

## YouGov / The Sun Survey Results

Sample Size: 1726 GB Adults  
Fieldwork: 1st - 2nd October 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
<b>Weighted Sample</b>	<b>1726</b>	460	571	121	561	407	361	839	887	209	440	590	487	984	742	221	561	369	425	150
Unweighted Sample	1726	447	535	101	567	409	375	854	872	93	400	668	565	1124	602	214	581	336	423	172
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think the Sun newspaper should continue to include Page 3 Girls, or should they stop showing them?

Should keep Page 3 girls	<b>32</b>	41	31	29	40	28	21	48	17	40	36	33	24	30	35	31	34	35	31	23
Should stop showing Page 3 girls	<b>49</b>	40	54	60	41	55	59	36	61	50	44	49	52	51	46	51	47	46	50	55
Don't know	<b>19</b>	19	16	11	18	16	20	16	22	10	20	18	23	20	19	18	19	20	19	22

*\*Any percentages calculated on bases fewer than 50 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be*

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	newspaper_readership								
Total	The Express*	The Daily Mail / The Scottish Daily Mail	The Mirror / Daily Record	The Sun	The Daily Telegraph	The Guardian	The Times	None	
<b>Weighted Sample</b>	<b>1726</b>	35	241	173	367	81	60	72	432
Unweighted Sample	1726	49	307	90	136	71	84	64	659
	%	%	%	%	%	%	%	%	%

Do you think the Sun newspaper should continue to include Page 3 Girls, or should they stop showing them?

Should keep Page 3 girls	<b>32</b>	21	28	21	61	22	4	28	23
Should stop showing Page 3 girls	<b>49</b>	49	50	61	24	49	86	58	53
Don't know	<b>19</b>	30	22	19	16	29	10	14	24

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