

YouGov Survey Results

Sample Size: 1799 GB Adults
Fieldwork: 20th - 21st April 2015

	Westminster VI				2010 Vote			Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1799	X	X	X	X	512	437	375	873	926	214	455	615	515	1025	774	230	585	385	443	157
Unweighted Sample	1799	523	498	114	207	523	414	390	889	910	198	471	609	521	1091	708	260	604	350	440	145
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Generally speaking, do you think news media coverage of the following political parties has been biased in their favour, biased against them, or basically fair and balanced?
UKIP

Biased in their favour	11	7	17	12	2	6	12	14	11	10	17	13	9	8	11	10	11	10	8	11	16
Biased against them	43	51	30	34	83	56	34	40	46	41	34	41	44	48	45	41	40	46	42	44	39
Basically fair and balanced	26	25	34	37	9	23	34	28	27	25	23	23	28	28	27	25	27	25	29	23	30
Not sure	20	17	18	18	6	15	19	18	16	24	26	23	19	15	17	24	22	18	21	21	16

Labour																					
Biased in their favour	20	35	4	10	40	40	7	11	22	18	11	15	19	28	20	19	18	22	21	17	18
Biased against them	22	10	38	27	14	12	33	28	22	22	26	23	21	20	23	21	26	22	18	24	18
Basically fair and balanced	38	39	43	49	36	34	42	42	41	36	36	36	42	36	40	36	35	36	40	39	45
Not sure	20	16	16	13	11	14	19	18	16	24	26	25	18	16	17	24	21	19	21	20	19

Liberal Democrats																					
Biased in their favour	6	4	6	3	11	7	8	2	7	5	3	5	6	8	5	7	5	6	5	6	5
Biased against them	27	28	27	53	25	27	26	34	28	27	27	27	27	28	30	23	26	28	25	28	28
Basically fair and balanced	43	50	43	32	45	47	41	45	46	39	38	40	44	45	44	40	40	43	45	40	46
Not sure	25	18	24	12	19	19	25	20	20	29	32	29	23	20	21	30	29	22	25	27	21

Conservatives																					
Biased in their favour	26	8	42	27	31	12	38	31	28	24	26	26	26	25	25	27	31	23	22	29	32
Biased against them	15	29	6	7	23	32	7	8	15	16	11	12	15	21	18	13	13	15	16	17	14
Basically fair and balanced	38	45	35	52	36	40	34	44	41	36	37	37	40	38	41	35	35	42	41	34	36
Not sure	20	17	17	13	10	15	20	17	16	25	26	25	19	16	17	25	21	20	21	21	18