 7%	2979 7%
Financial Times	675 1%	191 1%	86 2%	186 3%a	212 4%a	675 2%
Morning Star	171 *	80 *	-	91 1%a	-	171 *
The Herald/The Scotsman/Daily Record	910 2%	649 2%	33 1%	189 3%	23 *	910 2%
The Western Mail/Daily Post	73 *	-	24 1%a	48 1%a	-	73 *
Any regional or local newspaper (e.g. Evening Standard, Metro, Birmingham Post, Manchester Evening News, etc)	7082 16%	4029 14%	610 13%	1590 25%abd	712 15%	7056 16%
Other newspaper	1162 3%	615 2%	193 4%	270 4%	84 2%	1147 3%
The Observer	2245 5%	718 3%	755 17%acd	564 9%a	184 4%	2245 5%
The Sunday Telegraph	1949 4%	862 3%	382 8%ad	555 9%ad	126 3%	1949 4%
The Sunday Times	4750 10%	2628 9%	467 10%	971 15%a	617 13%	4750 11%
The Independent on Sunday	1151 3%	433 2%	286 6%ad	354 6%ad	54 1%	1151 3%
Sunday Mirror	4259 9%	2790 10%	250 6%	858 13%bd	259 5%	4246 10%
News of the World	6696 15%	4167 15%	409 9%	1549 24%abd	464 10%	6655 15%
The Sunday Herald	121 *	70 *	33 1%	-	17 *	121 *
Wales on Sunday	42 *	19 *	-	24 *	-	42 *
Weekly magazines (e.g. The Economist, The Spectator, New Statesman, etc)	272 1%	110 *	-	107 2%a	31 1%	272 1%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d

Media Owner/Provider overview (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - At least Occasionally)**Base: All news consumers (at least occasionally) - TV, Newspapers, Radio, Internet**

	Total	Q2 MAIN PLATFORM				Q1A - TV, RADIO, NEWSPAPERS OR INTERNET
		Main TV	Main Radio	Main Newspaper	Main Internet	
		(a)	(b)	(c)	(d)	
					(e)	
Unweighted Base	1931	1248	176	282	182	1900
Weighted Base	45268	28593	4536	6438	4757	44616
The Mail on Sunday	2533 6%	1625 6% ^d	308 7% ^d	444 7% ^d	82 2%	2533 6%
The Daily Star on Sunday	146 *	113 *	-	34 1%	-	146 *
The Sunday Express	404 1%	233 1%	-	171 3% ^{abd}	-	404 1%
The People	520 1%	321 1%	-	175 3% ^{bd}	-	520 1%
Other weekend/weekly newspaper or weekly magazine	1774 4%	1049 4%	165 4%	377 6%	145 3%	1737 4%
Any BBC national radio station (e.g. BBC Radio One, BBC Radio Two, BBC World Service)	15213 34%	8067 28%	3395 75% ^{acd}	2103 33%	1330 28%	15213 34%
Any BBC local/regional radio station	5272 12%	3009 11%	1268 28% ^{acd}	507 8%	384 8%	5239 12%
Absolute Radio	1008 2%	533 2%	185 4%	99 2%	173 4%	991 2%
Classic FM	2604 6%	1489 5%	517 11% ^{ad}	406 6%	180 4%	2572 6%
talkSPORT	2667 6%	1835 6%	337 7%	284 4%	197 4%	2615 6%
Any other commercial radio station (e.g. Heart FM, Smooth, Capital, Gold)	6469 14%	3884 14%	1193 26% ^{acd}	684 11%	600 13%	6397 14%
Other radio station	754 2%	329 1%	180 4% ^a	157 2%	88 2%	739 2%
BBC website	10820 24%	5145 18%	1094 24%	1130 18%	3314 70% ^{abc}	10787 24%
ITV website	1078 2%	597 2%	173 4% ^c	56 1%	223 5% ^{ac}	1078 2%
Channel 4 website	769 2%	219 1%	144 3% ^a	48 1%	295 6% ^{ac}	769 2%
The Guardian website	1606 4%	555 2%	259 6% ^a	309 5% ^a	482 10% ^{ac}	1606 4%
The Telegraph\Sunday Telegraph website	634 1%	378 1%	29 1%	47 1%	180 4% ^{ac}	634 1%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d

Media Owner/Provider overview (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - At least Occasionally)**Base: All news consumers (at least occasionally) - TV, Newspapers, Radio, Internet**

	Total	Q2 MAIN PLATFORM				Q1A - TV, RADIO, NEWSPAPERS OR INTERNET (e)
		Main TV	Main Radio	Main Newspaper	Main Internet	
		(a)	(b)	(c)	(d)	
Unweighted Base	1931	1248	176	282	182	1900
Weighted Base	45268	28593	4536	6438	4757	44616
The Times\Sunday Times website	682 2%	241 1%	29 1%	106 2%	306 6%abc	682 2%
The Independent website	396 1%	35 *	59 1%a	106 2%a	195 4%a	396 1%
The Sun website	786 2%	408 1%	84 2%	15 *	279 6%ac	786 2%
The Daily Mail website	835 2%	296 1%	59 1%	131 2%	318 7%abc	835 2%
The Star website	135 *	58 *	29 1%	- -	48 1%	135 *
Daily Express website	187 *	89 *	60 1%	22 *	15 *	187 *
Daily Mirror website	306 1%	135 *	29 1%	41 1%	101 2%a	306 1%
The News of the World website	99 *	51 *	29 1%	- -	19 *	99 *
Sky News website	2969 7%	1692 6%	107 2%	346 5%	801 17%abc	2969 7%
The Financial Times website	615 1%	117 *	85 2%a	163 3%a	227 5%a	615 1%
Google news\Yahoo news\MSN news	6928 15%	3574 13%	662 15%	683 11%	1846 39%abc	6867 15%
Blogs	511 1%	117 *	86 2%a	33 1%	276 6%ac	511 1%
Other website	1626 4%	628 2%	245 5%a	207 3%	509 11%ac	1626 4%
SUMMARY CODES						
BBC Owner / Provider	40582 90%	26526 93%cd	4224 93%cd	5087 79%	3964 83%	40278 90%
ITV Owner	23611 52%	17385 61%bcd	1975 44%d	2510 39%d	1261 27%	23323 52%
ITN provider	27497 61%	19499 68%abcd	2641 58%cd	3104 48%cd	1715 36%	27151 61%
News Corp Owner / Provider	17792 39%	10487 37%	1357 30%	3846 60%abd	1809 38%	17733 40%
News International Owner / Provider	17187 38%	10122 35%	1292 28%	3831 60%abd	1668 35%	17146 38%
Sky Owner	11829 26%	8264 29%bc	563 12%	1403 22%b	1328 28%b	11728 26%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d

Media Owner/Provider overview (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - At least Occasionally)**Base: All news consumers (at least occasionally) - TV, Newspapers, Radio, Internet**

	Total	Q2 MAIN PLATFORM				Q1A - TV, RADIO, NEWSPAPERS OR INTERNET (e)
		Main TV	Main Radio	Main Newspaper	Main Internet	
		(a)	(b)	(c)	(d)	
Unweighted Base	1931	1248	176	282	182	1900
Weighted Base	45268	28593	4536	6438	4757	44616
Sky Provider	21324	14233	2213	2574	1853	21045
	47%	50%cd	49%	40%	39%	47%
News Corp or Sky Owner	23426	14834	1580	4105	2462	23267
	52%	52%b	35%	64%abd	52%b	52%
News Corp or Sky Provider	28998	18360	2733	4553	2770	28674
	64%	64%	60%	71%abd	58%	64%
Channel 4 Owner	10462	6768	1338	1219	961	10370
	23%	24%	30%c	19%	20%	23%
Northern Shell owner	9485	6481	701	1574	468	9402
	21%	23%bd	15%	24%bd	10%	21%
Northern Shell provider	4390	2968	288	881	169	4390
	10%	10%cd	6%	14%bd	4%	10%
Associated Newspapers Owner / Provider	9507	5747	774	1921	868	9481
	21%	20%	17%	30%abd	18%	21%
Trinity Mirror Owner / Provider	7569	4843	383	1633	570	7556
	17%	17%b	8%	25%abd	12%	17%
Telegraph Media Group Owner / Provider	3847	1803	530	930	535	3847
	8%	6%	12%a	14%a	11%a	9%
Guardian Media Group Owner / Provider	4782	1979	1115	871	794	4782
	11%	7%	25%ac	14%a	17%a	11%
Independent Print Ltd Owner / Provider	2798	1135	679	568	363	2798
	6%	4%	15%ad	9%a	8%a	6%
Pearson Owner / Provider	1000	308	142	218	309	1000
	2%	1%	3%a	3%a	6%a	2%
Commercial Radio	10895	6747	1871	1182	958	10774
	24%	24%	41%acd	18%	20%	24%
Other Owner/Provider	20147	11733	2045	3032	2896	19931
	45%	41%	45%	47%	61%abc	45%
BBC Owner / Provider ONLY	2472	1667	331	14	382	2403
	5%	6%cd	7%cd	*	8%cd	5%
ITV Owner ONLY	472	472	-	-	-	443
	1%	2%cd	-	-	-	1%
ITN Provider ONLY	491	491	-	-	-	462
	1%	2%cd	-	-	-	1%
News Corp Owner / Provider ONLY	161	-	-	161	-	161
	*	-	-	3%abd	-	*
News International Owner / Provider ONLY	161	-	-	161	-	161
	*	-	-	3%abd	-	*
Sky Owner ONLY	292	199	-	-	69	292
	1%	1%	-	-	1%	1%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d

Media Owner/Provider overview (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - At least Occasionally)**Base: All news consumers (at least occasionally) - TV, Newspapers, Radio, Internet**

	Total	Q2 MAIN PLATFORM				Q1A - TV, RADIO, NEWSPAPERS OR INTERNET (e)
		Main TV	Main Radio	Main Newspaper	Main Internet	
		(a)	(b)	(c)	(d)	
Unweighted Base	1931	1248	176	282	182	1900
Weighted Base	45268	28593	4536	6438	4757	44616
Sky Provider ONLY	439 1%	234 1%	95 2% ^{cc}	-	69 1%	403 1%
News Corp or Sky Owner ONLY	526 1%	246 1%	-	187 3% ^{ab}	69 1%	526 1%
News Corp or Sky Provider ONLY	540 1%	228 1%	95 2%	176 3% ^{ad}	-	504 1%
Channel 4 Owner ONLY	-	-	-	-	-	-
Northern Shell Owner ONLY	35 *	35 *	-	-	-	35 *
Northern Shell Provider ONLY	-	-	-	-	-	-
Associated Newspapers Owner / Provider ONLY	9 *	-	-	9 *	-	9 *
Trinity Mirror Owner / Provider ONLY	108 *	-	-	108 2% ^a	-	108 *
Telegraph Media Group Owner / Provider ONLY	-	-	-	-	-	-
Guardian Media Group Owner / Provider ONLY	19 *	-	-	-	19 * ^a	19 *
Independent Print Ltd Owner / Provider ONLY	33 *	-	-	33 1% ^a	-	33 *
Pearson Owner / Provider ONLY	-	-	-	-	-	-
Commercial Radio ONLY	164 *	-	134 3% ^{acd}	-	-	76 *
Other Owner/Provider ONLY	643 1%	117 *	14 *	143 2% ^a	328 7% ^{abc}	566 1%
Don't know	-	-	-	-	-	-

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d

OFCOM NEWS STUDY (QS7603 - 611246)

Media Owner/Provider overview (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - At least Occasionally)
 Base: All news consumers (at least occasionally) - TV, Newspapers, Radio, Internet

	MEDIA OWNER/PROVIDER OVERVIEW (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - AT LEAST OCCASIONALLY) - SUMMARY CODES															
	Total	BBC Owner / Provider	ITV Owner	ITN provider	News Corp Owner / Provider	News International Owner / Provider	Sky Owner	Sky Provider	News Corp or Sky Owner	News Corp or Sky Provider	Channel 4 Owner	Northern Shell owner	Northern Shell provider	Associate d Newspaper s Owner / Provider	Trinity Mirror Owner / Provider	Telegraph Media Group Owner / Provider
Unweighted Base	1931	1728	1038	1189	738	714	474	888	970	1214	436	413	185	405	323	149
Weighted Base	45268	40582	23611	27497	17792	17187	11829	21324	23426	28998	10462	9485	4390	9507	7569	3847
BBC One	34671 77%	34671 85%	20240 86%	23233 84%	13796 78%	13295 77%	9099 77%	16953 80%	18014 77%	22413 77%	9094 87%	8095 85%	3622 82%	7892 83%	5943 79%	3134 81%
BBC Two	8233 18%	8233 20%	5006 21%	6019 22%	3320 19%	3136 18%	2179 18%	4644 22%	4207 18%	5629 19%	4212 40%	2915 31%	732 17%	1871 20%	1553 21%	1046 27%
ITV1	23333 52%	21473 53%	23333 99%	23333 85%	9584 54%	9323 54%	5466 46%	11427 54%	12119 52%	15431 53%	6434 61%	6452 68%	2645 60%	5575 59%	4753 63%	1678 44%
Channel 4	10174 22%	9809 24%	6401 27%	10174 37%	4472 25%	4308 25%	2783 24%	6117 29%	5624 24%	7452 26%	10174 97%	4027 42%	1160 26%	2571 27%	1992 26%	1096 28%
Five	5799 13%	5439 13%	4465 19%	5046 18%	2944 17%	2808 16%	1910 16%	5799 27%	3561 15%	5799 20%	3402 33%	5799 61%	705 16%	1552 16%	1509 20%	480 12%
BBC News channel	11705 26%	11705 29%	5941 25%	7468 27%	5459 31%	5296 31%	4482 38%	7016 33%	7291 31%	8718 30%	4178 40%	3296 35%	1652 38%	3351 35%	2333 31%	1688 44%
Sky News channel	10818 24%	9933 24%	5257 22%	6191 23%	5655 32%	5389 31%	10818 91%	10818 51%	10818 46%	10818 37%	2806 27%	3153 33%	1770 40%	3023 32%	2452 32%	1035 27%
CNN	1894 4%	1768 4%	721 3%	944 3%	1299 7%	1219 7%	1215 10%	1590 7%	1635 7%	1734 6%	687 7%	844 9%	482 11%	688 7%	456 6%	176 5%
Star News	525 1%	484 1%	354 2%	369 1%	525 3%	272 2%	262 2%	410 2%	525 2%	525 2%	202 2%	277 3%	114 3%	121 1%	148 2%	75 2%
Fox News	526 1%	526 1%	250 1%	311 1%	423 2%	321 2%	451 4%	507 2%	526 2%	526 2%	238 2%	242 3%	77 2%	229 2%	131 2%	90 2%
Euronews	817 2%	817 2%	418 2%	510 2%	497 3%	377 2%	572 5%	649 3%	635 3%	672 2%	420 4%	394 4%	140 3%	322 3%	171 2%	122 3%
Other channel	1341 3%	1104 3%	413 2%	462 2%	400 2%	400 2%	237 2%	458 2%	488 2%	667 2%	230 2%	216 2%	123 3%	334 4%	181 2%	134 3%
Daily Mail	8232 18%	7750 19%	4802 20%	5734 21%	4261 24%	4225 25%	2797 24%	4395 21%	4960 21%	5849 20%	2316 22%	2497 26%	1454 33%	8232 87%	1966 26%	910 24%
Daily Star	1741 4%	1594 4%	1246 5%	1335 5%	1321 7%	1321 8%	797 7%	1183 6%	1460 6%	1548 5%	518 5%	1741 18%	1741 40%	478 5%	731 10%	130 3%
Daily Express	2539 6%	2415 6%	1461 6%	1710 6%	1234 7%	1183 7%	1118 9%	1427 7%	1635 7%	1774 6%	741 7%	2539 27%	2539 58%	1124 12%	782 10%	213 6%
The Sun	10295 23%	9000 22%	6653 28%	7216 26%	10295 58%	10295 60%	3761 32%	6148 29%	10295 44%	10295 36%	2498 24%	3544 37%	1918 44%	2770 29%	3870 51%	414 11%
The Mirror	5369 12%	4940 12%	3444 15%	3802 14%	3614 20%	3557 21%	2067 17%	3310 16%	4252 18%	4460 15%	1502 14%	1891 20%	1103 25%	1355 14%	5369 71%	298 8%
The Guardian	3440 8%	3237 8%	1134 5%	1924 7%	1685 9%	1685 10%	755 6%	1656 8%	1891 8%	2239 8%	1506 14%	438 5%	69 2%	568 6%	558 7%	350 9%
The Independent	2364 5%	2266 6%	1081 5%	1580 6%	1235 7%	1202 7%	629 5%	1351 6%	1410 6%	1786 6%	1113 11%	420 4%	124 3%	619 7%	388 5%	347 9%
The Times	4753 11%	4458 11%	1735 7%	2549 9%	4753 27%	4753 28%	1700 14%	2637 12%	4753 20%	4753 16%	1541 15%	833 9%	287 7%	1365 14%	804 11%	1174 31%

OFCOM NEWS STUDY (QS7603 - 611246)

Media Owner/Provider overview (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - At least Occasionally)
 Base: All news consumers (at least occasionally) - TV, Newspapers, Radio, Internet

	MEDIA OWNER/PROVIDER OVERVIEW (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - AT LEAST OCCASIONALLY) - SUMMARY CODES															
	Total	BBC Owner / Provider	ITV Owner	ITN provider	News Corp Owner / Provider	News International Owner / Provider	Sky Owner	Sky Provider	News Corp or Sky Owner	News Corp or Sky Provider	Channel 4 Owner	Northern Shell owner	Northern Shell provider	Associate d Newspaper s Owner / Provider	Trinity Mirror Owner / Provider	Telegraph Media Group Owner / Provider
Unweighted Base	1931	1728	1038	1189	738	714	474	888	970	1214	436	413	185	405	323	149
Weighted Base	45268	40582	23611	27497	17792	17187	11829	21324	23426	28998	10462	9485	4390	9507	7569	3847
The Telegraph	2979 7%	2872 7%	1361 6%	1806 7%	1337 8%	1287 7%	717 6%	1377 6%	1568 7%	1937 7%	872 8%	567 6%	228 5%	813 9%	239 3%	2979 77%
Financial Times	675 1%	675 2%	235 1%	304 1%	479 3%	479 3%	315 3%	426 2%	479 2%	511 2%	214 2%	89 1%	60 1%	147 2%	60 1%	220 6%
Morning Star	171 *	171 *	94 *	155 1%	171 1%	171 1%	57 *	87 *	171 1%	171 1%	99 1%	48 1%	16 *	96 1%	132 2%	-
The Herald/The Scotsman/Daily Record	910 2%	875 2%	743 3%	772 3%	531 3%	531 3%	303 3%	454 2%	588 3%	653 2%	253 2%	236 2%	81 2%	460 5%	110 1%	-
The Western Mail/Daily Post	73 *	73 *	73 *	73 *	54 *	54 *	-	24 *	54 *	54 *	-	24 *	-	24 *	73 1%	19 *
Any regional or local newspaper (e.g. Evening Standard, Metro, Birmingham Post, Manchester Evening News, etc)	7082 16%	6453 16%	3642 15%	4119 15%	3132 18%	3060 18%	1965 17%	3420 16%	3930 17%	4680 16%	1667 16%	1927 20%	991 23%	1487 16%	1461 19%	597 16%
Other newspaper	1162 3%	1125 3%	569 2%	710 3%	494 3%	494 3%	254 2%	482 2%	576 2%	739 3%	347 3%	212 2%	101 2%	187 2%	65 1%	78 2%
The Observer	2245 5%	2163 5%	877 4%	1530 6%	900 5%	900 5%	473 4%	887 4%	1019 4%	1312 5%	1298 12%	321 3%	75 2%	502 5%	378 5%	324 8%
The Sunday Telegraph	1949 4%	1895 5%	884 4%	1211 4%	962 5%	937 5%	629 5%	1046 5%	1141 5%	1363 5%	713 7%	529 6%	233 5%	577 6%	157 2%	1949 51%
The Sunday Times	4750 10%	4584 11%	1903 8%	2624 10%	4750 27%	4750 28%	1781 15%	2688 13%	4750 20%	4750 16%	1523 15%	943 10%	513 12%	1595 17%	931 12%	1112 29%
The Independent on Sunday	1151 3%	1057 3%	639 3%	901 3%	651 4%	651 4%	317 3%	846 4%	742 3%	994 3%	589 6%	408 4%	89 2%	370 4%	272 4%	185 5%
Sunday Mirror	4259 9%	3841 9%	2858 12%	3057 11%	3162 18%	3162 18%	1510 13%	2370 11%	3560 15%	3647 13%	1184 11%	1452 15%	872 20%	1281 13%	4259 56%	206 5%
News of the World	6696 15%	5818 14%	4201 18%	4590 17%	6696 38%	6696 39%	2657 22%	4063 19%	6696 29%	6696 23%	1595 15%	2225 23%	1264 29%	1828 19%	2821 37%	178 5%
The Sunday Herald	121 *	121 *	42 *	70 *	76 *	76 *	73 1%	73 *	106 *	106 *	55 1%	-	-	58 1%	26 *	17 *
Wales on Sunday	42 *	42 *	19 *	19 *	24 *	24 *	-	42 *	24 *	42 *	-	42 *	-	-	42 1%	-
Weekly magazines (e.g. The Economist, The Spectator, New Statesman, etc)	272 1%	248 1%	54 *	69 *	128 1%	128 1%	142 1%	166 1%	142 1%	166 1%	38 *	24 *	-	24 *	60 1%	103 3%
The Mail on Sunday	2533 6%	2459 6%	1812 8%	2031 7%	840 5%	840 5%	745 6%	1133 5%	1176 5%	1478 5%	594 6%	644 7%	325 7%	2533 27%	157 2%	231 6%
The Daily Star on Sunday	146 *	146 *	85 *	85 *	108 1%	108 1%	65 1%	95 *	128 1%	146 1%	11 *	146 2%	146 3%	11 *	85 1%	-
The Sunday Express	404 1%	390 1%	297 1%	316 1%	93 1%	93 1%	19 *	125 1%	93 *	176 1%	93 1%	404 4%	404 9%	81 1%	50 1%	26 1%

OFCOM NEWS STUDY (QS7603 - 611246)

Media Owner/Provider overview (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - At least Occasionally)
 Base: All news consumers (at least occasionally) - TV, Newspapers, Radio, Internet

	MEDIA OWNER/PROVIDER OVERVIEW (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - AT LEAST OCCASIONALLY) - SUMMARY CODES															
	Total	BBC Owner / Provider	ITV Owner	ITN provider	News Corp Owner / Provider	News International Owner / Provider	Sky Owner	Sky Provider	News Corp or Sky Owner	News Corp or Sky Provider	Channel 4 Owner	Northern Shell owner	Northern Shell provider	Associated Newspaper s Owner / Provider	Trinity Mirror Owner / Provider	Telegraph Media Group Owner / Provider
Unweighted Base	1931	1728	1038	1189	738	714	474	888	970	1214	436	413	185	405	323	149
Weighted Base	45268	40582	23611	27497	17792	17187	11829	21324	23426	28998	10462	9485	4390	9507	7569	3847
The People	520 1%	442 1%	376 2%	376 1%	300 2%	300 2%	129 1%	238 1%	379 2%	424 1%	91 1%	148 2%	129 3%	58 1%	520 7%	32 1%
Other weekend/weekly newspaper or weekly magazine	1774 4%	1643 4%	953 4%	1110 4%	1042 6%	1003 6%	544 5%	837 4%	1245 5%	1350 5%	385 4%	470 5%	243 6%	447 5%	262 3%	158 4%
Any BBC national radio station (e.g. BBC Radio One, BBC Radio Two, BBC World Service)	15213 34%	15213 37%	8216 35%	10198 37%	6307 35%	6163 36%	4326 37%	8034 38%	7928 34%	10322 36%	4560 44%	3180 34%	1402 32%	3680 39%	2438 32%	2107 55%
Any BBC local/regional radio station	5272 12%	5272 13%	3323 14%	3968 14%	2111 12%	2084 12%	1663 14%	2853 13%	2742 12%	3597 12%	1852 18%	1199 13%	342 8%	1431 15%	1050 14%	589 15%
Absolute Radio	1008 2%	937 2%	463 2%	568 2%	536 3%	536 3%	345 3%	1008 5%	618 3%	1008 3%	291 3%	390 4%	210 5%	264 3%	198 3%	132 3%
Classic FM	2604 6%	2398 6%	1204 5%	1608 6%	1219 7%	1159 7%	899 8%	2604 12%	1411 6%	2604 9%	907 9%	649 7%	280 6%	539 6%	275 4%	484 13%
talkSPORT	2667 6%	2542 6%	1699 7%	1947 7%	1655 9%	1580 9%	1284 11%	1930 9%	2023 9%	2380 8%	916 9%	973 10%	632 14%	941 10%	826 11%	379 10%
Any other commercial radio station (e.g. Heart FM, Smooth, Capital, Gold)	6469 14%	6031 15%	4158 18%	4563 17%	3026 17%	2956 17%	1837 16%	6469 30%	3797 16%	6469 22%	1457 14%	1595 17%	802 18%	1546 16%	1444 19%	522 14%
Other radio station	754 2%	704 2%	390 2%	459 2%	276 2%	257 1%	327 3%	460 2%	480 2%	533 2%	249 2%	271 3%	80 2%	208 2%	183 2%	43 1%
BBC website	10820 24%	10820 27%	4369 19%	5987 22%	4959 28%	4760 28%	4156 35%	6159 29%	6585 28%	7738 27%	3286 31%	2161 23%	849 19%	2441 26%	1768 23%	1712 44%
ITV website	1078 2%	1040 3%	1078 5%	1078 4%	619 3%	619 4%	640 5%	842 4%	837 4%	971 3%	585 6%	440 5%	235 5%	270 3%	457 6%	103 3%
Channel 4 website	769 2%	769 2%	496 2%	769 3%	378 2%	378 2%	471 4%	531 2%	547 2%	598 2%	769 7%	189 2%	55 1%	161 2%	270 4%	171 4%
The Guardian website	1606 4%	1549 4%	488 2%	859 3%	797 4%	723 4%	568 5%	774 4%	895 4%	1062 4%	687 7%	152 2%	91 2%	274 3%	209 3%	350 9%
The Telegraph/Sunday Telegraph website	634 1%	634 2%	171 1%	204 1%	431 2%	394 2%	253 2%	352 2%	470 2%	531 2%	158 2%	62 1%	62 1%	86 1%	117 2%	634 16%
The Times/Sunday Times website	682 2%	652 2%	255 1%	382 1%	682 4%	682 4%	312 3%	341 2%	682 3%	682 2%	252 2%	95 1%	29 1%	201 2%	106 1%	273 7%
The Independent website	396 1%	396 1%	251 1%	318 1%	185 1%	185 1%	137 1%	208 1%	185 1%	256 1%	265 3%	29 *	29 1%	101 1%	76 1%	174 5%
The Sun website	786 2%	730 2%	372 2%	391 1%	786 4%	435 3%	432 4%	621 3%	786 3%	786 3%	220 2%	375 4%	215 5%	238 3%	318 4%	66 2%
The Daily Mail website	835 2%	772 2%	491 2%	540 2%	492 3%	399 2%	386 3%	547 3%	636 3%	698 2%	237 2%	285 3%	159 4%	835 9%	87 1%	218 6%
The Star website	135 *	120 *	87 *	87 *	106 1%	106 1%	48 *	77 *	106 *	106 *	43 *	135 1%	135 3%	72 1%	58 1%	29 1%

OFCOM NEWS STUDY (QS7603 - 611246)

Media Owner/Provider overview (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - At least Occasionally)
Base: All news consumers (at least occasionally) - TV, Newspapers, Radio, Internet

	MEDIA OWNER/PROVIDER OVERVIEW (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - AT LEAST OCCASIONALLY) - SUMMARY CODES															
	Total	BBC Owner / Provider	ITV Owner	ITN provider	News Corp Owner / Provider	News International Owner / Provider	Sky Owner	Sky Provider	News Corp or Sky Owner	News Corp or Sky Provider	Channel 4 Owner	Northern Shell owner	Northern Shell provider	Associated Newspapers Owner / Provider	Trinity Mirror Owner / Provider	Telegraph Media Group Owner / Provider
Unweighted Base	1931	1728	1038	1189	738	714	474	888	970	1214	436	413	185	405	323	149
Weighted Base	45268	40582	23611	27497	17792	17187	11829	21324	23426	28998	10462	9485	4390	9507	7569	3847
Daily Express website	187	155	51	80	51	51	155	187	155	187	58	187	187	58	51	29
	*	*	*	*	*	*	1%	1%	1%	1%	1%	2%	4%	1%	1%	1%
Daily Mirror website	306	288	144	182	196	171	238	238	257	257	111	116	51	73	306	84
	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	4%	2%
The News of the World website	99	99	99	99	99	99	99	99	99	99	48	29	29	29	29	29
	*	*	*	*	1%	1%	1%	*	*	*	*	1%	*	*	*	1%
Sky News website	2969	2749	1376	1658	1915	1790	2969	2969	2969	2969	730	989	473	1025	873	352
	7%	7%	6%	6%	11%	10%	25%	14%	13%	10%	7%	10%	11%	11%	12%	9%
The Financial Times website	615	591	176	208	363	332	237	294	363	389	154	62	62	83	116	216
	1%	1%	1%	1%	2%	2%	2%	1%	2%	1%	1%	1%	1%	1%	2%	6%
Google news/Yahoo news/MSN news	6928	6314	3367	4114	3217	3098	3091	4122	4290	4945	1871	1908	1023	1418	1597	735
	15%	16%	14%	15%	18%	18%	26%	19%	18%	17%	18%	20%	23%	15%	21%	19%
Blogs	511	415	85	189	181	181	170	226	247	303	147	54	29	48	80	29
	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%
Other website	1626	1347	715	869	522	498	366	820	708	964	434	369	98	145	68	198
	4%	3%	3%	3%	3%	3%	3%	4%	3%	3%	4%	4%	2%	2%	1%	5%
SUMMARY CODES																
BBC Owner / Provider	40582	40582	21751	25481	16078	15510	10790	19485	21111	26166	10097	8806	4072	8936	6804	3712
	90%	100%	92%	93%	90%	90%	91%	91%	90%	90%	97%	93%	93%	94%	90%	96%
ITV Owner	23611	21751	23611	23611	9754	9493	5650	11611	12328	15639	6575	6557	2721	5630	4858	1678
	52%	54%	100%	86%	55%	55%	48%	54%	53%	54%	63%	69%	62%	59%	64%	44%
ITN provider	27497	25481	23611	27497	11262	10987	6638	13497	14202	18051	10462	7421	3056	6673	5310	2277
	61%	63%	100%	100%	63%	64%	56%	63%	61%	62%	100%	78%	70%	70%	70%	59%
News Corp Owner / Provider	17792	16078	9754	11262	17792	17187	6194	10118	17792	17792	4620	4875	2445	4902	5405	1979
	39%	40%	41%	41%	100%	100%	52%	47%	76%	61%	44%	51%	56%	52%	71%	51%
News International Owner / Provider	17187	15510	9493	10987	17187	17187	5910	9685	17187	17187	4456	4688	2394	4809	5322	1892
	38%	38%	40%	40%	97%	100%	50%	45%	73%	59%	43%	49%	55%	51%	70%	49%
Sky Owner	11829	10790	5650	6638	6194	5910	11829	11829	11829	11829	2976	3357	1840	3312	2740	1081
	26%	27%	24%	24%	35%	34%	100%	55%	50%	41%	28%	35%	42%	35%	36%	28%
Sky Provider	21324	19485	11611	13497	10118	9685	11829	21324	15753	21324	6310	7713	2618	5089	4424	1870
	47%	48%	49%	49%	57%	56%	100%	100%	67%	74%	60%	81%	60%	54%	58%	49%
News Corp or Sky Owner	23426	21111	12328	14202	17792	17187	11829	15753	23426	23426	5850	6026	3038	5738	6095	2273
	52%	52%	52%	52%	100%	100%	100%	74%	100%	81%	56%	64%	69%	60%	81%	59%
News Corp or Sky Provider	28998	26166	15639	18051	17792	17187	11829	21324	23426	28998	7678	8424	3330	6706	6379	2681
	64%	64%	66%	66%	100%	100%	100%	100%	100%	100%	73%	89%	76%	71%	84%	70%
Channel 4 Owner	10462	10097	6575	10462	4620	4456	2976	6310	5850	7678	10462	4090	1177	2631	2124	1219
	23%	25%	28%	38%	26%	26%	25%	30%	25%	26%	100%	43%	27%	28%	28%	32%
Northern Shell owner	9485	8806	6557	7421	4875	4688	3357	7713	6026	8424	4090	9485	4390	2825	2568	765
	21%	22%	28%	27%	27%	27%	28%	36%	26%	29%	39%	100%	100%	30%	34%	20%
Northern Shell provider	4390	4072	2721	3056	2445	2394	1840	2618	3038	3330	1177	4390	4390	1621	1460	314
	10%	10%	12%	11%	14%	14%	16%	12%	13%	11%	11%	46%	100%	17%	19%	8%
Associated Newspapers Owner / Provider	9507	8936	5630	6673	4902	4809	3312	5089	5738	6706	2631	2825	1621	9507	2064	1040
	21%	22%	24%	24%	28%	28%	28%	24%	24%	23%	25%	30%	37%	100%	27%	27%

OFCOM NEWS STUDY (QS7603 - 611246)

Media Owner/Provider overview (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - At least Occasionally)
 Base: All news consumers (at least occasionally) - TV, Newspapers, Radio, Internet

	MEDIA OWNER/PROVIDER OVERVIEW (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - AT LEAST OCCASIONALLY) - SUMMARY CODES															
	Total	BBC Owner / Provider	ITV Owner	ITN provider	News Corp Owner / Provider	News International Owner / Provider	Sky Owner	Sky Provider	News Corp or Sky Owner	News Corp or Sky Provider	Channel 4 Owner	Northern Shell owner	Northern Shell provider	Associate d Newspaper s Owner / Provider	Trinity Mirror Owner / Provider	Telegraph Media Group Owner / Provider
Unweighted Base	1931	1728	1038	1189	738	714	474	888	970	1214	436	413	185	405	323	149
Weighted Base	45268	40582	23611	27497	17792	17187	11829	21324	23426	28998	10462	9485	4390	9507	7569	3847
Trinity Mirror Owner / Provider	7569 17%	6804 17%	4858 21%	5310 19%	5405 30%	5322 31%	2740 23%	4424 21%	6095 26%	6379 22%	2124 20%	2568 27%	1460 33%	2064 22%	7569 100%	391 10%
Telegraph Media Group Owner / Provider	3847 8%	3712 9%	1678 7%	2277 8%	1979 11%	1892 11%	1081 9%	1870 9%	2273 10%	2681 9%	1219 12%	765 8%	314 7%	1040 11%	391 5%	3847 100%
Guardian Media Group Owner / Provider	4782 11%	4517 11%	1609 7%	2709 10%	2466 14%	2392 14%	1183 10%	2290 11%	2692 11%	3201 11%	2104 20%	699 7%	177 4%	937 10%	865 11%	727 19%
Independent Print Ltd Owner / Provider	2798 6%	2606 6%	1309 6%	1847 7%	1516 9%	1483 9%	765 6%	1681 8%	1726 7%	2157 7%	1272 12%	547 6%	155 4%	756 8%	560 7%	488 13%
Pearson Owner / Provider	1000 2%	976 2%	283 1%	385 1%	653 4%	621 4%	395 3%	532 2%	653 3%	711 2%	271 3%	122 1%	93 2%	201 2%	147 2%	284 7%
Commercial Radio	10895 24%	10230 25%	6476 27%	7513 27%	5356 30%	5212 30%	3418 29%	10158 48%	6559 28%	10608 37%	3029 29%	2890 30%	1445 33%	2682 28%	2316 31%	1214 32%
Other Owner/Provider	20147 45%	18157 45%	10439 44%	12184 44%	8981 50%	8633 50%	6694 57%	10706 50%	11551 49%	13754 47%	5251 50%	5340 56%	2589 59%	4481 47%	3841 51%	1791 47%
BBC Owner / Provider ONLY	2472 5%	2472 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ITV Owner ONLY	472 1%	-	472 2%	472 2%	-	-	-	-	-	-	-	-	-	-	-	-
ITN Provider ONLY	491 1%	-	491 2%	491 2%	-	-	-	-	-	-	19	-	-	-	-	-
News Corp Owner / Provider ONLY	161 *	-	-	-	161 1%	161 1%	-	-	161 1%	161 1%	-	-	-	-	-	-
News International Owner / Provider ONLY	161 *	-	-	-	161 1%	161 1%	-	-	161 1%	161 1%	-	-	-	-	-	-
Sky Owner ONLY	292 1%	-	-	-	-	-	292 2%	292 1%	292 1%	292 1%	-	-	-	-	-	-
Sky Provider ONLY	439 1%	-	-	-	-	-	292 2%	439 2%	292 1%	439 2%	-	35	-	-	-	-
News Corp or Sky Owner ONLY	526 1%	-	-	-	234 1%	234 1%	365 3%	365 2%	526 2%	526 2%	-	-	-	25	-	-
News Corp or Sky Provider ONLY	540 1%	-	-	-	223 1%	223 1%	252 2%	379 2%	428 2%	540 2%	-	-	-	-	-	-
Channel 4 Owner ONLY	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Northern Shell Owner ONLY	35 *	-	-	-	-	-	-	35	-	35	-	35	-	-	-	-
Northern Shell Provider ONLY	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Associated Newspapers Owner / Provider ONLY	9 *	-	-	-	-	-	-	-	-	-	-	-	-	9	-	-
Trinity Mirror Owner / Provider ONLY	108 *	-	-	-	-	-	-	-	-	-	-	-	-	-	108 1%	-

OFCOM NEWS STUDY (QS7603 - 611246)

Media Owner/Provider overview (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - At least Occasionally)

Base: All news consumers (at least occasionally) - TV, Newspapers, Radio, Internet

	MEDIA OWNER/PROVIDER OVERVIEW (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - AT LEAST OCCASIONALLY) - SUMMARY CODES															
	Total	BBC Owner / Provider	ITV Owner	ITN provider	News Corp Owner / Provider	News International Owner / Provider	Sky Owner	Sky Provider	News Corp or Sky Owner	News Corp or Sky Provider	Channel 4 Owner	Northern Shell owner	Northern Shell provider	Associate d Newspaper s Owner / Provider	Trinity Mirror Owner / Provider	Telegraph Media Group Owner / Provider
Unweighted Base	1931	1728	1038	1189	738	714	474	888	970	1214	436	413	185	405	323	149
Weighted Base	45268	40582	23611	27497	17792	17187	11829	21324	23426	28998	10462	9485	4390	9507	7569	3847
Telegraph Media Group Owner / Provider ONLY	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Guardian Media Group Owner / Provider ONLY	19	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Independent Print Ltd Owner / Provider ONLY	33	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pearson Owner / Provider ONLY	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Commercial Radio ONLY	164	-	-	-	-	-	-	164	-	164	-	-	-	-	-	-
Other Owner/Provider ONLY	643	-	-	-	-	-	-	1%	-	1%	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

OFCOM NEWS STUDY (QS7603 - 611246)

Media Owner/Provider overview (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - At least Occasionally)

Base: All news consumers (at least occasionally) - TV, Newspapers, Radio, Internet

	MEDIA OWNER/PROVIDER OVERVIEW (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - AT LEAST OCCASIONALLY) - SUMMARY CODES															
	Total	Guardian Media Group Owner / Provider	Independent Print Ltd Owner / Provider	Pearson Owner / Provider	Commercial Radio	Other Owner/ Provider	BBC Owner / Provider ONLY	ITV Owner ONLY	ITN Provider ONLY	News Corp Owner / Provider ONLY	News International Owner / Provider ONLY	Sky Owner ONLY	Sky Provider ONLY	News Corp or Sky Owner ONLY	News Corp or Sky Provider ONLY	Channel 4 Owner ONLY
Unweighted Base	1931	175	98	34	445	832	110	23	24	6	6	12	20	21	24	-
Weighted Base	45268	4782	2798	1000	10895	20147	2472	472	491	161	161	292	439	526	540	-
BBC One	34671	3485	2329	596	8786	15003	2026	-	-	-	-	-	-	-	-	-
		77%	83%	60%	81%	74%	82%	-	-	-	-	-	-	-	-	-
BBC Two	8233	1488	820	205	2212	4184	374	-	-	-	-	-	-	-	-	-
		18%	31%	29%	21%	20%	21%	15%	-	-	-	-	-	-	-	-
ITV1	23333	1565	1290	283	6396	10223	-	472	491	-	-	-	-	-	-	-
		52%	33%	46%	28%	59%	51%	100%	100%	-	-	-	-	-	-	-
Channel 4	10174	2003	1253	240	3011	5004	-	-	19	-	-	-	-	-	-	-
		22%	42%	45%	24%	28%	25%	-	4%	-	-	-	-	-	-	-
Five	5799	551	449	58	1831	3249	-	-	-	-	-	35	-	-	-	-
		13%	12%	16%	6%	17%	16%	-	-	-	-	8%	-	-	-	-
BBC News channel	11705	1769	1369	529	3498	6339	507	-	-	-	-	-	-	-	-	-
		26%	37%	49%	53%	32%	31%	20%	-	-	-	-	-	-	-	-
Sky News channel	10818	1000	651	343	3143	6124	-	-	-	-	223	223	296	252	-	-
		24%	21%	23%	34%	29%	30%	-	-	-	76%	51%	56%	47%	-	-
CNN	1894	447	344	119	734	1894	-	-	-	-	-	-	-	-	-	-
		4%	9%	12%	7%	9%	-	-	-	-	-	-	-	-	-	-
Star News	525	-	33	-	181	315	-	-	-	-	-	-	-	-	-	-
		1%	-	1%	-	2%	2%	-	-	-	-	-	-	-	-	-
Fox News	526	48	60	-	247	476	-	-	-	-	-	-	-	-	-	-
		1%	1%	2%	-	2%	2%	-	-	-	-	-	-	-	-	-
Euronews	817	173	117	-	246	817	-	-	-	-	-	-	-	-	-	-
		2%	4%	4%	-	2%	4%	-	-	-	-	-	-	-	-	-
Other channel	1341	159	107	31	287	1341	-	-	-	-	-	-	-	-	-	-
		3%	3%	4%	3%	3%	7%	-	-	-	-	-	-	-	-	-
Daily Mail	8232	768	679	187	2276	3747	-	-	-	-	-	-	-	-	-	-
		18%	16%	24%	19%	21%	19%	-	-	-	-	-	-	-	-	-
Daily Star	1741	112	29	62	744	1223	-	-	-	-	-	-	-	-	-	-
		4%	2%	1%	6%	7%	6%	-	-	-	-	-	-	-	-	-
Daily Express	2539	115	155	60	701	1368	-	-	-	-	-	-	-	-	-	-
		6%	2%	6%	6%	7%	-	-	-	-	-	-	-	-	-	-
The Sun	10295	519	305	133	3133	5272	-	-	-	105	105	-	177	167	-	-
		23%	11%	11%	13%	29%	26%	-	-	65%	65%	-	34%	31%	-	-
The Mirror	5369	497	393	93	1857	2672	-	-	-	-	-	-	-	-	-	-
		12%	10%	14%	9%	13%	-	-	-	-	-	-	-	-	-	-
The Guardian	3440	3440	1057	329	1115	1923	-	-	-	-	-	-	-	-	-	-
		8%	72%	38%	33%	10%	10%	-	-	-	-	-	-	-	-	-
The Independent	2364	1240	2364	256	1108	1360	-	-	-	-	-	-	-	-	-	-
		5%	26%	85%	26%	10%	7%	-	-	-	-	-	-	-	-	-
The Times	4753	1318	931	418	1526	2223	-	-	-	56	56	-	56	56	-	-
		11%	28%	33%	42%	14%	11%	-	-	35%	35%	-	11%	10%	-	-

OFCOM NEWS STUDY (QS7603 - 611246)

Media Owner/Provider overview (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - At least Occasionally)

Base: All news consumers (at least occasionally) - TV, Newspapers, Radio, Internet

	MEDIA OWNER/PROVIDER OVERVIEW (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - AT LEAST OCCASIONALLY) - SUMMARY CODES															
	Total	Guardian Media Group Owner / Provider	Independent Print Ltd Owner / Provider	Pearson Owner / Provider	Commercial Radio	Other Owner/ Provider	BBC Owner / Provider ONLY	ITV Owner ONLY	ITN Provider ONLY	News Corp Owner / Provider ONLY	News International Owner / Provider ONLY	Sky Owner ONLY	Sky Provider ONLY	News Corp or Sky Owner ONLY	News Corp or Sky Provider ONLY	Channel 4 Owner ONLY
Unweighted Base	1931	175	98	34	445	832	110	23	24	6	6	12	20	21	24	-
Weighted Base	45268	4782	2798	1000	10895	20147	2472	472	491	161	161	292	439	526	540	-
The Telegraph	2979 7%	480 10%	306 11%	220 22%	826 8%	1208 6%	-	-	-	-	-	-	-	-	-	-
Financial Times	675 1%	343 7%	200 7%	675 68%	247 2%	439 2%	-	-	-	-	-	-	-	-	-	-
Morning Star	171 *	29 1%	29 1%	-	116 1%	171 1%	-	-	-	-	-	-	-	-	-	-
The Herald/The Scotsman/Daily Record	910 2%	-	-	14 1%	261 2%	910 5%	-	-	-	-	-	-	-	-	-	-
The Western Mail/Daily Post	73 *	24 1%	-	-	-	30 *	-	-	-	-	-	-	-	-	-	-
Any regional or local newspaper (e.g. Evening Standard, Metro, Birmingham Post, Manchester Evening News, etc)	7082 16%	868 18%	346 12%	152 15%	1646 15%	7082 35%	-	-	-	-	-	-	-	-	-	-
Other newspaper	1162 3%	146 3%	58 2%	-	228 2%	1162 6%	-	-	-	-	-	-	-	-	-	-
The Observer	2245 5%	2245 47%	949 34%	372 37%	644 6%	1226 6%	-	-	-	-	-	-	-	-	-	-
The Sunday Telegraph	1949 4%	326 7%	189 7%	185 18%	624 6%	906 4%	-	-	-	-	-	-	-	-	-	-
The Sunday Times	4750 10%	1175 25%	769 27%	463 46%	1590 15%	2395 12%	-	-	-	56 35%	56 35%	-	-	56 11%	56 10%	-
The Independent on Sunday	1151 3%	666 14%	1151 41%	117 12%	563 5%	567 3%	-	-	-	-	-	-	-	-	-	-
Sunday Mirror	4259 9%	421 9%	311 11%	53 5%	1270 12%	2254 11%	-	-	-	-	-	-	-	-	-	-
News of the World	6696 15%	515 11%	432 15%	192 19%	2119 19%	3470 17%	-	-	-	105 65%	105 65%	-	-	154 29%	129 24%	-
The Sunday Herald	121 *	17 *	-	14 1%	73 1%	121 1%	-	-	-	-	-	-	-	-	-	-
Wales on Sunday	42 *	-	-	-	24 *	19 *	-	-	-	-	-	-	-	-	-	-
Weekly magazines (e.g. The Economist, The Spectator, New Statesman, etc)	272 1%	203 4%	99 4%	161 16%	14 *	272 1%	-	-	-	-	-	-	-	-	-	-
The Mail on Sunday	2533 6%	151 3%	166 6%	43 4%	596 5%	1280 6%	-	-	-	-	-	-	-	25 5%	-	-
The Daily Star on Sunday	146 *	-	-	-	37 *	68 *	-	-	-	-	-	-	-	-	-	-
The Sunday Express	404 1%	-	-	-	106 1%	226 1%	-	-	-	-	-	-	-	-	-	-

OFCOM NEWS STUDY (QS7603 - 611246)

Media Owner/Provider overview (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - At least Occasionally)
 Base: All news consumers (at least occasionally) - TV, Newspapers, Radio, Internet

	MEDIA OWNER/PROVIDER OVERVIEW (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - AT LEAST OCCASIONALLY) - SUMMARY CODES															
	Total	Guardian Media Group Owner / Provider	Independent Print Ltd Owner / Provider	Pearson Owner / Provider	Commercial Radio	Other Owner/ Provider	BBC Owner / Provider ONLY	ITV Owner ONLY	ITN Provider ONLY	News Corp Owner / Provider ONLY	News International Owner / Provider ONLY	Sky Owner ONLY	Sky Provider ONLY	News Corp or Sky Owner ONLY	News Corp or Sky Provider ONLY	Channel 4 Owner ONLY
Unweighted Base	1931	175	98	34	445	832	110	23	24	6	6	12	20	21	24	-
Weighted Base	45268	4782	2798	1000	10895	20147	2472	472	491	161	161	292	439	526	540	-
The People	520 1%	-	-	-	147 1%	276 1%	-	-	-	-	-	-	-	-	-	-
Other weekend/weekly newspaper or weekly magazine	1774 4%	126 3%	143 5%	-	405 4%	1774 9%	-	-	-	-	-	-	-	-	-	-
Any BBC national radio station (e.g. BBC Radio One, BBC Radio Two, BBC World Service)	15213 34%	2478 52%	1559 56%	441 44%	5496 50%	7319 36%	647 26%	-	-	-	-	-	-	-	-	-
Any BBC local/regional radio station	5272 12%	721 15%	499 18%	185 19%	1874 17%	3179 16%	288 12%	-	-	-	-	-	-	-	-	-
Absolute Radio	1008 2%	258 5%	203 7%	103 10%	1008 9%	643 3%	-	-	-	-	-	-	17 4%	-	17 3%	-
Classic FM	2604 6%	570 12%	523 19%	109 11%	2604 24%	1487 7%	-	-	-	-	-	-	19 4%	-	19 3%	-
talkSPORT	2667 6%	338 7%	210 8%	68 7%	2667 24%	2667 13%	-	-	-	-	-	-	-	-	-	-
Any other commercial radio station (e.g. Heart FM, Smooth, Capital, Gold)	6469 14%	667 14%	618 22%	180 18%	6469 59%	2970 15%	-	-	-	-	-	-	76 17%	-	91 17%	-
Other radio station	754 2%	122 3%	56 2%	-	141 1%	754 4%	-	-	-	-	-	-	-	-	-	-
BBC website	10820 24%	2474 52%	1372 49%	648 65%	3450 32%	6487 32%	429 17%	-	-	-	-	-	-	-	-	-
ITV website	1078 2%	169 4%	132 5%	84 8%	540 5%	759 4%	-	-	-	-	-	-	-	-	-	-
Channel 4 website	769 2%	305 6%	125 4%	97 10%	187 2%	622 3%	-	-	-	-	-	-	-	-	-	-
The Guardian website	1606 4%	1606 34%	508 18%	261 26%	508 5%	961 5%	-	-	-	-	-	-	-	-	-	-
The Telegraph\Sunday Telegraph website	634 1%	275 6%	119 4%	62 6%	294 3%	424 2%	-	-	-	-	-	-	-	-	-	-
The Times\Sunday Times website	682 2%	246 5%	138 5%	159 16%	280 3%	439 2%	-	-	-	-	-	-	-	-	-	-
The Independent website	396 1%	214 4%	396 14%	104 10%	241 2%	267 1%	-	-	-	-	-	-	-	-	-	-
The Sun website	786 2%	140 3%	29 1%	61 6%	297 3%	501 2%	-	-	-	-	-	-	-	-	-	-
The Daily Mail website	835 2%	196 4%	132 5%	59 6%	312 3%	321 2%	-	-	-	-	-	-	-	-	-	-
The Star website	135 *	58 1%	29 1%	29 3%	58 1%	91 *	-	-	-	-	-	-	-	-	-	-

OFCOM NEWS STUDY (QS7603 - 611246)

Media Owner/Provider overview (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - At least Occasionally)

Base: All news consumers (at least occasionally) - TV, Newspapers, Radio, Internet

	MEDIA OWNER/PROVIDER OVERVIEW (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - AT LEAST OCCASIONALLY) - SUMMARY CODES															
	Total	Guardian Media Group Owner / Provider	Independent Print Ltd Owner / Provider	Pearson Owner / Provider	Commercial Radio	Other Owner/ Provider	BBC Owner / Provider ONLY	ITV Owner ONLY	ITN Provider ONLY	News Corp Owner / Provider ONLY	News International Owner / Provider ONLY	Sky Owner ONLY	Sky Provider ONLY	News Corp or Sky Owner ONLY	News Corp or Sky Provider ONLY	Channel 4 Owner ONLY
Unweighted Base	1931	175	98	34	445	832	110	23	24	6	6	12	20	21	24	-
Weighted Base	45268	4782	2798	1000	10895	20147	2472	472	491	161	161	292	439	526	540	-
Daily Express website	187	29	58	29	60	105	-	-	-	-	-	-	-	-	-	-
	*	1%	2%	3%	1%	1%	-	-	-	-	-	-	-	-	-	-
Daily Mirror website	306	103	48	59	67	227	-	-	-	-	-	-	-	-	-	-
	1%	2%	2%	6%	1%	1%	-	-	-	-	-	-	-	-	-	-
The News of the World website	99	48	48	29	80	99	-	-	-	-	-	-	-	-	-	-
	*	1%	2%	3%	1%	*	-	-	-	-	-	-	-	-	-	-
Sky News website	2969	441	347	204	1043	1795	-	-	-	-	-	87	87	87	-	-
	7%	9%	12%	20%	10%	9%	-	-	-	-	30%	20%	17%	-	-	-
The Financial Times website	615	348	215	615	202	478	-	-	-	-	-	-	-	-	-	-
	1%	7%	8%	61%	2%	2%	-	-	-	-	-	-	-	-	-	-
Google news\Yahoo news\MSN news	6928	1099	603	431	2004	6928	-	-	-	-	-	-	-	-	-	-
	15%	23%	22%	43%	18%	34%	-	-	-	-	-	-	-	-	-	-
Blogs	511	138	122	61	104	511	-	-	-	-	-	-	-	-	-	-
	1%	3%	4%	6%	1%	3%	-	-	-	-	-	-	-	-	-	-
Other website	1626	178	127	31	478	1626	-	-	-	-	-	-	-	-	-	-
	4%	4%	5%	3%	4%	8%	-	-	-	-	-	-	-	-	-	-
SUMMARY CODES																
BBC Owner / Provider	40582	4517	2606	976	10230	18157	2472	-	-	-	-	-	-	-	-	-
	90%	94%	93%	98%	94%	90%	100%	-	-	-	-	-	-	-	-	-
ITV Owner	23611	1609	1309	283	6476	10439	-	472	491	-	-	-	-	-	-	-
	52%	34%	47%	28%	59%	52%	-	100%	100%	-	-	-	-	-	-	-
ITN provider	27497	2709	1847	385	7513	12184	-	472	491	-	-	-	-	-	-	-
	61%	57%	66%	38%	69%	60%	-	100%	100%	-	-	-	-	-	-	-
News Corp Owner / Provider	17792	2466	1516	653	5356	8981	-	-	-	161	161	-	-	234	223	-
	39%	52%	54%	65%	49%	45%	-	-	-	100%	100%	-	-	44%	41%	100%
News International Owner / Provider	17187	2392	1483	621	5212	8633	-	-	-	161	161	-	-	234	223	-
	38%	50%	53%	62%	48%	43%	-	-	-	100%	100%	-	-	44%	41%	100%
Sky Owner	11829	1183	765	395	3418	6694	-	-	-	-	-	292	292	365	252	-
	26%	25%	27%	40%	31%	33%	-	-	-	-	-	100%	67%	69%	47%	-
Sky Provider	21324	2290	1681	532	10158	10706	-	-	-	-	-	292	439	365	379	-
	47%	48%	60%	53%	93%	53%	-	-	-	-	-	100%	100%	69%	70%	-
News Corp or Sky Owner	23426	2692	1726	653	6559	11551	-	-	-	161	161	292	292	526	428	-
	52%	56%	62%	65%	60%	57%	-	-	-	100%	100%	100%	67%	100%	79%	-
News Corp or Sky Provider	28998	3201	2157	711	10608	13754	-	-	-	161	161	292	439	526	540	-
	64%	67%	77%	71%	97%	68%	-	-	-	100%	100%	100%	100%	100%	100%	-
Channel 4 Owner	10462	2104	1272	271	3029	5251	-	-	19	-	-	-	-	-	-	-
	23%	44%	45%	27%	28%	26%	-	-	4%	-	-	-	-	-	-	-
Northern Shell owner	9485	699	547	122	2890	5340	-	-	-	-	-	-	35	-	-	-
	21%	15%	20%	12%	27%	27%	-	-	-	-	-	-	8%	-	-	-
Northern Shell provider	4390	177	155	93	1445	2589	-	-	-	-	-	-	-	-	-	-
	10%	4%	6%	9%	13%	13%	-	-	-	-	-	-	-	-	-	-

OFCOM NEWS STUDY (QS7603 - 611246)

Media Owner/Provider overview (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - At least Occasionally)
 Base: All news consumers (at least occasionally) - TV, Newspapers, Radio, Internet

	MEDIA OWNER/PROVIDER OVERVIEW (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - AT LEAST OCCASIONALLY) - SUMMARY CODES															
	Total	Guardian Media Group Owner / Provider	Independent Print Ltd Owner / Provider	Pearson Owner / Provider	Commercial Radio	Other Owner/ Provider	BBC Owner / Provider ONLY	ITV Owner ONLY	ITN Provider ONLY	News Corp Owner / Provider ONLY	News International Owner / Provider ONLY	Sky Owner ONLY	Sky Provider ONLY	News Corp or Sky Owner ONLY	News Corp or Sky Provider ONLY	Channel 4 Owner ONLY
Unweighted Base	1931	175	98	34	445	832	110	23	24	6	6	12	20	21	24	-
Weighted Base	45268	4782	2798	1000	10895	20147	2472	472	491	161	161	292	439	526	540	-
Associated Newspapers Owner / Provider	9507 21%	937 20%	756 27%	201 20%	2682 25%	4481 22%	-	-	-	-	-	-	-	25 5%	-	-
Trinity Mirror Owner / Provider	7569 17%	865 18%	560 20%	147 15%	2316 21%	3841 19%	-	-	-	-	-	-	-	-	-	-
Telegraph Media Group Owner / Provider	3847 8%	727 15%	488 17%	284 28%	1214 11%	1791 9%	-	-	-	-	-	-	-	-	-	-
Guardian Media Group Owner / Provider	4782 11%	4782 100%	1465 52%	487 49%	1465 13%	2703	-	-	-	-	-	-	-	-	-	-
Independent Print Ltd Owner / Provider	2798 6%	1465 31%	2798 100%	279 28%	1264 12%	1584 8%	-	-	-	-	-	-	-	-	-	-
Pearson Owner / Provider	1000 2%	487 10%	279 10%	1000 100%	329 3%	651 3%	-	-	-	-	-	-	-	-	-	-
Commercial Radio	10895 24%	1465 31%	1264 45%	329 33%	10895 100%	6126 30%	-	-	-	-	-	112 26%	-	-	127 23%	-
Other Owner/Provider	20147 45%	2703 57%	1584 57%	651 65%	6126 56%	20147 100%	-	-	-	-	-	-	-	-	-	-
BBC Owner / Provider ONLY	2472 5%	-	-	-	-	-	2472 100%	-	-	-	-	-	-	-	-	-
ITV Owner ONLY	472 1%	-	-	-	-	-	-	472 100%	472 96%	-	-	-	-	-	-	-
ITN Provider ONLY	491 1%	-	-	-	-	-	-	472 100%	491 100%	-	-	-	-	-	-	-
News Corp Owner / Provider ONLY	161 *	-	-	-	-	-	-	-	-	161 100%	161 100%	-	-	161 31%	161 30%	-
News International Owner / Provider ONLY	161 *	-	-	-	-	-	-	-	-	161 100%	161 100%	-	-	161 31%	161 30%	-
Sky Owner ONLY	292 1%	-	-	-	-	-	-	-	-	-	-	292 100%	292 67%	292 56%	205 38%	-
Sky Provider ONLY	439 1%	-	-	-	112 1%	-	-	-	-	-	-	292 100%	439 100%	292 56%	317 59%	-
News Corp or Sky Owner ONLY	526 1%	-	-	-	-	-	-	-	-	161 100%	161 100%	292 100%	292 67%	526 100%	413 77%	-
News Corp or Sky Provider ONLY	540 1%	-	-	-	127 1%	-	-	-	-	161 100%	161 100%	205 70%	317 72%	413 79%	540 100%	-
Channel 4 Owner ONLY	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Northern Shell Owner ONLY	35 *	-	-	-	-	-	-	-	-	-	-	-	35 8%	-	-	-
Northern Shell Provider ONLY	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Associated Newspapers Owner / Provider ONLY	9 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

OFCOM NEWS STUDY (QS7603 - 611246)

Media Owner/Provider overview (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - At least Occasionally)

Base: All news consumers (at least occasionally) - TV, Newspapers, Radio, Internet

	MEDIA OWNER/PROVIDER OVERVIEW (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - AT LEAST OCCASIONALLY) - SUMMARY CODES															
	Total	Guardian Media Group Owner / Provider	Independent Print Ltd Owner / Provider	Pearson Owner / Provider	Commercial Radio	Other Owner/ Provider	BBC Owner / Provider ONLY	ITV Owner ONLY	ITN Provider ONLY	News Corp Owner / Provider ONLY	News International Owner / Provider ONLY	Sky Owner ONLY	Sky Provider ONLY	News Corp or Sky Owner ONLY	News Corp or Sky Provider ONLY	Channel 4 Owner ONLY
Unweighted Base	1931	175	98	34	445	832	110	23	24	6	6	12	20	21	24	-
Weighted Base	45268	4782	2798	1000	10895	20147	2472	472	491	161	161	292	439	526	540	-
Trinity Mirror Owner / Provider ONLY	108 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Telegraph Media Group Owner / Provider ONLY	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Guardian Media Group Owner / Provider ONLY	19 *	19	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Independent Print Ltd Owner / Provider ONLY	33 *	-	33	-	-	-	-	-	-	-	-	-	-	-	-	-
Pearson Owner / Provider ONLY	-	-	7%	-	-	-	-	-	-	-	-	-	-	-	-	-
Commercial Radio ONLY	164 *	-	-	-	164	52	-	-	-	-	-	-	112	-	112	-
					2%	*						26%			21%	
Other Owner/Provider ONLY	643	-	-	-	-	643	-	-	-	-	-	-	-	-	-	-
	7%					3%										
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

OFCOM NEWS STUDY (QS7603 - 611246)

Media Owner/Provider overview (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - At least Occasionally)
 Base: All news consumers (at least occasionally) - TV, Newspapers, Radio, Internet

	Total	MEDIA OWNER/PROVIDER OVERVIEW (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - AT LEAST OCCASIONALLY) - SUMMARY CODES									
		Northern Shell Owner ONLY	Northern Shell Provider ONLY	Associated Newspapers Owner / Provider ONLY	Trinity Mirror Owner / Provider ONLY	Telegraph Media Group Owner / Provider ONLY	Guardian Media Group Owner / Provider ONLY	Independent Print Ltd Owner / Provider ONLY	Pearson Owner / Provider ONLY	Commercial Radio ONLY	Other Owner/ Provider ONLY
Unweighted Base	1931	2	-	1	5	-	1	1	-	8	28
Weighted Base	45268	35	-	9	108	-	19	33	-	164	643
BBC One	34671 77%	-	-	-	-	-	-	-	-	-	-
BBC Two	8233 18%	-	-	-	-	-	-	-	-	-	-
ITV1	23333 52%	-	-	-	-	-	-	-	-	-	-
Channel 4	10174 22%	-	-	-	-	-	-	-	-	-	-
Five	5799 13%	35 100%	-	-	-	-	-	-	-	-	-
BBC News channel	11705 26%	-	-	-	-	-	-	-	-	-	-
Sky News channel	10818 24%	-	-	-	-	-	-	-	-	-	-
CNN	1894 4%	-	-	-	-	-	-	-	-	-	36 6%
Star News	525 1%	-	-	-	-	-	-	-	-	-	-
Fox News	526 1%	-	-	-	-	-	-	-	-	-	-
Euronews	817 2%	-	-	-	-	-	-	-	-	-	-
Other channel	1341 3%	-	-	-	-	-	-	-	-	-	128 20%
Daily Mail	8232 18%	-	-	9 100%	-	-	-	-	-	-	-
Daily Star	1741 4%	-	-	-	-	-	-	-	-	-	-
Daily Express	2539 6%	-	-	-	-	-	-	-	-	-	-
The Sun	10295 23%	-	-	-	-	-	-	-	-	-	-
The Mirror	5369 12%	-	-	-	108 100%	-	-	-	-	-	-
The Guardian	3440 8%	-	-	-	-	-	19 100%	-	-	-	-
The Independent	2364 5%	-	-	-	-	-	-	33 100%	-	-	-
The Times	4753 11%	-	-	-	-	-	-	-	-	-	-
The Telegraph	2979 7%	-	-	-	-	-	-	-	-	-	-

OFCOM NEWS STUDY (QS7603 - 611246)

Media Owner/Provider overview (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - At least Occasionally)
 Base: All news consumers (at least occasionally) - TV, Newspapers, Radio, Internet

	Total	MEDIA OWNER/PROVIDER OVERVIEW (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - AT LEAST OCCASIONALLY) - SUMMARY CODES									
		Northern Shell Owner ONLY	Northern Shell Provider ONLY	Associated Newspapers Owner / Provider ONLY	Trinity Mirror Owner / Provider ONLY	Telegraph Media Group Owner / Provider ONLY	Guardian Media Group Owner / Provider ONLY	Independent Print Ltd Owner / Provider ONLY	Pearson Owner / Provider ONLY	Commercial Radio ONLY	Other Owner/ Provider ONLY
Unweighted Base	1931	2	-	1	5	-	1	1	-	8	28
Weighted Base	45268	35	-	9	108	-	19	33	-	164	643
Financial Times	675 1%	-	-	-	-	-	-	-	-	-	-
Morning Star	171 *	-	-	-	-	-	-	-	-	-	-
The Herald/The Scotsman/Daily Record	910 2%	-	-	-	-	-	-	-	-	-	-
The Western Mail/Daily Post	73 *	-	-	-	-	-	-	-	-	-	-
Any regional or local newspaper (e.g. Evening Standard, Metro, Birmingham Post, Manchester Evening News, etc)	7082 16%	-	-	-	-	-	-	-	-	-	244 38%
Other newspaper	1162 3%	-	-	-	-	-	-	-	-	-	14 2%
The Observer	2245 5%	-	-	-	-	-	-	-	-	-	-
The Sunday Telegraph	1949 4%	-	-	-	-	-	-	-	-	-	-
The Sunday Times	4750 10%	-	-	-	-	-	-	-	-	-	-
The Independent on Sunday	1151 3%	-	-	-	-	-	-	-	-	-	-
Sunday Mirror	4259 9%	-	-	-	25 23%	-	-	-	-	-	-
News of the World	6696 15%	-	-	-	-	-	-	-	-	-	-
The Sunday Herald	121 *	-	-	-	-	-	-	-	-	-	-
Wales on Sunday	42 *	-	-	-	-	-	-	-	-	-	-
Weekly magazines (e.g. The Economist, The Spectator, New Statesman, etc)	272 1%	-	-	-	-	-	-	-	-	-	-
The Mail on Sunday	2533 6%	-	-	-	-	-	-	-	-	-	-
The Daily Star on Sunday	146 *	-	-	-	-	-	-	-	-	-	-
The Sunday Express	404 1%	-	-	-	-	-	-	-	-	-	-
The People	520 1%	-	-	-	-	-	-	-	-	-	-

OFCOM NEWS STUDY (QS7603 - 611246)

Media Owner/Provider overview (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - At least Occasionally)

Base: All news consumers (at least occasionally) - TV, Newspapers, Radio, Internet

	Total	MEDIA OWNER/PROVIDER OVERVIEW (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - AT LEAST OCCASIONALLY) - SUMMARY CODES									
		Northern Shell Owner ONLY	Northern Shell Provider ONLY	Associated Newspapers Owner / Provider ONLY	Trinity Mirror Owner / Provider ONLY	Telegraph Media Group Owner / Provider ONLY	Guardian Media Group Owner / Provider ONLY	Independent Print Ltd Owner / Provider ONLY	Pearson Owner / Provider ONLY	Commercial Radio ONLY	Other Owner/ Provider ONLY
Unweighted Base	1931	2	-	1	5	-	1	1	-	8	28
Weighted Base	45268	35	-	9	108	-	19	33	-	164	643
Other weekend/weekly newspaper or weekly magazine	1774 4%	-	-	-	-	-	-	-	-	-	46 7%
Any BBC national radio station (e.g. BBC Radio One, BBC Radio Two, BBC World Service)	15213 34%	-	-	-	-	-	-	-	-	-	-
Any BBC local/regional radio station	5272 12%	-	-	-	-	-	-	-	-	-	-
Absolute Radio	1008 2%	-	-	-	-	-	-	-	-	17 11%	-
Classic FM	2604 6%	-	-	-	-	-	-	-	-	32 19%	-
talkSPORT	2667 6%	-	-	-	-	-	-	-	-	52 32%	-
Any other commercial radio station (e.g. Heart FM, Smooth, Capital, Gold)	6469 14%	-	-	-	-	-	-	-	-	115 70%	-
Other radio station	754 2%	-	-	-	-	-	-	-	-	-	14 2%
BBC website	10820 24%	-	-	-	-	-	-	-	-	-	-
ITV website	1078 2%	-	-	-	-	-	-	-	-	-	-
Channel 4 website	769 2%	-	-	-	-	-	-	-	-	-	-
The Guardian website	1606 4%	-	-	-	-	-	-	-	-	-	-
The Telegraph\Sunday Telegraph website	634 1%	-	-	-	-	-	-	-	-	-	-
The Times\Sunday Times website	682 2%	-	-	-	-	-	-	-	-	-	-
The Independent website	396 1%	-	-	-	-	-	-	-	-	-	-
The Sun website	786 2%	-	-	-	-	-	-	-	-	-	-
The Daily Mail website	835 2%	-	-	-	-	-	-	-	-	-	-
The Star website	135 *	-	-	-	-	-	-	-	-	-	-
Daily Express website	187 *	-	-	-	-	-	-	-	-	-	-

OFCOM NEWS STUDY (QS7603 - 611246)

Media Owner/Provider overview (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - At least Occasionally)
 Base: All news consumers (at least occasionally) - TV, Newspapers, Radio, Internet

	Total	MEDIA OWNER/PROVIDER OVERVIEW (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - AT LEAST OCCASIONALLY) - SUMMARY CODES									
		Northern Shell Owner ONLY	Northern Shell Provider ONLY	Associated Newspapers Owner / Provider ONLY	Trinity Mirror Owner / Provider ONLY	Telegraph Media Group Owner / Provider ONLY	Guardian Media Group Owner / Provider ONLY	Independent Print Ltd Owner / Provider ONLY	Pearson Owner / Provider ONLY	Commercial Radio ONLY	Other Owner/ Provider ONLY
Unweighted Base	1931	2	-	1	5	-	1	1	-	8	28
Weighted Base	45268	35	-	9	108	-	19	33	-	164	643
Daily Mirror website	306 1%	-	-	-	18 17%	-	-	-	-	-	-
The News of the World website	99 *	-	-	-	-	-	-	-	-	-	-
Sky News website	2969 7%	-	-	-	-	-	-	-	-	-	-
The Financial Times website	615 1%	-	-	-	-	-	-	-	-	-	-
Google news\Yahoo news\MSN news	6928 15%	-	-	-	-	-	-	-	-	-	271 42%
Blogs	511 1%	-	-	-	-	-	-	-	-	-	63 10%
Other website	1626 4%	-	-	-	-	-	-	-	-	-	56 9%
SUMMARY CODES											
BBC Owner / Provider	40582 90%	-	-	-	-	-	-	-	-	-	-
ITV Owner	23611 52%	-	-	-	-	-	-	-	-	-	-
ITN provider	27497 61%	-	-	-	-	-	-	-	-	-	-
News Corp Owner / Provider	17792 39%	-	-	-	-	-	-	-	-	-	-
News International Owner / Provider	17187 38%	-	-	-	-	-	-	-	-	-	-
Sky Owner	11829 26%	-	-	-	-	-	-	-	-	-	-
Sky Provider	21324 47%	35 100%	-	-	-	-	-	-	-	164 100%	-
News Corp or Sky Owner	23426 52%	-	-	-	-	-	-	-	-	-	-
News Corp or Sky Provider	28998 64%	35 100%	-	-	-	-	-	-	-	164 100%	-
Channel 4 Owner	10462 23%	-	-	-	-	-	-	-	-	-	-
Northern Shell owner	9485 21%	35 100%	-	-	-	-	-	-	-	-	-
Northern Shell provider	4390 10%	-	-	-	-	-	-	-	-	-	-
Associated Newspapers Owner / Provider	9507 21%	-	-	9 100%	-	-	-	-	-	-	-
Trinity Mirror Owner / Provider	7569 17%	-	-	-	108 100%	-	-	-	-	-	-

OFCOM NEWS STUDY (QS7603 - 611246)

Media Owner/Provider overview (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - At least Occasionally)
 Base: All news consumers (at least occasionally) - TV, Newspapers, Radio, Internet

	MEDIA OWNER/PROVIDER OVERVIEW (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - AT LEAST OCCASIONALLY) - SUMMARY CODES										
	Total	Northern Shell Owner ONLY	Northern Shell Provider ONLY	Associated Newspapers Owner / Provider ONLY	Trinity Mirror Owner / Provider ONLY	Telegraph Media Group Owner / Provider ONLY	Guardian Media Group Owner / Provider ONLY	Independent Print Ltd Owner / Provider ONLY	Pearson Owner / Provider ONLY	Commercial Radio ONLY	Other Owner/ Provider ONLY
Unweighted Base	1931	2	-	1	5	-	1	1	-	8	28
Weighted Base	45268	35	-	9	108	-	19	33	-	164	643
Telegraph Media Group Owner / Provider	3847 8%	-	-	-	-	-	-	-	-	-	-
Guardian Media Group Owner / Provider	4782 11%	-	-	-	-	19 100%	-	-	-	-	-
Independent Print Ltd Owner / Provider	2798 6%	-	-	-	-	-	33 100%	-	-	-	-
Pearson Owner / Provider	1000 2%	-	-	-	-	-	-	-	-	-	-
Commercial Radio	10895 24%	-	-	-	-	-	-	-	164 100%	-	-
Other Owner/Provider	20147 45%	-	-	-	-	-	-	-	52 32%	643 100%	-
BBC Owner / Provider ONLY	2472 5%	-	-	-	-	-	-	-	-	-	-
ITV Owner ONLY	472 1%	-	-	-	-	-	-	-	-	-	-
ITN Provider ONLY	491 1%	-	-	-	-	-	-	-	-	-	-
News Corp Owner / Provider ONLY	161 *	-	-	-	-	-	-	-	-	-	-
News International Owner / Provider ONLY	161 *	-	-	-	-	-	-	-	-	-	-
Sky Owner ONLY	292 1%	-	-	-	-	-	-	-	-	-	-
Sky Provider ONLY	439 1%	35 100%	-	-	-	-	-	-	112 68%	-	-
News Corp or Sky Owner ONLY	526 1%	-	-	-	-	-	-	-	-	-	-
News Corp or Sky Provider ONLY	540 1%	-	-	-	-	-	-	-	112 68%	-	-
Channel 4 Owner ONLY	-	-	-	-	-	-	-	-	-	-	-
Northern Shell Owner ONLY	35 *	35 100%	-	-	-	-	-	-	-	-	-
Northern Shell Provider ONLY	-	-	-	-	-	-	-	-	-	-	-
Associated Newspapers Owner / Provider ONLY	9 *	-	-	9 100%	-	-	-	-	-	-	-
Trinity Mirror Owner / Provider ONLY	108 *	-	-	-	108 100%	-	-	-	-	-	-
Telegraph Media Group Owner / Provider ONLY	-	-	-	-	-	-	-	-	-	-	-

OFCOM NEWS STUDY (QS7603 - 611246)

Media Owner/Provider overview (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - At least Occasionally)

Base: All news consumers (at least occasionally) - TV, Newspapers, Radio, Internet

	MEDIA OWNER/PROVIDER OVERVIEW (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - AT LEAST OCCASIONALLY) - SUMMARY CODES										
	Total	Northern Shell Owner ONLY	Northern Shell Provider ONLY	Associated Newspapers Owner / Provider ONLY	Trinity Mirror Owner / Provider ONLY	Telegraph Media Group Owner / Provider ONLY	Guardian Media Group Owner / Provider ONLY	Independent Print Ltd Owner / Provider ONLY	Pearson Owner / Provider ONLY	Commercial Radio ONLY	Other Owner/ Provider ONLY
Unweighted Base	1931	2	-	1	5	-	1	1	-	8	28
Weighted Base	45268	35	-	9	108	-	33	-	-	164	643
Guardian Media Group Owner / Provider ONLY	19	-	-	-	-	-	-	-	-	-	-
Independent Print Ltd Owner / Provider ONLY	33	-	-	-	-	-	33	-	-	-	-
Pearson Owner / Provider ONLY	-	-	-	-	-	-	-	-	-	-	-
Commercial Radio ONLY	164	-	-	-	-	-	-	-	164	-	
Other Owner/Provider ONLY	643	-	-	-	-	-	-	-	-	643	
Don't know	-	-	-	-	-	-	-	-	-	-	

OFCOM NEWS STUDY (QS7603 - 611246)

Media Owner/Provider overview (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - At least Occasionally)
 Base: All news consumers (at least occasionally) - TV, Newspapers, Radio, Internet

	Q8 - SUMMARY CODES												
	Total	Any TV (a)	Any Newspaper (b)	Any Weekly/Week end Newspaper (c)	Any Radio (d)	Any Website (e)	BBC Owner / Provider (f)	ITV Owner (g)	ITN provider (h)	News Corp Owner / Provider (i)	News Internation al Owner / Provider (j)	Sky owner (k)	Sky Provider (l)
Unweighted Base	1931	1227	277	29	196	194	1028	264	296	126	124	123	167
Weighted Base	45268	28070	6324	643**	4806	5231	24412	5614	6397	2898	2861	3206	4141
BBC One	34671 77%	23815 85%bddeghijk l	4306 68%e	334 52%	3662 76%eijkl	2471 47%	21486 88%abdeghij kl	4055 72%el	4512 71%e	1845 64%e	1827 64%e	1997 62%e	2546 61%e
BBC Two	8233 18%	5214 19%egkl	1220 19%egkl	134 21%	1022 21%eghkl	605 12%	5090 21%eghkl	690 12%	884 14%	394 14%	394 14%	304 9%	418 10%
ITV1	23333 52%	16597 59%bdefijkl	2793 44%ek	173 27%	2376 49%ekl	1304 25%	11990 49%eijkl	5614 100%abdefhij kl	5894 92%abdefijk l	1102 38%e	1083 38%e	888 28%	1460 35%e
Channel 4	10174 22%	6622 24%g	1307 21%	152 24%	1131 24%	962 18%	5913 24%gkl	930 17%	1712 27%egikl	495 17%	495 17%	504 16%	685 17%
Five	5799 13%	3835 14%e	999 16%ek	116 18%	499 10%	350 7%	2802 11%	907 16%ek	1016 16%ek	489 17%ek	489 17%ek	256 8%	550 13%e
BBC News channel	11705 26%	7772 28%ghl	1477 23%gh	149 23%	1216 25%gh	1091 21%gh	7935 33%abeghijkl	471 8%	792 12%	595 21%gh	595 21%gh	663 21%gh	750 18%g
Sky News channel	10818 24%	7733 28%bdfgh	1284 20%dg	67 10%	531 11%	1202 23%dg	4707 19%dg	755 13%	1004 16%	798 28%dfgh	798 28%dfgh	3035 95%abdefghij jl	3092 75%abdefghij
CNN	1894 4%	1096 4%g	266 4%g	39 6%	118 2%	376 7%adfgj	864 4%g	29 1%	138 2%	61 2%	42 1%	376 12%abdfghij	392 9%abdfghij
Star News	525 1%	301 1%	94 1%	- -	101 2%g	29 1%	331 1%	- -	16 *	60 2%g	23 1%	29 1%	47 1%
Fox News	526 1%	418 1%	50 1%	- -	26 1%	32 1%	297 1%	27 *	74 1%	18 1%	18 1%	104 3%g	104 3%
Euronews	817 2%	652 2%bg	24 *	- -	80 2%	61 1%	532 2%	18 *	129 2%	- -	- -	132 4%bgij	132 3%bg
Other channel	1341 3%	929 3%	121 2%	11 2%	181 4%	84 2%	616 3%	125 2%	148 2%	51 2%	51 2%	89 3%	89 2%
Daily Mail	8232 18%	4905 17%gh	1797 28%adefghij	147 23%	745 15%	638 12%	4517 19%egh	538 10%	688 11%	461 16%	461 16%	692 22%egh	823 20%gh
Daily Star	1741 4%	1023 4%f	423 7%aef	39 6%	141 3%	116 2%	505 2%	483 9%adef	483 8%adef	217 8%aef	217 8%aef	175 5%f	190 5%
Daily Express	2539 6%	1468 5%gh	643 10%aefgh	36 6%	269 6%gh	124 2%	1271 5%gh	75 1%	131 2%	193 7%gh	193 7%gh	332 10%aefgh	407 10%aefgh
The Sun	10295 23%	6077 22%df	2454 39%adefkl	276 43%	562 12%	925 18%	3951 16%	1905 34%adefl	2067 32%adefl	2086 72%abdefghk l	2068 72%abdefghk l	764 24%df	944 23%df
The Mirror	5369 12%	3529 13%def	1051 17%def	122 19%	294 6%	374 7%	2305 9%	955 17%def	1009 16%def	462 16%def	462 16%def	605 19%def	669 16%def
The Guardian	3440 8%	1096 4%g	729 12%aghijkl	103 16%	750 16%afghijkl	743 14%afghijkl	2001 8%aghkl	24 *	133 2%	99 3%g	99 3%g	90 3%	90 2%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l

** very small base (under 30) ineligible for sig testing

OFCOM NEWS STUDY (QS7603 - 611246)

Media Owner/Provider overview (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - At least Occasionally)
 Base: All news consumers (at least occasionally) - TV, Newspapers, Radio, Internet

	Q8 - SUMMARY CODES												
	Total	Any TV (a)	Any Newspaper (b)	Any Weekly/Week end Newspaper (c)	Any Radio (d)	Any Website (e)	BBC Owner / Provider (f)	ITV Owner (g)	ITN provider (h)	News Corp Owner / Provider (i)	News International Owner / Provider (j)	Sky owner (k)	Sky Provider (l)
Unweighted Base	1931	1227	277	29	196	194	1028	264	296	126	124	123	167
Weighted Base	45268	28070	6324	643**	4806	5231	24412	5614	6397	2898	2861	3206	4141
The Independent	2364 5%	973 3%g	507 8%aghijl	39 6%	409 9%aghijl	437 8%aghijl	1393 6%agh	- -	142 2%g	43 1%	43 2%	94 3%g	120 3%g
The Times	4753 11%	2198 8%gh	1106 17%afghl	187 29%	518 11%gh	744 14%agh	2737 11%agh	49 1%	184 3%	736 25%adefghkl	736 26%adefghkl	333 10%gh	333 8%gh
The Telegraph	2979 7%	1511 5%gh	617 10%aghij	83 13%	520 11%aeghijkl	247 5%gh	1754 7%gh	56 1%	95 1%	104 4%	104 4%	125 4%	201 5%gh
Financial Times	675 1%	231 1%	156 2%ahl	39 6%	29 1%	221 4%adfgkl	389 2%	21 *	21 *	102 4%aghkl	102 4%aghkl	- -	- -
Morning Star	171 *	112 *	31 *	- -	- 1%	29 1%	109 *	- -	- -	31 1%	31 1%	32 1%	32 1%
The Herald/The Scotsman/Daily Record	910 2%	685 2%	104 2%	27 4%	11 *	84 2%	446 2%	201 4%gd	262 4%df	11 *	11 *	37 1%	48 1%
The Western Mail/Daily Post	73 *	30 *	19 *	- -	24 1%	- -	54 *	- -	- -	- -	- -	- -	- -
Any regional or local newspaper (e.g. Evening Standard, Metro, Birmingham Post, Manchester Evening News, etc)	7082 16%	4111 15%	1359 21%afhij	69 11%	699 15%	793 15%	3656 15%	833 15%	942 15%	346 12%	327 11%	464 14%	607 15%
Other newspaper	1162 3%	553 2%	221 3%h	61 10%	194 4%gh	132 3%	661 3%	51 1%	51 1%	111 4%h	111 4%h	119 4%	130 3%
The Observer	2245 5%	716 3%gh	541 9%aghkl	104 10%	608 13%aefghijkl	315 6%agh	1406 6%agh	- *	32 *	89 3%gh	89 3%gh	61 2%g	85 2%g
The Sunday Telegraph	1949 4%	936 3%g	473 7%aghkl	44 7%	313 7%aghk	183 4%	1126 5%gh	48 1%	77 1%	98 3%	98 3%	46 1%	106 3%
The Sunday Times	4750 10%	2560 9%gh	991 16%adghl	131 20%	418 9%g	650 12%gh	2833 12%gh	126 2%	273 4%	650 22%adefghkl	631 22%adefghkl	272 8%g	272 7%g
The Independent on Sunday	1151 3%	485 2%	267 4%agh	96 15%	205 4%agh	98 2%	589 2%	25 *	55 1%	24 1%	24 1%	43 1%	89 2%
Sunday Mirror	4259 9%	2746 10%	802 13%def	129 20%	279 6%	303 6%	1839 8%	744 13%def	819 13%def	406 14%def	406 14%def	447 14%def	486 12%
News of the World	6696 15%	3778 13%	1524 24%adef	308 48%	531 11%	555 11%	2692 11%	1176 21%adef	1192 19%adef	1355 47%abdefghk	1355 47%abdefghk	557 17%f	660 16%
The Sunday Herald	121 *	70 *	- -	33 5%	17 *	- -	30 *	- *	14 *	- -	- -	26 1%	26 1%
Wales on Sunday	42 *	19 *	24 *	- -	- -	- -	19 *	- -	- -	24 1%a	24 1%a	- -	- -
Weekly magazines (e.g. The Economist, The Spectator, New Statesman, etc)	272 1%	154 1%	56 1%	63 10%	- -	- -	103 *	- -	14 *	- -	- -	36 1%	36 1%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l

** very small base (under 30) ineligible for sig testing



OFCOM NEWS STUDY (QS7603 - 611246)

Media Owner/Provider overview (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - At least Occasionally)
 Base: All news consumers (at least occasionally) - TV, Newspapers, Radio, Internet

	Q8 - SUMMARY CODES												
	Total	Any TV (a)	Any Newspaper (b)	Any Weekly/Week end Newspaper (c)	Any Radio (d)	Any Website (e)	BBC Owner / Provider (f)	ITV Owner (g)	ITN provider (h)	News Corp Owner / Provider (i)	News International Owner / Provider (j)	Sky owner (k)	Sky Provider (l)
Unweighted Base	1931	1227	277	29	196	194	1028	264	296	126	124	123	167
Weighted Base	45268	28070	6324	643**	4806	5231	24412	5614	6397	2898	2861	3206	4141
The Mail on Sunday	2533 6%	1577 6%e	512 8%eghij	42 7%	292 6%	109 2%	1597 7%eij	201 4%	253 4%	52 2%	52 2%	117 4%	128 3%
The Daily Star on Sunday	146 *	94 *	52 1%f	- -	- -	- -	21 *	74 1%f	74 1%f	11 *	11 *	- -	- -
The Sunday Express	404 1%	228 1%	141 2%ae	11 2%	24 1%	- -	227 1%	25 *	25 *	26 1%	26 1%	- -	- -
The People	520 1%	397 1%	123 2%	- -	- -	- -	177 1%	188 3%adef	188 3%def	64 2%de	64 2%de	32 1%	32 1%
Other weekend/weekly newspaper or weekly magazine	1774 4%	1115 4%	306 5%	33 5%	117 2%	203 4%	872 4%	229 4%	382 6%	64 2%	64 2%	149 5%	149 4%
Any BBC national radio station (e.g. BBC Radio One, BBC Radio Two, BBC World Service)	15213 34%	8108 29%gh	1675 26%g	91 14%	3743 78%abefghijkl	1596 31%gh	10283 42%abefghijkl	929 17%	1306 20%	648 22%	648 23%	791 25%	984 24%
Any BBC local/regional radio station	5272 12%	3015 11%gh	626 10%g	33 5%	1068 22%abefghijkl	530 10%g	3597 15%abgh	230 4%	407 6%	267 9%	267 9%	279 9%	371 9%
Absolute Radio	1008 2%	425 2%	199 3%	- -	164 3%	219 4%agh	457 2%	59 1%	59 1%	126 4%agh	126 4%agh	75 2%	161 4%ah
Classic FM	2604 6%	1370 5%	313 5%	19 3%	638 13%abefghijkl	265 5%	1430 6%g	134 2%	252 4%	113 4%	113 4%	118 4%	242 6%
talkSPORT	2667 6%	1520 5%g	244 4%	41 6%	555 12%abfgh	306 6%	1454 6%gh	125 2%	173 3%	177 6%	177 6%	334 10%abgh	370 9%bgh
Any other commercial radio station (e.g. Heart FM, Smooth, Capital, Gold)	6469 14%	4157 15%b	460 7%	43 7%	1078 22%abefijk	731 14%b	3357 14%b	1166 21%abfijk	1348 21%abfijk	283 10%	283 10%	370 12%	901 22%abfijk
Other radio station	754 2%	286 1%	176 3%al	15 2%	255 5%aefghkl	23 *	320 1%	27 *	57 1%	62 2%	62 2%	- -	- -
BBC website	10820 24%	5137 18%bghij	826 13%	141 22%	1024 21%bghij	3692 71%abdfghijkl	7435 30%abdghij	440 8%	621 10%	275 9%	257 9%	751 23%bghij	839 20%ghij
ITV website	1078 2%	623 2%	107 2%	16 3%	130 3%	201 4%	567 2%	129 2%	143 2%	98 3%	98 3%	129 4%	162 4%
Channel 4 website	769 2%	342 1%	92 1%	- -	105 2%	229 4%afg	431 2%	23 *	102 2%	76 3%	76 3%	56 2%	56 1%
The Guardian website	1606 4%	446 2%	227 4%agh	39 6%	153 3%g	740 14%abdfghijkl	865 4%agh	- -	54 1%	19 1%	19 1%	130 4%gh	130 3%g

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l

** very small base (under 30) ineligible for sig testing

OFCOM NEWS STUDY (QS7603 - 611246)

Media Owner/Provider overview (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - At least Occasionally)
 Base: All news consumers (at least occasionally) - TV, Newspapers, Radio, Internet

	Q8 - SUMMARY CODES												
	Total	Any TV (a)	Any Newspaper (b)	Any Weekly/Week end Newspaper (c)	Any Radio (d)	Any Website (e)	BBC Owner / Provider (f)	ITV Owner (g)	ITN provider (h)	News Corp Owner / Provider (i)	News International Owner / Provider (j)	Sky owner (k)	Sky Provider (l)
Unweighted Base	1931	1227	277	29	196	194	1028	264	296	126	124	123	167
Weighted Base	45268	28070	6324	643**	4806	5231	24412	5614	6397	2898	2861	3206	4141
The Telegraph\Sunday Telegraph website	634 1%	254 1%	70 1%	-	29 1%	282 5%abdfghij	371 2%	9 *	9 *	-	-	75 2%h	75 2%
The Times\Sunday Times website	682 2%	208 1%	48 1%	-	29 1%	397 8%abdfghkl	432 2%agh	-	-	61 2%gh	61 2%gh	33 1%	33 1%
The Independent website	396 1%	35 *	39 1%	39 6%	59 1%a	224 4%abfghijl	251 1%a	-	-	-	-	16 *	16 *
The Sun website	786 2%	113 *	118 2%a	16 3%	84 2%a	455 9%abdfghkl	203 1%	16 *	16 *	350 12%abdfghkl	350 12%abdfghkl	88 3%agh	88 2%a
The Daily Mail website	835 2%	308 1%	116 2%	-	29 1%	382 7%abdfghijk l	350 1%	54 1%	54 1%	49 2%	49 2%	45 1%	45 1%
The Star website	135 *	77 *	-	-	29 1%	29 1%	87 *	16 *	30 *	19 1%	-	-	-
Daily Express website	187 *	127 *	-	-	29 1%	32 1%	126 1%	-	-	-	-	29 1%	29 1%
Daily Mirror website	306 1%	177 1%	18 *	-	29 1%	82 2%	154 1%	-	20 *	20 1%	20 1%	75 2%g	75 2%g
The News of the World website	99 *	19 *	-	-	29 1%	51 1%a	48 *	-	-	-	-	51 2%af	51 1%af
Sky News website	2969 7%	1485 5%	340 5%	-	145 3%	999 19%abdfghij	1205 5%	173 3%	193 3%	279 10%dfgh	261 9%dgh	932 29%abdfghij	932 23%abdfghij
The Financial Times website	615 1%	184 1%	113 2%gh	39 6%	29 1%	251 5%adfgkl	367 2%h	-	-	32 1%	32 1%	-	-
Google news\Yahoo news\MSN news	6928 15%	3509 12%	582 9%	63 10%	623 13%	2152 41%abdfghij kl	3362 14%	578 10%	640 10%	458 16%	439 15%	783 24%abdfgh	900 22%abdfgh
Blogs	511 1%	142 1%	47 1%	-	29 1%	294 6%abdfghijk l	256 1%	24 *	54 1%	14 *	14 *	-	-
Other website	1626 4%	671 2%	195 3%	-	234 5%	526 10%abfghijkl	727 3%	175 3%	175 3%	89 3%	89 3%	114 4%	114 3%
SUMMARY CODES													
BBC Owner / Provider	40582 90%	25942 92%bceghijkl	5038 80%	483 75%	4496 94%bceghijkl	4541 87%ijl	24412 100%abdeghij kl	4465 80%	5095 80%	2148 74%	2129 74%	2602 81%	3255 79%
ITV Owner	23611 52%	16754 60%bdefijkl	2843 45%ek	173 27%	2376 49%ekl	1375 26%	12136 50%eijkl	5614 100%abdefhij kl	5894 92%abdefijk l	1151 40%e	1132 40%e	943 29%	1515 37%e
ITN provider	27497 61%	19029 68%bdefijkl	3392 54%ek	212 33%	2896 60%eijkl	1880 36%	14485 59%eijkl	5614 100%abdefij kl	6397 100%abdefijk l	1290 45%	1271 44%	1220 38%	1846 45%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l

** very small base (under 30) ineligible for sig testing

OFCOM NEWS STUDY (QS7603 - 611246)

Media Owner/Provider overview (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - At least Occasionally)
 Base: All news consumers (at least occasionally) - TV, Newspapers, Radio, Internet

	Q8 - SUMMARY CODES												
	Total	Any TV (a)	Any Newspaper (b)	Any Weekly/Week end Newspaper (c)	Any Radio (d)	Any Website (e)	BBC Owner / Provider (f)	ITV Owner (g)	ITN provider (h)	News Corp Owner / Provider (i)	News International Owner / Provider (j)	Sky owner (k)	Sky Provider (l)
Unweighted Base	1931	1227	277	29	196	194	1028	264	296	126	124	123	167
Weighted Base	45268	28070	6324	643**	4806	5231	24412	5614	6397	2898	2861	3206	4141
News Corp Owner / Provider	17792 39%	9797 35%	3789 60%adefghkl	466 72%	1442 30%	2298 44%adf	8443 35%	2159 38%	2452 38%	2898 100%abdefghkl	2861 100%abdefghkl	1257 39%	1478 36%
News International Owner / Provider	17187 38%	9568 34%	3750 59%adefghkl	466 72%	1372 29%	2032 39%d	8136 33%	2159 38%d	2452 38%d	2750 95%abdefghkl	2731 95%abdefghkl	1220 38%	1441 35%
Sky Owner	11829 26%	8123 29%bdfgh	1413 22%dg	67 10%	648 13%	1578 30%dfgh	5240 21%dg	812 14%	1080 17%	863 30%dfgh	844 30%dgh	3206 100%abdefghijl	3262 79%abdefghij
Sky Provider	21324 47%	13896 50%bfgh	2585 41%	201 31%	2379 50%g	2262 43%	10359 42%	2184 39%	2638 41%	1428 49%	1410 49%	3206 100%abdefghij	4141 100%abdefghij
News Corp or Sky Owner	23426 52%	14350 51%df	4058 64%adefgh	491 76%	1680 35%	2846 54%df	10876 45%d	2619 47%d	3100 48%d	2898 100%abdefghl	2861 100%abdefghl	3206 100%abdefghl	3459 84%abdefgh
News Corp or Sky Provider	28998 64%	17828 64%f	4426 70%dfgh	515 80%	2916 61%	3313 63%	14138 58%	3363 60%	3926 61%	2898 100%abdefgh	2861 100%abdefgh	3206 100%abdefgh	4141 100%abdefgh
Channel 4 Owner	10462 23%	6717 24%g	1383 22%	152 24%	1161 24%	1049 20%	6042 25%gl	930 17%	1712 27%gkl	556 19%	556 19%	536 17%	717 17%
Northern Shell owner	9485 21%	6084 22%ef	1792 28%adef	174 27%	813 17%	621 12%	4366 18%	1416 25%def	1579 25%ef	784 27%def	766 27%def	686 21%e	1071 26%def
Northern Shell provider	4390 10%	2615 9%	1049 17%adefgh	75 12%	381 8%	271 5%	1871 8%	573 10%	644 10%	418 14%ef	399 14%ef	459 14%ef	550 13%ef
Associated Newspapers Owner / Provider	9507 21%	5703 20%gh	1934 31%adefghij	173 27%	745 15%	952 18%	5165 21%gh	694 12%	873 14%	510 18%	510 18%	766 24%gh	897 22%gh
Trinity Mirror Owner / Provider	7569 17%	4858 17%def	1580 25%adef	179 28%	427 9%	524 10%	3210 13%	1319 23%adef	1411 22%def	739 25%adef	739 26%adef	806 25%adef	909 22%def
Telegraph Media Group Owner / Provider	3847 8%	1934 7%gh	689 11%agh	83 13%	549 11%agh	592 11%agh	2259 9%gh	89 2%	157 2%	150 5%	150 5%	200 6%g	276 7%gh
Guardian Media Group Owner / Provider	4782 11%	1723 6%gh	890 14%aghijl	103 16%	930 19%afghijkl	1117 21%afghijkl	2777 11%agh	24 *	158 2%	170 6%g	170 6%g	248 8%gh	273 7%gh
Independent Print Ltd Owner / Provider	2798 6%	1154 4%g	582 9%aghij	96 15%	439 9%aghij	527 10%aghijl	1569 6%aghij	25 *	166 3%	43 1%	43 2%	124 4%g	170 4%g
Pearson Owner / Provider	1000 2%	324 1%	205 3%aghl	39 6%	29 1%	404 8%abdfghkl	600 2%agh	21 *	21 *	134 5%adghkl	134 5%adghkl	-	-
Commercial Radio	10895 24%	6477 23%b	1008 16%	84 13%	2027 42%abefghijk	1299 25%b	5720 23%b	1368 24%b	1653 26%b	577 20%	577 20%	755 24%	1472 36%abefghijk
Other Owner/Provider	20147 45%	11369 41%	2745 43%g	322 50%	2266 47%gh	3379 65%abdfghijkl	10295 42%g	1901 34%	2363 37%	1091 38%	1072 37%	1514 47%g	1804 44%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l

** very small base (under 30) ineligible for sig testing

OFCOM NEWS STUDY (QS7603 - 611246)

Media Owner/Provider overview (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - At least Occasionally)
 Base: All news consumers (at least occasionally) - TV, Newspapers, Radio, Internet

	Q8 - SUMMARY CODES												
	Total	Any TV (a)	Any Newspaper (b)	Any Weekly/Week end Newspaper (c)	Any Radio (d)	Any Website (e)	BBC Owner / Provider (f)	ITV Owner (g)	ITN provider (h)	News Corp Owner / Provider (i)	News International Owner / Provider (j)	Sky owner (k)	Sky Provider (l)
Unweighted Base	1931	1227	277	29	196	194	1028	264	296	126	124	123	167
Weighted Base	45268	28070	6324	643**	4806	5231	24412	5614	6397	2898	2861	3206	4141
BBC Owner / Provider ONLY	2472 5%	1811 6%bghijkl	-	-	351 7%bghijkl	290 6%bghijkl	2427 10%abghijkl	-	-	-	-	-	-
ITV Owner ONLY	472 1%	446 2%bf	-	-	-	-	446 8%abdefijkl	446 7%abdefijkl	-	-	-	-	-
ITN Provider ONLY	491 1%	464 2%bf	-	-	-	-	464 8%abdefijkl	464 7%abdefijkl	-	-	-	-	-
News Corp Owner / Provider ONLY	161 *	-	137 2%defgh	24 4%	-	-	-	-	161 6%defghkl	161 6%defghkl	-	-	-
News International Owner / Provider ONLY	161 *	-	137 2%defgh	24 4%	-	-	-	-	161 6%defghkl	161 6%defghkl	-	-	-
Sky Owner ONLY	292 1%	223 1%f	-	-	-	69 1%f	-	-	-	-	-	292 9%abdefghij	292 7%abdefghij
Sky Provider ONLY	439 1%	258 1%f	-	-	112 2%bfg	69 1%f	-	-	-	-	-	292 9%abdefghij	414 10%abdefghij
News Corp or Sky Owner ONLY	526 1%	296 1%f	137 2%dfgh	24 4%	-	69 1%f	-	-	161 6%defgh	161 6%defgh	365 11%abdefgh	365 9%abdefgh	
News Corp or Sky Provider ONLY	540 1%	252 1%f	152 2%aefgh	24 4%	112 2%efgh	-	-	-	176 6%aefgh	176 6%aefgh	252 8%abdefgh	339 8%abdefgh	
Channel 4 Owner ONLY	-	-	-	-	-	-	-	-	-	-	-	-	-
Northern Shell Owner ONLY	35 *	35 *	-	-	-	-	-	-	-	-	-	-	35 1%f
Northern Shell Provider ONLY	-	-	-	-	-	-	-	-	-	-	-	-	-
Associated Newspapers Owner / Provider ONLY	9 *	-	9 *	-	-	-	-	-	-	-	-	-	-
Trinity Mirror Owner / Provider ONLY	108 *	-	83 1%af	25 4%	-	-	-	-	-	-	-	-	-
Telegraph Media Group Owner / Provider ONLY	-	-	-	-	-	-	-	-	-	-	-	-	-
Guardian Media Group Owner / Provider ONLY	19 *	-	-	-	-	-	-	-	-	-	-	-	-
Independent Print Ltd Owner / Provider ONLY	33 *	-	33 1%af	-	-	-	-	-	-	-	-	-	-
Pearson Owner / Provider ONLY	-	-	-	-	-	-	-	-	-	-	-	-	-
Commercial Radio ONLY	164 *	-	-	-	164 3%abefghk	-	-	-	-	-	-	-	87 2%abefgh

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l

** very small base (under 30) ineligible for sig testing

OFCOM NEWS STUDY (QS7603 - 611246)

Media Owner/Provider overview (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - At least Occasionally)

Base: All news consumers (at least occasionally) - TV, Newspapers, Radio, Internet

	Q8 - SUMMARY CODES												
	Total	Any TV (a)	Any Newspaper (b)	Any Weekly/Week end Newspaper (c)	Any Radio (d)	Any Website (e)	BBC Owner / Provider (f)	ITV Owner (g)	ITN provider (h)	News Corp Owner / Provider (i)	News Internation al Owner / Provider (j)	Sky owner (k)	Sky Provider (l)
Unweighted Base	1931	1227	277	29	196	194	1028	264	296	126	124	123	167
Weighted Base	45268	28070	6324	643**	4806	5231	24412	5614	6397	2898	2861	3206	4141
Other Owner/Provider ONLY	643 7%	112 *	125 2%afgh	- -	14 *	326 6%abdfghijk l	- -	- -	- -	- -	- -	- -	- -
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l

** very small base (under 30) ineligible for sig testing

OFCOM NEWS STUDY (QS7603 - 611246)

Media Owner/Provider overview (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - At least Occasionally)
 Base: All news consumers (at least occasionally) - TV, Newspapers, Radio, Internet

Total	Q8 - SUMMARY CODES													
	News Corp or Sky Owner (a)	News Corp or Sky Provider (b)	Channel 4 Owner (c)	Northern Shell owner (d)	Northern Shell provider (e)	Associated Newspapers Owner / Provider (f)	Trinity Mirror Owner / Provider (g)	Telegraph Media Group Owner / Provider (h)	Guardian Media Group Owner / Provider (i)	Independent Print Ltd Owner / Provider (j)	Pearson Owner / Provider (k)	Commercial Radio (l)	Other Owner/ Provider (m)	
Unweighted Base	1931	249	293	32	28	15	65	29	21	26	10	2	41	138
Weighted Base	45268	6104	7039	782**	580**	337**	1440*	586**	487**	697**	305**	63**	964*	3312
BBC One	34671	3842	4392	456	330	252	1063	303	391	504	236	63	631	1386
		77%	63%am	58%	57%	75%	74%am	52%	80%	72%	77%	100%	65%am	42%
BBC Two	8233	698	812	194	11	-	290	81	114	306	174	-	169	446
		18%	11%	12%	25%	2%	20%	14%	23%	44%	57%	-	17%	13%
ITV1	23333	1989	2561	279	227	140	733	202	288	232	97	32	630	1076
		52%	33%	36%	36%	41%	51%abm	34%	59%	33%	32%	50%	65%abm	32%
Channel 4	10174	1000	1180	782	177	79	341	48	36	317	165	-	82	383
		22%	16%	17%	100%	31%	23%	24%am	8%	7%	46%	-	9%	12%
Five	5799	745	1039	109	267	24	199	97	-	82	87	-	138	453
		13%	12%	15%	14%	46%	7%	14%	-	12%	28%	-	14%	14%
BBC News channel	11705	1258	1345	320	105	93	374	80	106	289	109	32	202	551
		26%	21%	19%	41%	18%	27%	26%	14%	22%	41%	36%	50%	21%
Sky News channel	10818	3833	3890	249	32	32	238	108	81	160	25	-	166	573
		24%	63%flm	55%flm	32%	6%	9%	17%	18%	17%	23%	8%	17%	17%
CNN	1894	437	453	110	-	-	32	-	-	83	61	63	45	199
		4%	7%	6%	14%	-	2%	-	-	12%	20%	100%	5%	6%
Star News	525	89	107	16	-	-	-	32	-	-	-	-	17	40
		1%	1%	2%	2%	-	-	5%	-	-	-	-	2%	1%
Fox News	526	122	122	47	-	-	-	32	-	-	-	-	-	-
		1%	2%	2%	6%	-	-	5%	-	-	-	-	-	-
Euronews	817	132	132	111	-	-	24	-	-	-	-	-	-	-
		2%	2%	2%	14%	-	2%	-	-	-	-	-	-	-
Other channel	1341	141	141	23	26	26	32	-	-	-	-	-	-	363
		3%	2%	2%	3%	5%	8%	2%	-	-	-	-	-	11%abl
Daily Mail	8232	1153	1284	151	95	47	1249	116	67	37	25	-	104	202
		18%	19%am	18%am	19%	16%	14%	87%ablm	20%	14%	8%	-	11%	6%
Daily Star	1741	392	408	-	120	120	25	26	33	-	-	-	68	142
		4%	6%	6%	-	21%	36%	2%	4%	7%	-	-	7%	4%
Daily Express	2539	525	600	57	217	217	189	32	-	-	23	-	75	76
		6%	9%am	9%am	7%	37%	64%	13%am	5%	-	7%	-	8%	2%
The Sun	10295	2850	3030	162	131	78	214	232	56	47	-	-	250	619
		23%	47%flm	43%flm	21%	23%	23%	15%	12%	7%	-	-	26%	19%
The Mirror	5369	1067	1131	54	44	24	73	529	33	29	23	-	92	213
		12%	17%fm	16%fm	7%	8%	7%	5%	90%	7%	4%	-	10%	6%
The Guardian	3440	189	189	109	-	-	110	-	-	612	64	32	-	279
		8%	3%	3%	14%	-	8%	-	-	88%	21%	50%	-	8%ab
The Independent	2364	137	163	142	-	-	90	-	24	84	266	32	26	171
		5%	2%	2%	18%	-	6%	-	5%	12%	87%	50%	3%	5%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

OFCOM NEWS STUDY (QS7603 - 611246)

Media Owner/Provider overview (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - At least Occasionally)
 Base: All news consumers (at least occasionally) - TV, Newspapers, Radio, Internet

Total	Q8 - SUMMARY CODES													
	News Corp or Sky Owner (a)	News Corp or Sky Provider (b)	Channel 4 Owner (c)	Northern Shell owner (d)	Northern Shell provider (e)	Associated Newspapers Owner / Provider (f)	Trinity Mirror Owner / Provider (g)	Telegraph Media Group Owner / Provider (h)	Guardian Media Group Owner / Provider (i)	Independent Print Ltd Owner / Provider (j)	Pearson Owner / Provider (k)	Commercial Radio (l)	Other Owner/ Provider (m)	
Unweighted Base	1931	249	293	32	28	15	65	29	21	26	10	2	41	138
Weighted Base	45268	6104	7039	782**	580**	337**	1440*	586**	487**	697**	305**	63**	964*	3312
The Times	4753 11%	1069 18%lm	1069 15%lm	135 17%	54 9%	54 16%	237 16%lm	50 9%	19 4%	108 15%	87 28%	32 50%	-	176 5%
The Telegraph	2979 7%	229 4%	305 4%	39 5%	49 8%	49 14%	92 6%	-	454 93%	-	39 13%	-	112 12%a	191 6%
Financial Times	675 1%	102 2%	102 1%	-	-	-	29 2%	-	-	32 5%	-	63 100%	-	39 1%
Morning Star	171 *	62 1%	62 1%	-	-	-	-	-	-	-	-	-	-	-
The Herald/The Scotsman/Daily Record	910 2%	48 1%	59 1%	61 8%	-	-	-	-	-	-	-	-	11 1%	143 4%ab
The Western Mail/Daily Post	73 *	-	-	-	-	-	-	-	19 4%	-	-	-	-	-
Any regional or local newspaper (e.g. Evening Standard, Metro, Birmingham Post, Manchester Evening News, etc)	7082 16%	810 13%	953 14%	109 14%	90 16%	60 18%	136 9%	76 13%	125 26%	122 18%	-	-	113 12%	963 29%abf
Other newspaper	1162 3%	230 4%	241 3%	-	24 4%	24 7%	19 1%	-	-	25 4%	-	-	11 1%	141 4%
The Observer	2245 5%	150 2%	174 2%	32 4%	-	-	79 6%	-	-	338 48%	84 28%	32 50%	25 3%	100 3%
The Sunday Telegraph	1949 4%	144 2%	204 3%	29 4%	-	-	14 1%	-	361 74%	-	25 8%	32 50%	96 10%abf	111 3%
The Sunday Times	4750 10%	921 15%lm	921 13%lm	146 19%	78 13%	78 23%	123 9%	-	66 14%	194 28%	23 7%	32 50%	29 3%	207 6%
The Independent on Sunday	1151 3%	67 1%	113 2%	31 4%	21 4%	-	72 5%	19 3%	-	74 11%	136 44%	-	26 3%	93 3%
Sunday Mirror	4259 9%	853 14%lm	892 13%lm	76 10%	23 4%	23 7%	180 12%lm	379 65%	-	-	-	-	63 6%	127 4%
News of the World	6696 15%	1912 31%fm	2015 29%fm	16 2%	76 13%	55 16%	168 12%	108 18%	24 5%	29 4%	62 20%	-	180 19%	352 11%
The Sunday Herald	121 *	26 *	26 *	14 2%	-	-	-	-	-	-	-	-	-	50 2%
Wales on Sunday	42 *	24 *	24 *	-	-	-	-	-	-	-	-	-	-	-
Weekly magazines (e.g. The Economist, The Spectator, New Statesman, etc)	272 1%	36 1%	36 1%	14 2%	-	-	24 2%	-	-	32 5%	-	-	-	63 2%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
 * small base; ** very small base (under 30) ineligible for sig testing



OFCOM NEWS STUDY (QS7603 - 611246)

Media Owner/Provider overview (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - At least Occasionally)

Base: All news consumers (at least occasionally) - TV, Newspapers, Radio, Internet

Total	Q8 - SUMMARY CODES													
	News Corp or Sky Owner (a)	News Corp or Sky Provider (b)	Channel 4 Owner (c)	Northern Shell owner (d)	Northern Shell provider (e)	Associated Newspapers Owner / Provider (f)	Trinity Mirror Owner / Provider (g)	Telegraph Media Group Owner / Provider (h)	Guardian Media Group Owner / Provider (i)	Independent Print Ltd Owner / Provider (j)	Pearson Owner / Provider (k)	Commercial Radio (l)	Other Owner/ Provider (m)	
Unweighted Base	1931	249	293	32	28	15	65	29	21	26	10	2	41	138
Weighted Base	45268	6104	7039	782**	580**	337**	1440*	586**	487**	697**	305**	63**	964*	3312
The Mail on Sunday	2533 6%	168 3%	179 3%	53 7%	-	-	363 25%ablm	-	19 4%	-	25 8%	-	11 1%	96 3%
The Daily Star on Sunday	146	11	11	-	41 7%	41 12%	-	-	-	-	-	-	-	-
The Sunday Express	404 1%	26	26	-	96 17%	96 29%	19 1%	-	-	-	-	-	-	11
The People	520 1%	96 2%	96 1%	-	-	-	-	28 5%	-	-	-	-	-	31 1%
Other weekend/weekly newspaper or weekly magazine	1774 4%	213 3%	213 3%	153 20%	-	-	102 7%	-	-	-	-	-	-	205 6%
Any BBC national radio station (e.g. BBC Radio One, BBC Radio Two, BBC World Service)	15213 34%	1440 24%	1632 23%	377 48%	147 25%	116 35%	448 31%	51 9%	231 47%	398 57%	103 34%	-	187 19%	646 19%
Any BBC local/regional radio station	5272 12%	546 9%	638 9%	176 23%	14 2%	-	213 15%	11 2%	91 19%	77 11%	25 8%	-	114 12%	213 6%
Absolute Radio	1008 2%	202 3%	288 4%	-	-	-	56 4%	-	-	55 8%	-	32 50%	116 12%abm	61 2%
Classic FM	2604 6%	231 4%	355 5%	118 15%	23 4%	23 7%	122 8%	19 3%	14 3%	61 9%	49 16%	-	174 18%ab	280 8%
talkSPORT	2667 6%	510 8%	546 8%	48 6%	47 8%	47 14%	83 6%	19 3%	-	20 3%	39 13%	-	309 32%abfm	287 9%
Any other commercial radio station (e.g. Heart FM, Smooth, Capital, Gold)	6469 14%	652 11%f	1183 17%fm	182 23%	90 16%	65 19%	19 1%	75 13%	33 7%	45 6%	25 8%	32 50%	604 63%abfm	286 9%
Other radio station	754 2%	62 1%	62 1%	30 4%	-	-	63 4%b	29 5%	-	-	-	-	-	223 7%ab
BBC website	10820 24%	1026 17%f	1114 16%f	181 23%	24 4%	24 7%	45 3%	44 8%	199 41%	380 55%	39 13%	32 50%	88 9%	886 27%abfl
ITV website	1078 2%	228 4%	260 4%	14 2%	-	-	26 2%	-	-	-	25 8%	-	33 3%	56 2%
Channel 4 website	769 2%	133 2%	133 2%	79 10%	-	-	-	16 3%	-	-	-	32 50%	-	56 2%
The Guardian website	1606 4%	149 2%	149 2%	54 7%	-	-	32 2%	-	33 7%	329 47%	25 8%	-	36 4%	119 4%
The Telegraph\Sunday Telegraph website	634 1%	75 1%	75 1%	-	-	-	-	-	109 22%	32 5%	-	-	-	38 1%
The Times\Sunday Times website	682 2%	94 2%	94 1%	-	-	-	-	-	25 5%	24 3%	25 8%	-	-	81 2%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

OFCOM NEWS STUDY (QS7603 - 611246)

Media Owner/Provider overview (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - At least Occasionally)
 Base: All news consumers (at least occasionally) - TV, Newspapers, Radio, Internet

Total	Q8 - SUMMARY CODES													
	News Corp or Sky Owner (a)	News Corp or Sky Provider (b)	Channel 4 Owner (c)	Northern Shell owner (d)	Northern Shell provider (e)	Associated Newspapers Owner / Provider (f)	Trinity Mirror Owner / Provider (g)	Telegraph Media Group Owner / Provider (h)	Guardian Media Group Owner / Provider (i)	Independent Print Ltd Owner / Provider (j)	Pearson Owner / Provider (k)	Commercial Radio (l)	Other Owner/ Provider (m)	
Unweighted Base	1931	249	293	32	28	15	65	29	21	26	10	2	41	138
Weighted Base	45268	6104	7039	782**	580**	337**	1440*	586**	487**	697**	305**	63**	964*	3312
The Independent website	396 1%	16 *	16 *	-	-	-	-	-	-	32 5%	39 13%	-	-	58 2%
The Sun website	786 2%	438 7%	438 6%	-	-	-	54 4%	-	-	-	-	-	23 2%	75 2%
The Daily Mail website	835 2%	94 2%	94 1%	-	-	-	280 19%ablm	-	-	-	25 8%	-	-	32 1%
The Star website	135 *	19 *	19 *	14 2%	-	-	-	-	-	-	-	-	-	-
Daily Express website	187 *	29 *	29 *	-	-	-	-	-	-	-	-	-	-	32 1%
Daily Mirror website	306 1%	95 2%	95 1%	20 3%	-	-	-	18 3%	-	-	-	-	-	19 1%
The News of the World website	99 *	51 1%	51 1%	-	-	-	-	-	-	-	-	-	-	-
Sky News website	2969 7%	1211 20%flm	1211 17%flm	20 3%	-	-	67 5%	34 6%	55 11%	-	25 8%	-	-	179 5%
The Financial Times website	615 1%	32 1%	32 *	-	-	-	24 2%	-	33 7%	32 5%	25 8%	63 100%	-	39 1%
Google news\Yahoo news\MSN news	6928 15%	1241 20%af	1358 19%af	62 8%	52 9%	24 7%	22 2%	18 3%	81 17%	53 8%	39 13%	-	111 12%af	1332 40%abfl
Blogs	511 1%	14 *	14 *	30 4%	-	-	-	33 6%	-	-	-	-	-	154 5%ab
Other website	1626 4%	203 3%	203 3%	-	-	-	50 3%	-	-	-	-	-	23 2%	471 14%abf
SUMMARY CODES														
BBC Owner / Provider	40582 90%	4749 78%am	5402 77%am	630 81%	445 77%	322 96%	1259 87%am	400 68%	462 95%	645 93%	236 77%	63 100%	729 76%	2203 67%
ITV Owner	23611 52%	2094 34%	2666 38%	279 36%	227 39%	140 41%	759 53%abm	202 34%	288 59%	232 33%	97 32%	32 50%	630 65%abm	1076 32%
ITN provider	27497 61%	2510 41%	3136 45%	782 100%	313 54%	172 51%	917 64%abm	218 37%	301 62%	380 55%	213 70%	32 50%	630 65%abm	1157 35%
News Corp Owner / Provider	17792 39%	4155 68%flm	4376 62%flm	293 38%	177 31%	124 37%	616 43%	245 42%	123 25%	264 38%	109 36%	32 50%	291 30%	1009 30%
News International Owner / Provider	17187 38%	3971 65%flm	4191 60%flm	293 38%	177 31%	124 37%	561 39%	245 42%	123 25%	264 38%	109 36%	32 50%	291 30%	950 29%
Sky Owner	11829 26%	4068 67%flm	4125 59%flm	268 34%	32 6%	32 9%	305 21%	142 24%	81 17%	160 23%	25 8%	-	166 17%	639 19%
Sky Provider	21324 47%	4634 76%flm	5569 79%flm	454 58%	340 59%	97 29%	589 41%	233 40%	94 19%	301 43%	136 44%	32 50%	942 98%abfm	1275 39%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

OFCOM NEWS STUDY (QS7603 - 611246)

Media Owner/Provider overview (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - At least Occasionally)
 Base: All news consumers (at least occasionally) - TV, Newspapers, Radio, Internet

Total	Q8 - SUMMARY CODES													
	News Corp or Sky Owner (a)	News Corp or Sky Provider (b)	Channel 4 Owner (c)	Northern Shell owner (d)	Northern Shell provider (e)	Associated Newspapers Owner / Provider (f)	Trinity Mirror Owner / Provider (g)	Telegraph Media Group Owner / Provider (h)	Guardian Media Group Owner / Provider (i)	Independent Print Ltd Owner / Provider (j)	Pearson Owner / Provider (k)	Commercial Radio (l)	Other Owner/ Provider (m)	
Unweighted Base	1931	249	293	32	28	15	65	29	21	26	10	2	41	138
Weighted Base	45268	6104	7039	782**	580**	337**	1440*	586**	487**	697**	305**	63**	964*	3312
News Corp or Sky Owner	23426	6104	6357	482	177	124	749	307	148	322	109	32	362	1301
	52%	100%abfm	90%flm	62%	31%	37%	52%	52%	30%	46%	36%	50%	38%	39%
News Corp or Sky Provider	28998	6104	7039	563	432	189	904	318	162	392	158	32	942	1740
	64%	100%flm	100%flm	72%	75%	56%	63%	54%	33%	56%	52%	50%	98%fm	53%
Channel 4 Owner	10462	1092	1273	782	177	79	341	64	36	317	165	32	82	402
	23%	18%	18%	100%	31%	23%	24%fm	11%	7%	46%	54%	50%	9%	12%
Northern Shell owner	9485	1470	1855	163	580	337	363	97	33	82	109	-	281	664
	21%	24%	26%	21%	100%	100%	25%	17%	7%	12%	36%	-	29%	20%
Northern Shell provider	4390	877	968	70	337	337	208	58	33	-	23	-	143	250
	10%	14%	14%	9%	58%	100%	14%	10%	7%	-	7%	-	15%	8%
Associated Newspapers Owner / Provider	9507	1276	1407	179	95	47	1440	116	67	37	25	-	104	330
	21%	21%fm	20%fm	23%	16%	14%	100%abfm	20%	14%	5%	8%	-	11%	10%
Trinity Mirror Owner / Provider	7569	1545	1647	92	68	47	253	586	51	29	23	-	131	310
	17%	25%fm	23%fm	12%	12%	14%	18%	100%	11%	4%	7%	-	14%	9%
Telegraph Media Group Owner / Provider	3847	351	427	68	49	49	92	-	487	32	64	32	112	249
	8%	6%	6%	9%	8%	14%	6%	-	100%	5%	21%	50%	12%	8%
Guardian Media Group Owner / Provider	4782	417	442	133	-	-	142	-	33	697	123	32	61	360
	11%	7%	6%	17%	-	-	10%	-	7%	100%	40%	50%	6%	11%
Independent Print Ltd Owner / Provider	2798	167	213	142	21	-	135	19	24	145	305	32	26	190
	6%	3%	3%	18%	4%	-	9%ab	3%	5%	21%	100%	50%	3%	6%
Pearson Owner / Provider	1000	134	134	-	-	-	53	-	33	32	25	63	-	39
	2%	2%	2%	-	-	-	4%	-	7%	5%	8%	100%	-	1%
Commercial Radio	10895	1332	2049	285	114	88	255	94	46	139	113	32	964	706
	24%	22%	29%	36%	20%	26%	18%	16%	10%	37%	50%	100%abfm	21%	21%
Other Owner/Provider	20147	2605	2895	462	215	156	428	174	206	271	100	63	503	3129
	45%	43%	41%	59%	37%	46%	30%	30%	42%	39%	33%	100%	52%fl	94%abfl
BBC Owner / Provider ONLY	2472	-	-	-	-	-	-	-	-	-	-	-	-	25
	5%	-	-	-	-	-	-	-	-	-	-	-	-	1%
ITV Owner ONLY	472	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-	-	-
ITN Provider ONLY	491	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-	-	-
News Corp Owner / Provider ONLY	161	161	161	-	-	-	-	-	-	-	-	-	-	-
	*	3%	2%	-	-	-	-	-	-	-	-	-	-	-
News International Owner / Provider ONLY	161	161	161	-	-	-	-	-	-	-	-	-	-	-
	*	3%	2%	-	-	-	-	-	-	-	-	-	-	-
Sky Owner ONLY	292	292	292	-	-	-	-	-	-	-	-	-	-	-
	1%	5%fm	4%fm	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

OFCOM NEWS STUDY (QS7603 - 611246)

Media Owner/Provider overview (Q3A/B, Q4A/B, Q5A/B, Q6A/B, Q7A/B - At least Occasionally)
 Base: All news consumers (at least occasionally) - TV, Newspapers, Radio, Internet

Total	Q8 - SUMMARY CODES													
	News Corp or Sky Owner (a)	News Corp or Sky Provider (b)	Channel 4 Owner (c)	Northern Shell owner (d)	Northern Shell provider (e)	Associated Newspapers Owner / Provider (f)	Trinity Mirror Owner / Provider (g)	Telegraph Media Group Owner / Provider (h)	Guardian Media Group Owner / Provider (i)	Independent Print Ltd Owner / Provider (j)	Pearson Owner / Provider (k)	Commercial Radio (l)	Other Owner/ Provider (m)	
Unweighted Base	1931	249	293	32	28	15	65	29	21	26	10	2	41	138
Weighted Base	45268	6104	7039	782**	580**	337**	1440*	586**	487**	697**	305**	63**	964*	3312
Sky Provider ONLY	439 1%	292 5%am	414 6%am	-	35 6%	-	-	-	-	-	-	-	87 9%fm	25 1%
News Corp or Sky Owner ONLY	526 1%	526 9%fm	526 7%fm	-	-	-	-	-	-	-	-	-	-	-
News Corp or Sky Provider ONLY	540 1%	428 7%fm	515 7%fm	-	-	-	-	-	-	-	-	-	87 9%fm	25 1%
Channel 4 Owner ONLY	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Northern Shell Owner ONLY	35 *	-	35 *	-	35 6%	-	-	-	-	-	-	-	-	-
Northern Shell Provider ONLY	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Associated Newspapers Owner / Provider ONLY	9 *	-	-	-	-	9 1%	-	-	-	-	-	-	-	-
Trinity Mirror Owner / Provider ONLY	108 *	-	-	-	-	-	108 18%	-	-	-	-	-	-	-
Telegraph Media Group Owner / Provider ONLY	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Guardian Media Group Owner / Provider ONLY	19 *	-	-	-	-	-	-	-	-	-	-	-	-	-
Independent Print Ltd Owner / Provider ONLY	33 *	-	-	-	-	-	-	-	-	33 11%	-	-	-	-
Pearson Owner / Provider ONLY	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Commercial Radio ONLY	164 *	-	87 1%	-	-	-	-	-	-	-	-	-	139 14%abfm	77 2%a
Other Owner/Provider ONLY	643 1%	-	-	-	-	-	-	-	-	-	-	-	-	577 17%abf
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Q415-A. Newspaper overview - REGULARLY

Base: All Adults in GB who read the news from a newspaper

	GENDER		AGE						SOCIAL CLASS		WORKING STATUS		COUNTRY			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	Working	Not working	England	Scotland	Wales
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	
Unweighted Base	1281	626	655	178	170	185	185	214	349	610	671	587	694	1086	133	62
Weighted Base	30407	15016	15391	3969	4493	5187	5015	4689	7054	17590	12817	15599	14807	26057	2849	1501*
Daily Mail	6255 21%	2856 19%	3399 22%	559 14%	567 13%	777 15%	1048 21% ^d	1311 28% ^{cde}	1994 28% ^{cde}	3631 21%	2624 20%	2893 19%	3362 23%	5665 22% ⁿ	380 13%	210 14%
Daily Star	970 3%	542 4%	428 3%	127 3%	288 6% ^h	190 4% ^h	194 4% ^h	104 2%	66 1%	273 2%	696 5% ⁱ	645 4%	324 2%	634 2%	271 10% ^m	65 4%
Daily Express	1720 6%	757 5%	963 6%	122 3%	129 3%	213 4%	304 6%	322 7%	631 9% ^{cde}	858 5%	862 7%	799 5%	921 6%	1524 6%	197 7% ^o	-
The Sun	8263 27%	4496 30% ^b	3767 24%	1525 38% ^{efg}	1897 42% ^{efg}	1395 27% ^h	1213 24% ^h	1066 23%	1167 17%	3193 18%	5069 40% ⁱ	4774 31% ⁱ	3489 24%	6497 25%	1322 46% ^{mo}	444 30%
The Mirror	3725 12%	1870 12%	1855 12%	603 15%	529 12%	615 12%	649 13%	609 13%	721 10%	1789 10%	1936 15% ⁱ	1971 13%	1754 12%	3426 13% ⁿ	57 2%	242 16% ⁿ
The Guardian	2650 9%	1289 9%	1361 9%	540 14% ^{dgh}	311 7%	670 13% ^h	556 11% ^h	328 7%	245 3%	2273 13% ^j	376 3%	1814 12% ⁱ	836 6%	2493 10% ⁿ	17 1%	139 9% ⁿ
The Independent	1288 4%	653 4%	634 4%	140 4%	172 4%	180 3%	362 7% ^h	234 5%	199 3%	1164 7% ^h	123 1%	981 6% ⁱ	306 2%	1237 5%	32 1%	19 1%
The Times	3184 10%	1307 9%	1877 12%	520 13%	493 11%	526 10%	548 11%	490 10%	607 9%	2623 15% ^j	561 4%	1765 11%	1419 10%	2850 11% ⁿ	139 5%	195 13%
The Telegraph	2053 7%	806 5%	1246 8%	79 2%	199 4%	139 3%	323 6%	521 11% ^{cde}	791 11% ^{cde}	1766 10% ^j	286 2%	809 5%	1244 8% ^k	1912 7% ⁿ	-	141 9% ⁿ
Financial Times	361 1%	158 1%	203 1%	-	127 3% ^c	72 1%	98 2%	24 1%	40 1%	347 2% ^j	14 *	267 2%	95 1%	347 1%	14 1%	-
Morning Star	132 *	85 1%	47 *	45 1%	32 1%	55 1%	-	-	-	91 1%	41 *	87 1%	45 *	102 *	-	31 2%
The Herald/The Scotsman/Daily Record	723 2%	334 2%	389 3%	66 2%	22 *	67 1%	180 4%	95 2%	294 4% ^d	183 1%	540 4% ⁱ	192 1%	531 4% ^k	18 *	705 25% ^{mo}	-
The Western Mail/Daily Post	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any regional or local newspaper (e.g. Evening Standard, Metro, Birmingham Post, Manchester Evening News, etc)	4795 16%	2433 16%	2362 15%	852 21% ^f	847 19% ^g	746 14% ^g	663 13%	331 7%	1356 19% ^g	2594 15%	2201 17%	1945 12%	2850 19% ^k	4096 16%	338 12%	360 24% ⁿ
Other newspaper	420 1%	260 2%	160 1%	51 1%	52 1%	39 1%	64 1%	19 *	196 3%	289 2%	131 1%	198 1%	222 1%	359 1%	36 1%	24 2%
The Observer	1700 6%	955 6%	746 5%	180 5%	172 4%	415 8% ^{gh}	572 11% ^{cdgh}	139 3%	222 3%	1519 9% ^j	181 1%	1181 8% ^l	519 4%	1638 6% ⁿ	-	62 4% ⁿ
The Sunday Telegraph	1396 5%	680 5%	715 5%	46 1%	147 3%	175 3%	212 4%	248 5% ^c	568 8% ^{cde}	1262 7% ^j	134 1%	645 4%	750 5%	1216 5%	57 2%	122 8%
The Sunday Times	3147 10%	1430 10%	1717 11%	227 6%	521 12%	709 14% ^{ch}	527 11%	610 13% ^c	552 8%	2590 15% ^j	557 4%	1953 13% ^l	1194 8%	2714 10%	208 7%	225 15%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o

* small base

OFCOM NEWS STUDY (QS7603 - 611246)

Q415-A. Newspaper overview - REGULARLY
Base: All Adults in GB who read the news from a newspaper

	GENDER		AGE						SOCIAL CLASS		WORKING STATUS		COUNTRY			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	Working	Not working	England	Scotland	Wales
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	
Unweighted Base	1281	626	655	178	170	185	185	214	349	610	671	587	694	1086	133	62
Weighted Base	30407	15016	15391	3969	4493	5187	5015	4689	7054	17590	12817	15599	14807	26057	2849	1501*
The Independent on Sunday	529 2%	295 2%	234 2%	61 2%	32 1%	22 *	145 3%	125 3%	144 2%	455 3%j	74 1%	309 2%	221 1%	510 2%	-	19 1%
Sunday Mirror	2859 9%	1450 10%	1409 9%	464 12%	409 9%	474 9%	487 10%	366 8%	659 9%	1232 7%	1627 13%i	1440 9%	1419 10%	2466 9%	136 5%	257 17%n
News of the World	5589 18%	2833 19%	2757 18%	753 19%h	1162 26%h	1159 22%h	1021 20%h	891 19%h	603 9%	2158 12%	3431 27%i	3218 21%i	2372 16%	4413 17%	712 25% <i>m</i>	465 31% <i>m</i>
The Sunday Herald	94 *	33 *	62 *	- *	17 *	33 1%	16 *	14 *	14 *	33 *	62 *	14 *	80 1%	- *	94 3% <i>m</i>	- *
Wales on Sunday	42 *	24 *	19 *	- *	- *	- *	- *	24 1%	19 *	- *	42 *	- *	42 *	- *	- *	42 3% <i>m</i>
Weekly magazines (e.g. The Economist, The Spectator, New Statesman, etc)	272 1%	118 1%	154 1%	- *	32 1%	109 2%	70 1%	14 *	47 1%	257 1% <i>j</i>	14 *	188 1%	83 1%	257 1%	14 1%	- *
The Mail on Sunday	2108 7%	813 5%	1295 8% <i>a</i>	34 1%	58 1%	195 4%	410 8% <i>cd</i>	443 9% <i>cde</i>	969 14% <i>cde</i>	1205 7%	903 7%	838 5%	1270 9% <i>k</i>	1500 6%	546 19% <i>mo</i>	62 4%
The Daily Star on Sunday	107 *	62 *	44 *	- *	23 1%	- *	39 1%	19 *	26 *	19 *	88 1%	23 *	84 1%	62 *	- *	45 3% <i>m</i>
The Sunday Express	294 1%	120 1%	175 1%	- *	- *	- *	- *	98 2% <i>ef</i>	196 3% <i>cdef</i>	104 1%	190 1%	- *	294 2% <i>k</i>	283 1%	11 *	- *
The People	348 1%	143 1%	205 1%	14 *	24 1%	- *	59 1%	110 2% <i>e</i>	140 2% <i>e</i>	92 2%i	256 2%i	116 1%	232 2%	267 1%	- *	81 5% <i>mn</i>
Other weekend/weekly newspaper or weekly magazine	1238 4%	697 5%	541 4%	177 4%	236 5% <i>f</i>	135 3%	62 1%	113 2%	516 7% <i>efg</i>	590 3%	649 5%	487 3%	752 5%	801 3%	419 15% <i>mo</i>	19 1%
SUMMARY CODES																
Any national daily or weekly newspapers	25592 84%	12450 83%	13142 85%	3220 81%	3531 79%	4206 81%	4212 84%	4233 90% <i>cde</i>	6189 88% <i>cd</i>	14607 83%	10985 86%	13152 84%	12439 84%	21772 84%	2481 87%	1339 89%
The Times or Sunday Times	4668 15%	2152 14%	2517 16%	655 17%	819 18%	863 17%	716 14%	766 16%	849 12%	3818 22% <i>j</i>	850 7%	2725 17% <i>l</i>	1943 13%	4106 16% <i>n</i>	246 9%	316 21% <i>n</i>
The Times or Sunday Times or Sun or NoW	13909 46%	7027 47%	6881 45%	2266 57% <i>gh</i>	2777 62% <i>efg</i>	2559 49% <i>h</i>	2168 43% <i>h</i>	2025 43% <i>h</i>	2113 30%	7369 42%	6540 51%i	7835 50%i	6073 41%	11392 44%	1675 59% <i>m</i>	842 56%
The Times or Sunday Times only	1470 5%	611 4%	858 6%	110 3%	201 4%	445 9% <i>cg</i>	194 4%	126 3%	393 6%	1322 8% <i>lj</i>	147 1%	829 5%	640 4%	1282 5%	29 1%	158 11% <i>n</i>
The Times or Sunday Times or Sun or NoW only	5908 19%	2912 19%	2996 19%	887 22% <i>h</i>	1368 30% <i>fgh</i>	1198 23% <i>h</i>	819 16%	773 16%	863 12%	2980 17%	2927 23%i	3529 23%i	2379 16%	4962 19%	647 23%	299 20%
Don't know	1974 6%	1017 7%	957 6%	158 4%	341 8% <i>h</i>	577 11% <i>ch</i>	413 8% <i>h</i>	293 6%	192 3%	1279 7%	696 5%	1150 7%	824 6%	1743 7%	143 5%	89 6%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o
 * small base

Q4I5-A. Newspaper overview - REGULARLY

Base: All Adults in GB who read the news from a newspaper

	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED			
	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	1281	469	870	304	1184	671	1281	458
Weighted Base	30407	11622	20590	8101	28032	16260	30407	12003
Daily Mail	6255 21%	2467 21%	4577 22%	1553 19%	6033 22%	3491 21%	6255 21%	2376 20%
Daily Star	970 3%	283 2%	719 3%	265 3%	946 3%	489 3%	970 3%	347 3%
Daily Express	1720 6%	575 5%	1248 6%	269 3%	1720 6%	813 5%	1720 6%	652 5%
The Sun	8263 27%	2794 24%	6107 30%bd	1728 21%	7801 28%	4157 26%	8263 27%	2981 25%
The Mirror	3725 12%	1563 13%	2813 14%	986 12%	3480 12%	2160 13%	3725 12%	1335 11%
The Guardian	2650 9%	1451 12%a	2011 10%	1243 15%ac	2154 8%	1866 11%e	2650 9%	1721 14%eg
The Independent	1288 4%	880 8%a	1032 5%	491 6%	1224 4%	1013 6%	1288 4%	780 7%
The Times	3184 10%	1467 13%	2678 13%	1292 16%a	2805 10%	1916 12%	3184 10%	1821 15%eg
The Telegraph	2053 7%	1038 9%	1498 7%	747 9%	1953 7%	1314 8%	2053 7%	899 7%
Financial Times	361 1%	182 2%	290 1%	290 4%ac	361 1%	214 1%	361 1%	322 3%g
Morning Star	132 *	55 *	116 1%	60 1%	132 *	116 1%	132 *	60 1%
The Herald/The Scotsman/Daily Record	723 2%	165 1%	481 2%	71 1%	712 3%	299 2%	723 2%	132 1%
The Western Mail/Daily Post	-	-	-	-	-	-	-	-
Any regional or local newspaper (e.g. Evening Standard, Metro, Birmingham Post, Manchester Evening News, etc)	4795 16%	1682 14%	3588 17%	1242 15%	4291 15%	2239 14%	4795 16%	1890 16%
Other newspaper	420 1%	205 2%	244 1%	128 2%	356 1%	270 2%	420 1%	147 1%
The Observer	1700 6%	1080 9%a	1282 6%	820 10%ac	1512 5%	1231 8%	1700 6%	1254 10%eg
The Sunday Telegraph	1396 5%	636 5%	1076 5%	517 6%	1304 5%	827 5%	1396 5%	662 6%
The Sunday Times	3147 10%	1474 13%	2523 12%	1442 18%ac	2962 11%	2069 13%	3147 10%	1885 16%eg

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

Q415-A. Newspaper overview - REGULARLY
Base: All Adults in GB who read the news from a newspaper

	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED			
	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	1281	469	870	304	1184	671	1281	458
Weighted Base	30407	11622	20590	8101	28032	16260	30407	12003
The Independent on Sunday	529 2%	392 3%	394 2%	230 3%	506 2%	444 3%	529 2%	346 3%
Sunday Mirror	2859 9%	1229 11%	2263 11%	907 11%	2623 9%	1740 11%	2859 9%	1201 10%
News of the World	5589 18%	1830 16%	4202 20% ^{bd}	1206 15%	5203 19%	2626 16%	5589 18%	2013 17%
The Sunday Herald	94 *	63 1%	47 *	33 *	44 *	80 *	94 *	47 *
Wales on Sunday	42 *	24 *	42 *	- *	42 *	42 *	42 *	- *
Weekly magazines (e.g. The Economist, The Spectator, New Statesman, etc)	272 1%	51 *	212 1%	166 2% ^b	248 1%	51 *	272 1%	212 2% ^f
The Mail on Sunday	2108 7%	700 6%	1503 7%	357 4%	2041 7%	1177 7%	2108 7%	550 5%
The Daily Star on Sunday	107 *	- *	107 1%	- *	107 *	58 *	107 *	- *
The Sunday Express	294 1%	116 1%	253 1%	32 *	294 1%	191 1%	294 1%	56 *
The People	348 1%	63 1%	320 2%	46 1%	348 1%	127 1%	348 1%	70 1%
Other weekend/weekly newspaper or weekly magazine	1238 4%	334 3%	739 4%	183 2%	1164 4%	538 3%	1238 4%	301 3%
SUMMARY CODES								
Any national daily or weekly newspapers	25592 84%	10022 86%	18253 89% ^d	6717 83%	23846 85%	14163 87%	25592 84%	10172 85%
The Times or Sunday Times	4668 15%	2040 18%	3728 18%	2013 25% ^{abc}	4246 15%	2934 18%	4668 15%	2766 23% ^{efg}
The Times or Sunday Times or Sun or NoW	13909 46%	5149 44%	10324 50%	3864 48%	12934 46%	7450 46%	13909 46%	5908 49%
The Times or Sunday Times only	1470 5%	585 5%	1104 5%	529 7%	1314 5%	867 5%	1470 5%	791 7%
The Times or Sunday Times or Sun or NoW only	5908 19%	1929 17%	4031 20%	1502 19%	5416 19%	2821 17%	5908 19%	2417 20%
Don't know	1974 6%	669 6% ^c	536 3%	640 8% ^c	1826 7%	829 5%	1974 6%	752 6%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

Q4I5-A. Newspaper overview - REGULARLY

Base: All Adults in GB who read the news from a newspaper

	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED			
	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	1281	469	870	304	1184	671	1281	458
Weighted Base	30407	11622	20590	8101	28032	16260	30407	12003
Daily Mail	6255 21%	2467 21%	4577 22%	1553 19%	6033 22%	3491 21%	6255 21%	2376 20%
Daily Star	970 3%	891 4%	719 3%	265 3%	946 3%	489 3%	970 3%	347 3%
Daily Express	1720 6%	1644 6% ^d	1248 6%	269 3%	1720 6%	813 5%	1720 6%	652 5%
The Sun	8263 27%	2794 24% ^d	6107 30% ^{bd}	1728 21%	7801 28%	4157 26%	8263 27%	2981 25%
The Mirror	3725 12%	3198 13%	2813 14%	986 12%	3480 12%	2160 13%	3725 12%	1335 11%
The Guardian	2650 9%	1846 7%	2011 10%	1243 15% ^{ac}	2154 8%	1866 11% ^e	2650 9%	1721 14% ^{eg}
The Independent	1288 4%	1117 4%	1032 5%	491 6%	1224 4%	1013 6%	1288 4%	780 7%
The Times	3184 10%	2572 10%	2678 13%	1292 16% ^a	2805 10%	1916 12%	3184 10%	1821 15% ^{eg}
The Telegraph	2053 7%	1758 7%	1498 7%	747 9%	1953 7%	1314 8%	2053 7%	899 7%
Financial Times	361 1%	291 1%	290 1%	290 4% ^{ac}	361 1%	214 1%	361 1%	322 3% ^g
Morning Star	132 *	132 1%	116 1%	60 1%	132 *	116 1%	132 *	60 1%
The Herald/The Scotsman/Daily Record	723 2%	646 3%	481 2%	71 1%	712 3%	299 2%	723 2%	132 1%
The Western Mail/Daily Post	-	-	-	-	-	-	-	-
Any regional or local newspaper (e.g. Evening Standard, Metro, Birmingham Post, Manchester Evening News, etc)	4795 16%	3847 15%	3588 17%	1242 15%	4291 15%	2239 14%	4795 16%	1890 16%
Other newspaper	420 1%	312 1%	244 1%	128 2%	356 1%	270 2%	420 1%	147 1%
The Observer	1700 6%	1278 5%	1282 6%	820 10% ^{ac}	1512 5%	1231 8%	1700 6%	1254 10% ^{eg}
The Sunday Telegraph	1396 5%	1137 4%	1076 5%	517 6%	1304 5%	827 5%	1396 5%	662 6%
The Sunday Times	3147 10%	2782 11%	2523 12%	1442 18% ^{ac}	2962 11%	2069 13%	3147 10%	1885 16% ^{eg}

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

Q415-A. Newspaper overview - REGULARLY
Base: All Adults in GB who read the news from a newspaper

	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED			
	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	1281	469	870	304	1184	671	1281	458
Weighted Base	30407	11622	20590	8101	28032	16260	30407	12003
The Independent on Sunday	529 2%	392 3%	394 2%	230 3%	506 2%	444 3%	529 2%	346 3%
Sunday Mirror	2859 9%	1229 11%	2263 11%	907 11%	2623 9%	1740 11%	2859 9%	1201 10%
News of the World	5589 18%	1830 16%	4202 20%bd	1206 15%	5203 19%	2626 16%	5589 18%	2013 17%
The Sunday Herald	94 *	63 1%	47 *	33 *	44 *	80 *	94 *	47 *
Wales on Sunday	42 *	24 *	42 *	- *	42 *	42 *	42 *	- *
Weekly magazines (e.g. The Economist, The Spectator, New Statesman, etc)	272 1%	51 *	212 1%	166 2%b	248 1%	51 *	272 1%	212 2%f
The Mail on Sunday	2108 7%	700 6%	1503 7%	357 4%	2041 7%	1177 7%	2108 7%	550 5%
The Daily Star on Sunday	107 *	- *	107 1%	- *	107 *	58 *	107 *	- *
The Sunday Express	294 1%	116 1%	253 1%	32 *	294 1%	191 1%	294 1%	56 *
The People	348 1%	63 1%	320 2%	46 1%	348 1%	127 1%	348 1%	70 1%
Other weekend/weekly newspaper or weekly magazine	1238 4%	334 3%	739 4%	183 2%	1164 4%	538 3%	1238 4%	301 3%
SUMMARY CODES								
Any national daily or weekly newspapers	25592 84%	10022 86%	18253 89%d	6717 83%	23846 85%	14163 87%	25592 84%	10172 85%
The Times or Sunday Times	4668 15%	2040 18%	3728 18%	2013 25%abc	4246 15%	2934 18%	4668 15%	2766 23%efg
The Times or Sunday Times or Sun or NoW	13909 46%	5149 44%	10324 50%	3864 48%	12934 46%	7450 46%	13909 46%	5908 49%
The Times or Sunday Times only	1470 5%	585 5%	1104 5%	529 7%	1314 5%	867 5%	1470 5%	791 7%
The Times or Sunday Times or Sun or NoW only	5908 19%	1929 17%	4031 20%	1502 19%	5416 19%	2821 17%	5908 19%	2417 20%
Don't know	1974 6%	669 6%c	536 3%	640 8%c	1826 7%	829 5%	1974 6%	752 6%

Q415-A. Newspaper overview - REGULARLY

Base: All Adults in GB who read the news from a newspaper

	Total	Q2 MAIN PLATFORM				Q1A - TV, RADIO, NEWSPAPERS OR INTERNET
		Main TV	Main Radio	Main Newspaper	Main Internet	
		(a)	(b)	(c)	(d)	
					(e)	
Unweighted Base	1281	767	111	283	95	1274
Weighted Base	30407	17902	2935	6449	2558*	30291
Daily Mail	6255 21%	3873 22%	514 18%	1314 20%	403 16%	6242 21%
Daily Star	970 3%	671 4%	52 2%	196 3%	51 2%	970 3%
Daily Express	1720 6%	1126 6% ^d	79 3%	451 7% ^d	-	1720 6%
The Sun	8263 27%	5249 29% ^b	323 11%	1964 30% ^b	593 23% ^b	8248 27%
The Mirror	3725 12%	2349 13%	218 7%	897 14%	212 8%	3712 12%
The Guardian	2650 9%	922 5%	772 26% ^a ^c ^d	636 10% ^a	319 12% ^a	2650 9%
The Independent	1288 4%	383 2%	438 15% ^a ^c ^d	287 4%	150 6% ^a	1288 4%
The Times	3184 10%	1304 7%	460 16% ^a	901 14% ^a	439 17% ^a	3184 11%
The Telegraph	2053 7%	1032 6%	285 10%	512 8%	175 7%	2053 7%
Financial Times	361 1%	14 *	86 3% ^a	131 2% ^a	130 5% ^a	361 1%
Morning Star	132 *	41 *	-	91 1% ^a	-	132 *
The Herald/The Scotsman/Daily Record	723 2%	496 3%	33 1%	178 3%	-	723 2%
The Western Mail/Daily Post	-	-	-	-	-	-
Any regional or local newspaper (e.g. Evening Standard, Metro, Birmingham Post, Manchester Evening News, etc)	4795 16%	2677 15%	246 8%	1169 18% ^b	594 23% ^a ^b	4769 16%
Other newspaper	420 1%	238 1%	118 4% ^c	25 *	39 2%	420 1%
The Observer	1700 6%	496 3%	623 21% ^a ^c ^d	404 6% ^a	153 6%	1700 6%
The Sunday Telegraph	1396 5%	553 3%	275 9% ^a	441 7% ^a	103 4%	1396 5%
The Sunday Times	3147 10%	1760 10%	371 13%	626 10%	338 13%	3147 10%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d

* small base

Q415-A. Newspaper overview - REGULARLY

Base: All Adults in GB who read the news from a newspaper

	Total	Q2 MAIN PLATFORM				Q1A - TV, RADIO, NEWSPAPERS OR INTERNET
		Main TV	Main Radio	Main Newspaper	Main Internet	
		(a)	(b)	(c)	(d)	
					(e)	
Unweighted Base	1281	767	111	283	95	1274
Weighted Base	30407	17902	2935	6449	2558*	30291
The Independent on Sunday	529 2%	191 1%	127 4%a	155 2%	32 1%	529 2%
Sunday Mirror	2859 9%	1844 10%	184 6%	617 10%	135 5%	2859 9%
News of the World	5589 18%	3348 19%b	292 10%	1472 23%b	395 15%	5549 18%
The Sunday Herald	94 *	44 *	33 1%	- -	17 1%	94 *
Wales on Sunday	42 *	19 *	- -	24 *	- -	42 *
Weekly magazines (e.g. The Economist, The Spectator, New Statesman, etc)	272 1%	110 1%	- -	107 2%	31 1%	272 1%
The Mail on Sunday	2108 7%	1330 7%	215 7%	408 6%	82 3%	2108 7%
The Daily Star on Sunday	107 *	84 *	- -	23 *	- -	107 *
The Sunday Express	294 1%	123 1%	- -	171 3%a	- -	294 1%
The People	348 1%	200 1%	- -	124 2%	- -	348 1%
Other weekend/weekly newspaper or weekly magazine	1238 4%	740 4%	82 3%	305 5%	75 3%	1201 4%
SUMMARY CODES						
Any national daily or weekly newspapers	25592 84%	15123 84% ^d	2456 84% ^d	5740 89% ^d	1831 72%	25538 84%
The Times or Sunday Times	4668 15%	2275 13%	569 19%	1142 18% ^a	581 23% ^a	4668 15%
The Times or Sunday Times or Sun or NoW	13909 46%	8199 46% ^b	949 32%	3284 51% ^b	1226 48% ^b	13868 46%
The Times or Sunday Times only	1470 5%	784 4%	128 4%	384 6%	150 6%	1470 5%
The Times or Sunday Times or Sun or NoW only	5908 19%	3672 21% ^b	339 12%	1282 20%	557 22%	5893 19%
Don't know	1974 6%	1257 7% ^c	269 9% ^c	95 1%	312 12% ^c	1963 6%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d

* small base

Q4:5-A. Newspaper overview - REGULARLY

Base: All Adults in GB who read the news from a newspaper

Q4:5 NEWSPAPER OVERVIEW - REGULARLY - SUMMARY CODES

	Total	Q4:5 NEWSPAPER OVERVIEW - REGULARLY - SUMMARY CODES				
		Any national daily or weekly newspapers	The Times or Sunday Times	The Times or Sunday Times or Sun or NoW	The Times or Sunday Times only	The Times or Sunday Times or Sun or NoW only
Unweighted Base	1281	1080	178	583	53	248
Weighted Base	30407	25592	4668	13909	1470	5908
Daily Mail	6255 21%	6255 24%	832 18%	2059 15%	-	-
Daily Star	970 3%	970 4%	67 1%	707 5%	-	-
Daily Express	1720 6%	1720 7%	223 5%	671 5%	-	-
The Sun	8263 27%	8263 32%	369 8%	8263 59%	-	4173 71%
The Mirror	3725 12%	3725 15%	325 7%	1837 13%	-	-
The Guardian	2650 9%	2650 10%	757 16%	876 6%	-	-
The Independent	1288 4%	1288 5%	488 10%	524 4%	-	-
The Times	3184 10%	3184 12%	3184 68%	3184 23%	1240 84%	1419 24%
The Telegraph	2053 7%	2053 8%	511 11%	551 4%	-	-
Financial Times	361 1%	361 1%	165 4%	165 1%	-	-
Morning Star	132 *	132 1%	29 1%	132 1%	-	-
The Herald/The Scotsman/Daily Record	723 2%	723 3%	11 *	277 2%	-	-
The Western Mail/Daily Post	-	-	-	-	-	-
Any regional or local newspaper (e.g. Evening Standard, Metro, Birmingham Post, Manchester Evening News, etc)	4795 16%	2370 9%	332 7%	1335 10%	-	-
Other newspaper	420 1%	109 *	30 1%	41 *	-	-
The Observer	1700 6%	1700 7%	341 7%	377 3%	-	-
The Sunday Telegraph	1396 5%	1396 5%	262 6%	311 2%	-	-
The Sunday Times	3147 10%	3147 12%	3147 67%	3147 23%	958 65%	1109 19%
The Independent on Sunday	529 2%	529 2%	123 3%	159 1%	-	-
Sunday Mirror	2859 9%	2859 11%	292 6%	1411 10%	-	-

Q4:5-A. Newspaper overview - REGULARLY

Base: All Adults in GB who read the news from a newspaper

Q4:5 NEWSPAPER OVERVIEW - REGULARLY - SUMMARY CODES

	Q4:5 NEWSPAPER OVERVIEW - REGULARLY - SUMMARY CODES					
	Total	Any national daily or weekly newspapers	The Times or Sunday Times	The Times or Sunday Times or Sun or NoW	The Times or Sunday Times only	The Times or Sunday Times or Sun or NoW only
Unweighted Base	1281	1080	178	583	53	248
Weighted Base	30407	25592	4668	13909	1470	5908
News of the World	5589	5589	232	5589	-	2517
	18%	22%	5%	40%	-	43%
The Sunday Herald	94	94	17	17	-	-
	*	*	*	*	-	-
Wales on Sunday	42	42	-	24	-	-
	*	*	-	*	-	-
Weekly magazines (e.g. The Economist, The Spectator, New Statesman, etc)	272	248	104	104	-	-
	1%	1%	2%	1%	-	-
The Mail on Sunday	2108	2108	155	385	-	-
	7%	8%	3%	3%	-	-
The Daily Star on Sunday	107	107	-	68	-	-
	*	*	-	*	-	-
The Sunday Express	294	294	-	26	-	-
	1%	1%	-	*	-	-
The People	348	348	-	187	-	-
	1%	1%	-	1%	-	-
Other weekend/weekly newspaper or weekly magazine	1238	850	157	579	-	-
	4%	3%	3%	4%	-	-
SUMMARY CODES						
Any national daily or weekly newspapers	25592	25592	4668	13909	1470	5908
	84%	100%	100%	100%	100%	100%
The Times or Sunday Times	4668	4668	4668	4668	1470	1706
	15%	18%	100%	34%	100%	29%
The Times or Sunday Times or Sun or NoW	13909	13909	4668	13909	1470	5908
	46%	54%	100%	100%	100%	100%
The Times or Sunday Times only	1470	1470	1470	1470	1470	1470
	5%	6%	31%	11%	100%	25%
The Times or Sunday Times or Sun or NoW only	5908	5908	1706	5908	1470	5908
	19%	23%	37%	42%	100%	100%
Don't know	1974	-	-	-	-	-
	6%	-	-	-	-	-

Q4.5. Newspaper overview

Base: All Adults in GB who read the news from a newspaper

	GENDER		AGE						SOCIAL CLASS		WORKING STATUS		COUNTRY			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	Working	Not working	England	Scotland	Wales
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	
Unweighted Base	1281	626	655	178	170	185	185	214	349	610	671	587	694	1086	133	62
Weighted Base	30407	15016	15391	3969	4493	5187	5015	4689	7054	17590	12817	15599	14807	26057	2849	1501*
Daily Mail	8232	3933	4299	881	907	1065	1365	1613	2400	4844	3388	3984	4248	7462	524	246
	27%	26%	28%	22%	20%	21%	27%	34% ^{cde}	34% ^{cde}	28%	26%	26%	29%	29% ^{no}	18%	16%
Daily Star	1741	1037	704	193	412	505	316	212	104	524	1218	1108	633	1219	433	89
	6%	7%	5%	5% ^h	9% ^h	10% ^h	6% ^h	5% ^h	1%	3%	10% ⁱ	7% ⁱ	4%	5%	15% ^m	6%
Daily Express	2539	1205	1334	200	232	433	468	401	804	1455	1084	1224	1315	2259	280	-
	8%	8%	9%	5%	5%	8%	9%	9%	11% ^{cd}	8%	8%	8%	9%	9% ^o	10% ^o	-
The Sun	10295	5570	4726	1966	2259	1746	1767	1136	1421	4127	6168	5917	4378	8094	1632	569
	34%	37% ^b	31%	50% ^{efg}	50% ^{efg}	34% ^{gh}	35% ^{gh}	24%	20%	23%	48% ⁱ	38% ⁱ	30%	31%	57% ^{mo}	38%
The Mirror	5369	2880	2489	824	847	1114	851	880	853	2503	2866	3028	2341	4859	189	322
	18%	19%	16%	21% ^h	19%	21% ^h	17%	19% ^h	12%	14%	22% ⁱ	19%	16%	19% ⁿ	7%	21% ⁿ
The Guardian	3440	1660	1780	670	484	766	733	494	292	2891	548	2249	1191	3151	82	207
	11%	11%	12%	17% ^h	11% ^h	15% ^h	15% ^h	11% ^h	4%	16% ^j	4%	14% ⁱ	8%	12% ⁿ	3%	14% ⁿ
The Independent	2364	1271	1093	228	295	402	782	380	277	2151	214	1870	494	2237	90	37
	8%	8%	7%	6%	7%	8%	16% ^{cdeg}	8% ^h	4%	12% ^j	2%	12% ⁱ	3%	9% ⁿ	3%	2%
The Times	4753	2437	2317	722	989	742	809	735	757	3811	942	2745	2009	4291	238	224
	16%	16%	15%	18% ^h	22% ^h	14%	16%	16%	11%	22% ^j	7%	18%	14%	16% ⁿ	8%	15%
The Telegraph	2979	1243	1735	172	338	283	536	687	962	2480	499	1331	1648	2788	50	141
	10%	8%	11%	4%	8%	5%	11% ^{cc}	15% ^{cde}	14% ^{cde}	14% ^j	4%	9%	11%	11% ⁿ	2%	9% ⁿ
Financial Times	675	355	320	69	260	140	119	47	40	622	53	530	145	661	14	-
	2%	2%	2%	2%	6% ^{gh}	3%	2%	1%	1%	4% ^j	*	3% ⁱ	1%	3%	1%	-
Morning Star	171	124	47	45	32	94	-	-	-	130	41	126	45	141	-	31
	1%	1%	*	1%	1%	2% ^h	-	-	-	1%	*	1%	*	1%	-	2%
The Herald/The Scotsman/Daily Record	910	447	463	123	22	67	219	134	345	183	727	218	692	32	878	-
	3%	3%	3%	3%	*	1%	4% ^{cd}	3%	5% ^{cde}	1%	6% ⁱ	1%	5% ^k	*	31% ^{mo}	-
The Western Mail/Daily Post	73	19	54	30	-	-	-	-	43	73	-	-	73	-	-	73
	*	*	*	1%	-	-	-	-	1%	*	-	-	*	-	-	5% ^{mn}
Any regional or local newspaper (e.g. Evening Standard, Metro, Birmingham Post, Manchester Evening News, etc)	7082	3535	3546	1091	1173	1070	924	810	2014	3963	3119	3105	3977	5939	545	597
	23%	24%	23%	27% ^{fg}	26% ^g	21%	18%	17%	29% ^{fg}	23%	24%	20%	27% ^k	23%	19%	40% ^{mn}
Other newspaper	1162	648	514	157	237	128	64	94	482	651	511	469	693	994	144	24
	4%	4%	3%	4%	5% ^f	2%	1%	2%	7% ^{efg}	4%	4%	3%	5%	4%	5%	2%
The Observer	2245	1169	1076	193	263	618	631	263	276	1951	293	1631	614	2151	32	62
	7%	8%	7%	5%	6%	12% ^{cgh}	13% ^{cdgh}	6%	4%	11% ^j	2%	10% ⁱ	4%	8% ⁿ	1%	4%
The Sunday Telegraph	1949	934	1015	46	248	328	274	337	716	1690	259	991	958	1708	119	122
	6%	6%	7%	1%	6% ^c	6% ^c	5% ^c	7% ^c	10% ^c	10% ^j	2%	6%	6%	7%	4%	8%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o

* small base

Q4.5. Newspaper overview

Base: All Adults in GB who read the news from a newspaper

	GENDER		AGE						SOCIAL CLASS		WORKING STATUS		COUNTRY			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	Working	Not working	England	Scotland	Wales
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	
Unweighted Base	1281	626	655	178	170	185	185	214	349	610	671	587	694	1086	133	62
Weighted Base	30407	15016	15391	3969	4493	5187	5015	4689	7054	17590	12817	15599	14807	26057	2849	1501*
The Sunday Times	4750	2412	2339	627	810	1000	919	745	649	3716	1034	3004	1746	4208	288	254
	16%	16%	15%	16%h	18%h	19%h	18%h	16%h	9%	21%j	8%	19%l	12%	16%	10%	17%
The Independent on Sunday	1151	689	462	141	58	47	534	181	189	915	236	741	410	1072	61	19
	4%	5%	3%	4%	1%	1%	11%cd	4%	3%	5%j	2%	5%	3%	4%	2%	1%
Sunday Mirror	4259	2399	1859	585	712	798	667	637	860	1977	2282	2314	1945	3601	316	342
	14%	16%	12%	15%	16%	15%	13%	14%	12%	11%	18%i	15%	13%	14%	11%	23%n
News of the World	6696	3452	3243	839	1406	1406	1252	980	812	2678	4018	3900	2795	5342	889	465
	22%	23%	21%	21%h	31%cd	27%h	25%h	21%h	12%	15%	31%i	25%l	19%	20%	31%m	31%
The Sunday Herald	121	33	88	-	17	33	16	40	14	33	88	40	80	-	121	-
	*	*	1%	-	*	1%	*	1%	*	*	1%	*	1%	-	4%am	-
Wales on Sunday	42	24	19	-	-	-	-	24	19	-	42	-	42	-	-	42
	*	*	*	-	-	-	-	1%	*	-	*	-	*	-	-	3%am
Weekly magazines (e.g. The Economist, The Spectator, New Statesman, etc)	272	118	154	-	32	109	70	14	47	257	14	188	83	257	14	-
	1%	1%	1%	-	1%	2%	1%	*	1%	1%j	*	1%	1%	1%	1%	-
The Mail on Sunday	2533	1040	1493	58	58	329	478	508	1102	1471	1062	1079	1454	1792	679	62
	8%	7%	10%	1%	1%	6%cd	10%cd	11%cd	16%cd	8%	8%	7%	10%	7%	24%mo	4%
The Daily Star on Sunday	146	73	73	-	23	-	68	19	37	19	128	52	95	91	11	45
	*	*	*	-	1%	-	1%	*	1%	*	1%l	*	1%	*	*	3%am
The Sunday Express	404	187	218	25	-	-	53	113	215	152	253	67	337	379	25	-
	1%	1%	1%	1%	-	-	1%	2%de	3%de	1%	2%	*	2%k	1%	1%	-
The People	520	250	270	14	24	56	59	147	219	149	371	209	310	414	-	105
	2%	2%	2%	*	1%	1%	1%	3%	3%cd	1%	3%i	1%	2%	2%	-	7%am
Other weekend/weekly newspaper or weekly magazine	1774	948	827	240	306	301	101	194	631	945	829	809	966	1182	550	43
	6%	6%	5%	6%	7%l	6%	2%	4%	9%fg	5%	6%	5%	7%	5%	19%mo	3%
SUMMARY CODES																
Any national daily or weekly newspapers	27474	13607	13867	3383	3886	4589	4600	4537	6479	15887	11587	14208	13266	23392	2693	1389
	90%	91%	90%	85%	86%	88%	92%	97%cd	92%cd	90%	90%	91%	90%	90%	95%	93%
The Times or Sunday Times	6648	3529	3119	1072	1178	1207	1148	1025	1018	5140	1509	3934	2714	5926	376	346
	22%	24%	20%	27%h	26%h	23%h	23%h	22%h	14%	29%aj	12%	25%l	18%	23%n	13%	23%
The Times or Sunday Times or Sun or NoW	16930	8900	8029	2706	3237	3162	2911	2385	2527	9273	7656	9672	7257	14024	1954	952
	56%	59%b	52%	68%gh	72%efg	61%h	58%h	51%h	36%	53%	60%i	62%i	49%	54%	69%am	63%
The Times or Sunday Times only	873	434	438	30	32	325	124	80	281	807	65	466	406	734	29	110
	3%	3%	3%	1%	1%	6%cdg	2%	2%	4%cd	5%j	1%	3%	3%	3%	1%	7%n
The Times or Sunday Times or Sun or NoW only	3535	1775	1761	413	774	794	493	498	563	1813	1723	2133	1402	2994	384	157
	12%	12%	11%	10%	17%h	15%h	10%	11%	8%	10%	13%	14%l	9%	11%	13%	10%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o

* small base

Q415. Newspaper overview

Base: All Adults in GB who read the news from a newspaper

Total	GENDER		AGE						SOCIAL CLASS		WORKING STATUS		COUNTRY			
	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	ABC1 (i)	C2DE (j)	Working (k)	Not working (l)	England (m)	Scotland (n)	Wales (o)	
Unweighted Base	1281	626	655	178	170	185	185	214	349	610	671	587	694	1086	133	62
Weighted Base	30407	15016	15391	3969	4493	5187	5015	4689	7054	17590	12817	15599	14807	26057	2849	1501*
Don't know	868	347	521	95	214	297	156	43	63	495	373	562	306	776	52	40
	3%	2%	3%	2%	5% ^{gh}	6% ^{gh}	3%	1%	1%	3%	3%	4%	2%	3%	2%	3%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o

* small base

Q4.5. Newspaper overview

Base: All Adults in GB who read the news from a newspaper

	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED			
	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	1281	469	870	304	1184	671	1281	458
Weighted Base	30407	11622	20590	8101	28032	16260	30407	12003
Daily Mail	8232 27%	3169 27%	5847 28%	2127 26%	7871 28%	4601 28%	8232 27%	3157 26%
Daily Star	1741 6%	567 5%	1306 6%	470 6%	1672 6%	892 5%	1741 6%	737 6%
Daily Express	2539 8%	1082 9%	1895 9%	496 6%	2539 9%	1399 9%	2539 8%	1015 8%
The Sun	10295 34%	3326 29%	7332 36%bd	2306 28%	9627 34%	5130 32%	10295 34%	3790 32%
The Mirror	5369 18%	2143 18%	4041 20%	1554 19%	5062 18%	3195 20%	5369 18%	2082 17%
The Guardian	3440 11%	1829 16%a	2514 12%	1785 22%abc	2801 10%	2318 14%e	3440 11%	2337 19%efg
The Independent	2364 8%	1604 14%ac	1738 8%	1248 15%ac	2270 8%	1859 11%eg	2364 8%	1702 14%eg
The Times	4753 16%	2308 20%a	3831 19%a	2072 26%ac	4161 15%	3049 19%e	4753 16%	2936 24%efg
The Telegraph	2979 10%	1588 14%	2163 11%	1178 15%a	2829 10%	1932 12%	2979 10%	1466 12%
Financial Times	675 2%	308 3%	482 2%	404 5%ac	593 2%	372 2%	675 2%	525 4%eg
Morning Star	171 1%	55 *	116 1%	60 1%	171 1%	116 1%	171 1%	60 1%
The Herald/The Scotsman/Daily Record	910 3%	228 2%	572 3%	94 1%	876 3%h	362 2%	910 3%	156 1%
The Western Mail/Daily Post	73 *	73 1%	73 *	30 *	73 *	73 *	73 *	30 *
Any regional or local newspaper (e.g. Evening Standard, Metro, Birmingham Post, Manchester Evening News, etc)	7082 23%	2821 24%	5088 25%	1723 21%	6413 23%	3642 22%	7082 23%	2660 22%
Other newspaper	1162 4%	334 3%	819 4%	297 4%	1034 4%	638 4%	1162 4%	476 4%
The Observer	2245 7%	1378 12%ac	1682 8%	1035 13%ac	2031 7%	1550 10%	2245 7%	1526 13%efg
The Sunday Telegraph	1949 6%	980 8%	1380 7%	839 10%ac	1825 7%	1194 7%	1949 6%	1026 9%
The Sunday Times	4750 16%	2317 20%	3546 17%	2180 27%abc	4401 16%	3043 19%	4750 16%	2884 24%efg

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

Q4I5. Newspaper overview

Base: All Adults in GB who read the news from a newspaper

	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED			
	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	1281	469	870	304	1184	671	1281	458
Weighted Base	30407	11622	20590	8101	28032	16260	30407	12003
The Independent on Sunday	1151 4%	777 7%a	848 4%	528 7%a	1087 4%	881 5%	1151 4%	783 7%eg
Sunday Mirror	4259 14%	1639 14%	3111 15%	1274 16%	3898 14%	2260 14%	4259 14%	1741 15%
News of the World	6696 22%	5595 22%	2281 24%	1539 19%	6239 22%	3195 20%	6696 22%	2566 21%
The Sunday Herald	121 *	70 *	89 1%	47 *	33 *	70 1%	106 *	121 *
Wales on Sunday	42 *	24 *	42 *	- *	42 *	42 *	42 *	- *
Weekly magazines (e.g. The Economist, The Spectator, New Statesman, etc)	272 1%	209 1%	51 *	212 1%	166 2%b	248 1%	272 1%	212 2%f
The Mail on Sunday	2533 8%	2338 9%d	903 8%	1760 9%	419 5%	2466 9%h	1483 9%h	2533 8%h
The Daily Star on Sunday	146 *	113 *	- 1%	146 1%	- *	146 1%	58 *	146 *
The Sunday Express	404 1%	372 1%	202 2%	363 2%	85 1%	404 1%	276 2%	404 1%
The People	520 2%	469 2%	160 1%	468 2%	79 1%	520 2%	250 2%	520 2%
Other weekend/weekly newspaper or weekly magazine	1774 6%	1448 6%	621 5%	1053 5%	350 4%	1609 6%	887 5%	1774 6%
SUMMARY CODES								
Any national daily or weekly newspapers	27474 90%	23174 91%	10878 94%	19051 93%	7396 91%	25461 91%	15205 94%g	27474 90%
The Times or Sunday Times	6648 22%	5419 21%	3117 27%a	5070 25%	2812 35%abc	5981 21%	4215 26%e	6648 22%
The Times or Sunday Times or Sun or NoW	16930 56%	14102 56%	6608 57%	12042 58%	4939 61%	15580 56%	9325 57%	16930 56%
The Times or Sunday Times only	873 3%	670 3%	223 2%	591 3%	272 3%	748 3%	470 3%	873 3%
The Times or Sunday Times or Sun or NoW only	3535 12%	2945 12%	989 9%	2302 11%	847 10%	3216 11%	1592 10%	3535 12%
Don't know	868 3%	748 3%c	231 2%	283 1%	224 3%	825 3%	269 2%	868 3%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

Q4.5. Newspaper overview

Base: All Adults in GB who read the news from a newspaper

	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED			
	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	1281	469	870	304	1184	671	1281	458
Weighted Base	30407	11622	20590	8101	28032	16260	30407	12003
Daily Mail	8232 27%	3169 27%	5847 28%	2127 26%	7871 28%	4601 28%	8232 27%	3157 26%
Daily Star	1741 6%	567 5%	1306 6%	470 6%	1672 6%	892 5%	1741 6%	737 6%
Daily Express	2539 8%	1082 9%	1895 9%	496 6%	2539 9%	1399 9%	2539 8%	1015 8%
The Sun	10295 34%	3326 29%	7332 36%bd	2306 28%	9627 34%	5130 32%	10295 34%	3790 32%
The Mirror	5369 18%	2143 18%	4041 20%	1554 19%	5062 18%	3195 20%	5369 18%	2082 17%
The Guardian	3440 11%	1829 16%a	2514 12%	1785 22%abc	2801 10%	2318 14%e	3440 11%	2337 19%efg
The Independent	2364 8%	1604 14%ac	1738 8%	1248 15%ac	2270 8%	1859 11%eg	2364 8%	1702 14%eg
The Times	4753 16%	2308 20%a	3831 19%a	2072 26%ac	4161 15%	3049 19%e	4753 16%	2936 24%efg
The Telegraph	2979 10%	1588 14%	2163 11%	1178 15%a	2829 10%	1932 12%	2979 10%	1466 12%
Financial Times	675 2%	308 3%	482 2%	404 5%ac	593 2%	372 2%	675 2%	525 4%eg
Morning Star	171 1%	55 *	116 1%	60 1%	171 1%	116 1%	171 1%	60 1%
The Herald/The Scotsman/Daily Record	910 3%	228 2%	572 3%	94 1%	876 3%h	362 2%	910 3%	156 1%
The Western Mail/Daily Post	73 *	73 1%	73 *	30 *	73 *	73 *	73 *	30 *
Any regional or local newspaper (e.g. Evening Standard, Metro, Birmingham Post, Manchester Evening News, etc)	7082 23%	2821 24%	5088 25%	1723 21%	6413 23%	3642 22%	7082 23%	2660 22%
Other newspaper	1162 4%	334 3%	819 4%	297 4%	1034 4%	638 4%	1162 4%	476 4%
The Observer	2245 7%	1378 12%ac	1682 8%	1035 13%ac	2031 7%	1550 10%	2245 7%	1526 13%efg
The Sunday Telegraph	1949 6%	980 8%	1380 7%	839 10%ac	1825 7%	1194 7%	1949 6%	1026 9%
The Sunday Times	4750 16%	2317 20%	3546 17%	2180 27%abc	4401 16%	3043 19%	4750 16%	2884 24%efg

Fieldwork : 19/11/10 - 23/11/10 (Week 46)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

Q4I5. Newspaper overview

Base: All Adults in GB who read the news from a newspaper

	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED			
	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	1281	469	870	304	1184	671	1281	458
Weighted Base	30407	11622	20590	8101	28032	16260	30407	12003
The Independent on Sunday	1151 4%	777 7%a	848 4%	528 7%a	1087 4%	881 5%	1151 4%	783 7%eg
Sunday Mirror	4259 14%	1639 14%	3111 15%	1274 16%	3898 14%	2260 14%	4259 14%	1741 15%
News of the World	6696 22%	2281 20%	4844 24%	1539 19%	6239 22%	3195 20%	6696 22%	2566 21%
The Sunday Herald	121 *	70 *	89 1%	47 *	33 *	70 1%	106 *	121 *
Wales on Sunday	42 *	24 *	42 *	- *	42 *	42 *	42 *	- *
Weekly magazines (e.g. The Economist, The Spectator, New Statesman, etc)	272 1%	209 1%	212 1%	166 2%b	248 1%	51 *	272 1%	212 2%f
The Mail on Sunday	2533 8%	903 8%	1760 9%	419 5%	2466 9%h	1483 9%h	2533 8%h	637 5%
The Daily Star on Sunday	146 *	113 *	146 1%	- *	146 1%	58 *	146 *	- *
The Sunday Express	404 1%	372 1%	363 2%	85 1%	404 1%	276 2%	404 1%	133 1%
The People	520 2%	469 2%	468 2%	79 1%	520 2%	250 2%	520 2%	103 1%
Other weekend/weekly newspaper or weekly magazine	1774 6%	1448 6%	1053 5%	350 4%	1609 6%	887 5%	1774 6%	542 5%
SUMMARY CODES								
Any national daily or weekly newspapers	27474 90%	23174 91%	19051 93%	7396 91%	25461 91%	15205 94%g	27474 90%	11013 92%
The Times or Sunday Times	6648 22%	5419 21%	3117 27%a	5070 25%	2812 35%abc	5981 21%	6648 22%	3928 33%efg
The Times or Sunday Times or Sun or NoW	16930 56%	14102 56%	12042 57%	4939 61%	15580 56%	9325 57%	16930 56%	7413 62%eg
The Times or Sunday Times only	873 3%	670 3%	591 3%	272 3%	748 3%	470 3%	873 3%	396 3%
The Times or Sunday Times or Sun or NoW only	3535 12%	2945 12%	2302 11%	847 10%	3216 11%	1592 10%	3535 12%	1429 12%
Don't know	868 3%	748 3%c	283 1%	224 3%	825 3%	269 2%	868 3%	295 2%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

Q4.5. Newspaper overview

Base: All Adults in GB who read the news from a newspaper

	Total	Q2 MAIN PLATFORM				Q1A - TV, RADIO, NEWSPAPERS OR INTERNET
		Main TV	Main Radio	Main Newspaper	Main Internet	
		(a)	(b)	(c)	(d)	
					(e)	
Unweighted Base	1281	767	111	283	95	1274
Weighted Base	30407	17902	2935	6449	2558*	30291
Daily Mail	8232 27%	4930 28%	738 25%	1840 29%	573 22%	8206 27%
Daily Star	1741 6%	1278 7%	67 2%	312 5%	84 3%	1741 6%
Daily Express	2539 8%	1603 9% ^d	218 7%	583 9% ^d	51 2%	2539 8%
The Sun	10295 34%	6524 36% ^b	445 15%	2344 36% ^b	833 33% ^b	10281 34%
The Mirror	5369 18%	3551 20% ^b	245 8%	1158 18% ^b	354 14%	5356 18%
The Guardian	3440 11%	1292 7%	877 30% ^a ^c	696 11%	551 22% ^a ^c	3440 11%
The Independent	2364 8%	972 5%	649 22% ^a ^c ^d	463 7%	252 10%	2364 8%
The Times	4753 16%	2121 12%	582 20% ^a	1286 20% ^a	686 27% ^a	4753 16%
The Telegraph	2979 10%	1334 7%	463 16% ^a	801 12% ^a	331 13%	2979 10%
Financial Times	675 2%	191 1%	86 3%	186 3% ^a	212 8% ^a ^c	675 2%
Morning Star	171 1%	80 *	- -	91 1%	- -	171 1%
The Herald/The Scotsman/Daily Record	910 3%	649 4%	33 1%	189 3%	23 1%	910 3%
The Western Mail/Daily Post	73 *	- -	24 1% ^a	48 1% ^a	- -	73 *
Any regional or local newspaper (e.g. Evening Standard, Metro, Birmingham Post, Manchester Evening News, etc)	7082 23%	4029 23%	610 21%	1590 25%	712 28%	7056 23%
Other newspaper	1162 4%	615 3%	193 7%	270 4%	84 3%	1147 4%
The Observer	2245 7%	718 4%	755 26% ^a ^c ^d	564 9% ^a	184 7%	2245 7%
The Sunday Telegraph	1949 6%	862 5%	382 13% ^a	555 9% ^a	126 5%	1949 6%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d

* small base

Q4.5. Newspaper overview

Base: All Adults in GB who read the news from a newspaper

	Total	Q2 MAIN PLATFORM				Q1A - TV, RADIO, NEWSPAPERS OR INTERNET
		Main TV	Main Radio	Main Newspaper	Main Internet	
		(a)	(b)	(c)	(d)	
					(e)	
Unweighted Base	1281	767	111	283	95	1274
Weighted Base	30407	17902	2935	6449	2558*	30291
The Sunday Times	4750 16%	2628 15%	467 16%	971 15%	617 24%a	4750 16%
The Independent on Sunday	1151 4%	433 2%	286 10%ad	354 5%a	54 2%	1151 4%
Sunday Mirror	4259 14%	2790 16%	250 9%	858 13%	259 10%	4246 14%
News of the World	6696 22%	4167 23%b	409 14%	1549 24%b	464 18%	6655 22%
The Sunday Herald	121 *	70 *	33 1%	- -	17 1%	121 *
Wales on Sunday	42 *	19 *	- -	24 *	- -	42 *
Weekly magazines (e.g. The Economist, The Spectator, New Statesman, etc)	272 1%	110 1%	- -	107 2%	31 1%	272 1%
The Mail on Sunday	2533 8%	1625 9%	308 11%	444 7%	82 3%	2533 8%
The Daily Star on Sunday	146 *	113 1%	- -	34 1%	- -	146 *
The Sunday Express	404 1%	233 1%	- -	171 3%	- -	404 1%
The People	520 2%	321 2%	- -	175 3%	- -	520 2%
Other weekend/weekly newspaper or weekly magazine	1774 6%	1049 6%	165 6%	377 6%	145 6%	1737 6%
SUMMARY CODES						
Any national daily or weekly newspapers	27474 90%	16189 90%d	2689 92%	6055 94%d	2099 82%	27420 91%
The Times or Sunday Times	6648 22%	3360 19%	721 25%	1601 25%a	849 33%a	6648 22%
The Times or Sunday Times or Sun or NoW	16930 56%	9989 56%b	1292 44%	3831 59%b	1543 60%b	16889 56%
The Times or Sunday Times only	873 3%	448 3%	19 1%	311 5%	71 3%	873 3%
The Times or Sunday Times or Sun or NoW only	3535 12%	2203 12%b	127 4%	843 13%b	319 12%b	3535 12%
Don't know	868 3%	613 3%c	90 3%c	25 *	131 5%c	857 3%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d

* small base

Q4:5. Newspaper overview

Base: All Adults in GB who read the news from a newspaper

	Q4:5 NEWSPAPER OVERVIEW - SUMMARY CODES					
	Total	Any national daily or weekly newspapers	The Times or Sunday Times	The Times or Sunday Times or Sun or NoW	The Times or Sunday Times only	The Times or Sunday Times or Sun or NoW only
Unweighted Base	1281	1157	254	705	32	150
Weighted Base	30407	27474	6648	16930	873	3535
Daily Mail	8232 27%	8232 30%	1948 29%	4189 25%	-	-
Daily Star	1741 6%	1741 6%	149 2%	1321 8%	-	-
Daily Express	2539 8%	2539 9%	489 7%	1183 7%	-	-
The Sun	10295 34%	10295 37%	1135 17%	10295 61%	-	2549 72%
The Mirror	5369 18%	5369 20%	866 13%	3557 21%	-	-
The Guardian	3440 11%	3440 13%	1359 20%	1685 10%	-	-
The Independent	2364 8%	2364 9%	1105 17%	1202 7%	-	-
The Times	4753 16%	4753 17%	4753 71%	4753 28%	642 74%	782 22%
The Telegraph	2979 10%	2979 11%	1083 16%	1251 7%	-	-
Financial Times	675 2%	675 2%	395 6%	479 3%	-	-
Morning Star	171 1%	171 1%	109 2%	171 1%	-	-
The Herald/The Scotsman/Daily Record	910 3%	910 3%	37 1%	531 3%	-	-
The Western Mail/Daily Post	73 *	73 *	54 1%	54 *	-	-
Any regional or local newspaper (e.g. Evening Standard, Metro, Birmingham Post, Manchester Evening News, etc)	7082 23%	5303 19%	952 14%	3005 18%	-	-
Other newspaper	1162 4%	895 3%	248 4%	494 3%	-	-
The Observer	2245 7%	2245 8%	707 11%	900 5%	-	-
The Sunday Telegraph	1949 6%	1949 7%	712 11%	937 6%	-	-
The Sunday Times	4750 16%	4750 17%	4750 71%	4750 28%	632 72%	738 21%
The Independent on Sunday	1151 4%	1151 4%	427 6%	651 4%	-	-
Sunday Mirror	4259 14%	4259 16%	783 12%	3162 19%	-	-

Q4:5. Newspaper overview**Base: All Adults in GB who read the news from a newspaper**

	Q4:5 NEWSPAPER OVERVIEW - SUMMARY CODES					
	Total	Any national daily or weekly newspapers	The Times or Sunday Times	The Times or Sunday Times or Sun or NoW	The Times or Sunday Times only	The Times or Sunday Times or Sun or NoW only
Unweighted Base	1281	1157	254	705	32	150
Weighted Base	30407	27474	6648	16930	873	3535
News of the World	6696 22%	6696 24%	730 11%	6696 40%	-	1462 41%
The Sunday Herald	121 *	121 *	76 1%	76 *	-	-
Wales on Sunday	42 *	42 *	-	24 *	-	-
Weekly magazines (e.g. The Economist, The Spectator, New Statesman, etc)	272 1%	248 1%	104 2%	128 1%	-	-
The Mail on Sunday	2533 8%	2533 9%	375 6%	840 5%	-	-
The Daily Star on Sunday	146 *	146 1%	-	108 1%	-	-
The Sunday Express	404 1%	404 1%	-	93 1%	-	-
The People	520 2%	520 2%	-	300 2%	-	-
Other weekend/weekly newspaper or weekly magazine	1774 6%	1522 6%	379 6%	1003 6%	-	-
SUMMARY CODES						
Any national daily or weekly newspapers	27474 90%	27474 100%	6648 100%	16930 100%	873 100%	3535 100%
The Times or Sunday Times	6648 22%	6648 24%	6648 100%	6648 39%	873 100%	1064 30%
The Times or Sunday Times or Sun or NoW	16930 56%	16930 62%	6648 100%	16930 100%	873 100%	3535 100%
The Times or Sunday Times only	873 3%	873 3%	873 13%	873 5%	873 100%	873 25%
The Times or Sunday Times or Sun or NoW only	3535 12%	3535 13%	1064 16%	3535 21%	873 100%	3535 100%
Don't know	868 3%	-	-	-	-	-

Q314|5|7. Relationship between Sky and News Corp users: Media Owner: 2 circle venn diagram - Regular users
 Base: All Sky or News Corp (Owner) regular users

	GENDER		AGE						SOCIAL CLASS		WORKING STATUS		COUNTRY			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	Working	Not working	England	Scotland	Wales
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	
Unweighted Base	775	389	386	127	139	140	114	118	137	347	428	401	374	648	88	39
Weighted Base	18723	9616	9106	2878	3710	3893	2970	2532	2740	10330	8392	10689	8033	15839	1917*	967*
Left	4435	2324	2112	503	773	1302	743	488	627	2694	1741	2636	1800	4087	242	107
	24%	24%	23%	17%	21%	33%cdg	25%	19%	23%	26%	21%	25%	22%	26%no	13%	11%
Right	3119	1935	1184	637	632	691	550	315	293	1722	1396	1914	1204	2446	499	174
	17%	20%b	13%	22%h	17%	18%	19%	12%	11%	17%	17%	18%	15%	15%	26%m	18%
Centre	11169	5358	5811	1738	2306	1900	1677	1729	1819	5914	5255	6139	5029	9306	1176	687
	60%	56%	64%a	60%	62%e	49%	56%	68%e	66%e	57%	63%	57%	63%	59%	61%	71%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o

* small base

Q3|4|5|7. Relationship between Sky and News Corp users: Media Owner: 2 circle venn diagram - Regular users

Base: All Sky or News Corp (Owner) regular users

	Total	Q1A - PLATFORM USED				Q1A B - PLATFORM USED			
		Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	775	652	254	486	225	724	391	676	336
Weighted Base	18723	15773	6394	11646	5950	17468	9541	16236	8768
Left	4435 24%	3880 25% ^c	1175 18% ^c	1293 11%	1799 30% ^{abc}	4263 24% ^g	1954 20% ^g	2230 14%	2481 28% ^{fg}
Right	3119 17%	2791 18%	1209 19%	2287 20%	1330 22%	3007 17%	1755 18%	2997 18%	1963 22%
Centre	11169 60%	9102 58% ^d	4010 63% ^d	8066 69% ^{ad}	2821 47%	10197 58% ^h	5832 61% ^h	11009 68% ^{efh}	4323 49%

Q3|4|5|7. Relationship between Sky and News Corp users: Media Owner: 2 circle venn diagram - Regular users

Base: All Sky or News Corp (Owner) regular users

	Total	Q1A - PLATFORM USED				Q1A B - PLATFORM USED			
		Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	775	652	254	486	225	724	391	676	336
Weighted Base	18723	15773	6394	11646	5950	17468	9541	16236	8768
Left	4435 24%	3880 25% ^c	1175 18% ^c	1293 11%	1799 30% ^{abc}	4263 24% ^g	1954 20% ^g	2230 14%	2481 28% ^{fg}
Right	3119 17%	2791 18%	1209 19%	2287 20%	1330 22%	3007 17%	1755 18%	2997 18%	1963 22%
Centre	11169 60%	9102 58% ^d	4010 63% ^d	8066 69% ^{ad}	2821 47%	10197 58% ^h	5832 61% ^h	11009 68% ^{efh}	4323 49%

Q3|4|5|7. Relationship between Sky and News Corp users: Media Owner: 2 circle venn diagram - Regular users

Base: All Sky or News Corp (Owner) regular users

	Total	Q2 MAIN PLATFORM				Q1A - TV, RADIO, NEWSPAPERS OR INTERNET (e)
		Main TV	Main Radio	Main Newspaper	Main Internet	
		(a)	(b)	(c)	(d)	
Unweighted Base	775	487	40	157	74	768
Weighted Base	18723	11740	1048*	3600	1935*	18563
Left	4435 24%	3357 29%abc	99 9%	317 9%	513 27%bc	4316 23%
Right	3119 17%	2034 17%	146 14%	535 15%	373 19%	3119 17%
Centre	11169 60%	6349 54%	803 77%ead	2748 76%ead	1048 54%	11128 60%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d

* small base

Q34|5|7. Relationship between Sky and News Corp users: Media Owner: 2 circle venn diagram - Regular users
 Base: All Sky or News Corp (Owner) regular users

	Q34 5 7. RELATIONSHIP BETWEEN SKY AND NEWS CORP USERS: MEDIA OWNER: 2 CIRCLE VENN DIAGRAM - REGULAR USERS			
	Total	Left	Right	Centre
Unweighted Base	775	178	120	477
Weighted Base	18723	4435	3119	11169
Left	4435 24%	4435 100%	-	-
Right	3119 17%	-	3119 100%	-
Centre	11169 60%	-	-	11169 100%

Q3|4|5|6|7. Relationship between Sky and News Corp users: Media Provider: 2 circle venn diagram - Regular users
 Base: All Sky or News Corp (Provider) regular users

	GENDER		AGE						SOCIAL CLASS		WORKING STATUS		COUNTRY			
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	ABC1 (i)	C2DE (j)	Working (k)	Not working (l)	England (m)	Scotland (n)	Wales (o)
Unweighted Base	972	469	503	150	167	176	151	148	180	415	557	497	475	811	111	50
Weighted Base	23125	11404	11721	3359	4368	4780	3928	3122	3569	12323	10802	13110	10015	19630	2328*	1167*
Left	8837 38%	4111 36%	4726 40%	984 29%	1430 33%	2189 46%cdg	1701 43%cd	1078 35%	1456 41%cd	4687 38%	4150 38%	5056 39%	3781 38%	7878 40%n	653 28%	306 26%
Right	5948 26%	3236 28%	2712 23%	981 29%h	1207 28%h	1408 29%h	1049 27%h	718 23%	584 16%	2977 24%	2970 27%	3568 27%	2380 24%	4642 24%	860 37% ^m	447 38% ^m
Centre	8339 36%	4057 36%	4283 37%	1394 41% ^{ef}	1731 40% ^e	1183 25%	1177 30%	1326 42% ^{ef}	1528 43% ^{ef}	4658 38%	3681 34%	4486 34%	3854 38%	7111 36%	815 35%	414 35%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o

* small base

Q3|4|5|6|7. Relationship between Sky and News Corp users: Media Provider: 2 circle venn diagram - Regular users
 Base: All Sky or News Corp (Provider) regular users

	Q1A - PLATFORM USED				Q1A B - PLATFORM USED				
	Total	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	972	816	352	554	261	905	543	769	393
Weighted Base	23125	19437	8729	13192	6927	21516	12991	18341	10290
Left	8837 38%	7545 39% ^c	3511 40% ^c	2839 22%	2775 40% ^c	8311 39% ^g	5404 42% ^g	4335 24%	4003 39% ^g
Right	5948 26%	5300 27%	2924 33% ^a	4432 34% ^a	2199 32%	5780 27%	4145 32%	5826 32% ^{ee}	3168 31%
Centre	8339 36%	6592 34% ^b	2295 26%	5921 45% ^{abd}	1953 28%	7424 35% ^f	3442 26%	8180 45% ^{efh}	3119 30%

Q3|4|5|6|7. Relationship between Sky and News Corp users: Media Provider: 2 circle venn diagram - Regular users
 Base: All Sky or News Corp (Provider) regular users

	Q1A - PLATFORM USED				Q1A B - PLATFORM USED				
	Total	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	972	816	352	554	261	905	543	769	393
Weighted Base	23125	19437	8729	13192	6927	21516	12991	18341	10290
Left	8837 38%	7545 39% ^c	3511 40% ^c	2839 22%	2775 40% ^c	8311 39% ^g	5404 42% ^g	4335 24%	4003 39% ^g
Right	5948 26%	5300 27%	2924 33% ^a	4432 34% ^a	2199 32%	5780 27%	4145 32%	5826 32% ^e	3168 31%
Centre	8339 36%	6592 34% ^b	2295 26%	5921 45% ^{abd}	1953 28%	7424 35% ^f	3442 26%	8180 45% ^{efh}	3119 30%

Q3|4|5|6|7. Relationship between Sky and News Corp users: Media Provider: 2 circle venn diagram - Regular users
 Base: All Sky or News Corp (Provider) regular users

	Total	Q2 MAIN PLATFORM				Q1A - TV, RADIO, NEWSPAPERS OR INTERNET (e)
		Main TV	Main Radio	Main Newspaper	Main Internet	
		(a)	(b)	(c)	(d)	
Unweighted Base	972	623	70	172	86	961
Weighted Base	23125	14683	1780*	3939	2241*	22886
Left	8837 38%	6300 43% ^c	831 47% ^{bc}	656 17%	820 37% ^c	8639 38%
Right	5948 26%	3743 25%	481 27%	1084 28%	502 22%	5933 26%
Centre	8339 36%	4640 32%	468 26%	2200 56% ^{abd}	920 41%	8313 36%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d

* small base

Q3|4|5|6|7. Relationship between Sky and News Corp users: Media Provider: 2 circle venn diagram - Regular users
 Base: All Sky or News Corp (Provider) regular users

	Q3 4 5 6 7. RELATIONSHIP BETWEEN SKY AND NEWS CORP USERS: MEDIA PROVIDER: 2 CIRCLE VENN DIAGRAM - REGULAR USERS			
	Total	Left	Right	Centre
Unweighted Base	972	375	245	352
Weighted Base	23125	8837	5948	8339
Left	8837 38%	8837 100%	-	-
Right	5948 26%	-	5948 100%	-
Centre	8339 36%	-	-	8339 100%

Q. Breaks X Breaks
Base: All Adults in GB

	GENDER			AGE										SOCIAL CLASS						
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65-74	75+	16-34	35-54	55+	65+	AB	C1	C2	DE	ABC1	C2DE
Unweighted Base	2018	953	1065	318	291	311	301	305	247	245	609	612	797	492	348	539	406	725	887	1131
Weighted Base	47125	22815	24310	6818	7597	8536	7926	6524	4881	4843	14415	16462	16248	9724	9998	15848	9693	11586	25846	21279
GENDER																				
Male	22815	22815	-	3466	3788	4029	4125	2858	2546	2003	7254	8154	7407	4549	5008	7466	5215	5126	12474	10341
	48%	100%	-	51%	50%	47%	52%	44%	52%	41%	50%	50%	46%	47%	50%	47%	54%	44%	48%	49%
Female	24310	-	24310	3352	3809	4507	3801	3666	2335	2840	7161	8308	8841	5175	4990	8382	4478	6460	13372	10938
	52%	-	100%	49%	50%	53%	48%	56%	48%	59%	50%	50%	54%	53%	50%	53%	46%	56%	52%	51%
AGE																				
16-24	6818	3466	3352	6818	-	-	-	-	-	-	6818	-	-	-	820	2827	1248	1923	3647	3171
	14%	15%	14%	100%	-	-	-	-	-	-	47%	-	-	-	8%	18%	13%	17%	14%	15%
25-34	7597	3788	3809	-	7597	-	-	-	-	-	7597	-	-	-	1512	2785	1573	1727	4297	3300
	16%	17%	16%	-	100%	-	-	-	-	-	53%	-	-	-	15%	18%	16%	15%	17%	16%
35-44	8536	4029	4507	-	-	8536	-	-	-	-	-	8536	-	-	2064	3188	1609	1674	5253	3283
	18%	18%	19%	-	-	100%	-	-	-	-	-	52%	-	-	21%	20%	17%	14%	20%	15%
45-54	7926	4125	3801	-	-	-	7926	-	-	-	-	7926	-	-	1609	2548	1905	1864	4157	3769
	17%	18%	16%	-	-	-	100%	-	-	-	-	48%	-	-	16%	16%	20%	16%	16%	18%
55-64	6524	2858	3666	-	-	-	-	6524	-	-	-	-	6524	-	1707	1923	1580	1314	3630	2894
	14%	13%	15%	-	-	-	-	100%	-	-	-	-	40%	-	17%	12%	16%	11%	14%	14%
65-74	4881	2546	2335	-	-	-	-	-	4881	-	-	-	4881	4881	1220	1199	989	1473	2419	2462
	10%	11%	10%	-	-	-	-	-	100%	-	-	-	30%	50%	12%	8%	10%	13%	9%	12%
75+	4843	2003	2840	-	-	-	-	-	-	4843	-	-	4843	4843	1066	1377	789	1611	2444	2400
	10%	9%	12%	-	-	-	-	-	-	100%	-	-	30%	50%	11%	9%	8%	14%	9%	11%
16-34	14415	7254	7161	6818	7597	-	-	-	-	-	14415	-	-	-	2332	5612	2821	3650	7944	6471
	31%	32%	29%	100%	100%	-	-	-	-	-	100%	-	-	-	23%	35%	29%	32%	31%	30%
35-54	16462	8154	8308	-	-	8536	7926	-	-	-	-	16462	-	-	3673	5737	3514	3538	9410	7052
	35%	36%	34%	-	-	100%	100%	-	-	-	-	100%	-	-	37%	36%	36%	31%	36%	33%
55+	16248	7407	8841	-	-	-	-	6524	4881	4843	-	-	16248	9724	3993	4499	3358	4398	8492	7756
	34%	32%	36%	-	-	-	-	100%	100%	100%	-	-	100%	100%	40%	28%	35%	38%	33%	36%
65+	9724	4549	5175	-	-	-	-	-	4881	4843	-	-	9724	9724	2286	2576	1778	3084	4862	4862
	21%	20%	21%	-	-	-	-	-	100%	100%	-	-	60%	100%	23%	16%	18%	27%	19%	23%
SOCIAL CLASS																				
AB	9998	5008	4990	820	1512	2064	1609	1707	1220	1066	2332	3673	3993	2286	9998	-	-	-	9998	-
	21%	22%	21%	12%	20%	24%	20%	26%	25%	22%	16%	22%	25%	24%	100%	-	-	-	39%	-
C1	15848	7466	8382	2827	2785	3188	2548	1923	1199	1377	5612	5737	4499	2576	-	15848	-	-	15848	-
	34%	33%	34%	41%	37%	37%	32%	29%	25%	28%	39%	35%	28%	26%	-	100%	-	-	61%	-
C2	9693	5215	4478	1248	1573	1609	1905	1580	989	789	2821	3514	3358	1778	-	-	9693	-	-	9693
	21%	23%	18%	18%	21%	19%	24%	24%	20%	16%	20%	21%	21%	18%	-	-	100%	-	-	46%
DE	11586	5126	6460	1923	1727	1674	1864	1314	1473	1611	3650	3538	4398	3084	-	-	-	11586	-	11586
	25%	22%	27%	28%	23%	20%	24%	20%	30%	33%	25%	21%	27%	32%	-	-	-	100%	-	54%
ABC1	25846	12474	13372	3647	4297	5253	4157	3630	2419	2444	7944	9410	8492	4862	9998	15848	-	-	25846	-
	55%	55%	55%	53%	57%	62%	52%	56%	50%	50%	55%	57%	52%	50%	100%	100%	-	-	100%	-
C2DE	21279	10341	10938	3171	3300	3283	3769	2894	2462	2400	6471	7052	7756	4862	-	-	9693	11586	-	21279
	45%	45%	45%	47%	43%	38%	48%	44%	50%	50%	45%	43%	48%	50%	-	-	100%	100%	-	100%
WORKING STATUS																				
Full Time	19156	12329	6826	1931	4280	5558	4749	2443	195	-	6211	10307	2638	195	5019	7262	4633	2242	12281	6875
	41%	54%	28%	28%	56%	65%	60%	37%	4%	-	43%	63%	16%	2%	50%	46%	48%	19%	48%	32%

Q. Breaks X Breaks
Base: All Adults in GB

	Total	GENDER		AGE										SOCIAL CLASS						
		Male	Female	16-24	25-34	35-44	45-54	55-64	65-74	75+	16-34	35-54	55+	65+	AB	C1	C2	DE	ABC1	C2DE
Unweighted Base	2018	953	1065	318	291	311	301	305	247	245	609	612	797	492	348	539	406	725	887	1131
Weighted Base	47125	22815	24310	6818	7597	8536	7926	6524	4881	4843	14415	16462	16248	9724	9998	15848	9693	11586	25846	21279
Part Time	5112 11%	974 4%	4138 17%	706 10%	1164 15%	1125 13%	1051 13%	821 13%	244 5%	- -	1871 13%	2177 13%	1065 7%	244 3%	813 8%	2096 13%	1371 14%	832 7%	2909 11%	2203 10%
Other	15092 32%	6917 30%	8176 34%	2773 41%	257 3%	85 1%	164 2%	2555 39%	4429 91%	4829 100%	3030 21%	249 2%	11813 73%	9258 95%	3359 34%	4656 29%	2664 27%	4413 38%	8016 31%	7077 33%
Not working	7765 16%	2595 11%	5170 21%	1408 21%	1895 25%	1768 21%	1961 25%	705 11%	14 *	15 *	3303 23%	3729 23%	733 5%	28 *	806 8%	1834 12%	1025 11%	4100 35%	2640 10%	5124 24%
MARITAL STATUS																				
Married/Living as Married	27633 59%	14174 62%	13459 55%	1350 20%	4659 61%	6277 74%	5367 68%	4544 70%	3338 68%	2097 43%	6009 42%	11644 71%	9979 61%	5436 56%	7157 72%	9441 60%	6222 64%	4813 42%	16598 64%	11035 52%
Single	12065 26%	6321 28%	5745 24%	5455 80%	2748 36%	1475 17%	1222 15%	524 8%	316 6%	325 7%	8203 57%	2697 16%	1166 7%	642 7%	1758 18%	4540 29%	1986 20%	3781 33%	6299 24%	5767 27%
Other	7427 16%	2320 10%	5107 21%	13 *	191 3%	784 9%	1337 17%	1456 22%	1226 25%	2421 50%	204 1%	2121 13%	5102 31%	3647 38%	1082 11%	1867 12%	1486 15%	2992 26%	2949 11%	4478 21%
CHILDREN IN HH																				
Any	13748 29%	5414 24%	8334 34%	2311 34%	3645 48%	5096 60%	2289 29%	304 5%	102 2%	- -	5956 41%	7385 45%	407 3%	102 1%	2832 28%	4415 28%	2928 30%	3573 31%	7247 28%	6501 31%
None	33377 71%	17400 76%	15976 66%	4507 66%	3952 52%	3440 40%	5637 71%	6219 95%	4778 98%	4843 100%	8459 59%	9077 55%	15841 97%	9622 99%	7166 72%	11433 72%	6765 70%	8013 69%	18599 72%	14778 69%
COUNTRY																				
England	40765 87%	19710 86%	21055 87%	5757 84%	6926 91%	7382 86%	6687 84%	5710 88%	4186 86%	4118 85%	12683 88%	14069 85%	14014 86%	8303 85%	8992 90%	14033 89%	8410 87%	9331 81%	23024 89%	17741 83%
Scotland	3978 8%	2006 9%	1972 8%	705 10%	538 7%	730 9%	789 10%	388 6%	452 9%	376 8%	1243 9%	1519 9%	1216 7%	829 9%	303 3%	1076 7%	849 9%	1750 15%	1379 5%	2599 12%
Wales	2381 5%	1099 5%	1282 5%	356 5%	134 2%	424 5%	450 6%	426 7%	243 5%	349 7%	490 3%	873 5%	1018 6%	592 6%	703 7%	739 5%	434 4%	505 4%	1443 6%	938 4%
GOVERNMENT REGIONS																				
North East	1999 4%	778 3%	1220 5%	145 2%	270 4%	315 4%	358 5%	318 5%	219 4%	374 8%	416 3%	673 4%	910 6%	593 6%	426 4%	631 4%	362 4%	580 5%	1057 4%	942 4%
North West	5625 12%	2754 12%	2871 12%	949 14%	850 11%	842 10%	948 12%	919 14%	576 12%	543 11%	1798 12%	1789 11%	2038 13%	1119 12%	1169 12%	1870 12%	1381 14%	1205 10%	3039 12%	2587 12%
Yorkshire and The Humber	4098 9%	2005 9%	2093 9%	485 7%	747 10%	697 8%	739 9%	643 10%	339 7%	448 9%	1232 9%	1435 9%	1431 9%	787 8%	1144 11%	1207 8%	787 8%	961 8%	2351 9%	1748 8%
East Midlands	3266 7%	1609 7%	1657 7%	475 7%	474 6%	586 7%	546 7%	521 8%	335 7%	329 7%	949 7%	1132 7%	1185 7%	664 7%	484 5%	1059 7%	903 9%	820 7%	1543 6%	1723 8%
West Midlands	4154 9%	2083 9%	2071 9%	778 11%	590 8%	944 11%	472 6%	425 7%	607 12%	337 7%	1368 9%	1416 9%	1370 8%	945 10%	632 6%	1340 8%	945 10%	1237 11%	1972 8%	2182 10%
East of England	4891 10%	2394 10%	2497 10%	422 6%	903 12%	914 11%	691 9%	834 13%	553 11%	574 12%	1324 9%	1605 10%	1961 12%	1128 12%	1397 14%	1734 11%	892 9%	867 7%	3131 12%	1760 8%
London	6028 13%	3155 14%	2873 12%	1006 15%	1743 23%	1243 15%	927 12%	311 5%	453 9%	344 7%	2749 19%	2171 13%	1108 7%	797 8%	1443 14%	2459 16%	1002 10%	1123 10%	3902 15%	2126 10%
South East	6469 14%	3090 14%	3379 14%	1028 15%	834 11%	1198 14%	1135 14%	1044 16%	693 14%	537 11%	1862 13%	2333 14%	2274 14%	1230 13%	1341 13%	2482 16%	1080 11%	1566 14%	3823 15%	2646 12%
South West	4235 9%	1842 8%	2393 10%	469 7%	515 7%	642 8%	873 11%	695 11%	410 8%	632 13%	984 7%	1515 9%	1737 11%	1042 11%	957 10%	1250 8%	1058 11%	970 8%	2207 9%	2028 10%
Wales	2381 5%	1099 5%	1282 5%	356 5%	134 2%	424 5%	450 6%	426 7%	243 5%	349 7%	490 3%	873 5%	1018 6%	592 6%	703 7%	739 5%	434 4%	505 4%	1443 6%	938 4%

Q. Breaks X Breaks
Base: All Adults in GB

	Total	GENDER		AGE										SOCIAL CLASS						
		Male	Female	16-24	25-34	35-44	45-54	55-64	65-74	75+	16-34	35-54	55+	65+	AB	C1	C2	DE	ABC1	C2DE
Unweighted Base	2018	953	1065	318	291	311	301	305	247	245	609	612	797	492	348	539	406	725	887	1131
Weighted Base	47125	22815	24310	6818	7597	8536	7926	6524	4881	4843	14415	16462	16248	9724	9998	15848	9693	11586	25846	21279
Scotland	3978	2006	1972	705	538	730	789	388	452	376	1243	1519	1216	829	303	1076	849	1750	1379	2599
		8%	9%	8%	10%	7%	9%	10%	6%	9%	8%	9%	9%	7%	9%	7%	9%	15%	5%	12%

Q. Breaks X Breaks
Base: All Adults in GB

	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED			
	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	2018	614	870	461	1784	942	1281	705
Weighted Base	47125	15173	20590	12154	41631	22651	30407	18366
GENDER								
Male	22815 48%	7387 49%	10281 50%	6423 53%a	19970 48%	11054 49%	15016 49%	9945 54%ef
Female	24310 52%	7786 51%	10308 50%	5731 47%	21661 52%h	11597 51%h	15391 51%	8421 46%
AGE								
16-24	6818 14%	1418 9%	2829 14%b	2429 20%abc	5258 13%	2457 11%	3969 13%	3471 19%efg
25-34	7597 16%	2145 14%	2749 13%	3001 25%abc	6049 15%	3258 14%	4493 15%	4188 23%efg
35-44	8536 18%	2997 20%c	3103 15%	2745 23%ac	7577 18%	4565 20%	5187 17%	4327 24%eg
45-54	7926 17%	2923 19%	3362 16%	2281 19%	7221 17%	4143 18%	5015 16%	3307 18%
55-64	6524 14%	2501 16%d	3276 16%d	1100 9%	6203 15%h	3623 16%h	4689 15%h	2087 11%
65-74	4881 10%	1656 11%d	2817 14%d	455 4%	4750 11%h	2496 11%h	3678 12%h	739 4%
75+	4843 10%	1533 10%d	2453 12%d	143 1%	4572 11%h	2110 9%h	3375 11%h	247 1%
16-34	14415 31%	3563 23%	5578 27%	5430 45%abc	11307 27%	5715 25%	8462 28%	7659 42%efg
35-54	16462 35%	5920 39%c	6465 31%	5026 41%ac	14798 36%	8708 38%g	10202 34%	7634 42%eg
55+	16248 34%	5690 38%d	8546 42%d	1698 14%	15526 37%h	8228 36%h	11743 39%h	3073 17%
65+	9724 21%	3189 21%d	5270 26%d	598 5%	9322 22%h	4605 20%h	7054 23%h	987 5%
SOCIAL CLASS								
AB	9998 21%	4551 30%ac	5061 25%	3835 32%ac	9081 22%	5874 26%e	7171 24%	5519 30%eg
C1	15848 34%	5330 35%	7268 35%	5067 42%abc	13513 32%	7874 35%	10418 34%	7268 40%eg
C2	9693 21%	3064 20%d	4091 20%d	1731 14%	8750 21%h	4501 20%	6153 20%h	3010 16%
DE	11586 25%	2228 15%	4169 20%bd	1521 13%	10287 25%fh	4402 19%h	6665 22%h	2569 14%
ABC1	25846 55%	9881 65%a	12329 60%a	8901 73%abc	22594 54%	13748 61%e	17590 58%	12787 70%efg

Fieldwork : 19/11/10 - 23/11/10 (Week 46)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

Q. Breaks X Breaks
Base: All Adults in GB

	Total	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED			
		Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	2018	1606	614	870	461	1784	942	1281	705
Weighted Base	47125	37439	15173	20590	12154	41631	22651	30407	18366
C2DE	21279 45%	17244 46%bcd	5292 35%d	8261 40%d	3253 27%	19036 46%fh	8903 39%h	12817 42%h	5579 30%
WORKING STATUS									
Full Time	19156 41%	14886 40%	7467 49%ac	8324 40%	6320 52%ac	16705 40%	10463 46%eg	12463 41%	9557 52%efg
Part Time	5112 11%	4099 11%	1492 10%	2017 10%	1485 12%	4485 11%	2506 11%	3136 10%	2450 13%
Other	15092 32%	12737 34%d	4703 31%d	7453 36%bd	2503 21%	13843 33%h	6895 30%h	10380 34%h	3759 20%
Not working	7765 16%	5718 15%b	1511 10%	2796 14%b	1846 15%b	6597 16%f	2787 12%	4427 15%	2601 14%
MARITAL STATUS									
Married/Living as Married	27633 59%	22980 61%	9448 62%	12705 62%	7169 59%	25198 61%	13941 62%	18437 61%	11237 61%
Single	12065 26%	8198 22%	3279 22%	4746 23%	4141 34%abc	9544 23%	5125 23%	7301 24%	5740 31%efg
Other	7427 16%	6261 17%d	2446 16%d	3139 15%d	844 7%	6889 17%h	3585 16%h	4669 15%h	1390 8%
CHILDREN IN HH									
Any	13748 29%	10435 28%	4150 27%	5149 25%	4499 37%abc	11986 29%	6355 28%	8074 27%	6435 35%efg
None	33377 71%	27005 72%d	11023 73%d	15441 75%d	7655 63%	29645 71%h	16296 72%h	22333 73%h	11931 65%
COUNTRY									
England	40765 87%	32416 87%	13256 87%	17691 86%	10709 88%	36045 87%	19713 87%	26057 86%	16148 88%
Scotland	3978 8%	3164 8%	971 6%	1762 9%	899 7%	3538 8%	1659 7%	2849 9%	1437 8%
Wales	2381 5%	1860 5%	945 6%	1137 6%	546 4%	2048 5%	1279 6%	1501 5%	781 4%
GOVERNMENT REGIONS									
North East	1999 4%	1816 5%	659 4%	735 4%	348 3%	1886 5%	909 4%	1036 3%	605 3%
North West	5625 12%	4659 12%	1677 11%	2674 13%	1501 12%	5013 12%	2529 11%	3510 12%	1977 11%
Yorkshire and The Humber	4098 9%	3396 9%	1569 10%	1657 8%	1193 10%	3643 9%	2196 10%	2690 9%	1832 10%
East Midlands	3266 7%	2715 7%	1000 7%	1224 6%	885 7%	2910 7%	1575 7%	2122 7%	1311 7%
West Midlands	4154 9%	3274 9%	1758 12%	1932 9%	1383 11%	3654 9%	2151 9%	2540 8%	1686 9%
East of England	4891 10%	4064 11%	1877 12%	2166 11%	1311 11%	4483 11%	2781 12%	3304 11%	1856 10%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

CAPI OmniBus



Q. Breaks X Breaks
Base: All Adults in GB

	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED				
	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	
Unweighted Base	2018	1606	614	870	461	1784	942	1281	705
Weighted Base	47125	37439	15173	20590	12154	41631	22651	30407	18366
London	6028 13%	3795 10%	1456 10%	2825 14% ^{ab}	1817 15% ^{ab}	4687 11%	2353 10%	4079 13% ^f	2984 16% ^{ef}
South East	6469 14%	5068 14%	1638 11%	2760 13%	1228 10%	5764 14%	2691 12%	4093 13%	2221 12%
South West	4235 9%	3629 10%	1623 11%	1718 8%	1042 9%	4004 10%	2529 11%	2684 9%	1678 9%
Wales	2381 5%	1860 5%	945 6%	1137 6%	546 4%	2048 5%	1279 6%	1501 5%	781 4%
Scotland	3978 8%	3164 8%	971 6%	1762 9%	899 7%	3538 8%	1659 7%	2849 9%	1437 8%

Q. Breaks X Breaks
Base: All Adults in GB

	WORKING STATUS					MARITAL STATUS			CHILDREN IN HH		COUNTRY		
	Total	Full Time	Part Time	Other	Not working	Married/ Living as Married	Single	Other	Any	None	England	Scotland	Wales
Unweighted Base	2018	708	210	733	367	1129	528	361	564	1454	1723	189	106
Weighted Base	47125	19156	5112	15092	7765	27633	12065	7427	13748	33377	40765	3978	2381
GENDER													
Male	22815 48%	12329 64%	974 19%	6917 46%	2595 33%	14174 51%	6321 52%	2320 31%	5414 39%	17400 52%	19710 48%	2006 50%	1099 46%
Female	24310 52%	6826 36%	4138 81%	8176 54%	5170 67%	13459 49%	5745 48%	5107 69%	8334 61%	15976 48%	21055 52%	1972 50%	1282 54%
AGE													
16-24	6818 14%	1931 10%	706 14%	2773 18%	1408 18%	1350 5%	5455 45%	13 *	2311 17%	4507 14%	5757 14%	705 18%	356 15%
25-34	7597 16%	4280 22%	1164 23%	257 2%	1895 24%	4659 17%	2748 23%	191 3%	3645 27%	3952 12%	6926 17%	538 14%	134 6%
35-44	8536 18%	5558 29%	1125 22%	85 1%	1768 23%	6277 23%	1475 12%	784 11%	5096 37%	3440 10%	7382 18%	730 18%	424 18%
45-54	7926 17%	4749 25%	1051 21%	164 1%	1961 25%	5367 19%	1222 10%	1337 18%	2289 17%	5637 17%	6687 16%	789 20%	450 19%
55-64	6524 14%	2443 13%	821 16%	2555 17%	705 9%	4544 16%	524 4%	1456 20%	304 2%	6219 19%	5710 14%	388 10%	426 18%
65-74	4881 10%	195 1%	244 5%	4429 29%	14 *	3338 12%	316 3%	1226 17%	102 1%	4778 14%	4186 10%	452 11%	243 10%
75+	4843 10%	- -	- -	4829 32%	15 *	2097 8%	325 3%	2421 33%	- -	4843 15%	4118 10%	376 9%	349 15%
16-34	14415 31%	6211 32%	1871 37%	3030 20%	3303 43%	6009 22%	8203 68%	204 3%	5956 43%	8459 25%	12683 31%	1243 31%	490 21%
35-54	16462 35%	10307 54%	2177 43%	249 2%	3729 48%	11644 42%	2697 22%	2121 29%	7385 54%	9077 27%	14069 35%	1519 38%	873 37%
55+	16248 34%	2638 14%	1065 21%	11813 78%	733 9%	9979 36%	1166 10%	5102 69%	407 3%	15841 47%	14014 34%	1216 31%	1018 43%
65+	9724 21%	195 1%	244 5%	9258 61%	28 *	5436 20%	642 5%	3647 49%	102 1%	9622 29%	8303 20%	829 21%	592 25%
SOCIAL CLASS													
AB	9998 21%	5019 26%	813 16%	3359 22%	806 10%	7157 26%	1758 15%	1082 15%	2832 21%	7166 21%	8992 22%	303 8%	703 30%
C1	15848 34%	7262 38%	2096 41%	4656 31%	1834 24%	9441 34%	4540 38%	1867 25%	4415 32%	11433 34%	14033 34%	1076 27%	739 31%
C2	9693 21%	4633 24%	1371 27%	2664 18%	1025 13%	6222 23%	1986 16%	1486 20%	2928 21%	6765 20%	8410 21%	849 21%	434 18%
DE	11586 25%	2242 12%	832 16%	4413 29%	4100 53%	4813 17%	3781 31%	2992 40%	3573 26%	8013 24%	9331 23%	1750 44%	505 21%
ABC1	25846 55%	12281 64%	2909 57%	8016 53%	2640 34%	16598 60%	6299 52%	2949 40%	7247 53%	18599 56%	23024 56%	1379 35%	1443 61%
C2DE	21279 45%	6875 36%	2203 43%	7077 47%	5124 66%	11035 40%	5767 48%	4478 60%	6501 47%	14778 44%	17741 44%	2599 65%	938 39%
WORKING STATUS													
Full Time	19156 41%	19156 100%	- -	- -	- -	13060 47%	4573 38%	1523 21%	6611 48%	12545 38%	17028 42%	1280 32%	848 36%

Q. Breaks X Breaks
Base: All Adults in GB

	WORKING STATUS					MARITAL STATUS			CHILDREN IN HH		COUNTRY		
	Total	Full Time	Part Time	Other	Not working	Married/ Living as Married	Single	Other	Any	None	England	Scotland	Wales
Unweighted Base	2018	708	210	733	367	1129	528	361	564	1454	1723	189	106
Weighted Base	47125	19156	5112	15092	7765	27633	12065	7427	13748	33377	40765	3978	2381
Part Time	5112	-	5112	-	-	3310	1163	639	2368	2744	4524	412	176
	11%	-	100%	-	-	12%	10%	9%	17%	8%	11%	10%	7%
Other	15092	-	-	15092	-	7125	3740	4227	1090	14002	12963	1211	919
	32%	-	-	100%	-	26%	31%	57%	8%	42%	32%	30%	39%
Not working	7765	-	-	-	7765	4138	2588	1038	3679	4086	6251	1076	438
	16%	-	-	-	100%	15%	21%	14%	27%	12%	15%	27%	18%
MARITAL STATUS													
Married/Living as Married	27633	13060	3310	7125	4138	27633	-	-	9777	17856	24289	2032	1312
	59%	68%	65%	47%	53%	100%	-	-	71%	53%	60%	51%	55%
Single	12065	4573	1163	3740	2588	-	12065	-	2961	9104	10436	1059	571
	26%	24%	23%	25%	33%	-	100%	-	22%	27%	26%	27%	24%
Other	7427	1523	639	4227	1038	-	-	7427	1010	6417	6041	888	499
	16%	8%	13%	28%	13%	-	-	100%	7%	19%	15%	22%	21%
CHILDREN IN HH													
Any	13748	6611	2368	1090	3679	9777	2961	1010	13748	-	11913	1325	510
	29%	35%	46%	7%	47%	35%	25%	14%	100%	-	29%	33%	21%
None	33377	12545	2744	14002	4086	17856	9104	6417	-	33377	28852	2653	1872
	71%	65%	54%	93%	53%	65%	75%	86%	-	100%	71%	67%	79%
COUNTRY													
England	40765	17028	4524	12963	6251	24289	10436	6041	11913	28852	40765	-	-
	87%	89%	88%	86%	81%	88%	86%	81%	87%	86%	100%	-	-
Scotland	3978	1280	412	1211	1076	2032	1059	888	1325	2653	-	3978	-
	8%	7%	8%	8%	14%	7%	9%	12%	10%	8%	-	100%	-
Wales	2381	848	176	919	438	1312	571	499	510	1872	-	-	2381
	5%	4%	3%	6%	6%	5%	5%	7%	4%	6%	-	-	100%
GOVERNMENT REGIONS													
North East	1999	683	202	732	382	1025	540	435	604	1395	1999	-	-
	4%	4%	4%	5%	5%	4%	4%	6%	4%	4%	5%	-	-
North West	5625	2225	434	2129	837	3177	1420	1028	1351	4274	5625	-	-
	12%	12%	8%	14%	11%	11%	12%	14%	10%	13%	14%	-	-
Yorkshire and The Humber	4098	1863	437	1165	633	2649	884	565	1562	2537	4098	-	-
	9%	10%	9%	8%	8%	10%	7%	8%	11%	8%	10%	-	-
East Midlands	3266	1455	335	945	531	1723	961	583	792	2474	3266	-	-
	7%	8%	7%	6%	7%	6%	8%	8%	6%	7%	8%	-	-
West Midlands	4154	1497	314	1540	803	2344	1196	614	1223	2931	4154	-	-
	9%	8%	6%	10%	10%	8%	10%	8%	9%	9%	10%	-	-
East of England	4891	2133	623	1474	661	3251	1004	637	1439	3452	4891	-	-
	10%	11%	12%	10%	9%	12%	8%	9%	10%	10%	12%	-	-
London	6028	2794	762	1336	1136	3728	1948	352	1802	4227	6028	-	-
	13%	15%	15%	9%	15%	13%	16%	5%	13%	13%	15%	-	-
South East	6469	2951	730	2055	732	3906	1635	928	1868	4601	6469	-	-
	14%	15%	14%	14%	9%	14%	14%	12%	14%	14%	16%	-	-
South West	4235	1427	687	1586	536	2486	849	900	1272	2963	4235	-	-
	9%	7%	13%	11%	7%	9%	7%	12%	9%	9%	10%	-	-

Q. Breaks X Breaks
Base: All Adults in GB

	WORKING STATUS				MARITAL STATUS			CHILDREN IN HH		COUNTRY			
	Total	Full Time	Part Time	Other	Not working	Married/ Living as Married	Single	Other	Any	None	England	Scotland	Wales
Unweighted Base	2018	708	210	733	367	1129	528	361	564	1454	1723	189	106
Weighted Base	47125	19156	5112	15092	7765	27633	12065	7427	13748	33377	40765	3978	2381
Wales	2381	848	176	919	438	1312	571	499	510	1872	-	-	2381
	5%	4%	3%	6%	6%	5%	5%	7%	4%	6%	-	-	100%
Scotland	3978	1280	412	1211	1076	2032	1059	888	1325	2653	-	3978	-
	8%	7%	8%	8%	14%	7%	9%	12%	10%	8%	-	100%	-

Q. Breaks X Breaks
Base: All Adults in GB

	GOVERNMENT REGIONS											
	Total	North East	North West	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland
Unweighted Base	2018	88	238	173	142	189	199	237	274	183	106	189
Weighted Base	47125	1999	5625	4098	3266	4154	4891	6028	6469	4235	2381	3978
GENDER												
Male	22815	778	2754	2005	1609	2083	2394	3155	3090	1842	1099	2006
	48%	39%	49%	49%	49%	50%	49%	52%	48%	43%	46%	50%
Female	24310	1220	2871	2093	1657	2071	2497	2873	3379	2393	1282	1972
	52%	61%	51%	51%	51%	50%	51%	48%	52%	57%	54%	50%
AGE												
16-24	6818	145	949	485	475	778	422	1006	1028	469	356	705
	14%	7%	17%	12%	15%	19%	9%	17%	16%	11%	15%	18%
25-34	7597	270	850	747	474	590	903	1743	834	515	134	538
	16%	14%	15%	18%	15%	14%	18%	29%	13%	12%	6%	14%
35-44	8536	315	842	697	586	944	914	1243	1198	642	424	730
	18%	16%	15%	17%	18%	23%	19%	21%	19%	15%	18%	18%
45-54	7926	358	948	739	546	472	691	927	1135	873	450	789
	17%	18%	17%	18%	17%	11%	14%	15%	18%	21%	19%	20%
55-64	6524	318	919	643	521	425	834	311	1044	695	426	388
	14%	16%	16%	16%	16%	10%	17%	5%	16%	16%	18%	10%
65-74	4881	219	576	339	335	607	553	453	693	410	243	452
	10%	11%	10%	8%	10%	15%	11%	8%	11%	10%	10%	11%
75+	4843	374	543	448	329	337	574	344	537	632	349	376
	10%	19%	10%	11%	10%	8%	12%	6%	8%	15%	15%	9%
16-34	14415	416	1798	1232	949	1368	1324	2749	1862	984	490	1243
	31%	21%	32%	30%	29%	33%	27%	46%	29%	23%	21%	31%
35-54	16462	673	1789	1435	1132	1416	1605	2171	2333	1515	873	1519
	35%	34%	32%	35%	35%	34%	33%	36%	36%	36%	37%	38%
55+	16248	910	2038	1431	1185	1370	1961	1108	2274	1737	1018	1216
	34%	46%	36%	35%	36%	33%	40%	18%	35%	41%	43%	31%
65+	9724	593	1119	787	664	945	1128	797	1230	1042	592	829
	21%	30%	20%	19%	20%	23%	23%	13%	19%	25%	25%	21%
SOCIAL CLASS												
AB	9998	426	1169	1144	484	632	1397	1443	1341	957	703	303
	21%	21%	21%	28%	15%	15%	29%	24%	21%	23%	30%	8%
C1	15848	631	1870	1207	1059	1340	1734	2459	2482	1250	739	1076
	34%	32%	33%	29%	32%	32%	35%	41%	38%	30%	31%	27%
C2	9693	362	1381	787	903	945	892	1002	1080	1058	434	849
	21%	18%	25%	19%	28%	23%	18%	17%	17%	25%	18%	21%
DE	11586	580	1205	961	820	1237	867	1123	1566	970	505	1750
	25%	29%	21%	23%	25%	30%	18%	19%	24%	23%	21%	44%
ABC1	25846	1057	3039	2351	1543	1972	3131	3902	3823	2207	1443	1379
	55%	53%	54%	57%	47%	47%	64%	65%	59%	52%	61%	35%
C2DE	21279	942	2587	1748	1723	2182	1760	2126	2646	2028	938	2599
	45%	47%	46%	43%	53%	53%	36%	35%	41%	48%	39%	65%
WORKING STATUS												
Full Time	19156	683	2225	1863	1455	1497	2133	2794	2951	1427	848	1280
	41%	34%	40%	45%	45%	36%	44%	46%	46%	34%	36%	32%

Q. Breaks X Breaks
Base: All Adults in GB

	GOVERNMENT REGIONS											
	Total	North East	North West	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland
Unweighted Base	2018	88	238	173	142	189	199	237	274	183	106	189
Weighted Base	47125	1999	5625	4098	3266	4154	4891	6028	6469	4235	2381	3978
Part Time	5112 11%	202 10%	434 8%	437 11%	335 10%	314 8%	623 13%	762 13%	730 11%	687 16%	176 7%	412 10%
Other	15092 32%	732 37%	2129 38%	1165 28%	945 29%	1540 37%	1474 30%	1336 22%	2055 32%	1586 37%	919 39%	1211 30%
Not working	7765 16%	382 19%	837 15%	633 15%	531 16%	803 19%	661 14%	1136 19%	732 11%	536 13%	438 18%	1076 27%
MARITAL STATUS												
Married/Living as Married	27633 59%	1025 51%	3177 56%	2649 65%	1723 53%	2344 56%	3251 66%	3728 62%	3906 60%	2486 59%	1312 55%	2032 51%
Single	12065 26%	540 27%	1420 25%	884 22%	961 29%	1196 29%	1004 21%	1948 32%	1635 25%	849 20%	571 24%	1059 27%
Other	7427 16%	435 22%	1028 18%	565 14%	583 18%	614 15%	637 13%	352 6%	928 14%	900 21%	499 21%	888 22%
CHILDREN IN HH												
Any	13748 29%	604 30%	1351 24%	1562 38%	792 24%	1223 29%	1439 29%	1802 30%	1868 29%	1272 30%	510 21%	1325 33%
None	33377 71%	1395 70%	4274 76%	2537 62%	2474 76%	2931 71%	3452 71%	4227 70%	4601 71%	2963 70%	1872 79%	2653 67%
COUNTRY												
England	40765 87%	1999 100%	5625 100%	4098 100%	3266 100%	4154 100%	4891 100%	6028 100%	6469 100%	4235 100%	-	-
Scotland	3978 8%	-	-	-	-	-	-	-	-	-	-	3978 100%
Wales	2381 5%	-	-	-	-	-	-	-	-	-	2381 100%	-
GOVERNMENT REGIONS												
North East	1999 4%	1999 100%	-	-	-	-	-	-	-	-	-	-
North West	5625 12%	-	5625 100%	-	-	-	-	-	-	-	-	-
Yorkshire and The Humber	4098 9%	-	-	4098 100%	-	-	-	-	-	-	-	-
East Midlands	3266 7%	-	-	-	3266 100%	-	-	-	-	-	-	-
West Midlands	4154 9%	-	-	-	-	4154 100%	-	-	-	-	-	-
East of England	4891 10%	-	-	-	-	-	4891 100%	-	-	-	-	-
London	6028 13%	-	-	-	-	-	-	6028 100%	-	-	-	-
South East	6469 14%	-	-	-	-	-	-	-	6469 100%	-	-	-
South West	4235 9%	-	-	-	-	-	-	-	-	4235 100%	-	-

Q. Breaks X Breaks
Base: All Adults in GB

	GOVERNMENT REGIONS											
	Total	North East	North West	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland
Unweighted Base	2018	88	238	173	142	189	199	237	274	183	106	189
Weighted Base	47125	1999	5625	4098	3266	4154	4891	6028	6469	4235	2381	3978
Wales	2381	-	-	-	-	-	-	-	-	-	2381	-
	5%	-	-	-	-	-	-	-	-	-	100%	-
Scotland	3978	-	-	-	-	-	-	-	-	-	-	3978
	8%	-	-	-	-	-	-	-	-	-	-	100%

Q. Breaks X Breaks

Base: All Adults in GB who have a regular place they access the news from

	GENDER			AGE										SOCIAL CLASS						
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65-74	75+	16-34	35-54	55+	65+	AB	C1	C2	DE	ABC1	C2DE
Unweighted Base	1923	902	1021	293	271	297	290	294	244	234	564	587	772	478	346	512	386	679	858	1065
Weighted Base	45075	21710	23364	6290	7105	8222	7653	6350	4840	4616	13395	15875	15805	9455	9935	15061	9238	10841	24996	20079
GENDER																				
Male	21710	21710	-	3169	3503	3890	3949	2756	2505	1938	6672	7839	7199	4443	5008	7026	4980	4697	12034	9676
	48%	100%	-	50%	49%	47%	52%	43%	52%	42%	50%	49%	46%	47%	50%	47%	54%	43%	48%	48%
Female	23364	-	23364	3121	3602	4332	3703	3594	2335	2678	6723	8035	8606	5012	4927	8035	4259	6144	12962	10403
	52%	-	100%	50%	51%	53%	48%	57%	48%	58%	50%	51%	54%	53%	50%	53%	46%	57%	52%	52%
AGE																				
16-24	6290	3169	3121	6290	-	-	-	-	-	-	6290	-	-	-	788	2511	1193	1799	3299	2992
	14%	15%	13%	100%	-	-	-	-	-	-	47%	-	-	-	8%	17%	13%	17%	13%	15%
25-34	7105	3503	3602	-	7105	-	-	-	-	-	7105	-	-	-	1512	2595	1462	1537	4106	2999
	16%	16%	15%	-	100%	-	-	-	-	-	53%	-	-	-	15%	17%	16%	14%	16%	15%
35-44	8222	3890	4332	-	-	8222	-	-	-	-	-	8222	-	-	2064	3088	1537	1533	5152	3070
	18%	18%	19%	-	-	100%	-	-	-	-	-	52%	-	-	21%	21%	17%	14%	21%	15%
45-54	7653	3949	3703	-	-	-	7653	-	-	-	-	7653	-	-	1578	2475	1855	1745	4053	3600
	17%	18%	16%	-	-	-	100%	-	-	-	-	48%	-	-	16%	16%	20%	16%	16%	18%
55-64	6350	2756	3594	-	-	-	-	6350	-	-	-	-	6350	-	1707	1861	1561	1221	3567	2782
	14%	13%	15%	-	-	-	-	100%	-	-	-	-	40%	-	17%	12%	17%	11%	14%	14%
65-74	4840	2505	2335	-	-	-	-	-	4840	-	-	-	4840	4840	1220	1199	970	1451	2419	2421
	11%	12%	10%	-	-	-	-	-	100%	-	-	-	31%	51%	12%	8%	11%	13%	10%	12%
75+	4616	1938	2678	-	-	-	-	-	-	4616	-	-	4616	4616	1066	1334	661	1555	2400	2216
	10%	9%	11%	-	-	-	-	-	-	100%	-	-	29%	49%	11%	9%	7%	14%	10%	11%
16-34	13395	6672	6723	6290	7105	-	-	-	-	-	13395	-	-	-	2299	5106	2654	3336	7405	5990
	30%	31%	29%	100%	100%	-	-	-	-	-	100%	-	-	-	23%	34%	29%	31%	30%	30%
35-54	15875	7839	8035	-	-	8222	7653	-	-	-	-	15875	-	-	3643	5562	3392	3278	9205	6669
	35%	36%	34%	-	-	100%	100%	-	-	-	-	100%	-	-	37%	37%	37%	30%	37%	33%
55+	15805	7199	8606	-	-	-	-	6350	4840	4616	-	-	15805	9455	3993	4393	3192	4227	8385	7419
	35%	33%	37%	-	-	-	-	100%	100%	100%	-	-	100%	100%	40%	29%	35%	39%	34%	37%
65+	9455	4443	5012	-	-	-	-	-	4840	4616	-	-	9455	9455	2286	2532	1631	3006	4818	4637
	21%	20%	21%	-	-	-	-	-	100%	100%	-	-	60%	100%	23%	17%	18%	28%	19%	23%
SOCIAL CLASS																				
AB	9935	5008	4927	788	1512	2064	1578	1707	1220	1066	2299	3643	3993	2286	9935	-	-	-	9935	-
	22%	23%	21%	13%	21%	25%	21%	27%	25%	23%	17%	23%	25%	24%	100%	-	-	-	40%	-
C1	15061	7026	8035	2511	2595	3088	2475	1861	1199	1334	5106	5562	4393	2532	-	15061	-	-	15061	-
	33%	32%	34%	40%	37%	38%	32%	29%	25%	29%	38%	35%	28%	27%	-	100%	-	-	60%	-
C2	9238	4980	4259	1193	1462	1537	1855	1561	970	661	2654	3392	3192	1631	-	-	9238	-	-	9238
	20%	23%	18%	19%	21%	19%	24%	25%	20%	14%	20%	21%	20%	17%	-	-	100%	-	-	46%
DE	10841	4697	6144	1799	1537	1533	1745	1221	1451	1555	3336	3278	4227	3006	-	-	-	10841	-	10841
	24%	22%	26%	29%	22%	19%	23%	19%	30%	34%	25%	21%	27%	32%	-	-	-	100%	-	54%
ABC1	24996	12034	12962	3299	4106	5152	4053	3567	2419	2400	7405	9205	8385	4818	9935	15061	-	-	24996	-
	55%	55%	55%	52%	58%	63%	53%	56%	50%	52%	55%	58%	53%	51%	100%	100%	-	-	100%	-
C2DE	20079	9676	10403	2992	2999	3070	3600	2782	2421	2216	5990	6669	7419	4637	-	-	9238	10841	-	20079
	45%	45%	45%	48%	42%	37%	47%	44%	50%	48%	45%	42%	47%	49%	-	-	100%	100%	-	100%
WORKING STATUS																				
Full Time	18444	11860	6584	1748	4108	5370	4662	2361	195	-	5856	10032	2556	195	5019	6926	4409	2089	11946	6498
	41%	55%	28%	28%	58%	65%	61%	37%	4%	-	44%	63%	16%	2%	51%	46%	48%	19%	48%	32%

Q. Breaks X Breaks

Base: All Adults in GB who have a regular place they access the news from

	Total	GENDER		AGE										SOCIAL CLASS						
		Male	Female	16-24	25-34	35-44	45-54	55-64	65-74	75+	16-34	35-54	55+	65+	AB	C1	C2	DE	ABC1	C2DE
Unweighted Base	1923	902	1021	293	271	297	290	294	244	234	564	587	772	478	346	512	386	679	858	1065
Weighted Base	45075	21710	23364	6290	7105	8222	7653	6350	4840	4616	13395	15875	15805	9455	9935	15061	9238	10841	24996	20079
Part Time	4869	910	3959	632	1069	1104	1000	821	244	-	1701	2104	1065	244	813	1964	1332	761	2777	2092
	11%	4%	17%	10%	15%	13%	13%	13%	5%	-	13%	13%	7%	3%	8%	13%	14%	7%	11%	10%
Other	14540	6622	7918	2593	194	67	164	2533	4388	4601	2787	231	11522	8989	3327	4440	2517	4256	7767	6773
	32%	30%	34%	41%	3%	1%	2%	40%	91%	100%	21%	1%	73%	95%	33%	29%	27%	39%	31%	34%
Not working	7222	2319	4904	1317	1735	1681	1827	635	14	15	3052	3508	663	28	776	1731	980	3735	2507	4716
	16%	11%	21%	21%	24%	20%	24%	10%	*	*	23%	22%	4%	*	8%	11%	11%	34%	10%	23%
MARITAL STATUS																				
Married/Living as Married	26814	13720	13093	1237	4432	6054	5222	4455	3327	2086	5669	11276	9869	5414	7157	9077	5995	4584	16234	10579
	59%	63%	56%	20%	62%	74%	68%	70%	69%	45%	42%	71%	62%	57%	72%	60%	65%	42%	65%	53%
Single	11221	5812	5409	5041	2482	1416	1170	506	305	300	7523	2587	1111	605	1695	4161	1929	3435	5856	5365
	25%	27%	23%	80%	35%	17%	15%	8%	6%	7%	56%	16%	7%	6%	17%	28%	21%	32%	23%	27%
Other	7040	2178	4862	13	191	751	1260	1389	1207	2229	204	2012	4825	3436	1082	1823	1314	2822	2905	4135
	16%	10%	21%	*	3%	9%	16%	22%	25%	48%	2%	13%	31%	36%	11%	12%	14%	26%	12%	21%
CHILDREN IN HH																				
Any	13132	5166	7966	2179	3444	4909	2204	293	102	-	5623	7113	396	102	2832	4158	2804	3338	6990	6142
	29%	24%	34%	35%	48%	60%	29%	5%	2%	-	42%	45%	3%	1%	29%	28%	30%	31%	28%	31%
None	31943	16545	15398	4112	3660	3313	5449	6056	4737	4616	7772	8762	15409	9353	7103	10903	6434	7503	18006	13937
	71%	76%	66%	65%	52%	40%	71%	95%	98%	100%	58%	55%	97%	99%	71%	72%	70%	69%	72%	69%
COUNTRY																				
England	39132	18791	20341	5303	6510	7128	6507	5589	4145	3950	11813	13635	13684	8095	8959	13350	8034	8789	22309	16823
	87%	87%	87%	84%	92%	87%	85%	88%	86%	86%	88%	86%	87%	86%	90%	89%	87%	81%	89%	84%
Scotland	3748	1905	1844	670	498	670	727	366	452	365	1168	1397	1183	818	303	1057	820	1568	1360	2388
	8%	9%	8%	11%	7%	8%	9%	6%	9%	8%	9%	9%	7%	9%	3%	7%	9%	14%	5%	12%
Wales	2194	1015	1179	318	96	424	419	395	243	300	414	843	937	542	673	654	384	484	1327	868
	5%	5%	5%	5%	1%	5%	5%	6%	5%	6%	3%	5%	6%	6%	7%	4%	4%	4%	5%	4%
GOVERNMENT REGIONS																				
North East	1945	767	1177	145	270	287	358	303	208	374	416	644	885	582	426	602	362	555	1028	917
	4%	4%	5%	2%	4%	3%	5%	5%	4%	8%	3%	4%	6%	6%	4%	4%	4%	5%	4%	5%
North West	5365	2612	2753	866	726	842	907	919	576	528	1592	1749	2023	1104	1169	1730	1330	1136	2898	2466
	12%	12%	12%	14%	10%	10%	12%	14%	12%	11%	12%	11%	13%	12%	12%	11%	14%	10%	12%	12%
Yorkshire and The Humber	3940	1925	2015	485	747	664	714	632	328	370	1232	1378	1330	698	1144	1174	683	939	2318	1622
	9%	9%	9%	8%	11%	8%	9%	10%	7%	8%	9%	9%	8%	7%	12%	8%	7%	9%	9%	8%
East Midlands	3229	1590	1639	475	474	586	546	521	335	292	949	1132	1147	626	484	1041	903	802	1525	1704
	7%	7%	7%	8%	7%	7%	7%	8%	7%	6%	7%	7%	7%	7%	5%	7%	10%	7%	6%	8%
West Midlands	3903	1912	1991	689	530	891	472	388	607	325	1219	1363	1321	932	632	1292	925	1054	1924	1979
	9%	9%	9%	11%	7%	11%	6%	6%	13%	7%	9%	9%	8%	10%	6%	9%	10%	10%	8%	10%
East of England	4786	2289	2497	393	903	876	653	834	553	574	1296	1529	1961	1128	1397	1629	892	867	3026	1760
	11%	11%	11%	6%	13%	11%	9%	13%	11%	12%	10%	10%	12%	12%	14%	11%	10%	8%	12%	9%
London	5501	2862	2640	845	1526	1161	886	286	453	344	2371	2047	1083	797	1443	2240	857	961	3683	1818
	12%	13%	11%	13%	21%	14%	12%	5%	9%	7%	18%	13%	7%	8%	15%	15%	9%	9%	15%	9%
South East	6295	3043	3252	948	834	1180	1099	1029	693	512	1782	2279	2234	1205	1309	2392	1062	1533	3700	2595
	14%	14%	14%	15%	12%	14%	14%	16%	14%	11%	13%	14%	14%	13%	13%	16%	11%	14%	15%	13%
South West	4169	1791	2378	455	500	642	873	676	391	632	955	1515	1699	1023	957	1250	1020	942	2207	1962
	9%	8%	10%	7%	7%	8%	11%	11%	8%	14%	7%	10%	11%	11%	10%	8%	11%	9%	9%	10%
Wales	2194	1015	1179	318	96	424	419	395	243	300	414	843	937	542	673	654	384	484	1327	868
	5%	5%	5%	5%	1%	5%	5%	6%	5%	6%	3%	5%	6%	6%	7%	4%	4%	4%	5%	4%

Q. Breaks X Breaks

Base: All Adults in GB who have a regular place they access the news from

	GENDER		AGE											SOCIAL CLASS						
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65-74	75+	16-34	35-54	55+	65+	AB	C1	C2	DE	ABC1	C2DE
Unweighted Base	1923	902	1021	293	271	297	290	294	244	234	564	587	772	478	346	512	386	679	858	1065
Weighted Base	45075	21710	23364	6290	7105	8222	7653	6350	4840	4616	13395	15875	15805	9455	9935	15061	9238	10841	24996	20079
Scotland	3748	1905	1844	670	498	670	727	366	452	365	1168	1397	1183	818	303	1057	820	1568	1360	2388
	8%	9%	8%	11%	7%	8%	9%	6%	9%	8%	9%	9%	7%	9%	3%	7%	9%	14%	5%	12%

Q. Breaks X Breaks

Base: All Adults in GB who have a regular place they access the news from

	Total	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED			
		Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	1923	1597	613	868	457	1770	941	1277	700
Weighted Base	45075	37206	15134	20540	12058	41283	22612	30327	18252
GENDER									
Male	21710 48%	17601 47%	7348 49%	10231 50%	6353 53%	19759 48%	11015 49%	14936 49%	9857 54%ef
Female	23364 52%	19605 53%	7786 51%	10308 50%	5705 47%	21524 52%h	11597 51%h	15391 51%	8395 46%
AGE									
16-24	6290 14%	4509 12%	1418 9%	2811 14%b	2401 20%abc	5258 13%	2457 11%	3951 13%	3424 19%efg
25-34	7105 16%	5195 14%	2145 14%	2717 13%	2952 24%abc	5884 14%	3258 14%	4461 15%	4139 23%efg
35-44	8222 18%	6631 18%	2958 20%c	3103 15%	2745 23%ac	7523 18%	4526 20%	5187 17%	4327 24%eg
45-54	7653 17%	6377 17%	2923 19%	3362 16%	2281 19%	7221 17%	4143 18%	5015 17%	3307 18%
55-64	6350 14%	5834 16%d	2501 17%d	3276 16%d	1082 9%	6185 15%h	3623 16%h	4659 15%h	2068 11%
65-74	4840 11%	4534 12%d	1656 11%d	2817 14%d	455 4%	4731 11%h	2496 11%h	3678 12%h	739 4%
75+	4616 10%	4126 11%d	1533 10%d	2453 12%d	143 1%	4482 11%h	2110 9%h	3375 11%h	247 1%
16-34	13395 30%	9704 26%	3563 24%	5528 27%	5353 44%abc	11142 27%	5715 25%	8412 28%	7563 41%efg
35-54	15875 35%	13008 35%	5881 39%c	6465 31%	5026 42%ac	14743 36%	8669 38%g	10202 34%	7634 42%eg
55+	15805 35%	14494 39%d	5690 38%d	8546 42%d	1680 14%	15398 37%h	8228 36%h	11713 39%h	3055 17%
65+	9455 21%	8660 23%d	3189 21%d	5270 26%d	598 5%	9213 22%h	4605 20%h	7054 23%h	987 5%
SOCIAL CLASS									
AB	9935 22%	8164 22%	4551 30%ac	5061 25%	3835 32%ac	9081 22%	5874 26%e	7171 24%	5519 30%eg
C1	15061 33%	11960 32%	5291 35%	7237 35%	4993 41%abc	13387 32%	7835 35%	10368 34%	7194 39%eg
C2	9238 20%	8127 22%d	3064 20%d	4073 20%d	1709 14%	8632 21%h	4501 20%	6134 20%h	2969 16%
DE	10841 24%	8955 24%bcd	2228 15%	4169 20%bd	1521 13%	10183 25%fh	4402 19%h	6654 22%h	2569 14%
ABC1	24996 55%	20124 54%	9842 65%a	12297 60%a	8828 73%abc	22468 54%	13709 61%e	17539 58%	12713 70%efg

Fieldwork : 19/11/10 - 23/11/10 (Week 46)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

Q. Breaks X Breaks

Base: All Adults in GB who have a regular place they access the news from

	Total	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED			
		Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted Base	1923	1597	613	868	457	1770	941	1277	700
Weighted Base	45075	37206	15134	20540	12058	41283	22612	30327	18252
C2DE	20079 45%	17082 46%bcd	5292 35%d	8242 40%d	3230 27%	18816 46%fh	8903 39%h	12788 42%h	5539 30%
WORKING STATUS									
Full Time	18444 41%	14797 40%	7428 49%ac	8324 41%	6298 52%ac	16544 40%	10424 46%eg	12452 41%	9534 52%efg
Part Time	4869 11%	4099 11%	1492 10%	2017 10%	1485 12%	4485 11%	2506 11%	3136 10%	2450 13%g
Other	14540 32%	12638 34%d	4703 31%d	7421 36%d	2474 21%	13702 33%h	6895 30%h	10348 34%h	3730 20%
Not working	7222 16%	5673 15%b	1511 10%	2778 14%b	1801 15%b	6552 16%f	2787 12%	4390 14%	2538 14%
MARITAL STATUS									
Married/Living as Married	26814 59%	22873 61%	9409 62%	12705 62%	7120 59%	25057 61%	13902 61%	18437 61%	11188 61%
Single	11221 25%	8138 22%	3279 22%	4695 23%	4094 34%abc	9447 23%	5125 23%	7232 24%	5675 31%efg
Other	7040 16%	6194 17%d	2446 16%d	3139 15%d	844 7%	6779 16%h	3585 16%h	4658 15%h	1390 8%
CHILDREN IN HH									
Any	13132 29%	10328 28%	4111 27%	5149 25%	4444 37%abc	11863 29%	6317 28%	8074 27%	6380 35%efg
None	31943 71%	26878 72%d	11023 73%d	15390 75%d	7614 63%	29420 71%h	16296 72%h	22253 73%h	11871 65%
COUNTRY									
England	39132 87%	32208 87%	13217 87%	17641 86%	10613 88%	35819 87%	19674 87%	25977 86%	16033 88%
Scotland	3748 8%	3164 9%	971 6%	1762 9%	899 7%	3522 9%	1659 7%	2849 9%	1437 8%
Wales	2194 5%	1834 5%	945 6%	1137 6%	546 5%	1942 5%	1279 6%	1501 5%	781 4%
GOVERNMENT REGIONS									
North East	1945 4%	1816 5%	659 4%	735 4%	348 3%	1886 5%	909 4%	1036 3%	605 3%
North West	5365 12%	4627 12%	1677 11%	2674 13%	1475 12%	4981 12%	2529 11%	3510 12%	1951 11%
Yorkshire and The Humber	3940 9%	3370 9%	1569 10%	1657 8%	1193 10%	3617 9%	2196 10%	2679 9%	1832 10%
East Midlands	3229 7%	2715 7%	1000 7%	1224 6%	885 7%	2910 7%	1575 7%	2122 7%	1311 7%
West Midlands	3903 9%	3274 9%	1758 12%	1932 9%	1365 11%	3654 9%	2151 10%	2521 8%	1667 9%
East of England	4786 11%	4026 11%	1838 12%	2166 11%	1282 11%	4444 11%	2742 12%	3304 11%	1827 10%

Fieldwork : 19/11/10 - 23/11/10 (Week 46)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

Q. Breaks X Breaks**Base: All Adults in GB who have a regular place they access the news from**

	Q1A - PLATFORM USED				Q1A/B - PLATFORM USED				
	Regular TV	Regular Radio	Regular News papers	Regular Internet	Any TV	Any Radio	Any News papers	Any Internet	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	
Unweighted Base	1923	613	868	457	1770	941	1277	700	
Weighted Base	45075	15134	20540	12058	41283	22612	30327	18252	
London	5501 12%	3684 10%	1456 10%	2793 14%ab	1794 15%ab	4577 11%	2353 10%	4047 13%f	2961 16%ef
South East	6295 14%	5068 14%	1638 11%	2742 13%	1228 10%	5764 14%	2691 12%	4075 13%	2203 12%
South West	4169 9%	3629 10%	1623 11%	1718 8%	1042 9%	3985 10%	2529 11%	2684 9%	1678 9%
Wales	2194 5%	1834 5%	945 6%	1137 6%	546 5%	1942 5%	1279 6%	1501 5%	781 4%
Scotland	3748 8%	3164 9%	971 6%	1762 9%	899 7%	3522 9%	1659 7%	2849 9%	1437 8%

Q. Breaks X Breaks

Base: All Adults in GB who have a regular place they access the news from

	WORKING STATUS					MARITAL STATUS			CHILDREN IN HH		COUNTRY		
	Total	Full Time	Part Time	Other	Not working	Married/ Living as Married	Single	Other	Any	None	England	Scotland	Wales
Unweighted Base	1923	678	199	706	340	1093	489	341	537	1386	1649	176	98
Weighted Base	45075	18444	4869	14540	7222	26814	11221	7040	13132	31943	39132	3748	2194
GENDER													
Male	21710 48%	11860 64%	910 19%	6622 46%	2319 32%	13720 51%	5812 52%	2178 31%	5166 39%	16545 52%	18791 48%	1905 51%	1015 46%
Female	23364 52%	6584 36%	3959 81%	7918 54%	4904 68%	13093 49%	5409 48%	4862 69%	7966 61%	15398 48%	20341 52%	1844 49%	1179 54%
AGE													
16-24	6290 14%	1748 9%	632 13%	2593 18%	1317 18%	1237 5%	5041 45%	13 *	2179 17%	4112 13%	5303 14%	670 18%	318 14%
25-34	7105 16%	4108 22%	1069 22%	194 1%	1735 24%	4432 17%	2482 22%	191 3%	3444 26%	3660 11%	6510 17%	498 13%	96 4%
35-44	8222 18%	5370 29%	1104 23%	67 *	1681 23%	6054 23%	1416 13%	751 11%	4909 37%	3313 10%	7128 18%	670 18%	424 19%
45-54	7653 17%	4662 25%	1000 21%	164 1%	1827 25%	5222 19%	1170 10%	1260 18%	2204 17%	5449 17%	6507 17%	727 19%	419 19%
55-64	6350 14%	2361 13%	821 17%	2533 17%	635 9%	4455 17%	506 5%	1389 20%	293 2%	6056 19%	5589 14%	366 10%	395 18%
65-74	4840 11%	195 1%	244 5%	4388 30%	14 *	3327 12%	305 3%	1207 17%	102 1%	4737 15%	4145 11%	452 12%	243 11%
75+	4616 10%	- -	- -	4601 32%	15 *	2086 8%	300 3%	2229 32%	- -	4616 14%	3950 10%	365 10%	300 14%
16-34	13395 30%	5856 32%	1701 35%	2787 19%	3052 42%	5669 21%	7523 67%	204 3%	5623 43%	7772 24%	11813 30%	1168 31%	414 19%
35-54	15875 35%	10032 54%	2104 43%	231 2%	3508 49%	11276 42%	2587 23%	2012 29%	7113 54%	8762 27%	13635 35%	1397 37%	843 38%
55+	15805 35%	2556 14%	1065 22%	11522 79%	663 9%	9869 37%	1111 10%	4825 69%	396 3%	15409 48%	13684 35%	1183 32%	937 43%
65+	9455 21%	195 1%	244 5%	8989 62%	28 *	5414 20%	605 5%	3436 49%	102 1%	9353 29%	8095 21%	818 22%	542 25%
SOCIAL CLASS													
AB	9935 22%	5019 27%	813 17%	3327 23%	776 11%	7157 27%	1695 15%	1082 15%	2832 22%	7103 22%	8959 23%	303 8%	673 31%
C1	15061 33%	6926 38%	1964 40%	4440 31%	1731 24%	9077 34%	4161 37%	1823 26%	4158 32%	10903 34%	13350 34%	1057 28%	654 30%
C2	9238 20%	4409 24%	1332 27%	2517 17%	980 14%	5995 22%	1929 17%	1314 19%	2804 21%	6434 20%	8034 21%	820 22%	384 17%
DE	10841 24%	2089 11%	761 16%	4256 29%	3735 52%	4584 17%	3435 31%	2822 40%	3338 25%	7503 23%	8789 22%	1568 42%	484 22%
ABC1	24996 55%	11946 65%	2777 57%	7767 53%	2507 35%	16234 61%	5856 52%	2905 41%	6990 53%	18006 56%	22309 57%	1360 36%	1327 60%
C2DE	20079 45%	6498 35%	2092 43%	6773 47%	4716 65%	10579 39%	5365 48%	4135 59%	6142 47%	13937 44%	16823 43%	2388 64%	868 40%
WORKING STATUS													
Full Time	18444 41%	18444 100%	- -	- -	- -	12612 47%	4364 39%	1468 21%	6393 49%	12051 38%	16486 42%	1194 32%	763 35%

Q. Breaks X Breaks

Base: All Adults in GB who have a regular place they access the news from

	Total	WORKING STATUS				MARITAL STATUS			CHILDREN IN HH		COUNTRY		
		Full Time	Part Time	Other	Not working	Married/ Living as Married	Single	Other	Any	None	England	Scotland	Wales
Unweighted Base	1923	678	199	706	340	1093	489	341	537	1386	1649	176	98
Weighted Base	45075	18444	4869	14540	7222	26814	11221	7040	13132	31943	39132	3748	2194
Part Time	4869	-	4869	-	-	3189	1057	623	2241	2628	4307	395	167
	11%	-	100%	-	-	12%	9%	9%	17%	8%	11%	11%	8%
Other	14540	-	-	14540	-	7081	3442	4016	1034	13505	12509	1161	869
	32%	-	-	100%	-	26%	31%	57%	8%	42%	32%	31%	40%
Not working	7222	-	-	-	7222	3932	2358	932	3464	3758	5829	998	395
	16%	-	-	-	100%	15%	21%	13%	26%	12%	15%	27%	18%
MARITAL STATUS													
Married/Living as Married	26814	12612	3189	7081	3932	26814	-	-	9341	17473	23661	1889	1264
	59%	68%	65%	49%	54%	100%	-	-	71%	55%	60%	50%	58%
Single	11221	4364	1057	3442	2358	-	11221	-	2813	8408	9740	987	494
	25%	24%	22%	24%	33%	-	100%	-	21%	26%	25%	26%	23%
Other	7040	1468	623	4016	932	-	-	7040	978	6062	5731	872	437
	16%	8%	13%	28%	13%	-	-	100%	7%	19%	15%	23%	20%
CHILDREN IN HH													
Any	13132	6393	2241	1034	3464	9341	2813	978	13132	-	11418	1213	501
	29%	35%	46%	7%	48%	35%	25%	14%	100%	-	29%	32%	23%
None	31943	12051	2628	13505	3758	17473	8408	6062	-	31943	27713	2536	1694
	71%	65%	54%	93%	52%	65%	75%	86%	-	100%	71%	68%	77%
COUNTRY													
England	39132	16486	4307	12509	5829	23661	9740	5731	11418	27713	39132	-	-
	87%	89%	88%	86%	81%	88%	87%	81%	87%	87%	100%	-	-
Scotland	3748	1194	395	1161	998	1889	987	872	1213	2536	-	3748	-
	8%	6%	8%	8%	14%	7%	9%	12%	9%	8%	-	100%	-
Wales	2194	763	167	869	395	1264	494	437	501	1694	-	-	2194
	5%	4%	3%	6%	5%	5%	4%	6%	4%	5%	-	-	100%
GOVERNMENT REGIONS													
North East	1945	654	202	721	367	981	529	435	575	1370	1945	-	-
	4%	4%	4%	5%	5%	4%	5%	6%	4%	4%	5%	-	-
North West	5365	2168	418	2032	745	3082	1284	998	1256	4108	5365	-	-
	12%	12%	9%	14%	10%	11%	11%	14%	10%	13%	14%	-	-
Yorkshire and The Humber	3940	1794	437	1076	633	2605	884	451	1562	2378	3940	-	-
	9%	10%	9%	7%	9%	10%	8%	6%	12%	7%	10%	-	-
East Midlands	3229	1455	335	908	531	1723	961	545	792	2436	3229	-	-
	7%	8%	7%	6%	7%	6%	9%	8%	6%	8%	8%	-	-
West Midlands	3903	1435	300	1490	677	2316	1017	569	1193	2709	3903	-	-
	9%	8%	6%	10%	9%	9%	9%	8%	9%	8%	10%	-	-
East of England	4786	2057	623	1446	661	3174	975	637	1334	3452	4786	-	-
	11%	11%	13%	10%	9%	12%	9%	9%	10%	11%	12%	-	-
London	5501	2607	626	1304	965	3456	1757	288	1581	3921	5501	-	-
	12%	14%	13%	9%	13%	13%	16%	4%	12%	12%	14%	-	-
South East	6295	2908	694	1979	714	3856	1512	928	1868	4427	6295	-	-
	14%	16%	14%	14%	10%	14%	13%	13%	14%	14%	16%	-	-
South West	4169	1408	672	1554	536	2467	821	881	1257	2912	4169	-	-
	9%	8%	14%	11%	7%	9%	7%	13%	10%	9%	11%	-	-

Q. Breaks X Breaks**Base: All Adults in GB who have a regular place they access the news from**

	WORKING STATUS				MARITAL STATUS			CHILDREN IN HH		COUNTRY			
	Total	Full Time	Part Time	Other	Not working	Married/ Living as Married	Single	Other	Any	None	England	Scotland	Wales
Unweighted Base	1923	678	199	706	340	1093	489	341	537	1386	1649	176	98
Weighted Base	45075	18444	4869	14540	7222	26814	11221	7040	13132	31943	39132	3748	2194
Wales	2194	763	167	869	395	1264	494	437	501	1694	-	-	2194
	5%	4%	3%	6%	5%	5%	4%	6%	4%	5%	-	-	100%
Scotland	3748	1194	395	1161	998	1889	987	872	1213	2536	-	3748	-
	8%	6%	8%	8%	14%	7%	9%	12%	9%	8%	-	100%	-

Q. Breaks X Breaks

Base: All Adults in GB who have a regular place they access the news from

	GOVERNMENT REGIONS											
	Total	North East	North West	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland
Unweighted Base	1923	85	227	166	140	174	196	215	267	179	98	176
Weighted Base	45075	1945	5365	3940	3229	3903	4786	5501	6295	4169	2194	3748
GENDER												
Male	21710 48%	767 39%	2612 49%	1925 49%	1590 49%	1912 49%	2289 48%	2862 52%	3043 48%	1791 43%	1015 46%	1905 51%
Female	23364 52%	1177 61%	2753 51%	2015 51%	1639 51%	1991 51%	2497 52%	2640 48%	3252 52%	2378 57%	1179 54%	1844 49%
AGE												
16-24	6290 14%	145 7%	866 16%	485 12%	475 15%	689 18%	393 8%	845 15%	948 15%	455 11%	318 14%	670 18%
25-34	7105 16%	270 14%	726 14%	747 19%	474 15%	530 14%	903 19%	1526 28%	834 13%	500 12%	96 4%	498 13%
35-44	8222 18%	287 15%	842 16%	664 17%	586 18%	891 23%	876 18%	1161 21%	1180 19%	642 15%	424 19%	670 18%
45-54	7653 17%	358 18%	907 17%	714 18%	546 17%	472 12%	653 14%	886 16%	1099 17%	873 21%	419 19%	727 19%
55-64	6350 14%	303 16%	919 17%	632 16%	521 16%	388 10%	834 17%	286 5%	1029 16%	676 16%	395 18%	366 10%
65-74	4840 11%	208 11%	576 11%	328 8%	335 10%	607 16%	553 12%	453 8%	693 11%	391 9%	243 11%	452 12%
75+	4616 10%	374 19%	528 10%	370 9%	292 9%	325 8%	574 12%	344 6%	512 8%	632 15%	300 14%	365 10%
16-34	13395 30%	416 21%	1592 30%	1232 31%	949 29%	1219 31%	1296 27%	2371 43%	1782 28%	955 23%	414 19%	1168 31%
35-54	15875 35%	644 33%	1749 33%	1378 35%	1132 35%	1363 35%	1529 32%	2047 37%	2279 36%	1515 36%	843 38%	1397 37%
55+	15805 35%	885 46%	2023 38%	1330 34%	1147 36%	1321 34%	1961 41%	1083 20%	2234 35%	1699 41%	937 43%	1183 32%
65+	9455 21%	582 30%	1104 21%	698 18%	626 19%	932 24%	1128 24%	797 14%	1205 19%	1023 25%	542 25%	818 22%
SOCIAL CLASS												
AB	9935 22%	426 22%	1169 22%	1144 29%	484 15%	632 16%	1397 29%	1443 26%	1309 21%	957 23%	673 31%	303 8%
C1	15061 33%	602 31%	1730 32%	1174 30%	1041 32%	1292 33%	1629 34%	2240 41%	2392 38%	1250 30%	654 30%	1057 28%
C2	9238 20%	362 19%	1330 25%	683 17%	903 28%	925 24%	892 19%	857 16%	1062 17%	1020 24%	384 17%	820 22%
DE	10841 24%	555 29%	1136 21%	939 24%	802 25%	1054 27%	867 18%	961 17%	1533 24%	942 23%	484 22%	1568 42%
ABC1	24996 55%	1028 53%	2898 54%	2318 59%	1525 47%	1924 49%	3026 63%	3683 67%	3700 59%	2207 53%	1327 60%	1360 36%
C2DE	20079 45%	917 47%	2466 46%	1622 41%	1704 53%	1979 51%	1760 37%	1818 33%	2595 41%	1962 47%	868 40%	2388 64%
WORKING STATUS												
Full Time	18444 41%	654 34%	2168 40%	1794 46%	1455 45%	1435 37%	2057 43%	2607 47%	2908 46%	1408 34%	763 35%	1194 32%

Q. Breaks X Breaks

Base: All Adults in GB who have a regular place they access the news from

	GOVERNMENT REGIONS											
	Total	North East	North West	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland
Unweighted Base	1923	85	227	166	140	174	196	215	267	179	98	176
Weighted Base	45075	1945	5365	3940	3229	3903	4786	5501	6295	4169	2194	3748
Part Time	4869 11%	202 10%	418 8%	437 11%	335 10%	300 8%	623 13%	626 11%	694 11%	672 16%	167 8%	395 11%
Other	14540 32%	721 37%	2032 38%	1076 27%	908 28%	1490 38%	1446 30%	1304 24%	1979 31%	1554 37%	869 40%	1161 31%
Not working	7222 16%	367 19%	745 14%	633 16%	531 16%	677 17%	661 14%	965 18%	714 11%	536 13%	395 18%	998 27%
MARITAL STATUS												
Married/Living as Married	26814 59%	981 50%	3082 57%	2605 66%	1723 53%	2316 59%	3174 66%	3456 63%	3856 61%	2467 59%	1264 58%	1889 50%
Single	11221 25%	529 27%	1284 24%	884 22%	961 30%	1017 26%	975 20%	1757 32%	1512 24%	821 20%	494 23%	987 26%
Other	7040 16%	435 22%	998 19%	451 11%	545 17%	569 15%	637 13%	288 5%	928 15%	881 21%	437 20%	872 23%
CHILDREN IN HH												
Any	13132 29%	575 30%	1256 23%	1562 40%	792 25%	1193 31%	1334 28%	1581 29%	1868 30%	1257 30%	501 23%	1213 32%
None	31943 71%	1370 70%	4108 77%	2378 60%	2436 75%	2709 69%	3452 72%	3921 71%	4427 70%	2912 70%	1694 77%	2536 68%
COUNTRY												
England	39132 87%	1945 100%	5365 100%	3940 100%	3229 100%	3903 100%	4786 100%	5501 100%	6295 100%	4169 100%	-	-
Scotland	3748 8%	-	-	-	-	-	-	-	-	-	-	3748 100%
Wales	2194 5%	-	-	-	-	-	-	-	-	-	2194 100%	-
GOVERNMENT REGIONS												
North East	1945 4%	1945 100%	-	-	-	-	-	-	-	-	-	-
North West	5365 12%	-	5365 100%	-	-	-	-	-	-	-	-	-
Yorkshire and The Humber	3940 9%	-	-	3940 100%	-	-	-	-	-	-	-	-
East Midlands	3229 7%	-	-	-	3229 100%	-	-	-	-	-	-	-
West Midlands	3903 9%	-	-	-	-	3903 100%	-	-	-	-	-	-
East of England	4786 11%	-	-	-	-	-	4786 100%	-	-	-	-	-
London	5501 12%	-	-	-	-	-	-	5501 100%	-	-	-	-
South East	6295 14%	-	-	-	-	-	-	-	6295 100%	-	-	-
South West	4169 9%	-	-	-	-	-	-	-	-	4169 100%	-	-

Q. Breaks X Breaks**Base: All Adults in GB who have a regular place they access the news from**

	GOVERNMENT REGIONS											
	Total	North East	North West	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland
Unweighted Base	1923	85	227	166	140	174	196	215	267	179	98	176
Weighted Base	45075	1945	5365	3940	3229	3903	4786	5501	6295	4169	2194	3748
Wales	2194	-	-	-	-	-	-	-	-	-	2194	-
	5%	-	-	-	-	-	-	-	-	-	100%	-
Scotland	3748	-	-	-	-	-	-	-	-	-	-	3748
	8%	-	-	-	-	-	-	-	-	-	-	100%