

YouGov Survey Results

Sample Size: 2066
Fieldwork: 7th - 10th June 2013

Total	Gender		Age					Social Grade		Region							
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

Which, if any, ONE of the following is the provider of your MAIN TV service at home?

Unweighted Base	2066	1008	1058	231	289	338	456	752	1169	897	477	306	201	295	507	97	133	50
Base: All UK adults	2066	994	1072	248	340	346	397	735	1136	930	494	331	192	256	459	101	176	58
BT Vision	4%	4%	3%	3%	4%	4%	4%	4%	4%	3%	4%	5%	2%	4%	5%	-	1%	5%
Sky	37%	36%	37%	29%	44%	46%	39%	31%	37%	37%	36%	36%	39%	32%	36%	55%	33%	45%
TalkTalk	2%	2%	2%	1%	2%	2%	1%	2%	1%	2%	4%	0%	1%	1%	1%	-	0%	6%
Virgin Media	17%	18%	16%	18%	13%	17%	19%	18%	16%	19%	17%	18%	17%	17%	17%	13%	23%	13%
Freeview	34%	33%	36%	30%	30%	28%	32%	42%	37%	32%	33%	32%	36%	41%	35%	28%	37%	31%
YouView	1%	1%	1%	3%	0%	1%	0%	0%	1%	1%	0%	2%	3%	1%	1%	2%	-	-
Other Pay TV	1%	1%	1%	1%	1%	0%	1%	0%	0%	1%	1%	1%	0%	0%	1%	-	-	-
Not applicable - I don't have a TV/ TV service at home	5%	5%	5%	15%	5%	2%	4%	3%	4%	6%	5%	5%	2%	5%	6%	2%	6%	-

Total	Gender		Age					Social Grade		Region							
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

We are interested in your opinions about publically available services, below there are some different types of services you might receive:

- Some are available free at the point of use to everyone.
- Some are available only to those who pay a fee to the provider.

Please put each service in the category in which you think it should belong. This may be different from where it currently is. (Please tick one option per row)

Any medicine a doctor prescribes :

Unweighted Base	2066	1008	1058	231	289	338	456	752	1169	897	477	306	201	295	507	97	133	50
Base: All UK adults	2066	994	1072	248	340	346	397	735	1136	930	494	331	192	256	459	101	176	58
Everyone should be entitled to access it free at the point of use	70%	71%	69%	76%	75%	73%	74%	63%	69%	72%	73%	66%	62%	66%	67%	90%	85%	68%
Only those who pay a specific fee to the provider should be entitled to use it	30%	29%	31%	24%	25%	27%	26%	37%	31%	28%	27%	34%	38%	34%	33%	10%	15%	32%

Total	Gender		Age					Social Grade		Region							
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

Emergency healthcare :

Unweighted Base

Base: All UK adults

Everyone should be entitled to access it free at the point of use
Only those who pay a specific fee to the provider should be entitled to use it

2066	1008	1058	231	289	338	456	752	1169	897	477	306	201	295	507	97	133	50
2066	994	1072	248	340	346	397	735	1136	930	494	331	192	256	459	101	176	58
97%	97%	97%	92%	94%	98%	98%	98%	97%	97%	98%	98%	100%	93%	95%	97%	99%	95%
3%	3%	3%	8%	6%	2%	2%	2%	3%	3%	2%	2%	0%	7%	5%	3%	1%	5%

Non-emergency healthcare :

Unweighted Base

Base: All UK adults

Everyone should be entitled to access it free at the point of use
Only those who pay a specific fee to the provider should be entitled to use it

2066	1008	1058	231	289	338	456	752	1169	897	477	306	201	295	507	97	133	50
2066	994	1072	248	340	346	397	735	1136	930	494	331	192	256	459	101	176	58
81%	80%	81%	83%	76%	82%	84%	80%	81%	80%	85%	84%	82%	74%	78%	77%	85%	76%
19%	20%	19%	17%	24%	18%	16%	20%	19%	20%	15%	16%	18%	26%	22%	23%	15%	24%

Access to Freeview television channels (i.e. BBC 1 and 2, ITV, Channel 4, Channel 5) :

Unweighted Base

Base: All UK adults

Everyone should be entitled to access it free at the point of use
Only those who pay a specific fee to the provider should be entitled to use it

2066	1008	1058	231	289	338	456	752	1169	897	477	306	201	295	507	97	133	50
2066	994	1072	248	340	346	397	735	1136	930	494	331	192	256	459	101	176	58
90%	90%	90%	83%	86%	93%	90%	92%	88%	92%	90%	90%	88%	92%	87%	98%	88%	88%
10%	10%	10%	17%	14%	7%	10%	8%	12%	8%	10%	10%	12%	8%	13%	2%	12%	12%

Access to free radio :

Unweighted Base

Base: All UK adults

Everyone should be entitled to access it free at the point of use
Only those who pay a specific fee to the provider should be entitled to use it

2066	1008	1058	231	289	338	456	752	1169	897	477	306	201	295	507	97	133	50
2066	994	1072	248	340	346	397	735	1136	930	494	331	192	256	459	101	176	58
94%	93%	95%	89%	91%	96%	96%	95%	94%	94%	93%	96%	95%	94%	93%	94%	93%	93%
6%	7%	5%	11%	9%	4%	4%	6%	7%	6%	7%	4%	5%	6%	7%	6%	7%	7%

Total	Gender		Age					Social Grade		Region							
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

Access to home broadband :

Unweighted Base

Base: All UK adults

Everyone should be entitled to access it free at the point of use
Only those who pay a specific fee to the provider should be entitled to use it

2066	1008	1058	231	289	338	456	752	1169	897	477	306	201	295	507	97	133	50
2066	994	1072	248	340	346	397	735	1136	930	494	331	192	256	459	101	176	58
33%	32%	35%	31%	31%	36%	35%	33%	33%	34%	36%	31%	28%	34%	34%	38%	34%	23%
67%	68%	65%	69%	69%	64%	65%	67%	67%	66%	64%	69%	72%	66%	66%	62%	66%	77%

School education (5-18 years) :

Unweighted Base

Base: All UK adults

Everyone should be entitled to access it free at the point of use
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2066	1008	1058	231	289	338	456	752	1169	897	477	306	201	295	507	97	133	50
2066	994	1072	248	340	346	397	735	1136	930	494	331	192	256	459	101	176	58
97%	97%	98%	95%	94%	98%	99%	99%	98%	96%	98%	98%	98%	92%	97%	99%	100%	97%
3%	3%	2%	5%	6%	2%	1%	1%	2%	4%	2%	2%	2%	8%	3%	1%	-	3%

University education (18-21 years) :

Unweighted Base

Base: All UK adults

Everyone should be entitled to access it free at the point of use
Only those who pay a specific fee to the provider should be entitled to use it

2066	1008	1058	231	289	338	456	752	1169	897	477	306	201	295	507	97	133	50
2066	994	1072	248	340	346	397	735	1136	930	494	331	192	256	459	101	176	58
61%	57%	64%	56%	58%	60%	67%	61%	62%	60%	60%	63%	62%	57%	55%	73%	73%	57%
39%	43%	36%	44%	42%	40%	33%	39%	39%	40%	40%	37%	38%	43%	45%	27%	27%	43%

Unrestricted motorway travel :

Unweighted Base

Base: All UK adults

Everyone should be entitled to access it free at the point of use
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2066	1008	1058	231	289	338	456	752	1169	897	477	306	201	295	507	97	133	50
2066	994	1072	248	340	346	397	735	1136	930	494	331	192	256	459	101	176	58
86%	88%	85%	79%	86%	87%	89%	87%	85%	87%	88%	89%	84%	80%	84%	86%	90%	88%
14%	12%	15%	21%	14%	13%	11%	13%	15%	13%	12%	11%	16%	20%	16%	14%	10%	12%

Total	Gender		Age					Social Grade		Region							
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

Travel by train :

Unweighted Base

Base: All UK adults

Everyone should be entitled to access it free at the point of use
Only those who pay a specific fee to the provider should be entitled to use it

2066	1008	1058	231	289	338	456	752	1169	897	477	306	201	295	507	97	133	50
2066	994	1072	248	340	346	397	735	1136	930	494	331	192	256	459	101	176	58
15%	17%	14%	25%	20%	18%	13%	9%	15%	16%	15%	17%	10%	16%	17%	18%	11%	6%
85%	83%	86%	75%	81%	82%	87%	91%	85%	84%	85%	83%	90%	84%	83%	82%	89%	94%

Use of public library for books :

Unweighted Base

Base: All UK adults

Everyone should be entitled to access it free at the point of use
Only those who pay a specific fee to the provider should be entitled to use it

2066	1008	1058	231	289	338	456	752	1169	897	477	306	201	295	507	97	133	50
2066	994	1072	248	340	346	397	735	1136	930	494	331	192	256	459	101	176	58
92%	88%	95%	87%	91%	93%	92%	93%	93%	90%	94%	92%	91%	87%	90%	99%	93%	91%
8%	12%	5%	14%	9%	7%	8%	7%	7%	10%	6%	8%	9%	13%	10%	1%	7%	9%

Access to museums:

Unweighted Base

Base: All UK adults

Everyone should be entitled to access it free at the point of use
Only those who pay a specific fee to the provider should be entitled to use it

2066	1008	1058	231	289	338	456	752	1169	897	477	306	201	295	507	97	133	50
2066	994	1072	248	340	346	397	735	1136	930	494	331	192	256	459	101	176	58
77%	75%	79%	69%	68%	81%	78%	81%	78%	76%	78%	74%	75%	80%	75%	82%	84%	64%
23%	25%	21%	31%	32%	19%	22%	19%	22%	24%	22%	26%	25%	20%	25%	18%	16%	36%

Access to the cinema :

Unweighted Base

Base: All UK adults

Everyone should be entitled to access it free at the point of use
Only those who pay a specific fee to the provider should be entitled to use it

2066	1008	1058	231	289	338	456	752	1169	897	477	306	201	295	507	97	133	50
2066	994	1072	248	340	346	397	735	1136	930	494	331	192	256	459	101	176	58
11%	12%	10%	15%	16%	16%	13%	5%	10%	13%	10%	12%	8%	13%	13%	22%	8%	1%
89%	88%	90%	85%	84%	84%	87%	95%	90%	87%	90%	88%	92%	87%	87%	78%	92%	99%

Total	Gender		Age					Social Grade		Region							
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

On a scale of 1 to 10, where 1 is "Don't value at all" and 10 is "Value a lot", in general, to what extent, if at all, do you value each of the following British organisations? (Please tick one option per row)

The NHS :

Unweighted Base	2066	1008	1058	231	289	338	456	752	1169	897	477	306	201	295	507	97	133	50
Base: All UK adults	2066	994	1072	248	340	346	397	735	1136	930	494	331	192	256	459	101	176	58
1 - Don't value at all	1%	1%	0%	-	1%	0%	2%	0%	1%	0%	0%	1%	0%	0%	1%	1%	3%	-
2	1%	1%	0%	0%	0%	1%	1%	0%	1%	1%	0%	1%	-	1%	0%	2%	-	2%
3	1%	1%	1%	1%	2%	2%	0%	1%	1%	1%	1%	2%	1%	2%	1%	0%	-	-
4	2%	2%	1%	3%	4%	1%	1%	1%	2%	2%	3%	1%	0%	2%	1%	2%	2%	8%
5	4%	4%	4%	7%	5%	2%	3%	3%	4%	3%	3%	5%	1%	4%	4%	3%	5%	3%
6	4%	5%	3%	4%	7%	2%	2%	3%	4%	3%	3%	4%	4%	6%	3%	4%	2%	1%
7	6%	7%	5%	7%	6%	9%	6%	4%	6%	6%	4%	6%	8%	6%	8%	7%	4%	5%
8	13%	15%	11%	13%	16%	15%	11%	10%	12%	13%	14%	14%	13%	11%	12%	7%	14%	3%
9	14%	17%	12%	14%	13%	16%	16%	14%	16%	12%	13%	16%	18%	16%	14%	13%	15%	4%
10 - Value a lot	54%	47%	61%	44%	44%	49%	57%	62%	52%	56%	57%	50%	52%	49%	54%	60%	54%	74%
Don't know	2%	2%	2%	5%	3%	2%	1%	0%	1%	2%	2%	1%	2%	2%	2%	1%	1%	-

British Telecom (BT) :

Unweighted Base	2066	1008	1058	231	289	338	456	752	1169	897	477	306	201	295	507	97	133	50
Base: All UK adults	2066	994	1072	248	340	346	397	735	1136	930	494	331	192	256	459	101	176	58
1 - Don't value at all	11%	11%	12%	7%	10%	10%	19%	10%	12%	11%	12%	9%	8%	11%	12%	18%	15%	11%
2	6%	5%	6%	2%	4%	8%	6%	6%	6%	5%	8%	5%	5%	6%	5%	5%	4%	2%
3	7%	9%	6%	6%	7%	8%	7%	8%	7%	7%	6%	9%	8%	7%	6%	16%	8%	3%
4	10%	9%	10%	10%	12%	9%	9%	9%	10%	9%	11%	7%	8%	10%	12%	8%	11%	2%
5	19%	17%	20%	17%	14%	21%	19%	20%	17%	20%	18%	24%	19%	15%	19%	18%	16%	14%
6	13%	14%	13%	14%	16%	13%	14%	12%	13%	14%	11%	16%	14%	15%	13%	12%	14%	11%
7	12%	13%	12%	13%	15%	8%	7%	15%	13%	11%	13%	11%	16%	13%	11%	11%	11%	13%
8	10%	11%	9%	10%	9%	12%	8%	10%	10%	9%	9%	10%	8%	10%	10%	7%	8%	17%
9	4%	4%	3%	4%	4%	2%	5%	4%	3%	4%	2%	4%	4%	4%	3%	2%	6%	16%
10 - Value a lot	5%	5%	6%	5%	4%	7%	4%	6%	6%	4%	5%	3%	6%	6%	6%	1%	7%	9%
Don't know	3%	3%	4%	14%	5%	2%	2%	1%	2%	6%	4%	3%	4%	3%	4%	2%	1%	3%

Total	Gender		Age					Social Grade		Region							
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

Freeview :

Unweighted Base	2066	1008	1058	231	289	338	456	752	1169	897	477	306	201	295	507	97	133	50
Base: All UK adults	2066	994	1072	248	340	346	397	735	1136	930	494	331	192	256	459	101	176	58
1 - Don't value at all	4%	3%	5%	1%	4%	3%	5%	4%	4%	3%	2%	2%	4%	5%	5%	9%	6%	6%
2	2%	2%	2%	1%	2%	3%	3%	2%	2%	2%	2%	3%	4%	1%	1%	1%	3%	4%
3	3%	4%	3%	2%	4%	6%	4%	2%	4%	3%	3%	2%	3%	2%	3%	8%	4%	10%
4	5%	4%	6%	4%	9%	5%	5%	3%	5%	4%	6%	3%	5%	6%	5%	5%	3%	3%
5	11%	12%	10%	14%	13%	13%	9%	9%	11%	11%	11%	12%	7%	13%	12%	12%	9%	4%
6	13%	14%	11%	15%	11%	15%	14%	11%	10%	15%	10%	14%	17%	9%	13%	15%	14%	11%
7	14%	14%	14%	19%	13%	16%	12%	12%	14%	13%	16%	19%	12%	13%	11%	8%	13%	4%
8	17%	18%	15%	17%	20%	14%	15%	17%	19%	14%	12%	17%	17%	20%	20%	18%	15%	23%
9	11%	11%	11%	7%	7%	8%	11%	15%	9%	13%	12%	13%	12%	10%	9%	7%	12%	10%
10 - Value a lot	17%	14%	20%	11%	11%	13%	18%	24%	18%	16%	21%	12%	16%	19%	16%	15%	19%	21%
Don't know	3%	3%	4%	8%	5%	3%	4%	2%	2%	5%	4%	2%	2%	5%	5%	2%	2%	5%

British Gas :

Unweighted Base	2066	1008	1058	231	289	338	456	752	1169	897	477	306	201	295	507	97	133	50
Base: All UK adults	2066	994	1072	248	340	346	397	735	1136	930	494	331	192	256	459	101	176	58
1 - Don't value at all	18%	18%	18%	4%	18%	17%	26%	19%	18%	18%	20%	16%	21%	16%	16%	26%	16%	19%
2	8%	10%	7%	4%	7%	11%	8%	9%	9%	8%	9%	6%	6%	7%	8%	15%	11%	6%
3	10%	12%	9%	11%	7%	13%	11%	10%	11%	9%	10%	10%	17%	9%	9%	13%	9%	9%
4	9%	9%	9%	10%	10%	8%	8%	9%	10%	8%	12%	7%	7%	9%	10%	9%	5%	6%
5	18%	18%	17%	21%	14%	18%	16%	18%	18%	17%	16%	23%	16%	16%	17%	13%	19%	20%
6	11%	10%	13%	12%	16%	8%	11%	11%	11%	12%	13%	13%	14%	12%	11%	8%	7%	11%
7	9%	9%	10%	13%	13%	7%	8%	8%	10%	9%	7%	11%	9%	10%	10%	4%	14%	3%
8	7%	6%	7%	9%	5%	4%	6%	8%	6%	7%	6%	7%	4%	8%	6%	9%	6%	8%
9	3%	3%	2%	2%	2%	4%	1%	3%	2%	4%	2%	2%	1%	5%	4%	-	4%	3%
10 - Value a lot	3%	3%	3%	2%	2%	6%	2%	3%	3%	3%	3%	2%	3%	4%	3%	-	6%	-
Don't know	4%	3%	5%	11%	5%	3%	3%	2%	3%	5%	4%	4%	2%	3%	5%	3%	3%	13%

Total	Gender		Age					Social Grade		Region							
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

British Airways :

Unweighted Base	2066	1008	1058	231	289	338	456	752	1169	897	477	306	201	295	507	97	133	50
Base: All UK adults	2066	994	1072	248	340	346	397	735	1136	930	494	331	192	256	459	101	176	58
1 - Don't value at all	11%	11%	12%	5%	9%	8%	20%	11%	12%	10%	13%	9%	12%	6%	10%	16%	17%	12%
2	5%	6%	4%	3%	4%	8%	6%	4%	5%	5%	4%	4%	5%	7%	3%	6%	11%	4%
3	8%	8%	8%	7%	6%	10%	7%	9%	7%	9%	8%	6%	8%	12%	7%	13%	6%	5%
4	9%	10%	8%	10%	13%	6%	5%	10%	10%	7%	11%	8%	13%	8%	8%	6%	6%	5%
5	20%	20%	20%	20%	19%	22%	20%	19%	20%	19%	21%	23%	20%	19%	18%	16%	19%	15%
6	14%	15%	14%	16%	15%	15%	12%	14%	13%	16%	14%	15%	15%	10%	17%	13%	11%	24%
7	12%	12%	11%	15%	12%	10%	11%	12%	12%	11%	8%	13%	8%	11%	16%	18%	11%	3%
8	9%	8%	9%	6%	7%	11%	9%	9%	8%	9%	7%	9%	9%	9%	7%	7%	13%	15%
9	3%	2%	3%	2%	3%	3%	2%	4%	3%	3%	1%	6%	1%	5%	3%	-	0%	3%
10 - Value a lot	4%	5%	4%	5%	5%	4%	2%	5%	4%	4%	3%	2%	5%	10%	4%	-	3%	11%
Don't know	6%	5%	7%	11%	8%	4%	6%	4%	4%	7%	9%	6%	4%	3%	6%	5%	3%	4%

BBC:

Unweighted Base	2066	1008	1058	231	289	338	456	752	1169	897	477	306	201	295	507	97	133	50
Base: All UK adults	2066	994	1072	248	340	346	397	735	1136	930	494	331	192	256	459	101	176	58
1 - Don't value at all	6%	7%	5%	5%	4%	6%	8%	5%	6%	5%	6%	6%	5%	3%	6%	10%	8%	4%
2	3%	4%	2%	4%	5%	3%	2%	2%	2%	4%	3%	5%	5%	3%	1%	4%	0%	12%
3	3%	3%	3%	1%	5%	4%	3%	4%	3%	4%	4%	2%	4%	5%	2%	6%	4%	2%
4	4%	5%	3%	4%	3%	4%	5%	3%	4%	4%	4%	3%	4%	6%	3%	3%	3%	2%
5	9%	8%	10%	11%	9%	11%	9%	7%	8%	10%	10%	7%	6%	10%	9%	10%	8%	6%
6	9%	8%	11%	8%	9%	12%	8%	9%	9%	10%	9%	8%	7%	7%	11%	12%	5%	19%
7	11%	11%	11%	9%	10%	12%	13%	12%	11%	12%	14%	13%	12%	7%	12%	7%	7%	9%
8	18%	18%	18%	23%	17%	15%	17%	18%	17%	19%	16%	21%	16%	20%	17%	20%	24%	8%
9	15%	15%	14%	13%	17%	13%	16%	14%	16%	13%	12%	17%	17%	16%	14%	12%	18%	11%
10 - Value a lot	20%	20%	20%	13%	18%	20%	19%	25%	24%	16%	18%	17%	22%	21%	24%	16%	22%	26%
Don't know	2%	1%	2%	8%	3%	1%	1%	0%	1%	3%	3%	1%	2%	2%	2%	1%	1%	-

Total	Gender		Age					Social Grade		Region							
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

National Trust :

Unweighted Base	2066	1008	1058	231	289	338	456	752	1169	897	477	306	201	295	507	97	133	50
Base: All UK adults	2066	994	1072	248	340	346	397	735	1136	930	494	331	192	256	459	101	176	58
1 - Don't value at all	3%	4%	3%	3%	4%	3%	4%	2%	3%	3%	3%	1%	5%	4%	4%	1%	3%	6%
2	2%	2%	2%	0%	1%	1%	3%	3%	2%	2%	2%	2%	0%	1%	2%	4%	6%	1%
3	3%	4%	2%	5%	2%	3%	3%	3%	3%	4%	3%	4%	2%	2%	3%	6%	4%	3%
4	5%	6%	4%	4%	4%	5%	4%	5%	4%	5%	6%	6%	6%	4%	3%	6%	3%	3%
5	12%	13%	11%	13%	10%	13%	13%	11%	10%	14%	10%	11%	16%	15%	10%	9%	13%	12%
6	11%	11%	12%	9%	15%	9%	13%	10%	12%	10%	11%	10%	13%	14%	11%	7%	12%	-
7	17%	19%	16%	18%	19%	19%	16%	16%	18%	17%	15%	23%	16%	17%	15%	12%	23%	26%
8	19%	18%	20%	16%	16%	23%	16%	21%	20%	18%	18%	18%	16%	16%	22%	25%	19%	21%
9	10%	10%	10%	10%	9%	10%	9%	10%	11%	9%	11%	10%	10%	9%	11%	9%	4%	8%
10 - Value a lot	14%	11%	16%	12%	12%	13%	15%	15%	15%	13%	15%	11%	11%	14%	17%	18%	9%	15%
Don't know	4%	4%	4%	11%	7%	2%	4%	2%	3%	6%	7%	2%	5%	4%	3%	2%	4%	6%

ITV :

Unweighted Base	2066	1008	1058	231	289	338	456	752	1169	897	477	306	201	295	507	97	133	50
Base: All UK adults	2066	994	1072	248	340	346	397	735	1136	930	494	331	192	256	459	101	176	58
1 - Don't value at all	6%	7%	6%	4%	10%	7%	8%	4%	7%	6%	6%	5%	9%	6%	6%	12%	8%	1%
2	4%	4%	3%	5%	5%	3%	3%	3%	4%	3%	3%	2%	5%	4%	4%	3%	5%	6%
3	6%	7%	5%	8%	6%	6%	5%	5%	6%	5%	3%	6%	5%	7%	6%	12%	8%	4%
4	7%	8%	7%	7%	7%	12%	6%	6%	8%	6%	8%	5%	9%	8%	6%	5%	8%	13%
5	17%	18%	15%	15%	15%	18%	19%	16%	15%	19%	19%	15%	17%	16%	17%	13%	13%	17%
6	15%	16%	13%	18%	17%	13%	15%	13%	15%	14%	18%	18%	12%	12%	17%	14%	4%	4%
7	14%	15%	13%	14%	12%	12%	16%	15%	14%	14%	13%	16%	15%	14%	14%	16%	12%	17%
8	16%	15%	17%	14%	16%	15%	12%	19%	17%	14%	14%	18%	11%	19%	13%	7%	22%	22%
9	7%	4%	10%	5%	4%	5%	6%	11%	6%	8%	6%	8%	7%	4%	6%	9%	10%	7%
10 - Value a lot	7%	5%	8%	3%	5%	8%	8%	8%	7%	7%	8%	6%	6%	7%	7%	9%	8%	6%
Don't know	2%	2%	3%	8%	4%	1%	1%	1%	1%	4%	3%	3%	3%	3%	2%	1%	1%	3%

Total	Gender		Age					Social Grade		Region							
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

The Church of England:

Unweighted Base	2066	1008	1058	231	289	338	456	752	1169	897	477	306	201	295	507	97	133	50
Base: All UK adults	2066	994	1072	248	340	346	397	735	1136	930	494	331	192	256	459	101	176	58
1 - Don't value at all	21%	24%	19%	25%	24%	22%	27%	16%	20%	23%	18%	15%	20%	20%	22%	20%	43%	23%
2	8%	11%	6%	10%	9%	11%	8%	7%	8%	9%	9%	9%	9%	9%	6%	6%	10%	16%
3	6%	8%	5%	5%	7%	7%	7%	5%	7%	5%	7%	4%	5%	6%	8%	7%	5%	7%
4	6%	6%	6%	5%	3%	6%	7%	7%	6%	6%	6%	6%	8%	5%	6%	11%	6%	-
5	14%	14%	14%	14%	12%	17%	12%	15%	14%	14%	14%	18%	17%	15%	14%	9%	10%	12%
6	10%	9%	10%	14%	14%	5%	9%	9%	9%	10%	12%	11%	9%	8%	11%	8%	5%	12%
7	8%	8%	8%	7%	8%	7%	6%	10%	8%	8%	7%	12%	8%	7%	7%	9%	4%	8%
8	8%	5%	11%	7%	7%	6%	9%	10%	10%	6%	7%	9%	7%	11%	9%	7%	8%	10%
9	5%	4%	5%	3%	3%	3%	6%	6%	5%	4%	4%	8%	5%	6%	3%	6%	1%	4%
10 - Value a lot	8%	7%	10%	2%	6%	11%	6%	12%	9%	8%	11%	6%	8%	7%	11%	9%	1%	7%
Don't know	5%	3%	6%	9%	8%	3%	4%	2%	3%	6%	6%	3%	4%	5%	3%	7%	7%	1%

BSkyB :

Unweighted Base	2066	1008	1058	231	289	338	456	752	1169	897	477	306	201	295	507	97	133	50
Base: All UK adults	2066	994	1072	248	340	346	397	735	1136	930	494	331	192	256	459	101	176	58
1 - Don't value at all	27%	24%	30%	19%	16%	21%	30%	36%	30%	23%	27%	21%	28%	27%	28%	31%	33%	23%
2	8%	8%	7%	5%	9%	10%	8%	7%	8%	8%	8%	5%	12%	7%	9%	7%	6%	4%
3	8%	8%	7%	6%	6%	10%	7%	9%	8%	8%	6%	9%	8%	10%	7%	8%	12%	-
4	7%	7%	8%	7%	10%	11%	7%	5%	8%	7%	7%	9%	7%	6%	7%	13%	6%	11%
5	15%	17%	14%	13%	16%	13%	16%	16%	14%	16%	16%	19%	14%	14%	14%	11%	11%	14%
6	9%	10%	8%	13%	13%	9%	9%	6%	8%	10%	9%	11%	4%	12%	9%	5%	8%	12%
7	6%	8%	5%	8%	5%	7%	8%	5%	7%	5%	6%	5%	8%	3%	7%	5%	7%	10%
8	6%	7%	5%	6%	6%	8%	5%	6%	6%	7%	5%	8%	6%	5%	5%	3%	10%	13%
9	3%	3%	3%	2%	3%	5%	3%	3%	3%	3%	4%	2%	2%	4%	2%	6%	2%	5%
10 - Value a lot	2%	3%	2%	1%	4%	3%	3%	2%	3%	1%	2%	4%	3%	3%	3%	1%	1%	1%
Don't know	8%	4%	12%	22%	11%	5%	5%	6%	6%	11%	10%	7%	7%	10%	9%	11%	3%	7%

Total	Gender		Age					Social Grade		Region							
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

The Post Office :

Unweighted Base	2066	1008	1058	231	289	338	456	752	1169	897	477	306	201	295	507	97	133	50
Base: All UK adults	2066	994	1072	248	340	346	397	735	1136	930	494	331	192	256	459	101	176	58
1 - Don't value at all	2%	2%	1%	0%	1%	2%	3%	2%	2%	2%	2%	2%	3%	1%	2%	0%	2%	2%
2	2%	1%	2%	2%	1%	1%	3%	1%	2%	2%	2%	2%	-	3%	1%	2%	0%	1%
3	4%	4%	4%	2%	4%	6%	6%	3%	5%	3%	3%	4%	3%	3%	5%	1%	9%	2%
4	4%	5%	4%	4%	4%	4%	2%	5%	4%	4%	5%	2%	6%	6%	5%	3%	3%	-
5	9%	9%	10%	12%	9%	9%	11%	8%	10%	8%	7%	11%	8%	10%	12%	17%	3%	5%
6	10%	10%	11%	12%	15%	7%	9%	10%	10%	11%	11%	11%	14%	9%	11%	12%	9%	2%
7	14%	16%	12%	18%	17%	15%	14%	11%	15%	13%	16%	18%	15%	18%	9%	9%	13%	10%
8	20%	20%	19%	17%	20%	20%	18%	21%	19%	20%	22%	20%	19%	17%	19%	23%	18%	14%
9	14%	14%	14%	16%	10%	13%	13%	15%	14%	14%	13%	11%	11%	14%	15%	11%	18%	34%
10 - Value a lot	19%	16%	22%	11%	15%	20%	21%	23%	19%	20%	19%	17%	21%	17%	19%	22%	25%	29%
Don't know	2%	2%	2%	6%	4%	1%	1%	1%	1%	3%	2%	2%	1%	2%	3%	1%	2%	1%

Royal Mail :

Unweighted Base	2066	1008	1058	231	289	338	456	752	1169	897	477	306	201	295	507	97	133	50
Base: All UK adults	2066	994	1072	248	340	346	397	735	1136	930	494	331	192	256	459	101	176	58
1 - Don't value at all	2%	3%	2%	2%	3%	1%	4%	2%	2%	2%	3%	2%	3%	1%	2%	1%	1%	6%
2	2%	2%	2%	1%	1%	2%	4%	1%	2%	2%	1%	3%	1%	3%	2%	2%	2%	1%
3	4%	3%	4%	2%	2%	4%	4%	4%	4%	4%	4%	4%	2%	5%	2%	5%	5%	1%
4	4%	4%	4%	3%	4%	5%	5%	4%	4%	4%	3%	5%	4%	4%	6%	2%	4%	2%
5	10%	10%	9%	13%	9%	8%	10%	9%	10%	9%	8%	10%	11%	7%	12%	15%	10%	7%
6	11%	11%	10%	9%	17%	12%	10%	8%	11%	10%	11%	11%	12%	8%	12%	13%	8%	2%
7	15%	17%	15%	17%	17%	19%	14%	13%	16%	14%	18%	16%	16%	18%	12%	14%	14%	16%
8	18%	19%	17%	18%	18%	18%	18%	19%	18%	18%	16%	24%	19%	16%	19%	18%	14%	15%
9	13%	13%	13%	12%	12%	10%	10%	16%	13%	13%	13%	11%	9%	12%	13%	13%	16%	22%
10 - Value a lot	20%	17%	22%	14%	14%	20%	19%	24%	18%	21%	21%	13%	22%	23%	18%	16%	26%	27%
Don't know	2%	1%	2%	7%	2%	1%	1%	0%	1%	3%	2%	1%	1%	2%	2%	1%	2%	-

Total	Gender		Age					Social Grade		Region							
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

Barclays :

Unweighted Base	2066	1008	1058	231	289	338	456	752	1169	897	477	306	201	295	507	97	133	50
Base: All UK adults	2066	994	1072	248	340	346	397	735	1136	930	494	331	192	256	459	101	176	58
1 - Don't value at all	27%	26%	28%	13%	22%	24%	33%	32%	29%	24%	30%	22%	27%	23%	28%	27%	31%	34%
2	10%	11%	10%	6%	8%	14%	11%	10%	11%	10%	8%	11%	15%	12%	9%	11%	12%	6%
3	10%	10%	10%	9%	9%	14%	9%	11%	10%	11%	9%	8%	11%	10%	10%	17%	15%	7%
4	9%	10%	9%	14%	13%	8%	8%	7%	9%	9%	10%	9%	12%	8%	9%	11%	6%	15%
5	14%	16%	13%	14%	14%	13%	14%	15%	15%	14%	13%	17%	14%	14%	15%	17%	12%	11%
6	9%	9%	8%	13%	10%	7%	9%	8%	8%	10%	10%	15%	5%	7%	8%	3%	6%	10%
7	6%	6%	6%	7%	8%	6%	6%	5%	7%	5%	4%	6%	6%	7%	7%	11%	6%	5%
8	3%	3%	4%	4%	4%	4%	3%	3%	4%	3%	5%	3%	1%	5%	3%	1%	4%	-
9	2%	2%	2%	5%	2%	2%	1%	1%	1%	3%	2%	2%	0%	4%	2%	-	3%	3%
10 - Value a lot	2%	2%	2%	2%	3%	4%	1%	2%	3%	2%	2%	1%	4%	5%	3%	1%	-	-
Don't know	6%	5%	8%	13%	7%	4%	4%	5%	4%	9%	8%	7%	5%	4%	7%	2%	4%	10%

The House of Commons :

Unweighted Base	2066	1008	1058	231	289	338	456	752	1169	897	477	306	201	295	507	97	133	50
Base: All UK adults	2066	994	1072	248	340	346	397	735	1136	930	494	331	192	256	459	101	176	58
1 - Don't value at all	16%	17%	15%	15%	9%	12%	22%	18%	12%	20%	18%	14%	17%	9%	16%	15%	22%	14%
2	6%	8%	5%	2%	6%	7%	7%	7%	6%	7%	8%	4%	4%	6%	4%	7%	11%	11%
3	6%	6%	7%	4%	6%	9%	5%	7%	7%	6%	9%	6%	7%	5%	4%	15%	7%	4%
4	8%	8%	8%	6%	12%	5%	9%	8%	9%	7%	9%	9%	11%	9%	6%	8%	7%	4%
5	14%	14%	14%	13%	15%	20%	14%	12%	15%	14%	13%	20%	12%	14%	16%	10%	10%	11%
6	11%	10%	13%	12%	14%	11%	10%	11%	12%	10%	10%	11%	10%	12%	11%	17%	12%	13%
7	11%	10%	11%	13%	12%	12%	7%	10%	11%	10%	10%	11%	10%	11%	10%	10%	13%	10%
8	11%	12%	11%	14%	10%	8%	13%	12%	11%	12%	9%	11%	13%	14%	13%	8%	11%	12%
9	4%	4%	4%	4%	3%	6%	5%	4%	5%	3%	4%	5%	2%	7%	5%	1%	0%	10%
10 - Value a lot	8%	7%	8%	6%	7%	7%	5%	10%	10%	4%	7%	5%	8%	9%	11%	6%	5%	3%
Don't know	4%	3%	5%	11%	6%	3%	3%	2%	3%	5%	4%	3%	6%	3%	5%	3%	2%	7%

Total	Gender		Age					Social Grade		Region							
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

The Football Association (The FA) :

Unweighted Base	2066	1008	1058	231	289	338	456	752	1169	897	477	306	201	295	507	97	133	50
Base: All UK adults	2066	994	1072	248	340	346	397	735	1136	930	494	331	192	256	459	101	176	58
1 - Don't value at all	32%	26%	37%	28%	23%	27%	35%	38%	34%	30%	28%	27%	31%	33%	36%	37%	35%	46%
2	8%	9%	7%	5%	8%	12%	6%	8%	9%	7%	7%	7%	10%	8%	7%	10%	12%	9%
3	8%	8%	8%	8%	11%	6%	8%	8%	9%	7%	8%	5%	13%	6%	10%	11%	8%	3%
4	8%	8%	8%	7%	8%	9%	9%	8%	9%	8%	9%	10%	9%	9%	8%	5%	6%	1%
5	12%	13%	11%	11%	10%	12%	10%	14%	12%	11%	12%	17%	7%	14%	10%	8%	12%	6%
6	9%	9%	9%	11%	11%	8%	10%	7%	8%	10%	10%	10%	8%	10%	7%	7%	10%	10%
7	7%	10%	5%	8%	13%	5%	5%	7%	7%	8%	8%	9%	6%	6%	7%	5%	7%	8%
8	5%	7%	4%	7%	5%	7%	6%	4%	6%	5%	6%	7%	1%	6%	5%	8%	4%	1%
9	2%	4%	1%	3%	1%	5%	3%	1%	1%	4%	2%	1%	5%	1%	2%	3%	3%	7%
10 - Value a lot	3%	4%	2%	1%	3%	5%	3%	2%	2%	4%	4%	3%	5%	3%	3%	1%	-	-
Don't know	5%	2%	7%	10%	7%	4%	4%	3%	4%	7%	6%	4%	4%	5%	5%	6%	4%	8%

YouGov Survey Results

Sample Size: 2066
Fieldwork: 7th - 10th June 2013

Total	Working Status							Marital Status				
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

Which, if any, ONE of the following is the provider of your MAIN TV service at home?

Unweighted Base	2066	1044	203	1247	125	471	91	132	928	231	171	58	518
Base: All UK adults	2066	1063	185	1249	123	471	94	129	884	240	169	59	527
BT Vision	4%	3%	5%	3%	8%	4%	4%	1%	4%	5%	3%	2%	3%
Sky	37%	41%	40%	40%	29%	30%	27%	39%	42%	35%	23%	27%	33%
TalkTalk	2%	2%	2%	2%	-	2%	2%	2%	2%	1%	1%	2%	1%
Virgin Media	17%	18%	16%	18%	8%	19%	15%	17%	17%	18%	29%	20%	15%
Freeview	34%	32%	30%	31%	37%	41%	40%	34%	31%	36%	39%	45%	37%
YouView	1%	1%	2%	1%	1%	1%	1%	1%	1%	0%	-	-	2%
Other Pay TV	1%	0%	1%	1%	0%	1%	-	2%	1%	1%	-	3%	0%
Not applicable - I don't have a TV/ TV service at home	5%	4%	4%	4%	17%	2%	12%	5%	2%	5%	4%	2%	9%

Total	Working Status							Marital Status				
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

We are interested in your opinions about publically available services, below there are some different types of services you might receive:

- Some are available free at the point of use to everyone.
- Some are available only to those who pay a fee to the provider.

Please put each service in the category in which you think it should belong. This may be different from where it currently is. (Please tick one option per row)

Any medicine a doctor prescribes :

Unweighted Base	2066	1044	203	1247	125	471	91	132	928	231	171	58	518
Base: All UK adults	2066	1063	185	1249	123	471	94	129	884	240	169	59	527
Everyone should be entitled to access it free at the point of use	70%	70%	73%	70%	80%	63%	76%	83%	66%	74%	75%	78%	73%
Only those who pay a specific fee to the provider should be entitled to use it	30%	30%	27%	30%	20%	37%	24%	17%	35%	26%	25%	22%	27%

Total	Working Status							Marital Status				
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

Emergency healthcare :

Unweighted Base

Base: All UK adults

es	2066	1044	203	1247	125	471	91	132	928	231	171	58	518
	2066	1063	185	1249	123	471	94	129	884	240	169	59	527
ne	97%	96%	98%	97%	97%	98%	94%	96%	97%	96%	98%	99%	95%
er it	3%	4%	2%	3%	3%	2%	6%	4%	3%	4%	2%	1%	5%

Non-emergency healthcare :

Unweighted Base

Base: All UK adults

Is it possible to have a free trial period?	2066	1044	203	1247	125	471	91	132	928	231	171	58	518
	2066	1063	185	1249	123	471	94	129	884	240	169	59	527
Should it be possible to have a free trial period?	81%	80%	77%	80%	86%	79%	87%	86%	79%	80%	84%	86%	80%
	19%	20%	23%	20%	14%	21%	13%	14%	21%	20%	16%	14%	20%

Access to Freeview television channels (i.e. BBC 1 and 2, ITV, Channel 4, Channel 5) :

Unweighted Base

Base: All UK adults

Is it possible to have a free trial period for the software?	2066	1044	203	1247	125	471	91	132	928	231	171	58	518
	2066	1063	185	1249	123	471	94	129	884	240	169	59	527
Should the software be available for free to all users?	90%	89%	90%	89%	84%	91%	91%	92%	91%	87%	93%	98%	87%
Should the software be available for free to all users?	10%	11%	10%	11%	16%	9%	9%	8%	9%	13%	7%	2%	13%

Access to free radio :

Unweighted Base

Base: All UK adults

2066	1044	203	1247	125	471	91	132	928	231	171	58	518
2066	1063	185	1249	123	471	94	129	884	240	169	59	527
94%	94%	93%	94%	94%	93%	91%	94%	95%	91%	95%	89%	94%
6%	6%	7%	6%	6%	7%	9%	7%	5%	9%	5%	11%	6%

Total	Working Status							Marital Status				
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

Access to home broadband :

Unweighted Base	2066	1044	203	1247	125	471	91	132	928	231	171	58	518
Base: All UK adults	2066	1063	185	1249	123	471	94	129	884	240	169	59	527
Everyone should be entitled to access it free at the point of use	33%	34%	34%	34%	23%	31%	35%	43%	32%	31%	36%	51%	30%
Only those who pay a specific fee to the provider should be entitled to use it	67%	66%	66%	66%	77%	69%	65%	57%	68%	69%	64%	49%	70%

School education (5-18 years) :

Unweighted Base	2066	1044	203	1247	125	471	91	132	928	231	171	58	518
Base: All UK adults	2066	1063	185	1249	123	471	94	129	884	240	169	59	527
Everyone should be entitled to access it free at the point of use	97%	98%	98%	98%	94%	98%	96%	94%	98%	97%	96%	99%	95%
Only those who pay a specific fee to the provider should be entitled to use it	3%	2%	2%	2%	6%	2%	4%	6%	2%	3%	4%	1%	5%

University education (18-21 years) :

Unweighted Base	2066	1044	203	1247	125	471	91	132	928	231	171	58	518
Base: All UK adults	2066	1063	185	1249	123	471	94	129	884	240	169	59	527
Everyone should be entitled to access it free at the point of use	61%	59%	64%	60%	57%	61%	70%	70%	61%	58%	67%	60%	58%
Only those who pay a specific fee to the provider should be entitled to use it	39%	41%	36%	40%	43%	39%	30%	30%	40%	42%	33%	40%	42%

Unrestricted motorway travel :

Unweighted Base	2066	1044	203	1247	125	471	91	132	928	231	171	58	518
Base: All UK adults	2066	1063	185	1249	123	471	94	129	884	240	169	59	527
Everyone should be entitled to access it free at the point of use	86%	88%	82%	87%	82%	85%	79%	88%	87%	89%	88%	79%	85%
Only those who pay a specific fee to the provider should be entitled to use it	14%	12%	18%	13%	18%	15%	21%	12%	13%	11%	12%	21%	15%

Total	Working Status							Marital Status				
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

Travel by train :

Unweighted Base

Base: All UK adults

2066	1044	203	1247	125	471	91	132	928	231	171	58	518
2066	1063	185	1249	123	471	94	129	884	240	169	59	527
15%	15%	17%	15%	20%	10%	27%	19%	13%	19%	19%	13%	17%
85%	85%	83%	85%	80%	90%	73%	81%	87%	81%	81%	87%	83%

Use of public library for books :

Unweighted Base

Base: All UK adults

2066	1044	203	1247	125	471	91	132	928	231	171	58	518
2066	1063	185	1249	123	471	94	129	884	240	169	59	527
92%	92%	92%	92%	90%	94%	88%	92%	91%	90%	91%	98%	91%
8%	9%	8%	8%	10%	6%	12%	8%	9%	10%	9%	2%	9%

Access to museums:

Unweighted Base

Base: All UK adults

2066	1044	203	1247	125	471	91	132	928	231	171	58	518
2066	1063	185	1249	123	471	94	129	884	240	169	59	527
77%	76%	76%	76%	73%	81%	72%	82%	77%	76%	84%	84%	74%
23%	24%	25%	24%	27%	19%	28%	19%	23%	24%	16%	16%	26%

Access to the cinema :

Unweighted Base

Base: All UK adults

2066	1044	203	1247	125	471	91	132	928	231	171	58	518
2066	1063	185	1249	123	471	94	129	884	240	169	59	527
11%	12%	13%	12%	12%	5%	23%	15%	10%	10%	11%	15%	16%
89%	88%	87%	88%	88%	95%	77%	86%	90%	90%	89%	85%	84%

Total	Working Status							Marital Status				
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

On a scale of 1 to 10, where 1 is "Don't value at all" and 10 is "Value a lot", in general, to what extent, if at all, do you value each of the following British organisations? (Please tick one option per row)

The NHS :

Unweighted Base	2066	1044	203	1247	125	471	91	132	928	231	171	58	518
Base: All UK adults	2066	1063	185	1249	123	471	94	129	884	240	169	59	527
1 - Don't value at all	1%	1%	1%	1%	-	1%	-	0%	1%	1%	-	-	1%
2	1%	1%	0%	1%	-	0%	1%	-	1%	0%	0%	-	1%
3	1%	1%	1%	1%	1%	0%	-	1%	1%	-	0%	2%	1%
4	2%	2%	2%	2%	5%	1%	2%	1%	2%	1%	-	-	3%
5	4%	4%	4%	4%	6%	3%	3%	4%	3%	3%	1%	2%	6%
6	4%	4%	4%	4%	4%	3%	4%	3%	3%	5%	3%	1%	6%
7	6%	7%	6%	7%	7%	5%	4%	2%	7%	4%	5%	3%	6%
8	13%	14%	12%	14%	8%	12%	12%	10%	13%	17%	12%	10%	12%
9	14%	15%	23%	16%	13%	10%	14%	16%	13%	13%	25%	18%	14%
10 - Value a lot	54%	50%	46%	50%	50%	64%	57%	61%	55%	55%	51%	64%	48%
Don't know	2%	2%	0%	1%	6%	1%	4%	2%	1%	1%	1%	1%	3%

British Telecom (BT) :

Unweighted Base	2066	1044	203	1247	125	471	91	132	928	231	171	58	518
Base: All UK adults	2066	1063	185	1249	123	471	94	129	884	240	169	59	527
1 - Don't value at all	11%	12%	15%	13%	4%	8%	23%	12%	10%	12%	18%	10%	11%
2	6%	6%	5%	6%	3%	6%	0%	6%	8%	6%	6%	11%	3%
3	7%	8%	6%	8%	8%	5%	2%	14%	7%	7%	6%	9%	7%
4	10%	11%	12%	11%	2%	7%	12%	7%	10%	9%	7%	5%	11%
5	19%	18%	16%	18%	18%	22%	19%	17%	18%	19%	15%	22%	19%
6	13%	12%	17%	13%	21%	12%	11%	18%	13%	12%	16%	10%	17%
7	12%	12%	5%	11%	12%	17%	10%	9%	13%	13%	14%	7%	11%
8	10%	9%	13%	10%	10%	11%	5%	5%	10%	13%	8%	8%	8%
9	4%	3%	3%	3%	5%	4%	1%	4%	4%	2%	5%	10%	3%
10 - Value a lot	5%	4%	7%	5%	7%	7%	7%	4%	6%	2%	4%	7%	4%
Don't know	3%	3%	2%	3%	11%	1%	9%	5%	2%	5%	1%	1%	7%

Total	Working Status							Marital Status				
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

Freeview :

Unweighted Base	2066	1044	203	1247	125	471	91	132	928	231	171	58	518
Base: All UK adults	2066	1063	185	1249	123	471	94	129	884	240	169	59	527
1 - Don't value at all	4%	4%	3%	4%	2%	4%	5%	4%	5%	2%	4%	3%	3%
2	2%	3%	0%	3%	1%	1%	-	1%	2%	3%	2%	-	1%
3	3%	4%	4%	4%	2%	2%	3%	2%	3%	5%	1%	3%	4%
4	5%	5%	8%	6%	2%	2%	5%	7%	4%	5%	3%	6%	6%
5	11%	13%	7%	12%	10%	10%	10%	10%	12%	11%	8%	5%	13%
6	13%	14%	13%	14%	14%	8%	12%	15%	14%	13%	9%	8%	12%
7	14%	15%	14%	15%	20%	11%	11%	12%	14%	19%	10%	4%	15%
8	17%	15%	19%	15%	23%	19%	19%	17%	16%	17%	17%	26%	18%
9	11%	9%	7%	9%	8%	17%	19%	8%	10%	7%	20%	16%	9%
10 - Value a lot	17%	14%	23%	16%	9%	24%	13%	18%	17%	14%	25%	27%	14%
Don't know	3%	4%	2%	3%	8%	2%	4%	5%	3%	3%	2%	3%	5%

British Gas :

Unweighted Base	2066	1044	203	1247	125	471	91	132	928	231	171	58	518
Base: All UK adults	2066	1063	185	1249	123	471	94	129	884	240	169	59	527
1 - Don't value at all	18%	18%	22%	19%	5%	16%	25%	24%	19%	19%	21%	15%	14%
2	8%	9%	8%	9%	4%	10%	2%	7%	9%	8%	6%	15%	6%
3	10%	12%	10%	12%	7%	8%	9%	9%	10%	8%	7%	13%	12%
4	9%	9%	12%	10%	9%	8%	7%	9%	9%	10%	8%	10%	8%
5	18%	17%	12%	16%	23%	21%	11%	16%	17%	15%	16%	17%	21%
6	11%	12%	13%	12%	16%	11%	7%	7%	10%	18%	14%	9%	12%
7	9%	9%	7%	9%	12%	9%	13%	8%	11%	7%	11%	3%	9%
8	7%	5%	7%	5%	10%	8%	8%	11%	7%	6%	7%	12%	6%
9	3%	2%	2%	2%	1%	3%	5%	3%	2%	4%	5%	3%	3%
10 - Value a lot	3%	2%	5%	3%	2%	3%	9%	2%	3%	1%	3%	4%	2%
Don't know	4%	4%	2%	4%	9%	3%	4%	4%	3%	5%	2%	1%	7%

Total	Working Status							Marital Status				
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

British Airways :

Unweighted Base	2066	1044	203	1247	125	471	91	132	928	231	171	58	518
Base: All UK adults	2066	1063	185	1249	123	471	94	129	884	240	169	59	527
1 - Don't value at all	11%	12%	13%	12%	4%	10%	16%	16%	11%	10%	7%	14%	11%
2	5%	5%	8%	6%	4%	3%	3%	7%	5%	5%	5%	2%	3%
3	8%	9%	7%	8%	8%	7%	8%	7%	8%	7%	9%	7%	8%
4	9%	9%	9%	9%	8%	9%	10%	4%	9%	11%	10%	7%	9%
5	20%	21%	18%	21%	13%	19%	19%	20%	19%	24%	15%	13%	20%
6	14%	14%	16%	14%	19%	15%	7%	17%	14%	11%	16%	23%	16%
7	12%	11%	14%	11%	17%	12%	9%	10%	11%	10%	12%	18%	13%
8	9%	9%	6%	9%	5%	11%	6%	5%	11%	7%	6%	8%	7%
9	3%	2%	3%	2%	3%	4%	2%	1%	3%	3%	5%	-	2%
10 - Value a lot	4%	4%	4%	4%	8%	4%	6%	4%	4%	5%	6%	1%	4%
Don't know	6%	5%	4%	5%	11%	4%	13%	11%	4%	5%	8%	7%	8%

BBC:

Unweighted Base	2066	1044	203	1247	125	471	91	132	928	231	171	58	518
Base: All UK adults	2066	1063	185	1249	123	471	94	129	884	240	169	59	527
1 - Don't value at all	6%	7%	8%	7%	2%	3%	10%	5%	6%	8%	2%	4%	5%
2	3%	2%	5%	3%	3%	2%	15%	3%	2%	5%	5%	2%	3%
3	3%	5%	1%	4%	3%	2%	1%	3%	4%	3%	1%	1%	4%
4	4%	4%	4%	4%	4%	4%	6%	1%	3%	3%	6%	8%	3%
5	9%	10%	5%	9%	7%	8%	9%	14%	8%	9%	5%	11%	10%
6	9%	10%	9%	10%	5%	8%	4%	12%	11%	11%	8%	10%	7%
7	11%	12%	11%	12%	9%	11%	10%	10%	12%	15%	9%	6%	9%
8	18%	17%	18%	17%	26%	19%	16%	15%	18%	15%	20%	12%	20%
9	15%	14%	13%	14%	16%	14%	16%	18%	13%	10%	19%	20%	18%
10 - Value a lot	20%	18%	24%	19%	18%	28%	11%	17%	21%	20%	24%	27%	17%
Don't know	2%	2%	1%	2%	7%	0%	3%	1%	1%	2%	0%	1%	4%

Total	Working Status							Marital Status				
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

National Trust :

Unweighted Base	2066	1044	203	1247	125	471	91	132	928	231	171	58	518
Base: All UK adults	2066	1063	185	1249	123	471	94	129	884	240	169	59	527
1 - Don't value at all	3%	3%	4%	3%	1%	3%	5%	8%	3%	2%	3%	1%	4%
2	2%	2%	1%	2%	0%	4%	-	2%	2%	1%	2%	1%	1%
3	3%	2%	6%	3%	2%	4%	4%	3%	3%	2%	4%	4%	3%
4	5%	5%	2%	5%	5%	5%	6%	3%	4%	2%	5%	10%	5%
5	12%	12%	13%	12%	9%	10%	14%	14%	11%	9%	8%	15%	14%
6	11%	12%	10%	12%	10%	10%	9%	8%	11%	12%	10%	11%	11%
7	17%	17%	14%	16%	24%	18%	15%	20%	17%	23%	17%	7%	17%
8	19%	18%	25%	19%	16%	21%	12%	15%	20%	17%	26%	19%	16%
9	10%	9%	9%	9%	12%	11%	11%	6%	10%	10%	8%	10%	11%
10 - Value a lot	14%	15%	14%	15%	11%	13%	12%	14%	14%	17%	13%	18%	13%
Don't know	4%	4%	2%	4%	11%	1%	11%	7%	3%	5%	3%	3%	5%

ITV :

Unweighted Base	2066	1044	203	1247	125	471	91	132	928	231	171	58	518
Base: All UK adults	2066	1063	185	1249	123	471	94	129	884	240	169	59	527
1 - Don't value at all	6%	7%	7%	7%	6%	3%	12%	5%	5%	10%	3%	9%	6%
2	4%	4%	1%	4%	4%	2%	8%	3%	3%	7%	4%	1%	3%
3	6%	7%	7%	7%	8%	4%	4%	1%	5%	4%	5%	5%	8%
4	7%	8%	7%	8%	8%	7%	6%	3%	10%	4%	2%	1%	7%
5	17%	17%	15%	17%	11%	15%	19%	25%	17%	12%	13%	6%	19%
6	15%	16%	15%	16%	19%	13%	3%	9%	15%	17%	9%	28%	16%
7	14%	14%	16%	14%	14%	15%	12%	9%	14%	14%	19%	15%	13%
8	16%	13%	12%	13%	17%	21%	19%	18%	14%	18%	18%	14%	15%
9	7%	5%	10%	6%	2%	10%	5%	17%	7%	6%	17%	12%	4%
10 - Value a lot	7%	6%	10%	6%	4%	8%	7%	8%	7%	5%	9%	8%	5%
Don't know	2%	2%	1%	2%	7%	1%	4%	2%	2%	3%	1%	1%	5%

Total	Working Status							Marital Status				
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

The Church of England:

Unweighted Base	2066	1044	203	1247	125	471	91	132	928	231	171	58	518
Base: All UK adults	2066	1063	185	1249	123	471	94	129	884	240	169	59	527
1 - Don't value at all	21%	23%	23%	23%	16%	11%	38%	31%	16%	21%	20%	18%	24%
2	8%	9%	7%	9%	13%	8%	6%	4%	7%	11%	7%	5%	11%
3	6%	7%	4%	7%	6%	5%	4%	4%	6%	10%	6%	2%	6%
4	6%	6%	6%	6%	4%	8%	3%	3%	6%	9%	2%	8%	6%
5	14%	14%	11%	14%	18%	16%	13%	11%	16%	14%	15%	17%	12%
6	10%	8%	14%	9%	19%	9%	7%	11%	10%	9%	8%	11%	12%
7	8%	7%	6%	7%	5%	13%	6%	8%	8%	5%	12%	8%	8%
8	8%	7%	10%	8%	2%	10%	10%	11%	9%	7%	15%	8%	7%
9	5%	4%	6%	5%	4%	6%	2%	4%	6%	5%	6%	8%	2%
10 - Value a lot	8%	8%	8%	8%	5%	12%	6%	5%	10%	6%	8%	11%	5%
Don't know	5%	5%	6%	5%	8%	1%	4%	9%	4%	2%	2%	5%	7%

BSkyB :

Unweighted Base	2066	1044	203	1247	125	471	91	132	928	231	171	58	518
Base: All UK adults	2066	1063	185	1249	123	471	94	129	884	240	169	59	527
1 - Don't value at all	27%	24%	27%	24%	16%	37%	23%	31%	28%	28%	28%	27%	24%
2	8%	9%	8%	9%	5%	7%	2%	4%	8%	9%	6%	11%	6%
3	8%	8%	9%	8%	8%	7%	6%	9%	8%	6%	9%	22%	6%
4	7%	9%	7%	9%	8%	6%	7%	4%	7%	4%	6%	-	9%
5	15%	15%	13%	15%	12%	15%	18%	17%	15%	10%	15%	13%	17%
6	9%	9%	10%	9%	14%	7%	11%	12%	8%	13%	13%	3%	10%
7	6%	6%	6%	6%	5%	6%	9%	8%	7%	7%	10%	5%	5%
8	6%	6%	7%	6%	9%	5%	5%	5%	8%	4%	1%	3%	7%
9	3%	4%	4%	4%	1%	2%	3%	2%	3%	7%	2%	8%	2%
10 - Value a lot	2%	3%	3%	3%	2%	2%	1%	2%	3%	4%	1%	2%	2%
Don't know	8%	8%	7%	7%	20%	6%	15%	8%	6%	9%	9%	6%	11%

Total	Working Status							Marital Status				
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

The Post Office :

Unweighted Base	2066	1044	203	1247	125	471	91	132	928	231	171	58	518
Base: All UK adults	2066	1063	185	1249	123	471	94	129	884	240	169	59	527
1 - Don't value at all	2%	2%	3%	2%	1%	1%	6%	1%	2%	3%	1%	2%	1%
2	2%	2%	2%	2%	2%	1%	0%	2%	1%	1%	3%	1%	2%
3	4%	5%	3%	5%	2%	3%	3%	1%	6%	3%	3%	2%	3%
4	4%	4%	1%	4%	5%	6%	1%	2%	5%	4%	1%	3%	4%
5	9%	10%	8%	10%	8%	7%	13%	11%	10%	8%	8%	9%	10%
6	10%	9%	14%	10%	11%	10%	15%	16%	11%	14%	7%	8%	11%
7	14%	17%	12%	16%	22%	9%	10%	11%	13%	18%	10%	5%	18%
8	20%	20%	16%	19%	16%	24%	11%	17%	19%	21%	24%	19%	19%
9	14%	12%	16%	13%	16%	15%	18%	14%	13%	12%	21%	20%	12%
10 - Value a lot	19%	17%	25%	19%	13%	23%	20%	20%	20%	15%	21%	30%	16%
Don't know	2%	2%	1%	2%	5%	1%	4%	5%	1%	1%	0%	1%	4%

Royal Mail :

Unweighted Base	2066	1044	203	1247	125	471	91	132	928	231	171	58	518
Base: All UK adults	2066	1063	185	1249	123	471	94	129	884	240	169	59	527
1 - Don't value at all	2%	2%	3%	2%	3%	1%	6%	3%	2%	3%	2%	2%	2%
2	2%	2%	1%	2%	2%	1%	4%	2%	2%	1%	6%	-	2%
3	4%	4%	3%	4%	5%	4%	1%	1%	5%	3%	2%	1%	4%
4	4%	5%	5%	5%	1%	3%	3%	6%	5%	4%	1%	3%	3%
5	10%	9%	8%	9%	7%	10%	16%	12%	10%	10%	12%	6%	9%
6	11%	12%	12%	12%	9%	6%	6%	15%	9%	17%	11%	11%	11%
7	15%	18%	17%	17%	12%	14%	13%	8%	16%	19%	11%	6%	16%
8	18%	19%	15%	18%	22%	20%	7%	15%	19%	16%	21%	14%	20%
9	13%	10%	13%	10%	18%	17%	15%	16%	12%	11%	17%	25%	13%
10 - Value a lot	20%	17%	23%	18%	14%	25%	25%	19%	20%	15%	17%	33%	16%
Don't know	2%	2%	0%	1%	7%	0%	3%	2%	1%	2%	0%	1%	4%

Total	Working Status							Marital Status				
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

Barclays :

Unweighted Base	2066	1044	203	1247	125	471	91	132	928	231	171	58	518
Base: All UK adults	2066	1063	185	1249	123	471	94	129	884	240	169	59	527
1 - Don't value at all	27%	26%	32%	27%	9%	30%	26%	31%	28%	24%	27%	29%	21%
2	10%	12%	11%	12%	5%	10%	6%	6%	11%	12%	11%	15%	7%
3	10%	10%	9%	10%	14%	11%	9%	13%	10%	13%	9%	5%	11%
4	9%	10%	9%	10%	13%	6%	9%	9%	9%	5%	3%	6%	13%
5	14%	13%	14%	13%	8%	18%	17%	16%	13%	13%	23%	16%	16%
6	9%	8%	11%	9%	18%	8%	5%	9%	8%	11%	7%	5%	10%
7	6%	6%	3%	6%	9%	6%	5%	6%	6%	7%	6%	12%	6%
8	3%	4%	5%	4%	3%	3%	3%	3%	3%	4%	5%	4%	4%
9	2%	2%	1%	2%	6%	2%	3%	1%	2%	2%	1%	-	3%
10 - Value a lot	2%	3%	3%	3%	2%	1%	4%	3%	3%	1%	2%	3%	2%
Don't know	6%	6%	3%	6%	13%	5%	13%	4%	6%	7%	6%	6%	7%

The House of Commons :

Unweighted Base	2066	1044	203	1247	125	471	91	132	928	231	171	58	518
Base: All UK adults	2066	1063	185	1249	123	471	94	129	884	240	169	59	527
1 - Don't value at all	16%	15%	15%	15%	8%	15%	26%	25%	17%	11%	17%	12%	14%
2	6%	6%	7%	6%	3%	7%	10%	1%	7%	7%	5%	2%	5%
3	6%	7%	8%	7%	2%	7%	1%	6%	8%	9%	5%	5%	3%
4	8%	8%	8%	8%	9%	8%	8%	10%	8%	7%	8%	15%	8%
5	14%	16%	12%	16%	15%	13%	13%	8%	14%	14%	10%	14%	18%
6	11%	10%	19%	12%	12%	10%	7%	15%	9%	13%	18%	23%	12%
7	11%	10%	11%	10%	16%	11%	8%	10%	10%	13%	7%	5%	12%
8	11%	12%	8%	11%	14%	13%	7%	9%	12%	8%	12%	8%	12%
9	4%	4%	4%	4%	4%	5%	2%	4%	4%	3%	6%	1%	4%
10 - Value a lot	8%	7%	6%	7%	6%	10%	9%	7%	7%	11%	10%	13%	5%
Don't know	4%	4%	1%	3%	11%	2%	10%	5%	3%	4%	3%	1%	5%

Total	Working Status							Marital Status				
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

The Football Association (The FA) :

Unweighted Base	2066	1044	203	1247	125	471	91	132	928	231	171	58	518
Base: All UK adults	2066	1063	185	1249	123	471	94	129	884	240	169	59	527
1 - Don't value at all	32%	31%	30%	31%	23%	36%	37%	34%	32%	27%	32%	39%	30%
2	8%	8%	8%	8%	8%	9%	10%	8%	8%	7%	7%	14%	7%
3	8%	9%	13%	10%	8%	7%	2%	2%	9%	13%	4%	6%	6%
4	8%	9%	10%	9%	5%	8%	3%	12%	9%	9%	10%	4%	7%
5	12%	12%	6%	11%	12%	15%	6%	8%	13%	6%	9%	6%	13%
6	9%	9%	10%	10%	11%	7%	8%	12%	9%	12%	10%	-	12%
7	7%	7%	7%	7%	10%	8%	5%	6%	6%	8%	10%	5%	10%
8	5%	5%	6%	5%	7%	5%	8%	5%	3%	8%	10%	17%	6%
9	2%	2%	4%	3%	2%	1%	8%	1%	3%	5%	3%	-	1%
10 - Value a lot	3%	4%	1%	3%	3%	1%	5%	4%	3%	2%	2%	1%	3%
Don't know	5%	4%	4%	4%	12%	4%	7%	8%	4%	3%	4%	9%	6%

YouGov Survey Results

Sample Size: 2066
Fieldwork: 7th - 10th June 2013

Total	Children in Household						Government Region						
Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London

Which, if any, ONE of the following is the provider of your MAIN TV service at home?

Unweighted Base	2066	1500	260	161	59	480	86	86	206	185	139	167	201	295
Base: All UK adults	2066	1472	259	187	67	513	82	90	221	183	148	183	192	256
BT Vision	4%	4%	3%	4%	12%	4%	3%	1%	5%	4%	4%	6%	2%	4%
Sky	37%	33%	48%	47%	43%	47%	37%	48%	37%	29%	32%	40%	39%	32%
TalkTalk	2%	2%	2%	1%	2%	2%	3%	1%	5%	4%	1%	-	1%	1%
Virgin Media	17%	18%	16%	20%	23%	18%	8%	19%	15%	19%	24%	13%	17%	17%
Freeview	34%	39%	25%	23%	15%	23%	29%	28%	31%	37%	29%	35%	36%	41%
YouView	1%	1%	1%	3%	-	1%	-	-	0%	0%	1%	2%	3%	1%
Other Pay TV	1%	0%	1%	1%	1%	1%	1%	-	0%	1%	1%	2%	0%	0%
Not applicable - I don't have a TV/ TV service at home	5%	4%	5%	3%	5%	4%	19%	2%	6%	5%	7%	3%	2%	5%

Total	Children in Household						Government Region						
Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London

We are interested in your opinions about publically available services, below there are some different types of services you might receive:

- Some are available free at the point of use to everyone.
- Some are available only to those who pay a fee to the provider.

Please put each service in the category in which you think it should belong. This may be different from where it currently is. (Please tick one option per row)

Any medicine a doctor prescribes :

Unweighted Base	2066	1500	260	161	59	480	86	86	206	185	139	167	201	295
Base: All UK adults	2066	1472	259	187	67	513	82	90	221	183	148	183	192	256
Everyone should be entitled to access it free at the point of use	70%	69%	73%	78%	78%	76%	71%	74%	78%	66%	63%	68%	62%	66%
Only those who pay a specific fee to the provider should be entitled to use it	30%	31%	27%	22%	22%	24%	29%	26%	22%	34%	37%	32%	38%	34%

Total	Children in Household						Government Region						
Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London

Emergency healthcare :

Unweighted Base

Base: All UK adults

	2066	1500	260	161	59	480	86	86	206	185	139	167	201	295
	2066	1472	259	187	67	513	82	90	221	183	148	183	192	256
	97%	98%	98%	92%	96%	96%	88%	98%	97%	98%	98%	99%	100%	93%
	3%	2%	2%	8%	4%	4%	12%	2%	3%	2%	2%	1%	0%	7%

Non-emergency healthcare :

Unweighted Base

Base: All UK adults

	2066	1500	260	161	59	480	86	86	206	185	139	167	201	295
	2066	1472	259	187	67	513	82	90	221	183	148	183	192	256
	81%	81%	78%	85%	76%	80%	83%	90%	83%	84%	81%	86%	82%	74%
	19%	19%	22%	15%	24%	20%	17%	10%	17%	16%	19%	14%	18%	26%

Access to Freeview television channels (i.e. BBC 1 and 2, ITV, Channel 4, Channel 5) :

Unweighted Base

Base: All UK adults

The e er it	2066	1500	260	161	59	480	86	86	206	185	139	167	201	295
	2066	1472	259	187	67	513	82	90	221	183	148	183	192	256
	90%	90%	95%	89%	92%	92%	75%	90%	90%	90%	94%	87%	88%	92%
	10%	10%	5%	11%	9%	8%	25%	10%	10%	10%	6%	13%	12%	8%

Access to free radio :

Unweighted Base

Base: All UK adults

	2066	1500	260	161	59	480	86	86	206	185	139	167	201	295
2066	1472	259	187	67	513	82	90	221	183	148	183	192	256	
94%	94%	95%	95%	89%	94%	89%	91%	91%	96%	97%	95%	95%	94%	
6%	6%	5%	5%	11%	6%	11%	9%	9%	4%	3%	5%	5%	6%	

Total	Children in Household						Government Region						
Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London

Access to home broadband :

Unweighted Base	2066	1500	260	161	59	480	86	86	206	185	139	167	201	295
Base: All UK adults	2066	1472	259	187	67	513	82	90	221	183	148	183	192	256
Everyone should be entitled to access it free at the point of use	33%	32%	27%	43%	45%	36%	46%	44%	35%	32%	30%	32%	28%	34%
Only those who pay a specific fee to the provider should be entitled to use it	67%	68%	73%	57%	55%	64%	54%	56%	65%	68%	70%	68%	72%	66%

School education (5-18 years) :

Unweighted Base	2066	1500	260	161	59	480	86	86	206	185	139	167	201	295
Base: All UK adults	2066	1472	259	187	67	513	82	90	221	183	148	183	192	256
Everyone should be entitled to access it free at the point of use	97%	98%	99%	96%	94%	97%	90%	95%	98%	99%	96%	99%	98%	92%
Only those who pay a specific fee to the provider should be entitled to use it	3%	2%	1%	4%	6%	3%	10%	5%	2%	1%	4%	1%	2%	8%

University education (18-21 years) :

Unweighted Base	2066	1500	260	161	59	480	86	86	206	185	139	167	201	295
Base: All UK adults	2066	1472	259	187	67	513	82	90	221	183	148	183	192	256
Everyone should be entitled to access it free at the point of use	61%	59%	63%	72%	72%	67%	61%	62%	60%	61%	60%	65%	62%	57%
Only those who pay a specific fee to the provider should be entitled to use it	39%	41%	37%	28%	28%	33%	39%	38%	40%	39%	40%	35%	38%	43%

Unrestricted motorway travel :

Unweighted Base	2066	1500	260	161	59	480	86	86	206	185	139	167	201	295
Base: All UK adults	2066	1472	259	187	67	513	82	90	221	183	148	183	192	256
Everyone should be entitled to access it free at the point of use	86%	86%	86%	89%	92%	88%	75%	84%	92%	86%	91%	88%	84%	80%
Only those who pay a specific fee to the provider should be entitled to use it	14%	14%	14%	11%	8%	12%	25%	16%	8%	14%	9%	12%	16%	20%

Total	Children in Household						Government Region						
Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London

Travel by train :

Unweighted Base

Base: All UK adults

Everyone should be entitled to access it free at the point of use
Only those who pay a specific fee to the provider should be entitled to use it

2066	1500	260	161	59	480	86	86	206	185	139	167	201	295
2066	1472	259	187	67	513	82	90	221	183	148	183	192	256
15%	12%	18%	25%	30%	22%	19%	15%	19%	10%	18%	17%	10%	16%
85%	88%	82%	75%	70%	78%	81%	85%	81%	90%	82%	83%	90%	84%

Use of public library for books :

Unweighted Base

Base: All UK adults

Everyone should be entitled to access it free at the point of use
Only those who pay a specific fee to the provider should be entitled to use it

2066	1500	260	161	59	480	86	86	206	185	139	167	201	295
2066	1472	259	187	67	513	82	90	221	183	148	183	192	256
92%	92%	92%	95%	95%	94%	81%	91%	96%	94%	88%	96%	91%	87%
8%	8%	8%	5%	5%	6%	19%	9%	4%	6%	12%	4%	9%	13%

Access to museums:

Unweighted Base

Base: All UK adults

Everyone should be entitled to access it free at the point of use
Only those who pay a specific fee to the provider should be entitled to use it

2066	1500	260	161	59	480	86	86	206	185	139	167	201	295
2066	1472	259	187	67	513	82	90	221	183	148	183	192	256
77%	77%	77%	73%	82%	76%	75%	85%	80%	72%	72%	76%	75%	80%
23%	23%	23%	27%	18%	24%	25%	15%	20%	28%	28%	24%	25%	20%

Access to the cinema :

Unweighted Base

Base: All UK adults

Everyone should be entitled to access it free at the point of use
Only those who pay a specific fee to the provider should be entitled to use it

2066	1500	260	161	59	480	86	86	206	185	139	167	201	295
2066	1472	259	187	67	513	82	90	221	183	148	183	192	256
11%	9%	11%	21%	25%	17%	15%	8%	12%	8%	12%	11%	8%	13%
89%	91%	89%	79%	75%	83%	85%	92%	88%	92%	88%	89%	92%	87%

Total	Children in Household						Government Region						
Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London

On a scale of 1 to 10, where 1 is "Don't value at all" and 10 is "Value a lot", in general, to what extent, if at all, do you value each of the following British organisations? (Please tick one option per row)

The NHS :

Unweighted Base	2066	1500	260	161	59	480	86	86	206	185	139	167	201	295
Base: All UK adults	2066	1472	259	187	67	513	82	90	221	183	148	183	192	256
1 - Don't value at all	1%	1%	1%	-	-	0%	2%	-	0%	1%	1%	0%	0%	0%
2	1%	1%	0%	0%	-	0%	3%	-	0%	-	0%	2%	-	1%
3	1%	1%	-	1%	1%	0%	2%	1%	-	1%	3%	0%	1%	2%
4	2%	2%	1%	1%	7%	2%	3%	-	6%	1%	2%	0%	0%	2%
5	4%	3%	5%	3%	7%	5%	3%	3%	3%	2%	7%	3%	1%	4%
6	4%	4%	2%	3%	9%	3%	3%	-	4%	5%	2%	5%	4%	6%
7	6%	6%	8%	5%	2%	6%	6%	2%	2%	6%	3%	9%	8%	6%
8	13%	12%	14%	17%	9%	15%	12%	16%	15%	12%	14%	14%	13%	11%
9	14%	13%	14%	25%	22%	19%	6%	16%	13%	11%	14%	18%	18%	16%
10 - Value a lot	54%	56%	51%	45%	40%	47%	53%	62%	52%	60%	52%	48%	52%	49%
Don't know	2%	1%	3%	2%	4%	3%	7%	1%	4%	1%	1%	1%	2%	2%

British Telecom (BT) :

Unweighted Base	2066	1500	260	161	59	480	86	86	206	185	139	167	201	295
Base: All UK adults	2066	1472	259	187	67	513	82	90	221	183	148	183	192	256
1 - Don't value at all	11%	11%	10%	12%	14%	11%	21%	13%	11%	13%	7%	10%	8%	11%
2	6%	5%	7%	7%	9%	7%	5%	5%	7%	10%	3%	6%	5%	6%
3	7%	7%	6%	6%	9%	7%	11%	6%	4%	8%	9%	9%	8%	7%
4	10%	9%	11%	11%	6%	10%	11%	5%	12%	13%	9%	5%	8%	10%
5	19%	19%	17%	20%	16%	18%	15%	18%	22%	14%	23%	25%	19%	15%
6	13%	13%	17%	12%	14%	15%	6%	9%	9%	16%	17%	15%	14%	15%
7	12%	12%	15%	12%	8%	13%	5%	18%	13%	10%	15%	7%	16%	13%
8	10%	10%	6%	13%	11%	9%	6%	10%	11%	7%	7%	12%	8%	10%
9	4%	4%	3%	1%	3%	2%	4%	2%	2%	1%	2%	5%	4%	4%
10 - Value a lot	5%	5%	3%	5%	8%	4%	9%	9%	5%	4%	4%	3%	6%	6%
Don't know	3%	3%	5%	2%	3%	4%	8%	4%	4%	5%	2%	4%	4%	3%

Total	Children in Household						Government Region						
Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London

Freeview :

Unweighted Base	2066	1500	260	161	59	480	86	86	206	185	139	167	201	295
Base: All UK adults	2066	1472	259	187	67	513	82	90	221	183	148	183	192	256
1 - Don't value at all	4%	3%	4%	7%	4%	5%	5%	3%	1%	2%	2%	3%	4%	5%
2	2%	2%	4%	2%	1%	3%	-	1%	1%	4%	5%	1%	4%	1%
3	3%	3%	5%	2%	5%	4%	6%	3%	5%	2%	2%	2%	3%	2%
4	5%	4%	9%	3%	4%	6%	12%	4%	3%	11%	5%	1%	5%	6%
5	11%	10%	13%	9%	23%	13%	14%	13%	11%	10%	11%	13%	7%	13%
6	13%	12%	13%	15%	16%	14%	13%	6%	10%	12%	17%	12%	17%	9%
7	14%	13%	12%	21%	17%	16%	9%	21%	17%	13%	16%	22%	12%	13%
8	17%	17%	20%	16%	12%	18%	6%	10%	13%	11%	14%	20%	17%	20%
9	11%	13%	4%	6%	10%	5%	7%	18%	13%	8%	11%	15%	12%	10%
10 - Value a lot	17%	19%	12%	15%	6%	12%	22%	16%	21%	24%	15%	9%	16%	19%
Don't know	3%	3%	4%	4%	3%	4%	7%	6%	3%	3%	2%	2%	2%	5%

British Gas :

Unweighted Base	2066	1500	260	161	59	480	86	86	206	185	139	167	201	295
Base: All UK adults	2066	1472	259	187	67	513	82	90	221	183	148	183	192	256
1 - Don't value at all	18%	18%	17%	23%	12%	19%	21%	15%	19%	24%	20%	13%	21%	16%
2	8%	8%	9%	6%	7%	8%	11%	10%	6%	13%	8%	4%	6%	7%
3	10%	11%	11%	7%	11%	10%	12%	6%	9%	13%	13%	7%	17%	9%
4	9%	9%	7%	10%	12%	9%	10%	10%	16%	7%	4%	10%	7%	9%
5	18%	18%	18%	15%	27%	18%	14%	17%	18%	12%	21%	24%	16%	16%
6	11%	11%	14%	10%	8%	12%	11%	12%	12%	13%	10%	15%	14%	12%
7	9%	9%	9%	14%	6%	11%	11%	6%	8%	7%	11%	11%	9%	10%
8	7%	7%	8%	5%	4%	6%	-	6%	6%	5%	7%	7%	4%	8%
9	3%	3%	-	3%	7%	2%	1%	5%	2%	1%	1%	2%	1%	5%
10 - Value a lot	3%	3%	2%	3%	2%	2%	3%	8%	1%	2%	2%	2%	3%	4%
Don't know	4%	4%	5%	3%	4%	4%	6%	6%	4%	4%	3%	4%	2%	3%

Total	Children in Household						Government Region						
Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London

British Airways :

Unweighted Base	2066	1500	260	161	59	480	86	86	206	185	139	167	201	295
Base: All UK adults	2066	1472	259	187	67	513	82	90	221	183	148	183	192	256
1 - Don't value at all	11%	12%	11%	9%	8%	10%	15%	10%	12%	16%	9%	9%	12%	6%
2	5%	4%	5%	6%	10%	6%	13%	4%	4%	5%	4%	4%	5%	7%
3	8%	8%	13%	5%	3%	9%	7%	11%	7%	7%	10%	3%	8%	12%
4	9%	9%	7%	5%	9%	7%	14%	8%	13%	11%	4%	12%	13%	8%
5	20%	20%	20%	20%	24%	21%	16%	16%	22%	21%	24%	22%	20%	19%
6	14%	14%	15%	16%	12%	15%	11%	17%	10%	18%	17%	13%	15%	10%
7	12%	12%	12%	14%	9%	12%	5%	12%	12%	2%	13%	13%	8%	11%
8	9%	9%	7%	6%	10%	7%	4%	7%	7%	8%	5%	12%	9%	9%
9	3%	3%	4%	3%	2%	3%	3%	1%	2%	1%	5%	6%	1%	5%
10 - Value a lot	4%	5%	1%	5%	10%	3%	3%	3%	3%	2%	4%	0%	5%	10%
Don't know	6%	5%	6%	10%	3%	7%	9%	11%	9%	8%	5%	7%	4%	3%

BBC:

Unweighted Base	2066	1500	260	161	59	480	86	86	206	185	139	167	201	295
Base: All UK adults	2066	1472	259	187	67	513	82	90	221	183	148	183	192	256
1 - Don't value at all	6%	6%	6%	7%	5%	6%	11%	7%	6%	6%	7%	6%	5%	3%
2	3%	3%	4%	1%	6%	3%	1%	3%	3%	3%	2%	7%	5%	3%
3	3%	3%	3%	6%	6%	5%	4%	4%	4%	4%	4%	1%	4%	5%
4	4%	4%	5%	6%	1%	5%	1%	2%	6%	3%	6%	2%	4%	6%
5	9%	9%	12%	4%	13%	9%	11%	7%	12%	11%	10%	5%	6%	10%
6	9%	8%	10%	8%	20%	10%	15%	10%	11%	8%	8%	9%	7%	7%
7	11%	11%	9%	11%	13%	10%	13%	20%	13%	12%	9%	16%	12%	7%
8	18%	19%	17%	21%	11%	18%	7%	13%	13%	20%	19%	22%	16%	20%
9	15%	15%	13%	16%	7%	13%	12%	13%	12%	12%	14%	18%	17%	16%
10 - Value a lot	20%	21%	17%	20%	16%	18%	18%	15%	18%	21%	20%	14%	22%	21%
Don't know	2%	1%	3%	1%	3%	3%	7%	5%	4%	1%	1%	1%	2%	2%

Total	Children in Household						Government Region						
Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London

National Trust :

Unweighted Base	2066	1500	260	161	59	480	86	86	206	185	139	167	201	295
Base: All UK adults	2066	1472	259	187	67	513	82	90	221	183	148	183	192	256
1 - Don't value at all	3%	3%	3%	3%	4%	3%	4%	2%	3%	4%	1%	1%	5%	4%
2	2%	2%	1%	0%	-	1%	3%	6%	0%	2%	3%	1%	0%	1%
3	3%	3%	3%	2%	2%	3%	4%	0%	2%	5%	5%	3%	2%	2%
4	5%	5%	5%	4%	8%	5%	6%	2%	6%	8%	6%	6%	6%	4%
5	12%	12%	11%	11%	13%	11%	11%	10%	9%	10%	13%	11%	16%	15%
6	11%	10%	13%	14%	16%	14%	8%	12%	10%	11%	10%	11%	13%	14%
7	17%	16%	21%	23%	12%	21%	15%	8%	20%	12%	23%	23%	16%	17%
8	19%	19%	17%	17%	18%	17%	24%	18%	19%	18%	14%	22%	16%	16%
9	10%	10%	9%	8%	7%	9%	2%	14%	9%	12%	9%	11%	10%	9%
10 - Value a lot	14%	15%	12%	12%	12%	12%	14%	19%	13%	16%	14%	9%	11%	14%
Don't know	4%	3%	5%	6%	8%	6%	8%	10%	9%	3%	1%	3%	5%	4%

ITV :

Unweighted Base	2066	1500	260	161	59	480	86	86	206	185	139	167	201	295
Base: All UK adults	2066	1472	259	187	67	513	82	90	221	183	148	183	192	256
1 - Don't value at all	6%	5%	8%	8%	6%	8%	16%	2%	5%	8%	5%	4%	9%	6%
2	4%	4%	3%	3%	6%	4%	2%	1%	4%	4%	1%	2%	5%	4%
3	6%	6%	6%	5%	2%	5%	7%	4%	1%	6%	8%	4%	5%	7%
4	7%	7%	10%	8%	5%	8%	5%	10%	7%	7%	4%	5%	9%	8%
5	17%	17%	20%	8%	21%	16%	12%	19%	13%	28%	16%	14%	17%	16%
6	15%	15%	13%	11%	14%	12%	20%	16%	19%	16%	19%	17%	12%	12%
7	14%	15%	11%	17%	9%	13%	8%	14%	15%	9%	16%	16%	15%	14%
8	16%	15%	15%	21%	16%	18%	9%	14%	17%	12%	11%	25%	11%	19%
9	7%	7%	4%	8%	8%	6%	4%	6%	7%	6%	11%	6%	7%	4%
10 - Value a lot	7%	6%	6%	11%	10%	8%	11%	9%	9%	5%	9%	3%	6%	7%
Don't know	2%	2%	3%	2%	3%	3%	7%	4%	3%	1%	1%	5%	3%	3%

Total	Children in Household						Government Region						
Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London

The Church of England:

Unweighted Base	2066	1500	260	161	59	480	86	86	206	185	139	167	201	295
Base: All UK adults	2066	1472	259	187	67	513	82	90	221	183	148	183	192	256
1 - Don't value at all	21%	22%	18%	18%	11%	17%	41%	12%	11%	29%	18%	13%	20%	20%
2	8%	9%	11%	6%	13%	9%	2%	12%	11%	5%	10%	8%	9%	9%
3	6%	6%	7%	5%	5%	6%	3%	14%	5%	4%	5%	3%	5%	6%
4	6%	7%	6%	3%	3%	5%	3%	9%	6%	6%	6%	5%	8%	5%
5	14%	14%	16%	15%	12%	15%	8%	12%	15%	15%	17%	18%	17%	15%
6	10%	9%	10%	12%	17%	12%	10%	12%	12%	11%	8%	12%	9%	8%
7	8%	8%	7%	7%	10%	7%	8%	3%	9%	7%	10%	14%	8%	7%
8	8%	8%	8%	11%	7%	9%	5%	5%	7%	7%	5%	12%	7%	11%
9	5%	5%	4%	6%	2%	5%	3%	8%	3%	4%	10%	6%	5%	6%
10 - Value a lot	8%	9%	6%	9%	18%	9%	4%	11%	11%	10%	7%	5%	8%	7%
Don't know	5%	3%	7%	7%	4%	6%	12%	3%	10%	3%	2%	4%	4%	5%

BSkyB :

Unweighted Base	2066	1500	260	161	59	480	86	86	206	185	139	167	201	295
Base: All UK adults	2066	1472	259	187	67	513	82	90	221	183	148	183	192	256
1 - Don't value at all	27%	29%	23%	20%	10%	20%	29%	23%	24%	31%	23%	21%	28%	27%
2	8%	7%	10%	7%	4%	8%	7%	4%	8%	10%	4%	5%	12%	7%
3	8%	8%	7%	6%	6%	7%	6%	10%	6%	4%	10%	8%	8%	10%
4	7%	7%	7%	9%	18%	9%	11%	5%	7%	8%	5%	12%	7%	6%
5	15%	15%	15%	16%	20%	16%	14%	19%	13%	18%	18%	20%	14%	14%
6	9%	9%	8%	13%	10%	10%	9%	13%	8%	9%	15%	8%	4%	12%
7	6%	5%	5%	11%	8%	8%	10%	3%	7%	7%	4%	6%	8%	3%
8	6%	6%	11%	2%	5%	7%	1%	8%	4%	4%	4%	11%	6%	5%
9	3%	3%	4%	2%	2%	3%	2%	4%	7%	1%	3%	1%	2%	4%
10 - Value a lot	2%	2%	2%	3%	4%	3%	2%	4%	1%	1%	7%	1%	3%	3%
Don't know	8%	8%	7%	11%	12%	9%	9%	8%	14%	6%	6%	8%	7%	10%

Total	Children in Household						Government Region						
Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London

The Post Office :

Unweighted Base	2066	1500	260	161	59	480	86	86	206	185	139	167	201	295
Base: All UK adults	2066	1472	259	187	67	513	82	90	221	183	148	183	192	256
1 - Don't value at all	2%	2%	0%	2%	2%	1%	7%	1%	2%	3%	4%	1%	3%	1%
2	2%	2%	1%	-	3%	1%	1%	3%	1%	2%	1%	3%	-	3%
3	4%	4%	3%	5%	2%	4%	1%	0%	2%	5%	4%	3%	3%	3%
4	4%	4%	6%	2%	12%	6%	5%	8%	4%	5%	2%	1%	6%	6%
5	9%	9%	14%	6%	6%	10%	11%	4%	8%	7%	15%	8%	8%	10%
6	10%	10%	13%	12%	8%	12%	4%	10%	11%	10%	7%	14%	14%	9%
7	14%	13%	18%	22%	21%	20%	5%	20%	19%	11%	17%	18%	15%	18%
8	20%	20%	18%	18%	18%	18%	16%	17%	24%	21%	18%	22%	19%	17%
9	14%	15%	9%	12%	2%	9%	13%	14%	7%	19%	8%	13%	11%	14%
10 - Value a lot	19%	20%	15%	20%	22%	18%	28%	21%	20%	16%	23%	12%	21%	17%
Don't know	2%	1%	2%	3%	3%	3%	8%	1%	2%	1%	1%	3%	1%	2%

Royal Mail :

Unweighted Base	2066	1500	260	161	59	480	86	86	206	185	139	167	201	295
Base: All UK adults	2066	1472	259	187	67	513	82	90	221	183	148	183	192	256
1 - Don't value at all	2%	2%	1%	4%	3%	2%	9%	0%	3%	3%	2%	3%	3%	1%
2	2%	2%	1%	2%	-	1%	3%	1%	1%	1%	4%	3%	1%	3%
3	4%	4%	3%	4%	6%	4%	3%	6%	4%	4%	5%	4%	2%	5%
4	4%	4%	5%	2%	9%	4%	3%	1%	3%	4%	6%	4%	4%	4%
5	10%	9%	15%	6%	10%	11%	15%	9%	7%	8%	11%	9%	11%	7%
6	11%	10%	16%	11%	11%	14%	9%	11%	10%	12%	11%	11%	12%	8%
7	15%	15%	17%	18%	15%	17%	6%	16%	21%	15%	15%	16%	16%	18%
8	18%	20%	15%	18%	10%	16%	7%	12%	18%	15%	24%	24%	19%	16%
9	13%	14%	9%	16%	6%	11%	8%	15%	11%	16%	9%	12%	9%	12%
10 - Value a lot	20%	20%	16%	17%	25%	17%	31%	27%	18%	20%	13%	12%	22%	23%
Don't know	2%	1%	2%	2%	4%	2%	6%	1%	3%	1%	1%	1%	1%	2%

Total	Children in Household						Government Region						
Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London

Barclays :

Unweighted Base	2066	1500	260	161	59	480	86	86	206	185	139	167	201	295
Base: All UK adults	2066	1472	259	187	67	513	82	90	221	183	148	183	192	256
1 - Don't value at all	27%	28%	23%	25%	14%	23%	38%	32%	22%	38%	25%	19%	27%	23%
2	10%	10%	12%	11%	8%	11%	16%	6%	10%	8%	12%	10%	15%	12%
3	10%	11%	10%	9%	9%	10%	4%	7%	8%	11%	6%	9%	11%	10%
4	9%	9%	13%	8%	11%	11%	11%	2%	14%	10%	10%	9%	12%	8%
5	14%	15%	12%	17%	21%	15%	8%	15%	14%	11%	13%	20%	14%	14%
6	9%	8%	11%	13%	-	10%	8%	15%	9%	9%	14%	15%	5%	7%
7	6%	5%	7%	10%	9%	8%	3%	10%	3%	1%	7%	5%	6%	7%
8	3%	4%	4%	1%	7%	3%	2%	1%	5%	5%	3%	4%	1%	5%
9	2%	2%	1%	1%	3%	2%	1%	-	2%	1%	3%	1%	0%	4%
10 - Value a lot	2%	3%	1%	1%	3%	1%	1%	4%	1%	3%	-	1%	4%	5%
Don't know	6%	6%	6%	6%	15%	7%	8%	9%	11%	3%	7%	7%	5%	4%

The House of Commons :

Unweighted Base	2066	1500	260	161	59	480	86	86	206	185	139	167	201	295
Base: All UK adults	2066	1472	259	187	67	513	82	90	221	183	148	183	192	256
1 - Don't value at all	16%	16%	13%	15%	10%	13%	31%	14%	18%	21%	16%	13%	17%	9%
2	6%	6%	6%	6%	4%	5%	9%	11%	7%	9%	5%	3%	4%	6%
3	6%	7%	4%	5%	8%	5%	5%	9%	12%	4%	9%	4%	7%	5%
4	8%	8%	9%	10%	10%	10%	5%	2%	10%	10%	9%	9%	11%	9%
5	14%	14%	22%	13%	7%	16%	9%	16%	16%	9%	13%	26%	12%	14%
6	11%	11%	12%	12%	10%	12%	14%	10%	9%	11%	10%	12%	10%	12%
7	11%	11%	7%	11%	17%	10%	6%	16%	6%	10%	13%	10%	10%	11%
8	11%	11%	14%	13%	9%	13%	6%	7%	10%	10%	13%	10%	13%	14%
9	4%	4%	4%	5%	2%	4%	4%	5%	2%	5%	4%	5%	2%	7%
10 - Value a lot	8%	8%	6%	8%	8%	7%	7%	7%	4%	9%	7%	4%	8%	9%
Don't know	4%	3%	5%	3%	14%	5%	7%	4%	5%	2%	2%	3%	6%	3%

Total	Children in Household						Government Region						
Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London

The Football Association (The FA) :

Unweighted Base	2066	1500	260	161	59	480	86	86	206	185	139	167	201	295
Base: All UK adults	2066	1472	259	187	67	513	82	90	221	183	148	183	192	256
1 - Don't value at all	32%	34%	31%	18%	17%	24%	48%	27%	22%	36%	29%	26%	31%	33%
2	8%	8%	10%	5%	6%	8%	13%	7%	6%	10%	6%	7%	10%	8%
3	8%	8%	9%	13%	1%	10%	7%	8%	7%	8%	7%	3%	13%	6%
4	8%	7%	8%	13%	21%	11%	3%	9%	11%	7%	10%	10%	9%	9%
5	12%	12%	9%	10%	15%	10%	6%	8%	15%	10%	15%	19%	7%	14%
6	9%	9%	13%	10%	1%	10%	6%	11%	8%	12%	12%	9%	8%	10%
7	7%	7%	7%	16%	3%	10%	3%	10%	6%	9%	7%	11%	6%	6%
8	5%	6%	2%	3%	13%	4%	3%	2%	10%	3%	5%	8%	1%	6%
9	2%	2%	2%	5%	7%	4%	1%	3%	3%	0%	2%	1%	5%	1%
10 - Value a lot	3%	4%	2%	1%	2%	1%	2%	9%	3%	3%	6%	-	5%	3%
Don't know	5%	4%	7%	6%	14%	8%	8%	6%	9%	3%	2%	5%	4%	5%

YouGov Survey Results

Sample Size: 2066
Fieldwork: 7th - 10th June 2013

Total	Government Region					Social Media (monthly or more)			
Base	South East	South West	Wales	Scotland	Northern Ireland	Facebook	LinkedIn	Google+	Twitter

Which, if any, ONE of the following is the provider of your MAIN TV service at home?

Unweighted Base	2066	316	191	97	133	50	1277	254	130	505
Base: All UK adults	2066	275	183	101	176	58	1324	209	134	505
BT Vision	4%	4%	6%	-	1%	5%	4%	3%	6%	5%
Sky	37%	37%	34%	55%	33%	45%	37%	40%	37%	45%
TalkTalk	2%	1%	1%	-	0%	6%	2%	-	3%	1%
Virgin Media	17%	16%	18%	13%	23%	13%	18%	16%	20%	15%
Freeview	34%	34%	36%	28%	37%	31%	33%	35%	29%	28%
YouView	1%	1%	-	2%	-	-	1%	2%	2%	2%
Other Pay TV	1%	1%	0%	-	-	-	1%	0%	1%	0%
Not applicable - I don't have a TV/ TV service at home	5%	6%	5%	2%	6%	-	4%	4%	2%	4%

Total	Government Region					Social Media (monthly or more)			
Base	South East	South West	Wales	Scotland	Northern Ireland	Facebook	LinkedIn	Google+	Twitter

We are interested in your opinions about publically available services, below there are some different types of services you might receive:

- Some are available free at the point of use to everyone.
- Some are available only to those who pay a fee to the provider.

Please put each service in the category in which you think it should belong. This may be different from where it currently is. (Please tick one option per row)

Any medicine a doctor prescribes :

Unweighted Base	2066	316	191	97	133	50	1277	254	130	505
Base: All UK adults	2066	275	183	101	176	58	1324	209	134	505
Everyone should be entitled to access it free at the point of use	70%	70%	61%	90%	85%	68%	72%	64%	69%	73%
Only those who pay a specific fee to the provider should be entitled to use it	30%	30%	39%	10%	15%	32%	28%	36%	31%	27%

Total	Government Region					Social Media (monthly or more)			
Base	South East	South West	Wales	Scotland	Northern Ireland	Facebook	LinkedIn	Google+	Twitter

Emergency healthcare :

Unweighted Base	2066	316	191	97	133	50	1277	254	130	505
Base: All UK adults	2066	275	183	101	176	58	1324	209	134	505
Everyone should be entitled to access it free at the point of use	97%	95%	94%	97%	99%	95%	97%	95%	97%	98%
Only those who pay a specific fee to the provider should be entitled to use it	3%	5%	6%	3%	1%	5%	3%	5%	3%	2%

Non-emergency healthcare :

Unweighted Base	2066	316	191	97	133	50	1277	254	130	505
Base: All UK adults	2066	275	183	101	176	58	1324	209	134	505
Everyone should be entitled to access it free at the point of use	81%	77%	78%	77%	85%	76%	81%	76%	77%	83%
Only those who pay a specific fee to the provider should be entitled to use it	19%	23%	22%	23%	15%	24%	19%	25%	23%	17%

Access to Freeview television channels (i.e. BBC 1 and 2, ITV, Channel 4, Channel 5) :

Unweighted Base	2066	316	191	97	133	50	1277	254	130	505
Base: All UK adults	2066	275	183	101	176	58	1324	209	134	505
Everyone should be entitled to access it free at the point of use	90%	88%	86%	98%	88%	88%	90%	89%	87%	90%
Only those who pay a specific fee to the provider should be entitled to use it	10%	12%	14%	2%	12%	12%	10%	11%	13%	10%

Access to free radio :

Unweighted Base	2066	316	191	97	133	50	1277	254	130	505
Base: All UK adults	2066	275	183	101	176	58	1324	209	134	505
Everyone should be entitled to access it free at the point of use	94%	94%	91%	94%	93%	93%	95%	92%	88%	95%
Only those who pay a specific fee to the provider should be entitled to use it	6%	6%	9%	6%	7%	7%	5%	8%	12%	5%

Total	Government Region					Social Media (monthly or more)			
Base	South East	South West	Wales	Scotland	Northern Ireland	Facebook	LinkedIn	Google+	Twitter

Access to home broadband :

Unweighted Base	2066	316	191	97	133	50	1277	254	130	505
Base: All UK adults	2066	275	183	101	176	58	1324	209	134	505
Everyone should be entitled to access it free at the point of use	33%	35%	33%	38%	34%	23%	33%	31%	33%	28%
Only those who pay a specific fee to the provider should be entitled to use it	67%	65%	67%	62%	66%	77%	67%	69%	67%	72%

School education (5-18 years) :

Unweighted Base	2066	316	191	97	133	50	1277	254	130	505
Base: All UK adults	2066	275	183	101	176	58	1324	209	134	505
Everyone should be entitled to access it free at the point of use	97%	97%	97%	99%	100%	97%	98%	97%	96%	98%
Only those who pay a specific fee to the provider should be entitled to use it	3%	3%	3%	1%	-	3%	2%	3%	4%	2%

University education (18-21 years) :

Unweighted Base	2066	316	191	97	133	50	1277	254	130	505
Base: All UK adults	2066	275	183	101	176	58	1324	209	134	505
Everyone should be entitled to access it free at the point of use	61%	55%	56%	73%	73%	57%	62%	57%	67%	61%
Only those who pay a specific fee to the provider should be entitled to use it	39%	45%	44%	27%	27%	43%	38%	43%	33%	39%

Unrestricted motorway travel :

Unweighted Base	2066	316	191	97	133	50	1277	254	130	505
Base: All UK adults	2066	275	183	101	176	58	1324	209	134	505
Everyone should be entitled to access it free at the point of use	86%	83%	85%	86%	90%	88%	87%	80%	82%	88%
Only those who pay a specific fee to the provider should be entitled to use it	14%	17%	15%	14%	10%	12%	13%	20%	18%	12%

Total	Government Region					Social Media (monthly or more)			
Base	South East	South West	Wales	Scotland	Northern Ireland	Facebook	LinkedIn	Google+	Twitter

Travel by train :

Unweighted Base

Base: All UK adults

2066	316	191	97	133	50	1277	254	130	505
2066	275	183	101	176	58	1324	209	134	505
15%	19%	13%	18%	11%	6%	15%	17%	14%	15%
85%	81%	87%	82%	89%	94%	85%	83%	86%	85%

Use of public library for books :

Unweighted Base

Base: All UK adults

	2066	316	191	97	133	50	1277	254	130	505
	2066	275	183	101	176	58	1324	209	134	505
	92%	90%	90%	99%	93%	91%	94%	93%	80%	91%
	8%	10%	10%	1%	7%	9%	6%	7%	20%	9%

Access to museums:

Unweighted Base

Base: All UK adults

2066	316	191	97	133	50	1277	254	130	505
2066	275	183	101	176	58	1324	209	134	505
77%	78%	71%	82%	84%	64%	78%	81%	65%	76%
23%	22%	29%	18%	16%	36%	22%	19%	35%	24%

Access to the cinema :

Unweighted Base

Base: All UK adults

2066	316	191	97	133	50	1277	254	130	505
2066	275	183	101	176	58	1324	209	134	505
11%	14%	10%	22%	8%	1%	12%	14%	13%	13%
89%	86%	90%	78%	92%	99%	88%	86%	87%	87%

Total	Government Region					Social Media (monthly or more)			
Base	South East	South West	Wales	Scotland	Northern Ireland	Facebook	LinkedIn	Google+	Twitter

On a scale of 1 to 10, where 1 is "Don't value at all" and 10 is "Value a lot", in general, to what extent, if at all, do you value each of the following British organisations? (Please tick one option per row)

The NHS :

Unweighted Base	2066	316	191	97	133	50	1277	254	130	505
Base: All UK adults	2066	275	183	101	176	58	1324	209	134	505
1 - Don't value at all	1%	1%	1%	1%	3%	-	0%	1%	0%	1%
2	1%	0%	0%	2%	-	2%	1%	1%	0%	1%
3	1%	1%	1%	0%	-	-	1%	2%	5%	1%
4	2%	1%	1%	2%	2%	8%	2%	2%	2%	2%
5	4%	3%	6%	3%	5%	3%	3%	1%	1%	3%
6	4%	4%	2%	4%	2%	1%	4%	5%	1%	3%
7	6%	8%	8%	7%	4%	5%	5%	9%	7%	3%
8	13%	12%	11%	7%	14%	3%	13%	14%	8%	14%
9	14%	16%	12%	13%	15%	4%	15%	17%	13%	15%
10 - Value a lot	54%	51%	57%	60%	54%	74%	55%	45%	62%	54%
Don't know	2%	2%	1%	1%	1%	-	2%	2%	1%	3%

British Telecom (BT) :

Unweighted Base	2066	316	191	97	133	50	1277	254	130	505
Base: All UK adults	2066	275	183	101	176	58	1324	209	134	505
1 - Don't value at all	11%	13%	9%	18%	15%	11%	11%	13%	11%	11%
2	6%	5%	4%	5%	4%	2%	6%	6%	7%	5%
3	7%	4%	8%	16%	8%	3%	7%	8%	6%	7%
4	10%	9%	15%	8%	11%	2%	10%	10%	9%	11%
5	19%	20%	17%	18%	16%	14%	18%	13%	18%	14%
6	13%	14%	12%	12%	14%	11%	14%	16%	18%	14%
7	12%	9%	13%	11%	11%	13%	11%	11%	9%	13%
8	10%	10%	11%	7%	8%	17%	10%	8%	6%	11%
9	4%	3%	4%	2%	6%	16%	4%	6%	4%	3%
10 - Value a lot	5%	7%	5%	1%	7%	9%	6%	7%	8%	5%
Don't know	3%	5%	2%	2%	1%	3%	3%	3%	5%	5%

Total	Government Region					Social Media (monthly or more)			
Base	South East	South West	Wales	Scotland	Northern Ireland	Facebook	LinkedIn	Google+	Twitter

Freeview :

Unweighted Base	2066	316	191	97	133	50	1277	254	130	505
Base: All UK adults	2066	275	183	101	176	58	1324	209	134	505
1 - Don't value at all	4%	6%	3%	9%	6%	6%	4%	4%	8%	3%
2	2%	2%	1%	1%	3%	4%	2%	2%	2%	2%
3	3%	3%	4%	8%	4%	10%	4%	3%	8%	3%
4	5%	5%	4%	5%	3%	3%	5%	7%	2%	6%
5	11%	9%	18%	12%	9%	4%	11%	12%	10%	11%
6	13%	13%	13%	15%	14%	11%	14%	12%	11%	13%
7	14%	12%	11%	8%	13%	4%	14%	14%	6%	14%
8	17%	19%	20%	18%	15%	23%	16%	16%	25%	21%
9	11%	10%	7%	7%	12%	10%	11%	10%	13%	9%
10 - Value a lot	17%	16%	15%	15%	19%	21%	17%	17%	14%	13%
Don't know	3%	5%	4%	2%	2%	5%	3%	3%	2%	4%

British Gas :

Unweighted Base	2066	316	191	97	133	50	1277	254	130	505
Base: All UK adults	2066	275	183	101	176	58	1324	209	134	505
1 - Don't value at all	18%	17%	15%	26%	16%	19%	17%	18%	23%	18%
2	8%	6%	11%	15%	11%	6%	8%	8%	13%	7%
3	10%	10%	8%	13%	9%	9%	11%	13%	13%	10%
4	9%	10%	11%	9%	5%	6%	9%	13%	9%	8%
5	18%	19%	15%	13%	19%	20%	17%	18%	9%	17%
6	11%	11%	9%	8%	7%	11%	12%	10%	11%	11%
7	9%	8%	12%	4%	14%	3%	10%	8%	8%	11%
8	7%	6%	7%	9%	6%	8%	6%	3%	5%	7%
9	3%	3%	5%	-	4%	3%	3%	3%	4%	2%
10 - Value a lot	3%	4%	2%	-	6%	-	3%	3%	2%	3%
Don't know	4%	6%	4%	3%	3%	13%	3%	2%	2%	5%

Total	Government Region					Social Media (monthly or more)			
Base	South East	South West	Wales	Scotland	Northern Ireland	Facebook	LinkedIn	Google+	Twitter

British Airways :

Unweighted Base	2066	316	191	97	133	50	1277	254	130	505
Base: All UK adults	2066	275	183	101	176	58	1324	209	134	505
1 - Don't value at all	11%	10%	10%	16%	17%	12%	11%	10%	18%	11%
2	5%	3%	4%	6%	11%	4%	5%	7%	6%	4%
3	8%	9%	5%	13%	6%	5%	9%	8%	10%	6%
4	9%	6%	10%	6%	6%	5%	9%	12%	12%	9%
5	20%	18%	20%	16%	19%	15%	20%	16%	16%	18%
6	14%	15%	20%	13%	11%	24%	14%	9%	11%	14%
7	12%	15%	17%	18%	11%	3%	12%	12%	10%	13%
8	9%	9%	6%	7%	13%	15%	8%	13%	5%	11%
9	3%	3%	3%	-	0%	3%	2%	3%	3%	2%
10 - Value a lot	4%	6%	2%	-	3%	11%	5%	8%	7%	5%
Don't know	6%	7%	4%	5%	3%	4%	5%	2%	3%	6%

BBC:

Unweighted Base	2066	316	191	97	133	50	1277	254	130	505
Base: All UK adults	2066	275	183	101	176	58	1324	209	134	505
1 - Don't value at all	6%	5%	7%	10%	8%	4%	5%	3%	9%	3%
2	3%	2%	1%	4%	0%	12%	3%	3%	6%	3%
3	3%	2%	1%	6%	4%	2%	4%	2%	4%	5%
4	4%	3%	3%	3%	3%	2%	4%	3%	2%	2%
5	9%	7%	12%	10%	8%	6%	8%	3%	6%	7%
6	9%	10%	12%	12%	5%	19%	10%	12%	9%	10%
7	11%	12%	11%	7%	7%	9%	12%	11%	8%	11%
8	18%	18%	16%	20%	24%	8%	18%	19%	16%	23%
9	15%	16%	10%	12%	18%	11%	14%	17%	15%	13%
10 - Value a lot	20%	22%	27%	16%	22%	26%	20%	26%	22%	21%
Don't know	2%	3%	1%	1%	1%	-	1%	1%	2%	3%

Total	Government Region					Social Media (monthly or more)			
Base	South East	South West	Wales	Scotland	Northern Ireland	Facebook	LinkedIn	Google+	Twitter

National Trust :

Unweighted Base	2066	316	191	97	133	50	1277	254	130	505
Base: All UK adults	2066	275	183	101	176	58	1324	209	134	505
1 - Don't value at all	3%	4%	4%	1%	3%	6%	2%	2%	5%	3%
2	2%	3%	0%	4%	6%	1%	2%	2%	2%	1%
3	3%	3%	2%	6%	4%	3%	3%	1%	4%	3%
4	5%	2%	4%	6%	3%	3%	5%	3%	3%	4%
5	12%	11%	9%	9%	13%	12%	12%	11%	9%	11%
6	11%	6%	18%	7%	12%	-	11%	13%	9%	11%
7	17%	15%	15%	12%	23%	26%	17%	12%	18%	16%
8	19%	23%	19%	25%	19%	21%	19%	21%	18%	21%
9	10%	11%	9%	9%	4%	8%	11%	12%	12%	10%
10 - Value a lot	14%	17%	17%	18%	9%	15%	14%	20%	15%	13%
Don't know	4%	5%	1%	2%	4%	6%	4%	2%	5%	6%

ITV :

Unweighted Base	2066	316	191	97	133	50	1277	254	130	505
Base: All UK adults	2066	275	183	101	176	58	1324	209	134	505
1 - Don't value at all	6%	8%	4%	12%	8%	1%	6%	10%	10%	7%
2	4%	4%	4%	3%	5%	6%	4%	4%	6%	5%
3	6%	8%	4%	12%	8%	4%	5%	8%	5%	6%
4	7%	6%	7%	5%	8%	13%	8%	12%	7%	8%
5	17%	17%	17%	13%	13%	17%	16%	16%	16%	14%
6	15%	18%	16%	14%	4%	4%	16%	15%	17%	16%
7	14%	13%	17%	16%	12%	17%	15%	9%	9%	14%
8	16%	9%	21%	7%	22%	22%	15%	14%	14%	17%
9	7%	6%	7%	9%	10%	7%	6%	3%	6%	3%
10 - Value a lot	7%	9%	4%	9%	8%	6%	7%	6%	9%	6%
Don't know	2%	3%	1%	1%	1%	3%	2%	2%	2%	5%

Total	Government Region					Social Media (monthly or more)			
Base	South East	South West	Wales	Scotland	Northern Ireland	Facebook	LinkedIn	Google+	Twitter

The Church of England:

Unweighted Base	2066	316	191	97	133	50	1277	254	130	505
Base: All UK adults	2066	275	183	101	176	58	1324	209	134	505
1 - Don't value at all	21%	22%	21%	20%	43%	23%	21%	25%	32%	29%
2	8%	7%	6%	6%	10%	16%	10%	7%	5%	6%
3	6%	6%	9%	7%	5%	7%	6%	7%	5%	7%
4	6%	6%	6%	11%	6%	-	6%	5%	6%	5%
5	14%	14%	14%	9%	10%	12%	13%	13%	16%	12%
6	10%	12%	9%	8%	5%	12%	10%	7%	8%	10%
7	8%	8%	7%	9%	4%	8%	7%	9%	6%	8%
8	8%	9%	9%	7%	8%	10%	8%	7%	3%	7%
9	5%	3%	4%	6%	1%	4%	4%	4%	6%	3%
10 - Value a lot	8%	11%	12%	9%	1%	7%	9%	13%	11%	7%
Don't know	5%	3%	3%	7%	7%	1%	4%	2%	3%	5%

BSkyB :

Unweighted Base	2066	316	191	97	133	50	1277	254	130	505
Base: All UK adults	2066	275	183	101	176	58	1324	209	134	505
1 - Don't value at all	27%	28%	29%	31%	33%	23%	25%	27%	30%	22%
2	8%	9%	10%	7%	6%	4%	8%	11%	9%	5%
3	8%	9%	5%	8%	12%	-	9%	10%	11%	8%
4	7%	7%	7%	13%	6%	11%	8%	7%	5%	7%
5	15%	14%	15%	11%	11%	14%	15%	10%	5%	13%
6	9%	7%	12%	5%	8%	12%	9%	5%	10%	9%
7	6%	7%	8%	5%	7%	10%	6%	10%	6%	7%
8	6%	4%	6%	3%	10%	13%	7%	7%	5%	10%
9	3%	1%	2%	6%	2%	5%	3%	2%	5%	4%
10 - Value a lot	2%	4%	0%	1%	1%	1%	2%	6%	3%	3%
Don't know	8%	10%	6%	11%	3%	7%	9%	6%	12%	11%

Total	Government Region					Social Media (monthly or more)			
Base	South East	South West	Wales	Scotland	Northern Ireland	Facebook	LinkedIn	Google+	Twitter

The Post Office :

Unweighted Base	2066	316	191	97	133	50	1277	254	130	505
Base: All UK adults	2066	275	183	101	176	58	1324	209	134	505
1 - Don't value at all	2%	1%	3%	0%	2%	2%	1%	4%	3%	2%
2	2%	2%	0%	2%	0%	1%	1%	2%	2%	1%
3	4%	3%	8%	1%	9%	2%	4%	5%	3%	3%
4	4%	5%	3%	3%	3%	-	4%	6%	6%	4%
5	9%	13%	11%	17%	3%	5%	9%	7%	11%	6%
6	10%	12%	9%	12%	9%	2%	11%	10%	8%	12%
7	14%	10%	7%	9%	13%	10%	14%	15%	12%	17%
8	20%	15%	25%	23%	18%	14%	20%	20%	18%	20%
9	14%	15%	14%	11%	18%	34%	13%	11%	11%	14%
10 - Value a lot	19%	19%	19%	22%	25%	29%	20%	20%	25%	17%
Don't know	2%	5%	1%	1%	2%	1%	2%	1%	2%	3%

Royal Mail :

Unweighted Base	2066	316	191	97	133	50	1277	254	130	505
Base: All UK adults	2066	275	183	101	176	58	1324	209	134	505
1 - Don't value at all	2%	2%	3%	1%	1%	6%	2%	3%	1%	3%
2	2%	2%	2%	2%	2%	1%	2%	2%	5%	2%
3	4%	3%	1%	5%	5%	1%	4%	3%	2%	1%
4	4%	5%	7%	2%	4%	2%	4%	7%	10%	5%
5	10%	11%	12%	15%	10%	7%	8%	11%	11%	8%
6	11%	12%	12%	13%	8%	2%	13%	10%	9%	12%
7	15%	14%	9%	14%	14%	16%	16%	15%	9%	16%
8	18%	18%	20%	18%	14%	15%	18%	18%	18%	19%
9	13%	12%	16%	13%	16%	22%	12%	10%	11%	13%
10 - Value a lot	20%	18%	19%	16%	26%	27%	20%	20%	24%	19%
Don't know	2%	2%	1%	1%	2%	-	1%	1%	1%	3%

Total	Government Region					Social Media (monthly or more)			
Base	South East	South West	Wales	Scotland	Northern Ireland	Facebook	LinkedIn	Google+	Twitter

Barclays :

Unweighted Base	2066	316	191	97	133	50	1277	254	130	505
Base: All UK adults	2066	275	183	101	176	58	1324	209	134	505
1 - Don't value at all	27%	28%	27%	27%	31%	34%	25%	22%	24%	23%
2	10%	9%	9%	11%	12%	6%	10%	14%	12%	7%
3	10%	11%	10%	17%	15%	7%	11%	10%	10%	12%
4	9%	9%	8%	11%	6%	15%	11%	14%	15%	11%
5	14%	16%	14%	17%	12%	11%	13%	13%	9%	11%
6	9%	8%	8%	3%	6%	10%	9%	7%	11%	11%
7	6%	6%	9%	11%	6%	5%	7%	5%	4%	5%
8	3%	2%	3%	1%	4%	-	3%	5%	2%	5%
9	2%	0%	4%	-	3%	3%	3%	1%	2%	2%
10 - Value a lot	2%	4%	1%	1%	-	-	3%	6%	4%	3%
Don't know	6%	6%	7%	2%	4%	10%	6%	4%	8%	8%

The House of Commons :

Unweighted Base	2066	316	191	97	133	50	1277	254	130	505
Base: All UK adults	2066	275	183	101	176	58	1324	209	134	505
1 - Don't value at all	16%	18%	11%	15%	22%	14%	16%	10%	11%	13%
2	6%	5%	3%	7%	11%	11%	6%	4%	4%	7%
3	6%	3%	5%	15%	7%	4%	8%	5%	6%	6%
4	8%	7%	5%	8%	7%	4%	8%	11%	11%	8%
5	14%	16%	15%	10%	10%	11%	14%	11%	14%	15%
6	11%	10%	13%	17%	12%	13%	11%	11%	17%	10%
7	11%	10%	11%	10%	13%	10%	11%	10%	7%	12%
8	11%	10%	17%	8%	11%	12%	12%	20%	11%	12%
9	4%	4%	5%	1%	0%	10%	4%	4%	2%	5%
10 - Value a lot	8%	11%	12%	6%	5%	3%	7%	9%	8%	8%
Don't know	4%	6%	2%	3%	2%	7%	4%	4%	9%	6%

Total	Government Region					Social Media (monthly or more)			
Base	South East	South West	Wales	Scotland	Northern Ireland	Facebook	LinkedIn	Google+	Twitter

The Football Association (The FA) :

Unweighted Base	2066	316	191	97	133	50	1277	254	130	505
Base: All UK adults	2066	275	183	101	176	58	1324	209	134	505
1 - Don't value at all	32%	38%	32%	37%	35%	46%	30%	35%	37%	30%
2	8%	7%	7%	10%	12%	9%	9%	6%	10%	6%
3	8%	9%	12%	11%	8%	3%	8%	11%	3%	7%
4	8%	9%	6%	5%	6%	1%	8%	7%	9%	7%
5	12%	9%	11%	8%	12%	6%	11%	9%	10%	11%
6	9%	5%	10%	7%	10%	10%	10%	6%	8%	11%
7	7%	6%	10%	5%	7%	8%	7%	8%	3%	7%
8	5%	6%	5%	8%	4%	1%	6%	6%	5%	7%
9	2%	2%	2%	3%	3%	7%	3%	1%	3%	3%
10 - Value a lot	3%	4%	2%	1%	-	-	3%	6%	5%	3%
Don't know	5%	7%	2%	6%	4%	8%	5%	4%	8%	8%

YouGov Survey Results

Sample Size: 2066

Fieldwork: 7th - 10th June 2013

Total	Which, if any, ONE of the following is the provider of your MAIN TV service at home?							
Base	BT Vision	Sky	TalkTalk	Virgin Media	Freeview	YouView	Other Pay TV	Not applicable - I don't have a TV/ TV service at home

Which, if any, ONE of the following is the provider of your MAIN TV service at home?

Unweighted Base	2066	77	714	36	336	747	17	17	122
Base: All UK adults	2066	77	758	34	357	712	19	12	97
BT Vision	4%	100%	-	-	-	-	-	-	-
Sky	37%	-	100%	-	-	-	-	-	-
TalkTalk	2%	-	-	100%	-	-	-	-	-
Virgin Media	17%	-	-	-	100%	-	-	-	-
Freeview	34%	-	-	-	-	100%	-	-	-
YouView	1%	-	-	-	-	-	100%	-	-
Other Pay TV	1%	-	-	-	-	-	-	100%	-
Not applicable - I don't have a TV/ TV service at home	5%	-	-	-	-	-	-	-	100%

Total	Which, if any, ONE of the following is the provider of your MAIN TV service at home?							
Base	BT Vision	Sky	TalkTalk	Virgin Media	Freeview	YouView	Other Pay TV	Not applicable - I don't have a TV/ TV service at home

We are interested in your opinions about publically available services, below there are some different types of services you might receive:

- Some are available free at the point of use to everyone.
- Some are available only to those who pay a fee to the provider.

Please put each service in the category in which you think it should belong. This may be different from where it currently is. (Please tick one option per row)

Any medicine a doctor prescribes :

Unweighted Base	2066	77	714	36	336	747	17	17	122
Base: All UK adults	2066	77	758	34	357	712	19	12	97
Everyone should be entitled to access it free at the point of use	70%	66%	72%	64%	77%	66%	72%	89%	70%
Only those who pay a specific fee to the provider should be entitled to use it	30%	34%	28%	36%	23%	34%	28%	11%	30%

Total	Which, if any, ONE of the following is the provider of your MAIN TV service at home?							
Base	BT Vision	Sky	TalkTalk	Virgin Media	Freeview	YouView	Other Pay TV	Not applicable - I don't have a TV/ TV service at home

Emergency healthcare :

Unweighted Base	2066	77	714	36	336	747	17	17	122
Base: All UK adults	2066	77	758	34	357	712	19	12	97
Everyone should be entitled to access it free at the point of use	97%	98%	97%	95%	98%	97%	100%	100%	88%
Only those who pay a specific fee to the provider should be entitled to use it	3%	2%	3%	5%	2%	3%	-	-	12%

Non-emergency healthcare :

Unweighted Base	2066	77	714	36	336	747	17	17	122
Base: All UK adults	2066	77	758	34	357	712	19	12	97
Everyone should be entitled to access it free at the point of use	81%	81%	82%	95%	81%	79%	77%	100%	80%
Only those who pay a specific fee to the provider should be entitled to use it	19%	19%	18%	5%	19%	21%	23%	-	20%

Access to Freeview television channels (i.e. BBC 1 and 2, ITV, Channel 4, Channel 5):

Unweighted Base	2066	77	714	36	336	747	17	17	122
Base: All UK adults	2066	77	758	34	357	712	19	12	97
Everyone should be entitled to access it free at the point of use	90%	75%	90%	83%	91%	92%	95%	96%	76%
Only those who pay a specific fee to the provider should be entitled to use it	10%	25%	10%	17%	10%	8%	5%	4%	24%

Access to free radio :

Unweighted Base	2066	77	714	36	336	747	17	17	122
Base: All UK adults	2066	77	758	34	357	712	19	12	97
Everyone should be entitled to access it free at the point of use	94%	92%	94%	81%	95%	95%	95%	100%	83%
Only those who pay a specific fee to the provider should be entitled to use it	6%	9%	6%	19%	6%	5%	5%	-	17%

Total	Which, if any, ONE of the following is the provider of your MAIN TV service at home?							
Base	BT Vision	Sky	TalkTalk	Virgin Media	Freeview	YouView	Other Pay TV	Not applicable - I don't have a TV/ TV service at home

Access to home broadband :

Unweighted Base	2066	77	714	36	336	747	17	17	122
Base: All UK adults	2066	77	758	34	357	712	19	12	97
Everyone should be entitled to access it free at the point of use	33%	28%	34%	49%	33%	33%	34%	43%	32%
Only those who pay a specific fee to the provider should be entitled to use it	67%	72%	66%	51%	67%	67%	66%	57%	68%

School education (5-18 years) :

Unweighted Base	2066	77	714	36	336	747	17	17	122
Base: All UK adults	2066	77	758	34	357	712	19	12	97
Everyone should be entitled to access it free at the point of use	97%	96%	98%	98%	98%	97%	93%	100%	89%
Only those who pay a specific fee to the provider should be entitled to use it	3%	4%	2%	2%	2%	3%	7%	-	11%

University education (18-21 years) :

Unweighted Base	2066	77	714	36	336	747	17	17	122
Base: All UK adults	2066	77	758	34	357	712	19	12	97
Everyone should be entitled to access it free at the point of use	61%	59%	61%	82%	67%	58%	58%	89%	55%
Only those who pay a specific fee to the provider should be entitled to use it	39%	41%	39%	18%	33%	42%	42%	11%	45%

Unrestricted motorway travel :

Unweighted Base	2066	77	714	36	336	747	17	17	122
Base: All UK adults	2066	77	758	34	357	712	19	12	97
Everyone should be entitled to access it free at the point of use	86%	90%	87%	87%	89%	86%	79%	90%	71%
Only those who pay a specific fee to the provider should be entitled to use it	14%	10%	13%	13%	11%	14%	21%	10%	29%

Total	Which, if any, ONE of the following is the provider of your MAIN TV service at home?							
Base	BT Vision	Sky	TalkTalk	Virgin Media	Freeview	YouView	Other Pay TV	Not applicable - I don't have a TV/ TV service at home

Travel by train :

Unweighted Base

Base: All UK adults

Everyone should be entitled to access it free at the point of use
Only those who pay a specific fee to the provider should be entitled to use it

2066	77	714	36	336	747	17	17	122
2066	77	758	34	357	712	19	12	97
15%	10%	16%	14%	18%	12%	22%	28%	20%
85%	90%	84%	86%	82%	88%	78%	72%	80%

Use of public library for books :

Unweighted Base

Base: All UK adults

Everyone should be entitled to access it free at the point of use
Only those who pay a specific fee to the provider should be entitled to use it

2066	77	714	36	336	747	17	17	122
2066	77	758	34	357	712	19	12	97
92%	92%	90%	86%	92%	94%	100%	100%	86%
8%	8%	10%	14%	9%	6%	-	-	14%

Access to museums:

Unweighted Base

Base: All UK adults

Everyone should be entitled to access it free at the point of use
Only those who pay a specific fee to the provider should be entitled to use it

2066	77	714	36	336	747	17	17	122
2066	77	758	34	357	712	19	12	97
77%	58%	76%	89%	83%	77%	49%	87%	77%
23%	42%	24%	11%	17%	23%	51%	13%	23%

Access to the cinema :

Unweighted Base

Base: All UK adults

Everyone should be entitled to access it free at the point of use
Only those who pay a specific fee to the provider should be entitled to use it

2066	77	714	36	336	747	17	17	122
2066	77	758	34	357	712	19	12	97
11%	3%	13%	19%	15%	7%	29%	34%	14%
89%	97%	87%	81%	85%	93%	71%	66%	86%

Total	Which, if any, ONE of the following is the provider of your MAIN TV service at home?							
Base	BT Vision	Sky	TalkTalk	Virgin Media	Freeview	YouView	Other Pay TV	Not applicable - I don't have a TV/ TV service at home

On a scale of 1 to 10, where 1 is "Don't value at all" and 10 is "Value a lot", in general, to what extent, if at all, do you value each of the following British organisations? (Please tick one option per row)

The NHS :

Unweighted Base	2066	77	714	36	336	747	17	17	122
Base: All UK adults	2066	77	758	34	357	712	19	12	97
1 - Don't value at all	1%	1%	0%	-	1%	1%	-	8%	-
2	1%	-	1%	-	0%	1%	-	-	-
3	1%	-	1%	3%	0%	1%	7%	-	1%
4	2%	5%	2%	12%	1%	1%	-	-	1%
5	4%	2%	4%	2%	5%	3%	-	14%	5%
6	4%	5%	4%	-	1%	5%	-	5%	6%
7	6%	3%	8%	7%	4%	5%	3%	5%	4%
8	13%	5%	14%	9%	11%	13%	27%	14%	10%
9	14%	18%	14%	15%	19%	13%	20%	7%	14%
10 - Value a lot	54%	60%	51%	46%	56%	58%	32%	48%	46%
Don't know	2%	1%	1%	5%	1%	1%	11%	-	14%

British Telecom (BT) :

Unweighted Base	2066	77	714	36	336	747	17	17	122
Base: All UK adults	2066	77	758	34	357	712	19	12	97
1 - Don't value at all	11%	2%	10%	10%	12%	14%	-	12%	11%
2	6%	2%	6%	3%	5%	5%	5%	7%	11%
3	7%	2%	8%	2%	11%	6%	13%	14%	7%
4	10%	2%	11%	16%	9%	9%	8%	16%	7%
5	19%	14%	18%	33%	17%	20%	13%	22%	20%
6	13%	17%	13%	10%	14%	13%	12%	9%	12%
7	12%	7%	11%	13%	15%	13%	5%	4%	5%
8	10%	28%	9%	5%	7%	10%	20%	7%	6%
9	4%	13%	4%	-	3%	3%	5%	-	3%
10 - Value a lot	5%	12%	6%	4%	1%	6%	18%	6%	3%
Don't know	3%	2%	3%	5%	5%	2%	-	4%	16%

Total	Which, if any, ONE of the following is the provider of your MAIN TV service at home?							
Base	BT Vision	Sky	TalkTalk	Virgin Media	Freeview	YouView	Other Pay TV	Not applicable - I don't have a TV/ TV service at home

Freeview :

Unweighted Base	2066	77	714	36	336	747	17	17	122
Base: All UK adults	2066	77	758	34	357	712	19	12	97
1 - Don't value at all	4%	1%	7%	1%	3%	1%	-	4%	13%
2	2%	1%	3%	-	3%	1%	-	7%	5%
3	3%	5%	4%	6%	4%	2%	3%	-	4%
4	5%	4%	7%	-	6%	3%	7%	4%	4%
5	11%	6%	13%	19%	13%	8%	5%	18%	15%
6	13%	18%	15%	-	13%	9%	23%	17%	16%
7	14%	8%	16%	8%	18%	11%	3%	-	10%
8	17%	22%	14%	16%	16%	21%	27%	24%	4%
9	11%	7%	5%	34%	8%	19%	7%	14%	5%
10 - Value a lot	17%	27%	12%	15%	11%	26%	26%	6%	6%
Don't know	3%	1%	4%	2%	4%	1%	-	7%	18%

British Gas :

Unweighted Base	2066	77	714	36	336	747	17	17	122
Base: All UK adults	2066	77	758	34	357	712	19	12	97
1 - Don't value at all	18%	8%	19%	11%	18%	19%	-	25%	15%
2	8%	11%	8%	2%	10%	8%	7%	-	6%
3	10%	1%	9%	8%	13%	11%	16%	7%	14%
4	9%	8%	9%	21%	9%	9%	7%	4%	8%
5	18%	18%	16%	15%	13%	21%	23%	37%	19%
6	11%	13%	12%	13%	12%	11%	10%	4%	8%
7	9%	11%	9%	11%	12%	8%	-	7%	7%
8	7%	14%	8%	1%	4%	6%	20%	-	4%
9	3%	5%	2%	3%	5%	2%	-	7%	1%
10 - Value a lot	3%	4%	3%	2%	1%	4%	18%	6%	2%
Don't know	4%	6%	4%	12%	3%	2%	-	4%	16%

Total	Which, if any, ONE of the following is the provider of your MAIN TV service at home?							
Base	BT Vision	Sky	TalkTalk	Virgin Media	Freeview	YouView	Other Pay TV	Not applicable - I don't have a TV/ TV service at home

British Airways :

Unweighted Base	2066	77	714	36	336	747	17	17	122
Base: All UK adults	2066	77	758	34	357	712	19	12	97
1 - Don't value at all	11%	7%	11%	9%	8%	14%	-	25%	10%
2	5%	1%	5%	1%	5%	6%	-	-	3%
3	8%	6%	7%	-	8%	9%	16%	15%	6%
4	9%	8%	8%	4%	11%	9%	3%	14%	4%
5	20%	32%	18%	35%	20%	20%	20%	14%	19%
6	14%	8%	15%	10%	16%	13%	9%	13%	20%
7	12%	10%	12%	15%	12%	11%	7%	11%	8%
8	9%	9%	10%	13%	7%	8%	25%	6%	6%
9	3%	4%	3%	2%	2%	3%	-	-	3%
10 - Value a lot	4%	8%	4%	2%	5%	3%	18%	-	4%
Don't know	6%	6%	5%	10%	6%	5%	3%	4%	18%

BBC:

Unweighted Base	2066	77	714	36	336	747	17	17	122
Base: All UK adults	2066	77	758	34	357	712	19	12	97
1 - Don't value at all	6%	7%	7%	1%	4%	6%	-	14%	4%
2	3%	1%	3%	-	3%	4%	7%	7%	1%
3	3%	-	4%	2%	4%	3%	3%	7%	1%
4	4%	1%	4%	3%	4%	4%	-	4%	2%
5	9%	9%	9%	14%	12%	6%	9%	11%	14%
6	9%	7%	10%	13%	7%	10%	-	-	9%
7	11%	11%	14%	2%	10%	9%	11%	16%	8%
8	18%	18%	18%	24%	17%	19%	36%	21%	15%
9	15%	21%	13%	13%	16%	16%	8%	13%	13%
10 - Value a lot	20%	24%	17%	25%	21%	23%	26%	8%	17%
Don't know	2%	1%	2%	2%	1%	1%	-	-	15%

Total	Which, if any, ONE of the following is the provider of your MAIN TV service at home?							
Base	BT Vision	Sky	TalkTalk	Virgin Media	Freeview	YouView	Other Pay TV	Not applicable - I don't have a TV/ TV service at home

National Trust :

Unweighted Base	2066	77	714	36	336	747	17	17	122
Base: All UK adults	2066	77	758	34	357	712	19	12	97
1 - Don't value at all	3%	3%	3%	4%	2%	4%	-	8%	2%
2	2%	-	1%	2%	1%	3%	10%	-	3%
3	3%	1%	4%	-	3%	3%	-	7%	3%
4	5%	1%	6%	7%	4%	4%	-	4%	5%
5	12%	9%	10%	7%	10%	14%	14%	27%	14%
6	11%	14%	12%	-	14%	8%	13%	12%	12%
7	17%	19%	17%	8%	23%	17%	12%	13%	7%
8	19%	18%	19%	19%	19%	20%	27%	6%	14%
9	10%	8%	12%	23%	8%	8%	-	4%	12%
10 - Value a lot	14%	21%	12%	14%	12%	16%	23%	17%	10%
Don't know	4%	5%	4%	17%	3%	3%	-	4%	18%

ITV :

Unweighted Base	2066	77	714	36	336	747	17	17	122
Base: All UK adults	2066	77	758	34	357	712	19	12	97
1 - Don't value at all	6%	2%	7%	1%	4%	6%	-	18%	11%
2	4%	2%	3%	4%	5%	2%	3%	-	11%
3	6%	3%	5%	2%	5%	7%	13%	-	5%
4	7%	5%	7%	7%	6%	8%	8%	11%	8%
5	17%	15%	16%	16%	15%	18%	8%	13%	19%
6	15%	16%	15%	14%	16%	14%	12%	14%	13%
7	14%	23%	14%	19%	16%	13%	-	24%	7%
8	16%	14%	15%	11%	15%	17%	37%	7%	6%
9	7%	6%	6%	16%	10%	7%	-	-	1%
10 - Value a lot	7%	14%	8%	8%	5%	6%	18%	13%	4%
Don't know	2%	1%	2%	2%	1%	2%	-	-	16%

Total	Which, if any, ONE of the following is the provider of your MAIN TV service at home?							
Base	BT Vision	Sky	TalkTalk	Virgin Media	Freeview	YouView	Other Pay TV	Not applicable - I don't have a TV/ TV service at home

The Church of England:

Unweighted Base	2066	77	714	36	336	747	17	17	122
Base: All UK adults	2066	77	758	34	357	712	19	12	97
1 - Don't value at all	21%	24%	19%	20%	23%	23%	10%	28%	25%
2	8%	8%	9%	-	9%	9%	4%	5%	6%
3	6%	9%	7%	-	7%	5%	3%	5%	10%
4	6%	7%	7%	2%	5%	6%	-	7%	5%
5	14%	9%	16%	10%	18%	13%	-	18%	11%
6	10%	8%	10%	12%	8%	11%	8%	7%	7%
7	8%	2%	8%	13%	7%	9%	15%	13%	5%
8	8%	9%	8%	8%	9%	9%	20%	-	3%
9	5%	7%	5%	1%	5%	4%	6%	15%	4%
10 - Value a lot	8%	14%	7%	11%	7%	10%	33%	4%	4%
Don't know	5%	2%	4%	24%	3%	3%	-	-	19%

BSkyB :

Unweighted Base	2066	77	714	36	336	747	17	17	122
Base: All UK adults	2066	77	758	34	357	712	19	12	97
1 - Don't value at all	27%	39%	10%	26%	25%	44%	7%	26%	36%
2	8%	10%	6%	6%	7%	9%	15%	-	12%
3	8%	6%	5%	3%	11%	9%	23%	28%	10%
4	7%	3%	8%	9%	8%	7%	5%	14%	4%
5	15%	10%	16%	15%	21%	13%	8%	7%	9%
6	9%	7%	13%	6%	7%	7%	-	7%	8%
7	6%	3%	11%	10%	7%	2%	-	-	-
8	6%	2%	11%	4%	5%	2%	20%	6%	2%
9	3%	2%	8%	-	-	0%	-	-	-
10 - Value a lot	2%	4%	4%	5%	2%	1%	18%	6%	1%
Don't know	8%	14%	8%	17%	7%	7%	4%	7%	19%

Total	Which, if any, ONE of the following is the provider of your MAIN TV service at home?							
Base	BT Vision	Sky	TalkTalk	Virgin Media	Freeview	YouView	Other Pay TV	Not applicable - I don't have a TV/ TV service at home

The Post Office :

Unweighted Base	2066	77	714	36	336	747	17	17	122
Base: All UK adults	2066	77	758	34	357	712	19	12	97
1 - Don't value at all	2%	2%	2%	1%	1%	2%	-	8%	1%
2	2%	-	1%	-	2%	2%	7%	7%	1%
3	4%	-	5%	3%	4%	3%	-	6%	6%
4	4%	2%	3%	2%	8%	4%	3%	4%	1%
5	9%	8%	9%	5%	8%	10%	12%	19%	11%
6	10%	9%	11%	13%	7%	12%	15%	12%	9%
7	14%	14%	14%	19%	17%	12%	10%	6%	15%
8	20%	18%	21%	16%	22%	18%	20%	8%	13%
9	14%	13%	12%	27%	13%	16%	-	15%	13%
10 - Value a lot	19%	29%	20%	10%	17%	19%	33%	13%	19%
Don't know	2%	5%	2%	5%	1%	1%	-	4%	12%

Royal Mail :

Unweighted Base	2066	77	714	36	336	747	17	17	122
Base: All UK adults	2066	77	758	34	357	712	19	12	97
1 - Don't value at all	2%	2%	3%	1%	1%	2%	-	18%	1%
2	2%	-	2%	5%	2%	2%	7%	-	1%
3	4%	7%	4%	-	3%	4%	-	11%	-
4	4%	5%	3%	2%	6%	4%	-	11%	5%
5	10%	8%	10%	6%	12%	8%	13%	12%	10%
6	11%	8%	13%	15%	9%	10%	6%	-	9%
7	15%	6%	16%	22%	14%	17%	11%	6%	18%
8	18%	21%	18%	12%	20%	17%	39%	32%	12%
9	13%	17%	13%	19%	13%	13%	5%	-	12%
10 - Value a lot	20%	26%	17%	16%	19%	23%	18%	10%	18%
Don't know	2%	1%	1%	2%	1%	1%	-	-	14%

Total	Which, if any, ONE of the following is the provider of your MAIN TV service at home?							
Base	BT Vision	Sky	TalkTalk	Virgin Media	Freeview	YouView	Other Pay TV	Not applicable - I don't have a TV/ TV service at home

Barclays :

Unweighted Base	2066	77	714	36	336	747	17	17	122
Base: All UK adults	2066	77	758	34	357	712	19	12	97
1 - Don't value at all	27%	24%	25%	23%	22%	32%	7%	31%	30%
2	10%	9%	9%	6%	13%	11%	20%	6%	7%
3	10%	6%	11%	7%	12%	9%	14%	-	7%
4	9%	5%	10%	20%	9%	8%	5%	4%	17%
5	14%	21%	14%	11%	17%	13%	11%	29%	11%
6	9%	5%	10%	4%	8%	10%	-	5%	6%
7	6%	9%	7%	8%	7%	5%	-	25%	2%
8	3%	2%	4%	4%	3%	3%	23%	-	1%
9	2%	9%	2%	8%	4%	1%	-	-	-
10 - Value a lot	2%	5%	3%	5%	1%	2%	18%	-	1%
Don't know	6%	4%	5%	5%	5%	7%	3%	-	18%

The House of Commons :

Unweighted Base	2066	77	714	36	336	747	17	17	122
Base: All UK adults	2066	77	758	34	357	712	19	12	97
1 - Don't value at all	16%	16%	15%	8%	18%	17%	3%	12%	11%
2	6%	3%	7%	3%	8%	6%	-	-	2%
3	6%	1%	8%	17%	6%	6%	5%	-	5%
4	8%	8%	10%	3%	9%	6%	5%	21%	7%
5	14%	15%	15%	11%	10%	16%	13%	29%	14%
6	11%	6%	11%	21%	12%	12%	14%	-	12%
7	11%	17%	11%	13%	10%	9%	10%	14%	12%
8	11%	8%	10%	5%	12%	14%	26%	11%	12%
9	4%	10%	3%	3%	5%	4%	-	-	5%
10 - Value a lot	8%	10%	7%	11%	7%	8%	23%	6%	5%
Don't know	4%	6%	4%	4%	3%	3%	-	7%	14%

Total	Which, if any, ONE of the following is the provider of your MAIN TV service at home?							
Base	BT Vision	Sky	TalkTalk	Virgin Media	Freeview	YouView	Other Pay TV	Not applicable - I don't have a TV/ TV service at home

The Football Association (The FA) :

Unweighted Base	2066	77	714	36	336	747	17	17	122
Base: All UK adults	2066	77	758	34	357	712	19	12	97
1 - Don't value at all	32%	40%	28%	23%	30%	37%	9%	25%	35%
2	8%	3%	9%	9%	7%	8%	11%	5%	7%
3	8%	4%	9%	6%	9%	8%	13%	11%	5%
4	8%	10%	9%	6%	8%	7%	22%	11%	1%
5	12%	16%	12%	3%	11%	12%	-	24%	14%
6	9%	7%	11%	10%	8%	8%	-	6%	13%
7	7%	3%	8%	2%	11%	6%	-	-	5%
8	5%	4%	4%	17%	7%	5%	22%	15%	0%
9	2%	3%	2%	7%	5%	1%	5%	-	2%
10 - Value a lot	3%	4%	3%	4%	2%	3%	18%	-	1%
Don't know	5%	6%	5%	11%	2%	5%	-	4%	16%