

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

Red post boxes :

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%	2%	4%	1%	4%	3%	-	8%	2%
2	1%	-	2%	3%	1%	1%	10%	-	1%
3	3%	2%	3%	-	6%	3%	-	6%	4%
4	3%	7%	3%	3%	4%	3%	10%	4%	2%
5	9%	7%	10%	25%	6%	9%	3%	19%	14%
6	9%	12%	10%	6%	7%	10%	5%	9%	9%
7	13%	16%	15%	6%	15%	11%	17%	11%	12%
8	19%	11%	19%	20%	21%	19%	24%	18%	19%
9	12%	8%	13%	12%	12%	12%	12%	7%	5%
10 - Value a lot	23%	30%	20%	22%	24%	27%	18%	14%	17%
Don't know	2%	5%	2%	2%	1%	1%	-	4%	15%

British pubs :

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	5%	3%	6%	3%	2%	7%	-	4%	4%
2	2%	1%	1%	-	2%	3%	10%	-	3%
3	3%	3%	4%	7%	2%	3%	-	7%	2%
4	3%	2%	4%	3%	3%	3%	-	11%	2%
5	10%	11%	9%	5%	9%	11%	6%	18%	8%
6	11%	11%	12%	7%	10%	9%	11%	4%	7%
7	14%	2%	16%	27%	13%	13%	8%	11%	13%
8	17%	9%	15%	22%	20%	19%	25%	9%	12%
9	13%	20%	14%	9%	14%	12%	4%	26%	15%
10 - Value a lot	19%	31%	16%	14%	22%	19%	35%	6%	18%
Don't know	2%	6%	2%	3%	1%	1%	-	4%	15%

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British TV soaps (e.g. Coronation Street/ EastEnders etc.):

	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%	28%	27%	35%	24%	29%	6%	53%	34%
2		7%	4%	6%	8%	9%	7%	10%	-	7%
3		7%	8%	6%	3%	6%	9%	11%	5%	6%
4		7%	5%	7%	15%	5%	8%	3%	9%	4%
5		11%	14%	13%	5%	9%	11%	14%	11%	11%
6		9%	3%	9%	3%	9%	10%	8%	-	13%
7		10%	8%	10%	7%	9%	11%	-	6%	7%
8		7%	12%	9%	6%	5%	5%	20%	-	4%
9		5%	7%	4%	8%	10%	3%	10%	7%	1%
10 - Value a lot		8%	6%	8%	7%	14%	7%	18%	6%	2%
Don't know		2%	5%	2%	2%	1%	1%	-	4%	11%

For the purpose of this question, "subscription-free TV" means the main UK broadcasters (i.e. BBC 1 and 2, ITV, Channel 4 and Channel 5). "Pay TV" means any television content that you have to pay to view (e.g. Sky, Virgin etc.).

Which, if any, of the following statements do you agree with? (Please tick all that apply)

	Unweighted Base	2066	77	714	36	336	747	17	17	122
Base: All UK adults		2066	77	758	34	357	712	19	12	97
Subscription-free TV should <u>always</u> be available for everyone in the UK to watch		69%	66%	69%	73%	76%	69%	52%	74%	40%
Receiving subscription-free TV is more important to me than having an annual holiday		14%	14%	15%	12%	15%	15%	8%	18%	8%
Receiving subscription-free TV is more important to me than having a second car		30%	28%	27%	44%	37%	31%	24%	29%	16%
Receiving subscription-free TV is more important to me than having wireless internet		10%	5%	10%	29%	9%	12%	16%	-	1%
Receiving subscription-free TV is more important to me than having a mobile phone		15%	13%	14%	20%	18%	16%	12%	-	5%
Receiving subscription-free TV is more important to me than having a landline phone		17%	11%	19%	19%	20%	17%	3%	15%	12%
I opt out of pay-TV because it's too expensive		23%	-	-	-	-	62%	-	-	40%
I opt out of pay-TV because I don't want the additional services/ TV content		16%	-	-	-	-	42%	-	-	32%
None of these		14%	15%	19%	6%	14%	5%	28%	14%	32%

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For the following question, please only select those that you already ever have/ do.

Currently any person in the UK with a TV licence, the appropriate receiving equipment to receive the signal and view or listen to the content, can watch BBC 1 and 2, ITV, Channel 4 and Channel 5 without requiring a subscription, other on-going cost or a one-off fee.

Please imagine that you had to completely give up ONE of the following, in order to ensure you had continued free access to the main UK broadcasters (BBC 1 and 2, ITV, Channel 4, Channel 5).

Which ONE of the following would you be MOST likely to give up?

Unweighted Base	2066	77	714	36	336	747	17	17	122
Base: All UK adults	2066	77	758	34	357	712	19	12	97
Going on an annual holiday	4%	11%	5%	3%	2%	3%	17%	6%	5%
Using my mobile phone	4%	4%	2%	5%	4%	5%	3%	-	6%
Using my wireless internet	1%	4%	2%	-	1%	1%	-	-	1%
Smoking cigarettes	15%	7%	18%	21%	15%	12%	5%	14%	10%
Drinking alcohol	9%	4%	10%	7%	7%	8%	11%	7%	5%
Eating chocolate	9%	12%	9%	5%	12%	8%	12%	11%	6%
Seeing my partner as much as I currently do	1%	-	1%	-	-	1%	-	-	0%
The right to vote in an election	4%	1%	5%	6%	5%	4%	-	15%	-
Going to church	14%	15%	13%	13%	13%	14%	5%	5%	11%
Using social media (e.g. Twitter/ Facebook)	18%	17%	16%	31%	17%	20%	8%	21%	11%
None of these	17%	21%	14%	4%	17%	18%	15%	17%	32%
Don't know	6%	4%	6%	4%	6%	6%	26%	5%	13%

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For the following question, by "free to air" we mean allowing any person with a TV license, the appropriate receiving equipment to receive the signal and view or listen to the content without requiring a subscription, other on-going cost or a one-off fee.

Which, if any, of the following British programmes do you consider to be TV "National Treasures" that should be permanently safeguarded as "free to air"? (Please tick all that apply)

	2066	77	714	36	336	747	17	17	122
Unweighted Base	2066	77	714	36	336	747	17	17	122
Base: All UK adults	2066	77	758	34	357	712	19	12	97
Top Gear	19%	18%	20%	21%	20%	18%	23%	8%	15%
EastEnders	19%	24%	20%	16%	23%	16%	48%	7%	16%
Coronation Street	29%	31%	30%	20%	33%	28%	45%	13%	13%
Mrs Brown's Boys	15%	24%	14%	14%	20%	14%	13%	26%	4%
Miranda	11%	21%	11%	14%	10%	10%	16%	21%	3%
Wimbledon Tennis Championships	53%	52%	54%	39%	54%	54%	45%	66%	40%
The FA Cup final	45%	44%	47%	37%	53%	42%	40%	50%	29%
The Grand National	39%	44%	40%	20%	46%	38%	19%	44%	22%
Downton Abbey	21%	31%	22%	26%	17%	22%	29%	17%	12%
Grand Designs	10%	10%	11%	2%	9%	12%	7%	18%	2%
The X Factor	15%	13%	19%	8%	16%	11%	13%	24%	6%
Britain's Got Talent	16%	18%	19%	23%	17%	13%	16%	24%	6%
MasterChef	12%	17%	15%	16%	9%	11%	10%	-	4%
Strictly Come Dancing	17%	28%	20%	8%	15%	16%	11%	12%	6%
None of these	14%	19%	11%	15%	12%	16%	8%	8%	27%
Don't know	5%	3%	5%	3%	5%	4%	4%	4%	12%

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Which, if any, of the following statements apply to you in relation to watching TV? (Please tick all that apply)

	Unweighted Base	2066	77	714	36	336	747	17	17	122
	Base: All UK adults	2066	77	758	34	357	712	19	12	97
TV helps me stay connected with the world	46%	40%	47%	50%	49%	49%	22%	47%	20%	
TV helps me relax	57%	49%	61%	58%	56%	59%	39%	36%	35%	
TV helps me learn things	49%	42%	50%	51%	54%	50%	39%	48%	30%	
I watch some programmes on TV just because my friends do – I want to be able to discuss it with them	7%	4%	7%	2%	7%	7%	7%	10%	3%	
I watch TV together with my family/ partner/ housemates	52%	50%	56%	55%	62%	48%	58%	45%	23%	
I watch TV separately from my family/ partner/ housemates	19%	10%	19%	25%	22%	19%	6%	14%	18%	
I sometimes stay in and watch TV as it's cheaper than other types of entertainment (e.g. going to a pub, cinema, clubbing, bingo etc.)	32%	33%	34%	35%	40%	27%	21%	48%	22%	
I don't really enjoy watching TV	5%	7%	3%	2%	3%	5%	8%	13%	16%	
I prefer doing other things, rather than watching TV	21%	24%	15%	17%	19%	25%	15%	23%	33%	
None of these	4%	1%	3%	9%	3%	3%	3%	4%	24%	