

The Daily Mail:

You tend to have a right wing/conservative readership. Many of your views are to do with upholding traditional values and you tend to dislike any form of political correctness. Your priorities are law and order; you'd like to bring back hanging and stiffer jail sentences. You're in tabloid form but see yourself as a cut above the Sun or Mirror. You don't have sensationalist stories and avoid too much gossip.

The Express:

You have a similar role to The Mail in that you are a tabloid in form but are concerned with standards of grammar, decency and traditional values. This means no page 3 girls or stories about 'steamy sex sessions'. You cater for the upper working class/middle class.

The Star:

You are the least successful of the 'red tops' but have carved a niche by focusing on the sensational, the trivial and the sexual. It has to be a very serious story indeed for you to put news on your front page. You prefer showbiz gossip and nudity.

The Mirror:

You are a red top tabloid with black top pretensions. You are in a constant battle for supremacy with The Sun; usually losing. After 11/9/01 you came out with a pledge to only deal with serious issues on the front page in an attempt to take the moral high ground. This strategy backfired; it seems the public would really rather read about Jordan's breasts than the plight of the Palestinians. Your approach is down to earth for your working class Labour voting readers.

The Sun:

You are the king of the tabloids. In fact tabloid style is synonymous with The Sun. You aim your paper at a working class, right wing readership. You eschew political correctness by continuing with page 3 girls and much of your content is light hearted. You have strong opinions about crime, immigration and paedophiles. Your headlines often use puns and word play.

The Guardian:

You are a left wing broadsheet aimed at a liberal, professional middle class. The Guardian is often synonymous with trendy liberalism and political correctness; the type of people who discuss a lot but don't get things done. Your views are balanced but you tend to favour the underdog.

The Telegraph:

You are the bastion of the middle and upper classes. Right wing, traditionalist and fans of the countryside alliance. You come down on the side of the farmer, the aristocrat, the industrialist and dislike interventionist governments. For you, change is bad and maintaining an old fashioned Britain of warm beer, cricket etc is important.