

YouGov-Cambridge Survey Results

Sample Size: 64303 GB Adults
Fieldwork: 13th April - 20th May 2011

Split A
Unweighted Sample

	Gender		Age and Gender			Social Grade		Region						
Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
10830	5264	5566	3461	3578	3791	6172	4657	2664	1776	1039	1386	2480	542	942
10829	5581	5248	3040	3775	4014	6932	3897	2461	1518	1092	1301	2896	582	979
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In a typical WEEK, how long do you spend doing each the following for pleasure?

Watching the television

None at all	2	3	1	4	2	1	2	3	2	2	1	3	2	1	4
Less than 10 hours	27	26	27	35	28	19	27	27	27	25	27	32	25	28	26
Between 11 and 20 hours	35	36	34	31	35	38	37	32	34	35	36	33	37	38	33
Between 21 and 30 hours	21	21	21	16	21	25	21	20	20	22	21	16	21	23	22
Between 31 and 40 hours	9	8	9	7	7	12	8	9	9	9	8	8	8	6	9
More than 40 hours	5	4	5	3	6	5	4	6	6	4	4	4	5	2	4
Don't know	2	2	2	4	2	1	2	3	2	2	1	3	2	1	2

Using the internet

None at all	1	1	0	1	0	0	0	1	0	0	1	1	0	0	1
Less than 10 hours	31	25	36	23	33	35	33	28	31	30	32	30	32	32	28
Between 11 and 20 hours	35	36	33	32	34	38	37	32	35	33	36	34	35	37	35
Between 21 and 30 hours	19	20	17	21	18	17	17	21	18	20	17	19	17	22	19
Between 31 and 40 hours	8	8	7	11	7	6	7	9	7	8	8	9	8	4	9
More than 40 hours	6	7	5	8	6	4	5	7	7	7	6	5	6	4	6
Don't know	2	2	2	3	2	1	1	3	2	2	1	3	2	1	2

Listening to the radio

None at all	14	13	15	16	11	15	12	16	15	15	12	15	12	13	14
Less than 10 hours	57	57	56	58	58	55	57	56	56	54	57	56	57	61	61
Between 11 and 20 hours	16	17	15	14	17	16	18	13	16	17	18	15	16	14	13
Between 21 and 30 hours	6	6	7	6	7	7	6	7	7	7	6	6	7	6	5
Between 31 and 40 hours	3	3	3	2	3	4	3	3	2	3	4	3	3	2	4
More than 40 hours	2	2	2	1	2	2	2	2	2	2	1	2	2	2	1
Don't know	2	2	2	3	2	1	1	3	2	2	2	3	2	2	2

		Gender		Age and Gender			Social Grade		Region						
Total		Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Split A Unweighted Sample	10830	5264	5566	3461	3578	3791	6172	4657	2664	1776	1039	1386	2480	542	942
	10829	5581	5248	3040	3775	4014	6932	3897	2461	1518	1092	1301	2896	582	979
%		%	%	%	%	%	%	%	%	%	%	%	%	%	%

How often do you read a daily newspaper either online or on paper?

Every day	37	40	35	26	33	52	38	37	37	34	39	39	35	39	46
Several times a week	20	20	20	25	19	15	20	19	18	18	21	23	18	24	25
Once a week	10	10	10	11	10	8	10	10	10	10	8	10	12	8	7
Several times a month	6	5	6	8	6	4	6	6	7	6	6	6	5	4	5
Once a month or less	10	9	11	12	12	7	10	10	11	13	11	9	10	9	6
Never	16	15	16	15	19	13	15	16	16	18	15	11	19	16	8
Don't know	1	2	1	3	1	0	1	2	1	2	1	2	1	1	2

Which newspaper do you read most often?

[Only asked to those that read a daily newspaper=9140]

The Sun	20	20	19	24	21	15	13	28	17	24	25	17	21	23	14
Daily Mail	17	14	20	8	16	25	19	14	15	21	17	13	20	14	11
The Mirror	12	11	14	8	11	17	11	14	21	9	11	9	9	26	3
Metro	7	8	7	13	7	2	8	7	8	6	4	18	3	3	8
Telegraph	6	7	5	3	5	9	8	3	5	6	7	5	9	5	2
Guardian	5	6	4	8	5	3	6	4	5	5	4	7	5	4	4
Times	5	6	5	5	5	6	7	3	5	5	6	5	7	6	2
Daily Express	3	3	3	1	3	6	4	3	4	4	4	1	4	2	3
I	2	2	2	2	2	1	2	2	2	2	2	1	3	2	1
Evening Standard	2	2	2	3	3	1	3	1	0	0	2	12	1	0	0
Record	2	2	1	1	2	1	1	2	0	0	0	0	0	0	17
Independent	1	2	1	2	1	1	2	1	1	1	2	2	2	1	1
Financial Times	1	1	0	1	1	0	1	0	0	0	1	1	1	0	1
Daily Star	1	2	1	1	1	1	1	2	2	1	0	1	1	1	1
Scotsman	1	1	1	1	1	1	1	1	0	0	0	0	0	0	8
Herald	1	1	1	1	1	1	1	1	0	0	0	0	1	0	8
Other	8	7	9	7	8	8	8	7	9	8	9	2	7	8	12
I do not read a newspaper	3	3	3	4	3	2	3	3	3	3	2	2	4	2	2
Don't know	4	4	3	6	3	1	3	4	3	4	3	4	3	3	3

Split A
Unweighted Sample

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%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**And how often do you read a Sunday newspaper
either online or on paper?**

Every week	32	33	30	17	28	48	33	29	33	31	33	28	28	36	41
Several times a month	10	10	10	14	10	7	10	10	9	9	10	12	10	10	13
Once a month	8	8	8	11	8	4	8	7	8	6	8	8	8	9	9
Less than once a month	16	14	18	18	19	13	17	15	16	17	15	20	16	15	13
Never	33	33	33	37	34	29	31	36	33	37	33	29	38	29	23
Don't know	1	2	1	3	1	0	1	2	1	1	1	3	1	1	1

Which Sunday newspaper do you read online?

*[Only asked to those that read a daily
newspaper=7250]*

Mail on Sunday	20	17	24	11	18	29	23	17	19	23	21	18	25	15	14
News of the World	20	21	19	29	23	11	14	28	19	24	27	19	20	18	12
Sunday Times	13	14	13	14	13	13	18	7	10	11	15	19	16	13	9
Sunday Mirror	13	10	15	9	12	16	10	16	20	11	14	8	9	23	3
Sunday Telegraph	6	7	5	5	5	8	8	4	5	7	6	5	9	7	2
Observer	5	6	4	6	6	4	6	3	6	4	3	7	5	4	4
Sunday Express	4	3	4	1	3	6	4	3	5	5	4	1	4	3	2
Independent on Sunday	2	3	2	3	3	2	3	2	2	3	2	4	2	1	2
The People	2	2	2	2	2	3	2	3	4	2	1	2	1	3	1
Scotsman on Sunday	1	1	1	1	1	1	1	0	0	0	0	0	0	0	9
Sunday Herald	1	1	1	1	1	1	1	1	0	0	0	0	0	0	7
Daily Star Sunday	0	1	0	1	1	0	0	1	1	1	0	1	0	1	0
Other	7	7	6	8	7	5	5	8	5	4	3	4	3	6	29
Don't know	5	6	5	10	5	2	5	6	5	5	3	11	4	5	5

Split A
Unweighted Sample

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%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Generally speaking, how much do you trust the following to tell the truth?

BBC television journalists

Trust a lot	26	28	24	28	27	23	29	23	24	25	26	26	28	27	29
Trust a little	44	43	46	41	45	47	45	42	46	44	43	46	41	46	44
TOTAL TRUST	70	71	70	69	72	70	74	65	70	69	69	72	69	73	73
Do not trust much	15	15	15	12	15	18	14	17	15	17	17	11	16	16	13
Do not trust at all	6	7	6	6	6	7	6	6	6	7	8	7	6	4	6
TOTAL DO NOT TRUST	21	22	21	18	21	25	20	23	21	24	25	18	22	20	19
Don't know	8	7	10	13	7	5	6	12	9	8	6	10	8	8	8

ITN television journalists

Trust a lot	15	16	14	12	17	16	17	13	14	17	16	13	16	15	15
Trust a little	48	49	48	44	49	52	51	46	49	47	48	51	46	48	51
TOTAL TRUST	63	65	62	56	66	68	68	59	63	64	64	64	62	63	66
Do not trust much	20	20	20	21	18	20	19	21	19	20	21	17	21	22	18
Do not trust at all	6	7	5	7	6	4	5	6	6	6	7	6	5	3	5
TOTAL DO NOT TRUST	26	27	25	28	24	24	24	27	25	26	28	23	26	25	23
Don't know	11	9	13	16	10	8	8	15	11	10	9	13	11	11	11

National radio journalists

Trust a lot	14	15	13	11	15	15	16	11	14	13	12	13	15	14	15
Trust a little	47	48	47	45	49	47	50	44	46	46	48	49	47	50	48
TOTAL TRUST	61	63	60	56	64	62	66	55	60	59	60	62	62	64	63
Do not trust much	19	20	19	19	18	20	18	21	20	21	20	16	20	18	16
Do not trust at all	5	6	5	7	5	4	5	6	6	6	6	6	5	4	6
TOTAL DO NOT TRUST	24	26	24	26	23	24	23	27	26	27	26	22	25	22	22
Don't know	14	12	16	18	12	13	11	19	14	13	13	17	14	14	15

Local radio journalists

Trust a lot	11	11	11	7	12	13	12	10	12	10	10	8	12	11	12
Trust a little	48	49	48	45	50	50	50	46	49	48	50	46	48	51	47
TOTAL TRUST	59	60	59	52	62	63	62	56	61	58	60	54	60	62	59
Do not trust much	20	21	20	22	20	19	20	20	20	21	20	20	21	20	19
Do not trust at all	5	6	5	7	5	4	5	5	6	6	6	6	4	4	6
TOTAL DO NOT TRUST	25	27	25	29	25	23	25	25	26	27	26	26	25	24	25
Don't know	15	13	17	19	12	14	13	18	14	14	13	19	15	14	17

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Unweighted Sample

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%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Broadsheet newspapers (e.g. Times, Guardian)

Trust a lot	12	12	12	16	10	10	13	10	11	10	11	15	12	11	14
Trust a little	45	46	44	42	47	45	49	40	45	44	45	47	43	43	48
TOTAL TRUST	57	58	56	58	57	55	62	50	56	54	56	62	55	54	62
Do not trust much	22	22	22	19	23	24	21	24	23	24	22	18	24	21	18
Do not trust at all	8	10	7	7	9	8	7	9	9	8	10	6	8	9	7
TOTAL DO NOT TRUST	30	32	29	26	32	32	28	33	32	32	32	24	32	30	25
Don't know	13	10	16	15	11	14	10	18	13	14	13	14	13	15	13

Sky television journalists

Trust a lot	10	11	9	9	11	9	10	9	9	11	10	8	10	11	9
Trust a little	41	41	40	39	43	40	41	40	42	39	41	44	38	43	43
TOTAL TRUST	51	52	49	48	54	49	51	49	51	50	51	52	48	54	52
Do not trust much	24	24	24	25	23	24	24	24	24	25	23	22	26	26	24
Do not trust at all	10	11	8	12	9	8	10	10	10	9	11	10	9	7	9
TOTAL DO NOT TRUST	34	35	32	37	32	32	34	34	34	34	34	32	35	33	33
Don't know	16	12	19	15	13	18	15	17	15	17	15	16	17	13	14

"Mid market" newspapers (e.g. Mail, Express)

Trust a lot	3	3	3	2	2	4	2	3	3	3	3	3	2	3	2
Trust a little	29	29	29	25	30	32	29	29	31	31	29	26	28	32	28
TOTAL TRUST	32	32	32	27	32	36	31	32	34	34	32	29	30	35	30
Do not trust much	35	34	36	35	36	36	37	33	34	36	35	35	37	31	36
Do not trust at all	21	24	18	23	22	18	23	18	20	19	22	21	22	22	21
TOTAL DO NOT TRUST	56	58	54	58	58	54	60	51	54	55	57	56	59	53	57
Don't know	12	10	14	16	9	10	9	16	12	11	11	14	11	12	13

Tabloid newspapers (e.g. Sun, Mirror)

Trust a lot	1	2	1	1	1	2	1	2	2	1	2	1	1	2	1
Trust a little	18	19	17	16	19	18	15	22	18	20	18	19	16	22	13
TOTAL TRUST	19	21	18	17	20	20	16	24	20	21	20	20	17	24	14
Do not trust much	38	37	39	36	39	38	39	36	38	39	37	37	38	36	40
Do not trust at all	33	34	32	33	32	33	37	27	31	31	34	32	35	31	36
TOTAL DO NOT TRUST	71	71	71	69	71	71	76	63	69	70	71	69	73	67	76
Don't know	10	8	11	13	8	8	8	13	10	9	9	11	10	9	10

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%		%	%	%	%	%	%	%	%	%	%	%	%	%	%

Twitter

[Only asked to those who selected Twitter= 1844]

Several times a day	34	39	30	42	31	11	37	31	42	34	30	32	29	34	41
Twice a day	7	7	7	9	5	7	7	8	7	6	7	7	8	8	5
Once a day	12	12	12	11	13	14	12	12	13	9	8	16	15	6	9
Once every couple of days	16	17	15	14	20	18	17	15	12	21	22	14	15	22	15
Once a week	12	12	11	10	13	16	9	15	9	10	17	16	11	11	13
Once a month	9	8	10	7	10	17	10	8	10	9	7	6	12	8	7
Less than once a month	8	3	14	6	8	16	7	10	6	10	8	8	9	10	9
Don't know	1	1	1	1	0	2	1	1	1	1	0	0	1	0	2

MySpace

[Only asked to those who selected MySpace= 382]

Several times a day	4	6	2	2	8	4	6	3	3	1	9	11	4	0	0
Twice a day	3	3	3	4	3	0	3	3	3	7	0	5	1	0	0
Once a day	5	4	6	3	9	3	6	4	5	0	4	3	8	2	18
Once every couple of days	5	5	6	5	6	6	6	5	4	4	8	7	6	10	2
Once a week	12	18	4	8	15	22	18	6	11	23	11	12	6	17	5
Once a month	27	27	27	30	24	23	32	22	21	23	23	26	33	43	33
Less than once a month	42	36	50	48	34	41	28	56	51	42	45	33	41	28	41
Don't know	1	0	1	0	1	1	0	1	1	0	0	2	0	0	0

Bebo

[Only asked to those who selected Bebo= 122]

Several times a day	10	24	0	10	13	0	22	5	13	34	8	3	5	0	4
Twice a day	2	1	2	1	0	17	1	2	0	0	0	15	0	0	1
Once a day	1	1	1	1	3	0	0	1	0	0	0	0	3	0	0
Once every couple of days	7	11	4	5	18	0	1	10	13	1	0	25	0	15	10
Once a week	5	6	5	1	23	0	10	3	0	17	0	11	2	0	3
Once a month	7	8	5	6	6	18	10	5	8	0	0	19	2	7	12
Less than once a month	68	48	82	76	37	65	56	74	65	48	92	20	87	78	70
Don't know	1	0	1	1	0	0	0	1	0	0	0	7	0	0	0

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%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

LinkedIn

[Only asked to those who selected LinkedIn=1036]

Several times a day	5	5	4	6	4	3	4	8	6	4	3	4	4	3	8
Twice a day	2	2	2	3	1	2	1	7	2	4	1	2	3	0	0
Once a day	6	8	3	6	7	3	5	7	5	2	9	6	6	8	6
Once every couple of days	16	17	15	16	16	17	17	13	11	16	26	20	16	3	11
Once a week	25	25	25	24	26	23	27	15	27	24	17	27	24	29	29
Once a month	27	28	25	32	24	22	26	28	31	29	18	19	31	31	22
Less than once a month	19	15	26	12	21	29	19	21	16	19	26	20	15	25	26
Don't know	1	1	1	1	1	0	1	0	1	2	0	2	0	0	0

Flickr

[Only asked to those who selected Flickr=468]

Several times a day	3	5	2	4	3	2	3	5	3	0	7	2	4	15	3
Twice a day	2	3	1	0	3	4	3	1	2	3	3	1	3	0	1
Once a day	7	8	5	9	5	4	4	11	8	7	5	3	4	5	15
Once every couple of days	16	21	10	21	16	8	13	20	17	19	5	21	13	8	17
Once a week	10	12	8	9	11	12	11	9	11	12	7	7	15	8	5
Once a month	27	23	31	28	21	30	28	25	28	29	31	27	24	15	28
Less than once a month	34	27	42	28	41	36	37	29	32	29	37	35	37	49	30
Don't know	1	1	2	0	1	3	1	2	0	0	5	4	1	0	0

**Do you tend to use these mainly to receive
information about other people and events or to
add information yourself?**

Mainly just to receive information	35	36	35	40	35	31	37	33	34	36	38	36	34	35	36
Mainly to add information myself	2	3	1	3	2	1	2	2	3	2	2	3	2	1	1
Both to receive and to add information myself	30	28	33	42	30	20	28	34	29	31	29	32	30	35	30
Don't know	32	34	31	15	33	48	33	31	35	31	30	29	34	30	33

Split A
Unweighted Sample

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%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you agree or disagree with the statement that
"social media has fundamentally changed the
way we live and interact"?

Strongly agree	29	27	31	36	27	24	27	31	31	28	28	30	27	28	27
Agree	49	48	50	50	48	49	50	47	48	49	47	47	50	49	51
TOTAL AGREE	78	75	81	86	75	73	77	78	79	77	75	77	77	77	78
Neither agree nor disagree	13	14	12	8	15	16	13	13	11	13	16	14	13	15	14
Disagree	3	5	2	3	4	3	4	2	3	3	3	3	3	3	3
Strongly disagree	1	2	1	1	2	2	2	1	2	1	1	1	1	0	1
TOTAL DISAGREE	4	7	3	4	6	5	6	3	5	4	4	4	4	3	4
Don't know	5	5	5	4	5	6	4	6	5	6	3	5	5	4	4