

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

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

The Royal Family :

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	10%	14%	6%	5%	11%	10%	14%	9%	10%	10%	9%	8%	9%	12%	7%	10%	21%	12%
2	4%	4%	4%	5%	5%	4%	4%	3%	4%	4%	5%	3%	3%	4%	2%	3%	7%	7%
3	4%	5%	3%	6%	5%	4%	4%	2%	3%	4%	5%	3%	4%	1%	3%	8%	6%	3%
4	4%	4%	3%	5%	4%	5%	3%	3%	4%	4%	5%	3%	2%	5%	3%	1%	3%	5%
5	8%	9%	7%	11%	7%	9%	7%	8%	7%	10%	9%	9%	3%	7%	7%	11%	13%	2%
6	9%	10%	8%	9%	12%	7%	14%	5%	10%	7%	9%	9%	7%	7%	8%	9%	16%	8%
7	11%	10%	11%	14%	12%	14%	9%	8%	12%	9%	11%	11%	13%	16%	10%	10%	3%	1%
8	14%	13%	14%	16%	13%	15%	9%	16%	14%	14%	14%	17%	13%	14%	15%	9%	9%	14%
9	12%	10%	14%	6%	12%	11%	12%	15%	12%	12%	11%	12%	17%	13%	12%	19%	6%	14%
10 - Value a lot	23%	21%	26%	15%	16%	19%	23%	31%	24%	23%	22%	22%	27%	18%	30%	18%	16%	31%
Don't know	2%	2%	2%	7%	4%	1%	1%	1%	1%	3%	2%	3%	2%	2%	2%	1%	1%	1%

Fish and Chips :

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%	2%	4%	4%	7%	4%	4%	4%	6%	3%	4%	5%	3%	2%	6%	5%
2	2%	1%	2%	2%	0%	1%	2%	2%	2%	2%	2%	1%	2%	1%	2%	3%	-	3%
3	4%	3%	4%	2%	2%	7%	4%	3%	4%	3%	3%	3%	2%	3%	3%	4%	10%	5%
4	3%	4%	3%	5%	3%	4%	2%	4%	4%	3%	3%	2%	5%	5%	3%	3%	5%	7%
5	11%	13%	10%	17%	7%	8%	13%	12%	12%	11%	11%	14%	4%	15%	13%	4%	13%	11%
6	11%	11%	12%	4%	12%	11%	13%	13%	12%	10%	10%	13%	11%	11%	9%	15%	15%	25%
7	16%	18%	15%	17%	20%	13%	13%	17%	18%	14%	14%	15%	14%	16%	18%	20%	21%	23%
8	16%	15%	16%	19%	19%	18%	15%	13%	15%	17%	18%	15%	21%	15%	17%	17%	7%	11%
9	11%	13%	10%	10%	13%	11%	10%	12%	11%	12%	10%	13%	14%	11%	13%	12%	8%	6%
10 - Value a lot	19%	18%	20%	16%	15%	23%	19%	19%	17%	21%	22%	19%	22%	18%	17%	20%	16%	3%
Don't know	2%	2%	2%	6%	4%	1%	2%	0%	1%	3%	2%	2%	2%	2%	3%	1%	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

William Shakespeare :

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%	4%	3%	8%	8%	6%	4%	8%	7%	6%	4%	5%	4%	12%	8%	
2	3%	3%	3%	2%	3%	3%	3%	4%	1%	5%	4%	3%	2%	1%	2%	1%	5%	7%
3	3%	4%	3%	3%	3%	6%	2%	3%	3%	3%	4%	3%	2%	1%	1%	5%	7%	12%
4	4%	5%	2%	4%	4%	5%	5%	2%	3%	5%	3%	2%	2%	7%	6%	1%	3%	5%
5	11%	13%	10%	14%	9%	12%	12%	10%	12%	10%	13%	9%	11%	10%	10%	19%	9%	6%
6	10%	12%	9%	13%	9%	11%	12%	9%	11%	10%	15%	12%	7%	9%	8%	8%	10%	7%
7	14%	13%	15%	12%	14%	15%	14%	15%	15%	13%	10%	19%	18%	13%	15%	12%	15%	13%
8	16%	17%	16%	17%	23%	12%	14%	17%	18%	14%	15%	18%	18%	15%	16%	14%	18%	20%
9	12%	10%	14%	13%	14%	11%	14%	11%	13%	12%	11%	13%	10%	12%	12%	22%	10%	13%
10 - Value a lot	18%	14%	21%	12%	14%	17%	16%	22%	19%	16%	16%	14%	23%	24%	21%	15%	10%	9%
Don't know	2%	2%	3%	8%	4%	1%	2%	0%	1%	3%	2%	2%	2%	2%	3%	1%	1%	1%

The Beatles :

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

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

Stonehenge :

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%	5%	6%	4%	6%	7%	4%	6%	5%	6%	6%	6%	3%	7%	4%	3%	8%	12%
2	3%	3%	2%	2%	2%	5%	2%	2%	2%	3%	3%	3%	0%	1%	2%	2%	7%	6%
3	3%	3%	3%	6%	2%	1%	3%	3%	3%	3%	5%	2%	1%	3%	2%	3%	4%	2%
4	4%	5%	3%	6%	4%	3%	3%	4%	3%	4%	6%	1%	1%	6%	3%	3%	2%	4%
5	11%	13%	9%	15%	9%	12%	12%	9%	10%	11%	11%	9%	6%	15%	9%	11%	15%	15%
6	11%	10%	11%	13%	13%	16%	10%	7%	12%	9%	10%	14%	11%	7%	10%	16%	10%	9%
7	13%	12%	14%	12%	15%	10%	13%	14%	14%	12%	12%	17%	12%	14%	14%	10%	11%	4%
8	19%	19%	18%	17%	23%	19%	15%	20%	21%	16%	16%	19%	23%	19%	17%	15%	23%	31%
9	10%	10%	11%	4%	8%	11%	14%	11%	9%	11%	9%	11%	12%	10%	11%	15%	7%	3%
10 - Value a lot	19%	17%	21%	9%	14%	16%	22%	24%	19%	19%	18%	15%	26%	16%	25%	21%	11%	11%
Don't know	4%	4%	4%	12%	5%	3%	2%	1%	2%	5%	5%	3%	5%	3%	3%	2%	3%	4%

Wimbledon Tennis Championship :

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	15%	15%	15%	15%	12%	13%	16%	17%	12%	18%	20%	14%	11%	16%	12%	16%	12%	17%
2	4%	5%	3%	7%	3%	3%	3%	5%	4%	5%	4%	5%	5%	3%	4%	4%	5%	7%
3	5%	5%	5%	4%	4%	7%	5%	5%	6%	5%	5%	4%	5%	5%	5%	7%	7%	10%
4	6%	6%	6%	4%	4%	6%	7%	7%	7%	5%	7%	6%	8%	6%	5%	5%	5%	3%
5	11%	11%	12%	14%	11%	11%	10%	11%	11%	12%	12%	11%	6%	10%	13%	13%	13%	6%
6	11%	11%	10%	7%	10%	10%	15%	10%	12%	9%	11%	10%	7%	14%	11%	16%	8%	5%
7	13%	14%	13%	13%	11%	16%	14%	13%	15%	12%	12%	16%	21%	16%	12%	6%	11%	7%
8	13%	13%	13%	12%	18%	14%	11%	11%	12%	14%	12%	11%	14%	6%	16%	11%	15%	30%
9	8%	9%	7%	8%	10%	6%	8%	8%	9%	7%	5%	11%	5%	10%	7%	15%	11%	1%
10 - Value a lot	11%	8%	14%	7%	10%	14%	8%	13%	12%	10%	9%	10%	16%	11%	13%	6%	12%	9%
Don't know	2%	2%	3%	7%	5%	1%	2%	0%	1%	4%	3%	1%	2%	3%	3%	1%	1%	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

Harry Potter :

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	20%	22%	18%	8%	13%	19%	26%	25%	19%	22%	24%	21%	15%	18%	19%	12%	24%	21%
2	8%	8%	7%	3%	6%	9%	8%	9%	8%	7%	10%	6%	5%	4%	7%	7%	13%	13%
3	8%	8%	8%	4%	4%	9%	6%	11%	8%	7%	8%	5%	9%	12%	6%	11%	10%	14%
4	8%	9%	7%	6%	8%	5%	11%	8%	10%	6%	8%	6%	12%	7%	8%	13%	4%	5%
5	13%	14%	12%	16%	14%	14%	12%	12%	13%	14%	11%	12%	11%	18%	14%	17%	15%	9%
6	11%	12%	11%	12%	14%	11%	10%	11%	11%	11%	11%	14%	13%	10%	12%	10%	8%	8%
7	10%	10%	10%	14%	11%	9%	9%	10%	9%	11%	8%	14%	10%	9%	10%	9%	6%	15%
8	9%	8%	9%	15%	14%	8%	4%	7%	10%	7%	7%	11%	10%	7%	10%	5%	10%	5%
9	5%	3%	7%	6%	7%	6%	5%	3%	5%	5%	5%	5%	4%	4%	6%	6%	5%	3%
10 - Value a lot	7%	5%	8%	10%	6%	9%	7%	4%	5%	8%	6%	3%	8%	8%	8%	9%	4%	5%
Don't know	2%	2%	2%	5%	4%	1%	1%	1%	2%	3%	2%	1%	3%	2%	3%	1%	1%	1%

James Bond :

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

A cup of tea :

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	8%	7%	9%	7%	9%	6%	10%	8%	8%	8%	6%	8%	11%	9%	10%	3%	10%	5%
2	2%	2%	3%	2%	2%	3%	3%	2%	3%	2%	1%	2%	5%	2%	2%	2%	4%	1%
3	3%	3%	3%	5%	2%	3%	3%	2%	3%	3%	3%	3%	1%	3%	2%	1%	6%	6%
4	3%	4%	2%	7%	3%	2%	2%	2%	3%	2%	3%	2%	1%	5%	3%	2%	1%	2%
5	8%	9%	7%	9%	9%	9%	9%	6%	8%	8%	7%	11%	6%	10%	9%	5%	7%	6%
6	6%	8%	4%	6%	8%	5%	6%	6%	7%	5%	7%	7%	7%	8%	4%	7%	4%	3%
7	9%	11%	8%	9%	9%	10%	8%	9%	9%	9%	7%	8%	11%	11%	9%	17%	12%	3%
8	14%	16%	13%	14%	19%	11%	11%	16%	14%	15%	14%	18%	15%	9%	12%	15%	14%	34%
9	13%	14%	13%	11%	13%	16%	15%	12%	13%	14%	15%	12%	16%	13%	14%	14%	8%	10%
10 - Value a lot	31%	25%	37%	24%	23%	33%	30%	37%	30%	32%	34%	28%	25%	28%	34%	33%	33%	29%
Don't know	2%	2%	2%	7%	4%	1%	1%	0%	1%	3%	2%	1%	2%	2%	2%	1%	1%	1%

Big Ben :

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%	6%	5%	5%	6%	5%	5%	6%	5%	6%	6%	5%	6%	4%	4%	6%	10%	7%
2	2%	3%	2%	1%	2%	4%	3%	1%	2%	2%	3%	2%	0%	1%	1%	6%	4%	6%
3	3%	3%	3%	2%	3%	4%	3%	3%	2%	4%	3%	2%	2%	1%	2%	3%	11%	2%
4	3%	4%	3%	2%	6%	2%	4%	3%	3%	3%	4%	3%	1%	4%	3%	1%	3%	7%
5	11%	12%	9%	17%	9%	12%	10%	9%	11%	10%	12%	9%	9%	13%	9%	14%	12%	4%
6	9%	11%	7%	10%	7%	11%	11%	7%	9%	9%	11%	9%	7%	9%	10%	7%	4%	9%
7	14%	15%	12%	13%	18%	13%	15%	12%	14%	13%	15%	15%	14%	13%	13%	12%	13%	8%
8	19%	17%	21%	19%	21%	20%	14%	21%	22%	17%	16%	25%	24%	18%	17%	18%	20%	33%
9	11%	11%	11%	10%	9%	10%	10%	14%	11%	12%	10%	11%	13%	12%	12%	15%	7%	9%
10 - Value a lot	20%	16%	24%	13%	14%	17%	23%	25%	20%	21%	17%	17%	22%	23%	27%	18%	15%	9%
Don't know	2%	2%	3%	7%	5%	1%	2%	0%	1%	4%	2%	2%	3%	2%	3%	1%	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

Red post boxes :

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%	4%	1%	4%	4%	4%	4%	4%	3%	2%	2%	4%	3%	3%	6%	7%	9%
2	1%	2%	1%	1%	2%	2%	1%	1%	2%	1%	2%	2%	1%	1%	0%	2%	-	
3	3%	4%	2%	6%	0%	4%	3%	4%	4%	3%	3%	2%	0%	3%	4%	2%	8%	1%
4	3%	4%	3%	7%	3%	6%	2%	2%	4%	3%	3%	2%	6%	2%	1%	4%	4%	
5	9%	10%	8%	11%	10%	10%	10%	7%	9%	9%	10%	9%	7%	8%	9%	13%	8%	15%
6	9%	12%	7%	8%	14%	9%	8%	8%	9%	9%	10%	14%	7%	9%	6%	7%	8%	13%
7	13%	15%	12%	9%	13%	16%	16%	12%	14%	13%	14%	13%	16%	16%	12%	11%	16%	1%
8	19%	19%	19%	24%	21%	15%	18%	20%	20%	19%	19%	20%	18%	16%	19%	18%	22%	27%
9	12%	10%	13%	13%	11%	9%	11%	13%	12%	12%	9%	14%	13%	10%	14%	20%	7%	4%
10 - Value a lot	23%	18%	28%	15%	16%	23%	25%	28%	22%	25%	24%	19%	25%	25%	26%	21%	17%	24%
Don't know	2%	2%	2%	7%	4%	1%	2%	0%	1%	4%	3%	2%	2%	3%	3%	1%	1%	1%

British pubs :

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	5%	5%	6%	4%	5%	5%	9%	4%	4%	6%	6%	2%	9%	4%	3%	5%	8%	11%
2	2%	2%	2%	3%	1%	2%	2%	2%	2%	2%	4%	1%	0%	3%	1%	2%	2%	2%
3	3%	3%	3%	3%	3%	4%	4%	2%	3%	3%	3%	2%	1%	4%	2%	1%	9%	7%
4	3%	4%	3%	2%	5%	3%	3%	3%	4%	3%	3%	5%	2%	4%	3%	4%	2%	1%
5	10%	10%	9%	9%	8%	10%	9%	11%	11%	8%	7%	12%	8%	9%	8%	11%	12%	27%
6	11%	10%	11%	9%	9%	10%	12%	11%	9%	12%	9%	16%	10%	12%	8%	15%	7%	8%
7	14%	13%	14%	13%	16%	12%	15%	13%	15%	13%	13%	16%	11%	10%	13%	13%	20%	16%
8	17%	14%	20%	12%	19%	18%	15%	19%	19%	15%	18%	15%	23%	18%	21%	6%	12%	13%
9	13%	15%	11%	17%	11%	14%	14%	13%	13%	13%	14%	14%	14%	9%	13%	20%	15%	6%
10 - Value a lot	19%	21%	17%	21%	18%	20%	17%	20%	18%	21%	20%	14%	20%	22%	24%	22%	11%	7%
Don't know	2%	2%	3%	7%	4%	1%	2%	1%	1%	4%	3%	2%	2%	3%	3%	1%	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

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

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%	32%	23%	23%	22%	26%	29%	30%	27%	28%	25%	21%	40%	26%	27%	23%	35%	39%
2	7%	9%	5%	5%	6%	6%	9%	7%	8%	6%	8%	4%	7%	7%	6%	12%	6%	11%
3	7%	9%	6%	7%	7%	6%	7%	8%	8%	6%	6%	7%	11%	6%	8%	11%	5%	4%
4	7%	9%	6%	7%	9%	5%	8%	7%	9%	5%	8%	7%	7%	10%	6%	5%	5%	3%
5	11%	11%	12%	13%	10%	15%	11%	10%	12%	11%	10%	15%	9%	13%	12%	10%	9%	5%
6	9%	8%	10%	10%	12%	9%	9%	7%	8%	10%	10%	11%	6%	11%	9%	7%	6%	4%
7	10%	8%	11%	12%	11%	10%	7%	9%	10%	9%	9%	12%	2%	8%	10%	11%	11%	19%
8	7%	5%	8%	10%	5%	7%	7%	6%	6%	7%	8%	10%	6%	6%	7%	4%	1%	8%
9	5%	2%	7%	1%	5%	5%	4%	7%	4%	6%	4%	6%	3%	3%	4%	9%	10%	2%
10 - Value a lot	8%	5%	11%	6%	9%	10%	8%	8%	7%	10%	9%	7%	8%	8%	9%	9%	9%	7%
Don't know	2%	2%	2%	5%	4%	1%	1%	1%	1%	3%	2%	1%	1%	3%	3%	1%	1%	-

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	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
Subscription-free TV should <u>always</u> be available for everyone in the UK to watch	69%	69%	68%	58%	55%	64%	74%	78%	70%	67%	69%	68%	74%	63%	68%	77%	66%	78%
Receiving subscription-free TV is more important to me than having an annual holiday	14%	16%	13%	12%	14%	11%	16%	16%	14%	15%	14%	14%	14%	16%	13%	12%	20%	12%
Receiving subscription-free TV is more important to me than having a second car	30%	32%	28%	26%	28%	23%	30%	35%	29%	31%	30%	26%	29%	34%	29%	28%	34%	39%
Receiving subscription-free TV is more important to me than having wireless internet	10%	11%	10%	3%	8%	5%	10%	16%	12%	8%	10%	11%	7%	10%	9%	16%	15%	4%
Receiving subscription-free TV is more important to me than having a mobile phone	15%	18%	13%	4%	5%	11%	15%	26%	15%	15%	17%	14%	16%	14%	13%	12%	21%	13%
Receiving subscription-free TV is more important to me than having a landline phone	17%	20%	15%	27%	25%	16%	14%	13%	17%	18%	19%	18%	17%	23%	17%	12%	9%	20%
I opt out of pay-TV because it's too expensive	23%	23%	23%	20%	21%	19%	25%	27%	26%	21%	24%	20%	27%	25%	24%	19%	24%	12%
I opt out of pay-TV because I don't want the additional services/ TV content	16%	15%	17%	13%	11%	12%	15%	22%	19%	12%	13%	13%	22%	18%	18%	18%	13%	18%
None of these	14%	14%	14%	18%	17%	15%	13%	11%	13%	14%	15%	15%	10%	13%	14%	11%	15%	11%

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

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	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
Going on an annual holiday	4%	4%	4%	4%	5%	5%	3%	3%	4%	4%	3%	4%	5%	4%	5%	1%	3%	2%
Using my mobile phone	4%	3%	4%	2%	2%	1%	3%	6%	5%	3%	3%	3%	4%	4%	3%	1%	8%	3%
Using my wireless internet	1%	2%	1%	1%	4%	1%	1%	1%	2%	1%	1%	2%	0%	-	1%	10%	-	1%
Smoking cigarettes	15%	15%	14%	14%	14%	13%	14%	16%	14%	15%	13%	12%	20%	17%	14%	24%	9%	14%
Drinking alcohol	9%	7%	10%	8%	10%	6%	9%	9%	10%	7%	8%	15%	8%	8%	7%	4%	4%	9%
Eating chocolate	9%	10%	9%	9%	4%	12%	11%	9%	9%	9%	7%	10%	8%	7%	11%	11%	8%	15%
Seeing my partner as much as I currently do	1%	0%	1%	0%	3%	-	0%	0%	0%	1%	0%	-	-	1%	1%	-	2%	-
The right to vote in an election	4%	5%	3%	4%	8%	6%	4%	2%	2%	7%	7%	4%	4%	3%	4%	1%	1%	2%
Going to church	14%	16%	11%	16%	14%	16%	14%	11%	13%	14%	17%	8%	10%	21%	13%	7%	16%	7%
Using social media (e.g. Twitter/ Facebook)	18%	16%	19%	11%	12%	14%	17%	25%	20%	15%	20%	16%	18%	14%	19%	9%	23%	17%
None of these	17%	16%	18%	20%	18%	20%	18%	13%	17%	17%	13%	21%	14%	15%	16%	21%	21%	23%
Don't know	6%	6%	7%	10%	6%	6%	6%	5%	5%	8%	7%	5%	7%	5%	7%	10%	4%	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

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)

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
Top Gear	19%	21%	17%	25%	23%	23%	21%	12%	18%	20%	18%	24%	22%	16%	18%	12%	14%	30%
EastEnders	19%	14%	24%	23%	22%	24%	19%	15%	16%	23%	18%	25%	15%	25%	18%	23%	14%	12%
Coronation Street	29%	20%	37%	25%	28%	27%	30%	30%	29%	29%	35%	37%	22%	24%	23%	23%	29%	20%
Mrs Brown's Boys	15%	13%	17%	12%	9%	12%	18%	19%	13%	18%	15%	20%	11%	8%	11%	25%	26%	18%
Miranda	11%	7%	14%	13%	5%	13%	14%	10%	10%	11%	10%	15%	13%	9%	11%	9%	6%	7%
Wimbledon Tennis Championships	53%	53%	53%	42%	51%	52%	57%	56%	58%	47%	50%	54%	60%	48%	55%	53%	56%	55%
The FA Cup final	45%	56%	35%	32%	43%	43%	53%	47%	45%	45%	49%	51%	52%	43%	40%	42%	35%	39%
The Grand National	39%	46%	33%	24%	29%	39%	45%	46%	41%	37%	39%	40%	41%	40%	36%	44%	35%	49%
Downton Abbey	21%	12%	30%	16%	18%	14%	23%	27%	24%	18%	21%	24%	19%	21%	23%	27%	8%	24%
Grand Designs	10%	8%	12%	11%	9%	10%	12%	10%	11%	10%	9%	11%	11%	7%	13%	5%	12%	16%
The X Factor	15%	10%	19%	18%	21%	15%	16%	9%	13%	17%	17%	18%	13%	16%	10%	21%	9%	15%
Britain's Got Talent	16%	9%	22%	24%	19%	14%	17%	12%	13%	20%	18%	19%	16%	16%	13%	20%	11%	17%
MasterChef	12%	7%	16%	9%	14%	12%	14%	10%	12%	11%	11%	12%	13%	11%	11%	13%	16%	8%
Strictly Come Dancing	17%	9%	25%	11%	15%	18%	17%	20%	19%	15%	18%	17%	18%	16%	18%	15%	18%	14%
None of these	14%	15%	13%	16%	12%	14%	13%	14%	15%	12%	12%	12%	11%	17%	15%	16%	19%	14%
Don't know	5%	4%	5%	10%	5%	3%	4%	4%	3%	7%	4%	2%	3%	7%	6%	5%	4%	4%

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

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
TV helps me stay connected with the world	46%	47%	45%	32%	41%	39%	48%	55%	48%	44%	45%	41%	50%	43%	48%	48%	51%	50%
TV helps me relax	57%	56%	59%	54%	50%	60%	61%	59%	59%	55%	56%	55%	55%	52%	62%	60%	61%	62%
TV helps me learn things	49%	51%	48%	37%	43%	47%	53%	56%	52%	46%	48%	45%	57%	46%	51%	44%	59%	48%
I watch some programmes on TV just because my friends do – I want to be able to discuss it with them	7%	7%	7%	13%	13%	5%	7%	2%	7%	6%	8%	8%	7%	6%	5%	7%	3%	6%
I watch TV together with my family/ partner/ housemates	52%	47%	57%	51%	50%	54%	52%	54%	54%	50%	54%	53%	57%	56%	52%	38%	47%	52%
I watch TV separately from my family/ partner/ housemates	19%	21%	18%	29%	26%	18%	16%	16%	20%	18%	20%	21%	19%	23%	18%	16%	21%	9%
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%	32%	39%	35%	36%	36%	25%	31%	34%	31%	34%	30%	34%	35%	23%	32%	30%
I don't really enjoy watching TV	5%	5%	4%	4%	6%	6%	5%	4%	5%	5%	4%	4%	2%	5%	5%	10%	7%	5%
I prefer doing other things, rather than watching TV	21%	23%	18%	26%	20%	20%	21%	20%	21%	21%	23%	19%	19%	26%	19%	29%	18%	11%
None of these	4%	5%	3%	9%	7%	4%	3%	2%	3%	6%	4%	5%	2%	8%	4%	1%	2%	2%

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

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

The Royal Family :

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	10%	11%	10%	11%	4%	7%	13%	10%	8%	13%	9%	5%	10%
2	4%	3%	4%	4%	6%	3%	7%	7%	3%	5%	1%	2%	7%
3	4%	3%	6%	4%	5%	3%	6%	3%	3%	8%	2%	3%	4%
4	4%	4%	3%	4%	5%	2%	5%	2%	3%	5%	2%	3%	5%
5	8%	7%	10%	7%	10%	9%	11%	8%	6%	6%	6%	10%	11%
6	9%	10%	7%	10%	6%	5%	8%	15%	9%	14%	5%	8%	8%
7	11%	11%	8%	11%	19%	8%	10%	11%	11%	15%	7%	17%	10%
8	14%	15%	16%	15%	15%	15%	5%	7%	15%	13%	19%	5%	12%
9	12%	12%	13%	12%	5%	15%	11%	10%	15%	6%	16%	13%	10%
10 - Value a lot	23%	21%	22%	21%	17%	31%	21%	25%	26%	15%	32%	34%	19%
Don't know	2%	2%	0%	2%	9%	1%	3%	1%	1%	1%	0%	1%	4%

Fish and Chips :

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%	5%	6%	5%	3%	2%	10%	4%	4%	3%	7%	5%	2%
2	2%	2%	1%	1%	3%	3%	1%	1%	2%	1%	2%	-	1%
3	4%	4%	8%	4%	4%	2%	3%	1%	3%	3%	2%	2%	3%
4	3%	4%	3%	4%	4%	4%	2%	2%	3%	4%	2%	6%	4%
5	11%	11%	9%	11%	15%	13%	7%	9%	9%	9%	10%	10%	16%
6	11%	10%	14%	11%	9%	11%	11%	19%	12%	10%	20%	17%	9%
7	16%	16%	17%	16%	18%	17%	10%	17%	19%	19%	10%	12%	14%
8	16%	17%	19%	18%	12%	14%	10%	16%	15%	20%	16%	22%	15%
9	11%	10%	7%	10%	10%	16%	14%	8%	12%	13%	11%	13%	11%
10 - Value a lot	19%	19%	14%	18%	17%	18%	29%	21%	19%	16%	19%	12%	20%
Don't know	2%	2%	1%	2%	4%	1%	3%	1%	1%	2%	1%	1%	3%

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

William Shakespeare :

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%	6%	4%	6%	1%	6%	4%	14%	6%	4%	4%	1%	4%
2	3%	2%	6%	3%	6%	3%	1%	1%	2%	2%	5%	5%	2%
3	3%	4%	2%	3%	1%	3%	7%	1%	2%	3%	2%	2%	4%
4	4%	5%	0%	4%	6%	3%	-	5%	5%	6%	1%	-	3%
5	11%	11%	11%	11%	6%	11%	23%	10%	10%	14%	10%	11%	11%
6	10%	11%	12%	11%	9%	10%	3%	10%	11%	11%	8%	2%	13%
7	14%	15%	12%	15%	15%	14%	10%	14%	17%	16%	14%	11%	10%
8	16%	16%	17%	16%	22%	18%	14%	16%	14%	17%	19%	24%	19%
9	12%	12%	13%	12%	15%	12%	16%	7%	11%	9%	15%	18%	14%
10 - Value a lot	18%	16%	21%	17%	13%	21%	18%	20%	19%	16%	20%	25%	15%
Don't know	2%	2%	1%	2%	7%	0%	5%	3%	1%	2%	2%	2%	4%

The Beatles :

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	10%	10%	10%	10%	5%	9%	12%	13%	11%	7%	7%	10%	9%
2	4%	4%	3%	4%	2%	4%	2%	5%	4%	6%	5%	1%	2%
3	6%	7%	4%	7%	7%	5%	4%	4%	5%	4%	4%	5%	7%
4	6%	6%	6%	6%	5%	7%	1%	6%	6%	5%	4%	11%	6%
5	12%	10%	21%	12%	9%	14%	7%	12%	11%	12%	11%	16%	13%
6	13%	14%	8%	13%	17%	12%	6%	12%	11%	14%	15%	12%	14%
7	13%	12%	10%	12%	7%	17%	14%	14%	13%	15%	12%	10%	10%
8	14%	14%	16%	14%	19%	14%	9%	11%	15%	14%	20%	15%	12%
9	8%	7%	10%	7%	12%	8%	9%	5%	8%	7%	5%	11%	10%
10 - Value a lot	13%	13%	12%	13%	6%	10%	32%	15%	14%	14%	15%	10%	12%
Don't know	2%	2%	1%	2%	12%	0%	3%	4%	1%	1%	2%	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

Stonehenge :

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%	6%	4%	6%	4%	6%	2%	6%	6%	3%	3%	3%	4%
2	3%	2%	4%	3%	4%	2%	6%	0%	2%	2%	1%	2%	3%
3	3%	3%	3%	3%	6%	3%	-	3%	2%	2%	2%	1%	4%
4	4%	4%	5%	4%	4%	4%	4%	1%	4%	7%	3%	1%	3%
5	11%	12%	10%	11%	12%	8%	11%	12%	11%	12%	6%	7%	13%
6	11%	13%	8%	12%	15%	6%	10%	7%	9%	16%	8%	17%	12%
7	13%	13%	16%	13%	9%	15%	11%	9%	14%	11%	10%	9%	14%
8	19%	19%	19%	19%	18%	20%	13%	17%	19%	20%	23%	12%	18%
9	10%	10%	13%	10%	7%	12%	8%	10%	10%	6%	19%	13%	11%
10 - Value a lot	19%	17%	16%	17%	12%	23%	25%	24%	21%	19%	21%	33%	12%
Don't know	4%	3%	2%	3%	8%	1%	10%	10%	2%	4%	5%	3%	5%

Wimbledon Tennis Championship :

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	15%	15%	14%	15%	11%	14%	20%	21%	14%	14%	15%	16%	15%
2	4%	3%	7%	4%	4%	4%	9%	6%	4%	8%	2%	4%	4%
3	5%	5%	9%	6%	7%	4%	2%	3%	5%	4%	7%	2%	5%
4	6%	6%	6%	6%	2%	9%	4%	3%	5%	10%	8%	5%	4%
5	11%	11%	9%	11%	8%	12%	15%	14%	10%	11%	12%	12%	13%
6	11%	11%	12%	11%	11%	10%	5%	7%	13%	11%	7%	17%	8%
7	13%	16%	10%	15%	15%	11%	8%	12%	14%	15%	16%	11%	13%
8	13%	14%	10%	13%	13%	13%	10%	10%	14%	12%	11%	12%	13%
9	8%	7%	9%	7%	9%	9%	9%	8%	8%	6%	12%	9%	10%
10 - Value a lot	11%	10%	12%	10%	9%	13%	16%	11%	12%	8%	11%	11%	10%
Don't know	2%	2%	1%	2%	10%	0%	3%	4%	1%	2%	1%	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

Harry Potter :

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

James Bond :

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	14%	13%	12%	13%	6%	15%	17%	20%	14%	14%	13%	11%	10%
2	6%	5%	3%	5%	6%	9%	3%	4%	6%	4%	7%	9%	5%
3	6%	3%	9%	4%	6%	11%	3%	7%	7%	5%	5%	11%	3%
4	7%	6%	9%	7%	7%	9%	10%	9%	7%	9%	6%	6%	7%
5	13%	13%	13%	13%	8%	17%	11%	13%	13%	13%	21%	17%	12%
6	11%	12%	8%	11%	15%	11%	5%	8%	11%	10%	12%	7%	11%
7	14%	15%	13%	15%	12%	11%	14%	11%	13%	16%	14%	13%	15%
8	12%	14%	11%	14%	16%	8%	12%	7%	12%	11%	7%	10%	16%
9	6%	7%	9%	7%	8%	4%	7%	7%	7%	5%	5%	7%	8%
10 - Value a lot	9%	10%	12%	10%	8%	4%	16%	9%	9%	12%	7%	9%	9%
Don't know	2%	2%	1%	2%	7%	1%	3%	5%	1%	1%	2%	-	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

A cup of tea :

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	8%	9%	7%	8%	5%	7%	9%	11%	7%	10%	6%	4%	8%
2	2%	2%	5%	2%	2%	2%	2%	4%	2%	1%	2%	3%	2%
3	3%	4%	3%	4%	4%	2%	1%	0%	3%	5%	3%	-	2%
4	3%	3%	1%	3%	5%	2%	3%	1%	3%	2%	1%	1%	4%
5	8%	9%	5%	9%	8%	7%	5%	9%	7%	9%	5%	15%	10%
6	6%	6%	8%	6%	7%	7%	5%	3%	6%	5%	6%	1%	8%
7	9%	9%	9%	9%	7%	7%	15%	14%	9%	10%	6%	14%	8%
8	14%	15%	15%	15%	15%	15%	12%	12%	13%	13%	24%	10%	16%
9	13%	14%	17%	14%	12%	12%	12%	10%	13%	18%	17%	12%	12%
10 - Value a lot	31%	28%	30%	28%	27%	38%	33%	34%	36%	26%	28%	39%	26%
Don't know	2%	2%	1%	2%	7%	0%	3%	2%	1%	2%	1%	-	4%

Big Ben :

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%	4%	6%	1%	4%	4%	10%	5%	6%	5%	5%	4%
2	2%	3%	2%	3%	-	1%	0%	1%	2%	2%	1%	2%	2%
3	3%	2%	5%	3%	4%	3%	7%	2%	3%	2%	3%	1%	4%
4	3%	4%	6%	4%	3%	1%	2%	3%	4%	4%	4%	-	2%
5	11%	10%	12%	10%	11%	11%	8%	14%	10%	12%	9%	12%	12%
6	9%	9%	9%	9%	15%	7%	6%	9%	8%	13%	8%	6%	10%
7	14%	15%	11%	14%	13%	11%	13%	19%	14%	13%	11%	10%	15%
8	19%	19%	17%	19%	18%	22%	20%	15%	19%	19%	23%	18%	20%
9	11%	10%	10%	10%	13%	14%	14%	5%	11%	13%	10%	19%	10%
10 - Value a lot	20%	18%	21%	19%	11%	26%	21%	20%	23%	13%	24%	23%	17%
Don't know	2%	2%	1%	2%	10%	0%	5%	3%	1%	2%	2%	2%	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

Red post boxes :

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%	1%	3%	4%	5%	3%	6%	1%	4%	2%
2	1%	1%	2%	1%	1%	1%	2%	2%	2%	0%	1%	1%	2%
3	3%	4%	7%	4%	3%	2%	3%	2%	4%	3%	4%	-	3%
4	3%	4%	2%	4%	4%	2%	3%	5%	3%	3%	1%	1%	4%
5	9%	9%	8%	9%	11%	9%	10%	9%	8%	9%	7%	12%	11%
6	9%	10%	9%	10%	14%	8%	3%	8%	9%	14%	6%	4%	9%
7	13%	15%	10%	14%	10%	13%	13%	14%	14%	14%	9%	18%	12%
8	19%	18%	21%	19%	23%	21%	18%	16%	19%	19%	23%	10%	21%
9	12%	11%	11%	11%	14%	13%	13%	13%	10%	12%	15%	26%	13%
10 - Value a lot	23%	22%	26%	22%	12%	27%	28%	24%	26%	17%	32%	23%	20%
Don't know	2%	2%	1%	2%	7%	1%	3%	3%	1%	2%	2%	-	4%

British pubs :

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	5%	5%	7%	6%	2%	2%	10%	10%	5%	8%	5%	6%	4%
2	2%	2%	2%	2%	2%	3%	1%	2%	2%	1%	0%	3%	2%
3	3%	3%	6%	3%	4%	2%	1%	5%	2%	2%	2%	-	4%
4	3%	3%	7%	4%	1%	3%	3%	-	4%	5%	2%	3%	1%
5	10%	9%	11%	9%	9%	11%	8%	10%	9%	5%	12%	10%	11%
6	11%	10%	12%	11%	9%	11%	9%	10%	12%	11%	11%	8%	10%
7	14%	13%	12%	13%	16%	15%	11%	15%	12%	13%	13%	22%	15%
8	17%	17%	18%	17%	14%	19%	9%	18%	18%	20%	23%	17%	14%
9	13%	14%	10%	14%	18%	12%	20%	6%	13%	17%	10%	19%	13%
10 - Value a lot	19%	20%	14%	19%	15%	20%	24%	20%	20%	17%	20%	10%	21%
Don't know	2%	2%	1%	2%	9%	1%	3%	4%	2%	2%	2%	2%	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

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

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%	25%	26%	25%	31%	30%	41%	25%	29%	22%	27%	32%	24%
2	7%	7%	9%	7%	4%	8%	5%	3%	7%	7%	7%	4%	6%
3	7%	8%	9%	8%	6%	8%	3%	4%	7%	8%	3%	17%	8%
4	7%	8%	9%	8%	6%	6%	8%	6%	7%	8%	5%	5%	8%
5	11%	12%	8%	12%	6%	11%	8%	16%	11%	12%	9%	13%	12%
6	9%	10%	7%	10%	14%	7%	7%	5%	10%	7%	6%	1%	11%
7	10%	9%	8%	9%	18%	9%	10%	10%	8%	18%	8%	10%	9%
8	7%	7%	9%	8%	6%	6%	4%	2%	6%	5%	10%	7%	7%
9	5%	4%	5%	4%	2%	7%	7%	9%	5%	7%	7%	6%	3%
10 - Value a lot	8%	8%	9%	8%	3%	8%	6%	17%	8%	5%	17%	5%	8%
Don't know	2%	2%	1%	2%	4%	1%	3%	3%	1%	1%	1%	1%	3%

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	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
Subscription-free TV should <u>always</u> be available for everyone in the UK to watch	69%	66%	69%	67%	54%	78%	65%	72%	72%	62%	73%	75%	64%
Receiving subscription-free TV is more important to me than having an annual holiday	14%	12%	14%	12%	14%	16%	18%	27%	12%	11%	27%	16%	17%
Receiving subscription-free TV is more important to me than having a second car	30%	26%	30%	26%	33%	37%	30%	36%	28%	22%	45%	58%	30%
Receiving subscription-free TV is more important to me than having wireless internet	10%	9%	11%	9%	1%	15%	5%	15%	11%	7%	11%	22%	8%
Receiving subscription-free TV is more important to me than having a mobile phone	15%	11%	13%	11%	5%	26%	14%	23%	18%	9%	25%	27%	8%
Receiving subscription-free TV is more important to me than having a landline phone	17%	19%	19%	19%	31%	9%	16%	19%	12%	17%	19%	9%	26%
I opt out of pay-TV because it's too expensive	23%	22%	25%	22%	23%	25%	33%	23%	21%	28%	32%	35%	24%
I opt out of pay-TV because I don't want the additional services/ TV content	16%	14%	18%	14%	15%	22%	13%	15%	17%	15%	12%	34%	16%
None of these	14%	14%	11%	13%	16%	12%	20%	15%	13%	14%	11%	11%	14%

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

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	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
Going on an annual holiday	4%	4%	3%	4%	5%	3%	4%	7%	4%	3%	5%	-	5%
Using my mobile phone	4%	2%	2%	2%	1%	7%	6%	8%	4%	2%	8%	2%	2%
Using my wireless internet	1%	2%	3%	2%	-	1%	-	-	0%	5%	-	5%	2%
Smoking cigarettes	15%	13%	13%	13%	17%	18%	19%	13%	16%	11%	10%	11%	16%
Drinking alcohol	9%	9%	8%	9%	5%	8%	10%	10%	9%	9%	11%	6%	7%
Eating chocolate	9%	9%	9%	9%	8%	11%	11%	5%	9%	7%	6%	10%	9%
Seeing my partner as much as I currently do	1%	0%	-	0%	-	0%	3%	3%	-	1%	0%	-	1%
The right to vote in an election	4%	4%	7%	5%	10%	1%	2%	5%	2%	7%	6%	4%	5%
Going to church	14%	16%	12%	16%	19%	9%	11%	8%	12%	16%	14%	19%	15%
Using social media (e.g. Twitter/ Facebook)	18%	16%	21%	17%	9%	25%	5%	14%	22%	15%	19%	20%	10%
None of these	17%	18%	18%	18%	18%	13%	17%	18%	16%	18%	15%	15%	18%
Don't know	6%	7%	3%	6%	8%	4%	11%	9%	5%	6%	5%	7%	10%

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

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)

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
Top Gear	19%	22%	23%	22%	27%	9%	25%	14%	18%	19%	18%	18%	21%
EastEnders	19%	21%	23%	22%	16%	13%	25%	21%	15%	22%	21%	21%	25%
Coronation Street	29%	30%	25%	29%	17%	30%	29%	33%	28%	32%	36%	26%	27%
Mrs Brown's Boys	15%	13%	14%	13%	9%	21%	11%	22%	15%	13%	21%	24%	11%
Miranda	11%	11%	10%	11%	7%	12%	5%	10%	12%	8%	9%	16%	10%
Wimbledon Tennis Championships	53%	54%	49%	53%	49%	57%	48%	50%	56%	48%	51%	68%	52%
The FA Cup final	45%	47%	39%	46%	33%	47%	48%	39%	48%	44%	46%	40%	43%
The Grand National	39%	38%	36%	38%	27%	46%	35%	42%	42%	31%	48%	54%	35%
Downton Abbey	21%	19%	25%	20%	13%	27%	16%	24%	21%	18%	19%	37%	21%
Grand Designs	10%	10%	11%	10%	8%	12%	8%	7%	10%	10%	8%	24%	9%
The X Factor	15%	17%	15%	16%	16%	9%	18%	13%	10%	18%	17%	7%	20%
Britain's Got Talent	16%	16%	21%	17%	16%	11%	21%	17%	12%	18%	21%	10%	20%
MasterChef	12%	13%	13%	13%	6%	10%	11%	17%	12%	12%	13%	11%	11%
Strictly Come Dancing	17%	15%	18%	16%	9%	21%	20%	27%	19%	15%	20%	25%	14%
None of these	14%	13%	14%	13%	16%	14%	11%	18%	14%	11%	11%	13%	15%
Don't know	5%	4%	6%	4%	8%	3%	7%	8%	4%	5%	8%	4%	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

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

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
TV helps me stay connected with the world	46%	42%	49%	43%	34%	59%	42%	45%	46%	41%	60%	74%	41%
TV helps me relax	57%	57%	59%	57%	52%	56%	65%	60%	57%	53%	63%	63%	59%
TV helps me learn things	49%	45%	55%	46%	34%	60%	54%	56%	50%	47%	59%	53%	45%
I watch some programmes on TV just because my friends do – I want to be able to discuss it with them	7%	8%	9%	8%	17%	2%	9%	1%	4%	6%	4%	-	12%
I watch TV together with my family/ partner/ housemates	52%	52%	49%	52%	63%	57%	40%	40%	66%	63%	30%	12%	38%
I watch TV separately from my family/ partner/ housemates	19%	20%	19%	20%	25%	18%	16%	19%	17%	17%	21%	12%	28%
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%	32%	33%	44%	25%	45%	33%	28%	32%	39%	40%	38%
I don't really enjoy watching TV	5%	5%	6%	5%	4%	4%	1%	6%	5%	5%	2%	1%	4%
I prefer doing other things, rather than watching TV	21%	22%	22%	22%	28%	15%	19%	24%	21%	21%	15%	11%	23%
None of these	4%	4%	4%	4%	6%	2%	10%	7%	2%	3%	6%	3%	7%

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

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

The Royal Family :

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	10%	10%	8%	10%	12%	9%	16%	4%	8%	12%	10%	7%	9%	12%
2	4%	4%	6%	3%	1%	4%	1%	6%	3%	7%	2%	5%	3%	4%
3	4%	4%	5%	4%	-	4%	3%	4%	8%	2%	1%	4%	4%	1%
4	4%	4%	2%	3%	1%	2%	3%	8%	4%	5%	4%	2%	2%	5%
5	8%	8%	7%	6%	5%	6%	16%	12%	10%	7%	11%	7%	3%	7%
6	9%	8%	7%	15%	11%	10%	9%	2%	10%	11%	10%	8%	7%	7%
7	11%	10%	13%	15%	13%	14%	7%	14%	11%	8%	7%	15%	13%	16%
8	14%	14%	15%	11%	25%	15%	11%	8%	15%	14%	15%	18%	13%	14%
9	12%	12%	16%	12%	8%	13%	13%	19%	10%	8%	13%	10%	17%	13%
10 - Value a lot	23%	26%	17%	18%	21%	18%	15%	22%	18%	27%	24%	19%	27%	18%
Don't know	2%	1%	3%	3%	3%	3%	6%	1%	3%	-	3%	3%	2%	2%

Fish and Chips :

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%	4%	3%	4%	2%	4%	8%	3%	5%	9%	5%	2%	4%	5%
2	2%	2%	3%	1%	1%	2%	2%	-	4%	1%	0%	2%	2%	1%
3	4%	3%	7%	1%	-	4%	9%	4%	3%	2%	2%	3%	2%	3%
4	3%	3%	2%	4%	6%	3%	4%	1%	5%	3%	2%	2%	5%	5%
5	11%	11%	11%	8%	19%	11%	16%	6%	14%	9%	17%	11%	4%	15%
6	11%	12%	14%	5%	16%	11%	12%	5%	11%	11%	12%	14%	11%	11%
7	16%	17%	12%	23%	13%	16%	7%	15%	10%	17%	13%	17%	14%	16%
8	16%	15%	19%	19%	18%	19%	16%	30%	15%	16%	17%	14%	21%	15%
9	11%	12%	9%	14%	11%	11%	6%	14%	9%	8%	13%	13%	14%	11%
10 - Value a lot	19%	20%	18%	18%	11%	17%	15%	18%	22%	23%	17%	20%	22%	18%
Don't know	2%	1%	1%	3%	3%	2%	6%	4%	2%	0%	3%	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

William Shakespeare :

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%	12%	7%	4%	4%	7%	8%	8%	3%	4%	5%
2	3%	3%	3%	2%	6%	3%	6%	3%	5%	2%	1%	5%	2%	1%
3	3%	3%	4%	2%	1%	3%	4%	2%	5%	4%	3%	2%	2%	1%
4	4%	3%	4%	6%	5%	5%	4%	5%	2%	3%	3%	1%	2%	7%
5	11%	11%	10%	10%	11%	10%	23%	7%	15%	15%	13%	7%	11%	10%
6	10%	10%	9%	11%	16%	10%	10%	12%	15%	15%	11%	13%	7%	9%
7	14%	14%	16%	21%	10%	17%	10%	10%	10%	10%	22%	16%	18%	13%
8	16%	17%	18%	14%	11%	16%	13%	17%	10%	20%	12%	23%	18%	15%
9	12%	13%	14%	9%	10%	12%	7%	16%	11%	9%	12%	15%	10%	12%
10 - Value a lot	18%	19%	13%	13%	14%	13%	14%	21%	17%	14%	14%	14%	23%	24%
Don't know	2%	2%	3%	3%	3%	3%	6%	4%	3%	0%	2%	1%	2%	2%

The Beatles :

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

Stonehenge :

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%	6%	9%	16%	9%	2%	7%	7%	5%	9%	3%	3%	7%
2	3%	2%	2%	0%	9%	2%	5%	4%	4%	1%	5%	2%	0%	1%
3	3%	3%	1%	2%	1%	1%	8%	5%	2%	7%	2%	3%	1%	3%
4	4%	3%	6%	5%	2%	5%	3%	7%	8%	4%	1%	1%	1%	6%
5	11%	10%	9%	10%	19%	11%	13%	10%	11%	11%	12%	6%	6%	15%
6	11%	11%	10%	11%	11%	11%	10%	5%	9%	13%	10%	17%	11%	7%
7	13%	14%	11%	11%	13%	11%	6%	13%	13%	10%	21%	14%	12%	14%
8	19%	18%	21%	24%	10%	21%	13%	16%	19%	12%	14%	24%	23%	19%
9	10%	10%	14%	8%	5%	10%	7%	9%	7%	11%	7%	14%	12%	10%
10 - Value a lot	19%	20%	13%	16%	10%	14%	26%	20%	14%	23%	16%	14%	26%	16%
Don't know	4%	3%	6%	4%	4%	5%	7%	5%	6%	3%	3%	2%	5%	3%

Wimbledon Tennis Championship :

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	15%	15%	13%	15%	15%	14%	26%	15%	19%	23%	20%	10%	11%	16%
2	4%	4%	4%	1%	9%	4%	8%	2%	5%	4%	2%	7%	5%	3%
3	5%	5%	8%	6%	2%	6%	7%	2%	5%	6%	6%	2%	5%	5%
4	6%	6%	5%	7%	2%	5%	4%	8%	6%	8%	7%	6%	8%	6%
5	11%	11%	11%	11%	18%	12%	13%	15%	15%	7%	9%	13%	6%	10%
6	11%	10%	13%	12%	6%	12%	8%	12%	8%	13%	10%	9%	7%	14%
7	13%	13%	11%	18%	19%	15%	8%	6%	11%	16%	15%	18%	21%	16%
8	13%	13%	17%	11%	6%	13%	9%	17%	13%	10%	7%	14%	14%	6%
9	8%	9%	4%	10%	9%	7%	4%	5%	5%	6%	10%	13%	5%	10%
10 - Value a lot	11%	12%	11%	5%	8%	9%	7%	12%	9%	7%	14%	7%	16%	11%
Don't know	2%	2%	4%	3%	8%	4%	7%	6%	3%	1%	1%	2%	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

Harry Potter :

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	20%	20%	15%	21%	17%	18%	31%	20%	22%	27%	26%	17%	15%	18%
2	8%	8%	8%	5%	12%	7%	7%	2%	14%	9%	5%	6%	5%	4%
3	8%	8%	7%	5%	6%	6%	9%	11%	8%	5%	4%	5%	9%	12%
4	8%	8%	10%	5%	9%	8%	6%	6%	9%	8%	5%	8%	12%	7%
5	13%	13%	16%	12%	13%	14%	16%	6%	12%	13%	14%	11%	11%	18%
6	11%	11%	7%	13%	22%	11%	12%	14%	9%	10%	14%	15%	13%	10%
7	10%	11%	10%	9%	7%	9%	5%	12%	5%	11%	11%	16%	10%	9%
8	9%	9%	10%	11%	2%	10%	3%	8%	7%	6%	9%	12%	10%	7%
9	5%	5%	6%	8%	3%	6%	1%	7%	6%	4%	5%	5%	4%	4%
10 - Value a lot	7%	6%	9%	7%	4%	8%	5%	10%	6%	5%	5%	2%	8%	8%
Don't know	2%	2%	2%	3%	3%	2%	6%	4%	2%	1%	1%	1%	3%	2%

James Bond :

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	14%	14%	13%	12%	14%	13%	18%	13%	17%	17%	15%	10%	8%	13%
2	6%	6%	6%	2%	10%	5%	5%	5%	5%	9%	2%	5%	4%	6%
3	6%	6%	4%	4%	1%	4%	16%	10%	4%	3%	3%	6%	7%	3%
4	7%	8%	8%	6%	7%	7%	4%	7%	8%	9%	10%	5%	7%	11%
5	13%	14%	13%	7%	14%	11%	14%	19%	11%	16%	20%	12%	10%	11%
6	11%	10%	9%	15%	17%	13%	8%	9%	15%	13%	8%	13%	14%	13%
7	14%	14%	11%	14%	15%	13%	9%	13%	14%	10%	16%	21%	14%	14%
8	12%	12%	12%	19%	7%	14%	5%	11%	7%	13%	13%	13%	14%	10%
9	6%	6%	6%	7%	8%	6%	10%	1%	4%	4%	7%	8%	6%	6%
10 - Value a lot	9%	8%	16%	11%	3%	12%	4%	8%	11%	7%	6%	4%	13%	9%
Don't know	2%	2%	3%	3%	3%	3%	6%	4%	3%	0%	2%	2%	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

A cup of tea :

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	8%	8%	7%	9%	7%	8%	10%	6%	7%	4%	11%	5%	11%	9%
2	2%	2%	4%	2%	2%	3%	8%	2%	2%	1%	1%	3%	5%	2%
3	3%	2%	4%	4%	7%	4%	1%	1%	4%	4%	4%	2%	1%	3%
4	3%	3%	2%	4%	1%	2%	2%	3%	4%	2%	3%	1%	1%	5%
5	8%	8%	7%	8%	16%	9%	10%	3%	10%	7%	8%	12%	6%	10%
6	6%	7%	4%	4%	1%	3%	8%	4%	8%	8%	5%	8%	7%	8%
7	9%	9%	11%	7%	7%	9%	17%	8%	4%	9%	8%	8%	11%	11%
8	14%	15%	14%	16%	21%	16%	6%	13%	13%	17%	20%	17%	15%	9%
9	13%	13%	14%	18%	13%	15%	6%	21%	15%	12%	10%	15%	16%	13%
10 - Value a lot	31%	32%	31%	25%	22%	28%	27%	37%	30%	37%	29%	27%	25%	28%
Don't know	2%	1%	4%	3%	3%	3%	6%	4%	4%	1%	1%	1%	2%	2%

Big Ben :

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%	7%	7%	7%	7%	7%	1%	7%	8%	8%	2%	6%	4%
2	2%	2%	2%	1%	4%	2%	3%	2%	3%	4%	1%	3%	0%	1%
3	3%	3%	2%	2%	1%	2%	6%	2%	5%	2%	1%	2%	2%	1%
4	3%	3%	5%	1%	1%	3%	-	4%	5%	2%	4%	3%	1%	4%
5	11%	9%	12%	13%	18%	13%	16%	13%	10%	15%	10%	9%	9%	13%
6	9%	9%	9%	9%	11%	9%	8%	12%	10%	11%	8%	11%	7%	9%
7	14%	14%	9%	21%	4%	13%	11%	16%	18%	10%	15%	16%	14%	13%
8	19%	20%	22%	13%	20%	19%	14%	15%	13%	19%	26%	24%	24%	18%
9	11%	11%	12%	13%	9%	12%	8%	10%	11%	9%	10%	12%	13%	12%
10 - Value a lot	20%	21%	15%	17%	17%	16%	21%	22%	14%	19%	18%	17%	22%	23%
Don't know	2%	2%	3%	3%	8%	4%	6%	4%	4%	0%	1%	2%	3%	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

Red post boxes :

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%	5%	4%	-	4%	3%	3%	2%	3%	2%	2%	4%	3%
2	1%	2%	1%	1%	-	1%	2%	2%	2%	2%	4%	1%	1%	1%
3	3%	3%	2%	6%	4%	4%	7%	4%	4%	2%	2%	2%	0%	3%
4	3%	3%	5%	2%	7%	4%	3%	3%	1%	5%	1%	4%	6%	6%
5	9%	9%	12%	5%	11%	9%	14%	8%	12%	10%	8%	9%	7%	8%
6	9%	10%	8%	7%	11%	8%	8%	13%	10%	8%	12%	16%	7%	9%
7	13%	13%	13%	13%	14%	13%	11%	18%	13%	14%	13%	12%	16%	16%
8	19%	19%	19%	23%	21%	21%	17%	16%	22%	18%	19%	21%	18%	16%
9	12%	12%	13%	11%	7%	11%	10%	3%	9%	10%	11%	17%	13%	10%
10 - Value a lot	23%	24%	19%	24%	22%	21%	19%	26%	21%	26%	26%	15%	25%	25%
Don't know	2%	2%	4%	3%	3%	3%	6%	4%	4%	1%	3%	1%	2%	3%

British pubs :

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	5%	4%	11%	3%	9%	8%	11%	1%	11%	4%	2%	3%	9%	4%
2	2%	2%	2%	0%	4%	2%	2%	1%	1%	8%	1%	2%	0%	3%
3	3%	3%	5%	1%	2%	3%	12%	2%	3%	3%	1%	4%	1%	4%
4	3%	2%	5%	7%	1%	5%	8%	3%	5%	2%	8%	2%	2%	4%
5	10%	10%	8%	9%	11%	9%	14%	2%	7%	11%	15%	11%	8%	9%
6	11%	10%	10%	16%	10%	12%	9%	11%	10%	7%	20%	13%	10%	12%
7	14%	13%	14%	15%	23%	16%	8%	14%	15%	9%	12%	20%	11%	10%
8	17%	18%	13%	21%	15%	16%	17%	24%	16%	16%	15%	14%	23%	18%
9	13%	14%	14%	10%	13%	12%	3%	18%	10%	17%	9%	18%	14%	9%
10 - Value a lot	19%	22%	14%	15%	7%	14%	9%	19%	17%	23%	15%	14%	20%	22%
Don't know	2%	2%	4%	3%	4%	3%	7%	5%	4%	1%	3%	1%	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 TV soaps (e.g. Coronation Street/ EastEnders etc.) :

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%	31%	15%	23%	24%	41%	21%	23%	29%	25%	17%	40%	26%
2	7%	7%	6%	5%	10%	6%	4%	9%	8%	9%	5%	4%	7%	7%
3	7%	8%	7%	2%	7%	5%	8%	5%	5%	8%	6%	7%	11%	6%
4	7%	8%	3%	11%	2%	6%	5%	9%	10%	7%	6%	8%	7%	10%
5	11%	11%	9%	13%	12%	11%	10%	9%	9%	11%	13%	16%	9%	13%
6	9%	8%	9%	16%	17%	13%	6%	11%	10%	9%	14%	8%	6%	11%
7	10%	9%	15%	11%	4%	12%	2%	11%	11%	6%	9%	14%	2%	8%
8	7%	6%	7%	5%	12%	7%	10%	9%	8%	8%	10%	9%	6%	6%
9	5%	5%	4%	9%	-	6%	4%	5%	3%	5%	3%	8%	3%	3%
10 - Value a lot	8%	9%	8%	10%	9%	9%	3%	7%	10%	8%	9%	5%	8%	8%
Don't know	2%	1%	2%	3%	3%	2%	7%	4%	2%	1%	1%	1%	1%	3%

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	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
Subscription-free TV should <u>always</u> be available for everyone in the UK to watch	69%	72%	65%	58%	54%	61%	54%	71%	69%	68%	64%	71%	74%	63%
Receiving subscription-free TV is more important to me than having an annual holiday	14%	15%	9%	11%	14%	10%	22%	16%	13%	14%	14%	14%	14%	16%
Receiving subscription-free TV is more important to me than having a second car	30%	33%	23%	21%	25%	22%	22%	33%	32%	27%	21%	29%	29%	34%
Receiving subscription-free TV is more important to me than having wireless internet	10%	12%	4%	5%	4%	5%	13%	5%	12%	10%	7%	14%	7%	10%
Receiving subscription-free TV is more important to me than having a mobile phone	15%	18%	8%	7%	10%	8%	12%	20%	18%	14%	15%	14%	16%	14%
Receiving subscription-free TV is more important to me than having a landline phone	17%	18%	20%	8%	20%	16%	13%	16%	18%	20%	15%	20%	17%	23%
I opt out of pay-TV because it's too expensive	23%	26%	18%	14%	13%	16%	13%	18%	25%	26%	20%	20%	27%	25%
I opt out of pay-TV because I don't want the additional services/ TV content	16%	18%	12%	9%	3%	10%	19%	11%	7%	21%	16%	10%	22%	18%
None of these	14%	12%	15%	20%	15%	17%	33%	24%	10%	17%	17%	12%	10%	13%

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

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	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
Going on an annual holiday	4%	4%	3%	5%	6%	4%	3%	4%	3%	4%	0%	7%	5%	4%
Using my mobile phone	4%	4%	2%	1%	2%	2%	1%	3%	2%	5%	3%	3%	4%	4%
Using my wireless internet	1%	1%	1%	2%	6%	2%	4%	-	1%	2%	2%	3%	0%	-
Smoking cigarettes	15%	15%	18%	13%	16%	16%	6%	12%	17%	9%	9%	15%	20%	17%
Drinking alcohol	9%	8%	5%	11%	19%	9%	8%	11%	12%	4%	20%	11%	8%	8%
Eating chocolate	9%	9%	11%	10%	8%	10%	8%	13%	4%	8%	11%	9%	8%	7%
Seeing my partner as much as I currently do	1%	0%	1%	2%	-	1%	-	1%	-	1%	-	-	-	1%
The right to vote in an election	4%	3%	7%	8%	6%	7%	-	6%	7%	7%	3%	5%	4%	3%
Going to church	14%	14%	14%	13%	7%	13%	12%	22%	15%	16%	11%	6%	10%	21%
Using social media (e.g. Twitter/ Facebook)	18%	19%	19%	7%	10%	14%	16%	12%	18%	25%	17%	15%	18%	14%
None of these	17%	16%	14%	24%	9%	17%	27%	8%	13%	14%	20%	21%	14%	15%
Don't know	6%	6%	5%	3%	12%	5%	15%	9%	8%	5%	4%	6%	7%	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

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)

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
Top Gear	19%	16%	26%	36%	21%	29%	11%	13%	20%	20%	26%	23%	22%	16%
EastEnders	19%	19%	23%	24%	22%	24%	7%	22%	18%	16%	18%	30%	15%	25%
Coronation Street	29%	29%	33%	36%	17%	32%	8%	40%	35%	33%	33%	41%	22%	24%
Mrs Brown's Boys	15%	15%	17%	18%	15%	17%	4%	10%	16%	15%	20%	20%	11%	8%
Miranda	11%	11%	10%	12%	12%	11%	7%	8%	10%	12%	14%	15%	13%	9%
Wimbledon Tennis Championships	53%	56%	47%	50%	40%	47%	40%	47%	50%	50%	45%	61%	60%	48%
The FA Cup final	45%	47%	39%	48%	28%	41%	30%	49%	47%	51%	48%	53%	52%	43%
The Grand National	39%	41%	36%	37%	26%	35%	25%	46%	40%	33%	30%	48%	41%	40%
Downton Abbey	21%	22%	21%	19%	7%	19%	9%	20%	17%	26%	23%	25%	19%	21%
Grand Designs	10%	10%	14%	15%	8%	14%	5%	11%	9%	7%	12%	10%	11%	7%
The X Factor	15%	12%	19%	25%	28%	22%	3%	19%	18%	14%	18%	19%	13%	16%
Britain's Got Talent	16%	14%	21%	24%	26%	23%	10%	11%	19%	19%	16%	20%	16%	16%
MasterChef	12%	11%	15%	16%	6%	14%	12%	11%	12%	10%	10%	13%	13%	11%
Strictly Come Dancing	17%	18%	19%	14%	10%	16%	16%	25%	15%	18%	15%	19%	18%	16%
None of these	14%	14%	10%	11%	14%	11%	26%	10%	11%	13%	13%	11%	11%	17%
Don't know	5%	4%	6%	4%	7%	5%	12%	7%	3%	6%	2%	2%	3%	7%

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

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
TV helps me stay connected with the world	46%	48%	42%	40%	35%	40%	46%	47%	43%	47%	39%	43%	50%	43%
TV helps me relax	57%	61%	49%	50%	35%	48%	55%	57%	60%	52%	49%	61%	55%	52%
TV helps me learn things	49%	51%	44%	46%	27%	43%	56%	54%	44%	49%	42%	47%	57%	46%
I watch some programmes on TV just because my friends do – I want to be able to discuss it with them	7%	6%	8%	6%	13%	8%	5%	4%	9%	9%	9%	7%	7%	6%
I watch TV together with my family/ partner/ housemates	52%	52%	63%	56%	42%	58%	30%	53%	52%	55%	54%	52%	57%	56%
I watch TV separately from my family/ partner/ housemates	19%	20%	21%	18%	12%	19%	16%	19%	26%	13%	19%	23%	19%	23%
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%	32%	37%	27%	37%	33%	39%	30%	27%	37%	24%	41%	30%	34%
I don't really enjoy watching TV	5%	5%	4%	2%	13%	4%	8%	1%	4%	5%	4%	4%	2%	5%
I prefer doing other things, rather than watching TV	21%	21%	19%	24%	23%	21%	20%	13%	26%	24%	24%	14%	19%	26%
None of these	4%	3%	5%	6%	7%	6%	15%	8%	4%	2%	6%	3%	2%	8%

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

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

The Royal Family :

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	10%	6%	9%	10%	21%	12%	8%	10%	11%	10%
2	4%	2%	2%	3%	7%	7%	4%	4%	4%	6%
3	4%	3%	3%	8%	6%	3%	3%	3%	6%	4%
4	4%	2%	5%	1%	3%	5%	4%	4%	3%	4%
5	8%	8%	6%	11%	13%	2%	8%	6%	8%	6%
6	9%	6%	11%	9%	16%	8%	10%	9%	7%	7%
7	11%	11%	10%	10%	3%	1%	12%	10%	8%	14%
8	14%	17%	13%	9%	9%	14%	13%	15%	14%	14%
9	12%	12%	13%	19%	6%	14%	12%	14%	10%	11%
10 - Value a lot	23%	31%	28%	18%	16%	31%	23%	25%	28%	20%
Don't know	2%	3%	1%	1%	1%	1%	2%	1%	1%	4%

Fish and Chips :

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%	4%	1%	2%	6%	5%	4%	3%	9%	5%
2	2%	3%	1%	3%	-	3%	1%	2%	1%	1%
3	4%	4%	2%	4%	10%	5%	4%	4%	3%	4%
4	3%	3%	2%	3%	5%	7%	3%	4%	1%	2%
5	11%	14%	10%	4%	13%	11%	11%	11%	12%	11%
6	11%	8%	10%	15%	15%	25%	12%	15%	11%	11%
7	16%	13%	24%	20%	21%	23%	15%	18%	16%	15%
8	16%	14%	21%	17%	7%	11%	17%	19%	11%	19%
9	11%	14%	12%	12%	8%	6%	11%	8%	13%	11%
10 - Value a lot	19%	19%	16%	20%	16%	3%	20%	16%	24%	19%
Don't know	2%	4%	1%	1%	1%	1%	1%	1%	0%	2%

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

William Shakespeare :

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%	6%	3%	4%	12%	8%	5%	3%	11%	4%
2	3%	3%	1%	1%	5%	7%	2%	2%	1%	2%
3	3%	1%	1%	5%	7%	12%	3%	2%	1%	3%
4	4%	5%	7%	1%	3%	5%	5%	4%	5%	3%
5	11%	9%	12%	19%	9%	6%	10%	10%	14%	9%
6	10%	10%	6%	8%	10%	7%	10%	7%	4%	12%
7	14%	13%	19%	12%	15%	13%	14%	15%	13%	11%
8	16%	16%	17%	14%	18%	20%	18%	19%	15%	21%
9	12%	11%	13%	22%	10%	13%	12%	12%	13%	12%
10 - Value a lot	18%	22%	20%	15%	10%	9%	18%	25%	23%	19%
Don't know	2%	4%	2%	1%	1%	1%	2%	1%	0%	3%

The Beatles :

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

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

Stonehenge :

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%	6%	1%	3%	8%	12%	5%	5%	5%	4%
2	3%	2%	1%	2%	7%	6%	2%	3%	4%	3%
3	3%	2%	1%	3%	4%	2%	2%	1%	1%	2%
4	4%	2%	5%	3%	2%	4%	4%	2%	3%	4%
5	11%	11%	6%	11%	15%	15%	10%	8%	6%	10%
6	11%	11%	9%	16%	10%	9%	12%	10%	10%	11%
7	13%	12%	17%	10%	11%	4%	12%	18%	12%	13%
8	19%	13%	22%	15%	23%	31%	19%	18%	21%	17%
9	10%	11%	12%	15%	7%	3%	10%	12%	14%	11%
10 - Value a lot	19%	25%	25%	21%	11%	11%	20%	21%	17%	19%
Don't know	4%	5%	1%	2%	3%	4%	3%	1%	7%	5%

Wimbledon Tennis Championship :

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

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

Harry Potter :

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

James Bond :

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

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

A cup of tea :

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	8%	11%	8%	3%	10%	5%	9%	7%	7%	7%
2	2%	1%	3%	2%	4%	1%	3%	1%	2%	2%
3	3%	3%	1%	1%	6%	6%	3%	3%	2%	3%
4	3%	2%	4%	2%	1%	2%	2%	3%	2%	1%
5	8%	9%	7%	5%	7%	6%	8%	8%	7%	6%
6	6%	5%	2%	7%	4%	3%	4%	6%	5%	4%
7	9%	10%	7%	17%	12%	3%	9%	12%	16%	10%
8	14%	11%	15%	15%	14%	34%	13%	11%	11%	18%
9	13%	12%	18%	14%	8%	10%	15%	16%	16%	16%
10 - Value a lot	31%	33%	34%	33%	33%	29%	33%	31%	32%	31%
Don't know	2%	3%	1%	1%	1%	1%	1%	1%	1%	3%

Big Ben :

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%	3%	6%	10%	7%	5%	5%	9%	6%
2	2%	1%	0%	6%	4%	6%	3%	2%	4%	2%
3	3%	2%	2%	3%	11%	2%	3%	2%	3%	3%
4	3%	2%	3%	1%	3%	7%	4%	3%	2%	2%
5	11%	9%	8%	14%	12%	4%	10%	11%	5%	9%
6	9%	10%	10%	7%	4%	9%	9%	8%	9%	8%
7	14%	13%	15%	12%	13%	8%	15%	16%	9%	15%
8	19%	13%	22%	18%	20%	33%	19%	17%	16%	20%
9	11%	13%	11%	15%	7%	9%	12%	11%	17%	11%
10 - Value a lot	20%	28%	25%	18%	15%	9%	20%	24%	25%	19%
Don't know	2%	4%	1%	1%	2%	7%	2%	1%	0%	4%

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

Red post boxes :

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%	4%	1%	6%	7%	9%	3%	3%	2%	3%
2	1%	1%	1%	0%	2%	-	1%	1%	5%	2%
3	3%	6%	3%	2%	8%	1%	3%	4%	1%	3%
4	3%	1%	3%	1%	4%	4%	3%	4%	4%	2%
5	9%	9%	10%	13%	8%	15%	9%	10%	7%	9%
6	9%	6%	8%	7%	8%	13%	9%	7%	7%	8%
7	13%	13%	9%	11%	16%	1%	14%	14%	12%	16%
8	19%	16%	24%	18%	22%	27%	19%	21%	16%	20%
9	12%	14%	14%	20%	7%	4%	12%	11%	17%	12%
10 - Value a lot	23%	27%	25%	21%	17%	24%	25%	23%	29%	22%
Don't know	2%	4%	1%	1%	1%	1%	2%	1%	1%	3%

British pubs :

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	5%	4%	3%	5%	8%	11%	5%	5%	12%	5%
2	2%	2%	1%	2%	2%	2%	2%	2%	4%	1%
3	3%	2%	1%	1%	9%	7%	3%	2%	0%	2%
4	3%	3%	3%	4%	2%	1%	3%	4%	3%	2%
5	10%	8%	8%	11%	12%	27%	8%	9%	6%	7%
6	11%	8%	9%	15%	7%	8%	11%	10%	10%	11%
7	14%	15%	11%	13%	20%	16%	14%	16%	18%	14%
8	17%	19%	25%	6%	12%	13%	18%	20%	14%	15%
9	13%	11%	16%	20%	15%	6%	14%	10%	12%	16%
10 - Value a lot	19%	25%	23%	22%	11%	7%	21%	22%	20%	22%
Don't know	2%	4%	1%	1%	1%	1%	2%	1%	2%	3%

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

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

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%	30%	23%	23%	35%	39%	26%	30%	38%	29%
2	7%	5%	7%	12%	6%	11%	7%	9%	9%	7%
3	7%	6%	11%	11%	5%	4%	7%	11%	11%	6%
4	7%	6%	7%	5%	5%	3%	7%	9%	7%	7%
5	11%	13%	11%	10%	9%	5%	12%	11%	5%	8%
6	9%	9%	9%	7%	6%	4%	9%	8%	6%	9%
7	10%	10%	9%	11%	11%	19%	10%	9%	6%	13%
8	7%	6%	8%	4%	1%	8%	6%	4%	5%	8%
9	5%	2%	6%	9%	10%	2%	6%	2%	4%	5%
10 - Value a lot	8%	10%	6%	9%	9%	7%	9%	5%	8%	7%
Don't know	2%	3%	3%	1%	1%	-	1%	1%	1%	2%

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	316	191	97	133	50	1277	254	130	505
Base: All UK adults	2066	275	183	101	176	58	1324	209	134	505
Subscription-free TV should <u>always</u> be available for everyone in the UK to watch	69%	65%	73%	77%	66%	78%	69%	70%	64%	69%
Receiving subscription-free TV is more important to me than having an annual holiday	14%	13%	15%	12%	20%	12%	14%	13%	16%	13%
Receiving subscription-free TV is more important to me than having a second car	30%	26%	33%	28%	34%	39%	29%	28%	27%	34%
Receiving subscription-free TV is more important to me than having wireless internet	10%	9%	9%	16%	15%	4%	9%	8%	12%	8%
Receiving subscription-free TV is more important to me than having a mobile phone	15%	12%	14%	12%	21%	13%	12%	10%	12%	10%
Receiving subscription-free TV is more important to me than having a landline phone	17%	18%	15%	12%	9%	20%	20%	22%	21%	24%
I opt out of pay-TV because it's too expensive	23%	25%	24%	19%	24%	12%	23%	27%	24%	19%
I opt out of pay-TV because I don't want the additional services/ TV content	16%	18%	19%	18%	13%	18%	15%	18%	10%	13%
None of these	14%	15%	12%	11%	15%	11%	12%	13%	14%	13%

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

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	316	191	97	133	50	1277	254	130	505
Base: All UK adults	2066	275	183	101	176	58	1324	209	134	505
Going on an annual holiday	4%	5%	5%	1%	3%	2%	4%	2%	2%	3%
Using my mobile phone	4%	2%	3%	1%	8%	3%	2%	2%	1%	2%
Using my wireless internet	1%	1%	1%	10%	-	1%	1%	0%	5%	0%
Smoking cigarettes	15%	14%	15%	24%	9%	14%	15%	19%	17%	19%
Drinking alcohol	9%	7%	8%	4%	4%	9%	9%	7%	10%	7%
Eating chocolate	9%	7%	18%	11%	8%	15%	10%	7%	7%	11%
Seeing my partner as much as I currently do	1%	1%	-	-	2%	-	1%	1%	1%	1%
The right to vote in an election	4%	4%	3%	1%	1%	2%	5%	2%	3%	5%
Going to church	14%	13%	12%	7%	16%	7%	16%	20%	17%	19%
Using social media (e.g. Twitter/ Facebook)	18%	20%	16%	9%	23%	17%	15%	14%	11%	10%
None of these	17%	18%	14%	21%	21%	23%	17%	19%	20%	16%
Don't know	6%	8%	5%	10%	4%	6%	5%	7%	6%	8%

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

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)

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
Top Gear	19%	19%	17%	12%	14%	30%	22%	24%	21%	23%
EastEnders	19%	19%	15%	23%	14%	12%	24%	19%	18%	23%
Coronation Street	29%	22%	26%	23%	29%	20%	30%	20%	20%	28%
Mrs Brown's Boys	15%	12%	10%	25%	26%	18%	16%	7%	12%	12%
Miranda	11%	11%	10%	9%	6%	7%	12%	9%	9%	11%
Wimbledon Tennis Championships	53%	54%	58%	53%	56%	55%	55%	59%	53%	54%
The FA Cup final	45%	37%	46%	42%	35%	39%	47%	45%	43%	46%
The Grand National	39%	38%	33%	44%	35%	49%	42%	46%	42%	38%
Downton Abbey	21%	24%	21%	27%	8%	24%	22%	21%	25%	20%
Grand Designs	10%	14%	12%	5%	12%	16%	11%	12%	18%	10%
The X Factor	15%	10%	9%	21%	9%	15%	16%	8%	13%	18%
Britain's Got Talent	16%	12%	13%	20%	11%	17%	19%	10%	11%	19%
MasterChef	12%	12%	10%	13%	16%	8%	13%	11%	16%	12%
Strictly Come Dancing	17%	18%	17%	15%	18%	14%	18%	17%	16%	19%
None of these	14%	16%	14%	16%	19%	14%	13%	17%	18%	14%
Don't know	5%	4%	8%	5%	4%	4%	3%	2%	2%	3%

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

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

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
TV helps me stay connected with the world	46%	46%	53%	48%	51%	50%	46%	50%	50%	51%
TV helps me relax	57%	57%	69%	60%	61%	62%	58%	62%	56%	64%
TV helps me learn things	49%	48%	55%	44%	59%	48%	50%	58%	54%	55%
I watch some programmes on TV just because my friends do – I want to be able to discuss it with them	7%	7%	3%	7%	3%	6%	7%	10%	7%	12%
I watch TV together with my family/ partner/ housemates	52%	49%	56%	38%	47%	52%	52%	51%	48%	54%
I watch TV separately from my family/ partner/ housemates	19%	19%	16%	16%	21%	9%	21%	24%	17%	25%
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%	35%	35%	23%	32%	30%	36%	40%	34%	41%
I don't really enjoy watching TV	5%	4%	6%	10%	7%	5%	5%	6%	5%	4%
I prefer doing other things, rather than watching TV	21%	19%	19%	29%	18%	11%	22%	31%	29%	23%
None of these	4%	6%	2%	1%	2%	2%	3%	1%	1%	2%

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

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

The Royal Family :

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	10%	5%	8%	13%	11%	11%	-	28%	13%
2	4%	1%	5%	1%	2%	5%	3%	5%	2%
3	4%	-	3%	2%	6%	3%	-	-	6%
4	4%	1%	3%	2%	1%	6%	-	4%	4%
5	8%	5%	9%	3%	8%	7%	3%	5%	14%
6	9%	18%	10%	9%	10%	7%	12%	-	4%
7	11%	14%	10%	25%	11%	10%	17%	4%	10%
8	14%	16%	14%	14%	12%	15%	29%	23%	7%
9	12%	8%	14%	7%	13%	11%	9%	22%	10%
10 - Value a lot	23%	26%	22%	24%	27%	24%	26%	10%	14%
Don't know	2%	5%	1%	2%	1%	1%	-	-	16%

Fish and Chips :

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%	5%	3%	6%	-	8%	3%
2	2%	1%	2%	8%	1%	2%	-	-	5%
3	4%	3%	3%	2%	4%	3%	10%	-	6%
4	3%	1%	2%	1%	3%	5%	3%	-	5%
5	11%	23%	10%	10%	8%	13%	3%	11%	16%
6	11%	6%	12%	14%	14%	11%	4%	9%	5%
7	16%	15%	19%	10%	17%	13%	20%	11%	20%
8	16%	16%	15%	24%	18%	15%	27%	38%	10%
9	11%	11%	11%	3%	14%	12%	15%	6%	10%
10 - Value a lot	19%	18%	19%	20%	18%	20%	18%	13%	9%
Don't know	2%	5%	2%	2%	1%	1%	-	4%	12%

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

William Shakespeare :

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%	3%	7%	2%	6%	6%	-	8%	3%
2	3%	-	4%	7%	4%	2%	3%	-	1%
3	3%	3%	4%	2%	1%	4%	-	7%	1%
4	4%	10%	3%	8%	5%	3%	5%	13%	1%
5	11%	2%	12%	17%	10%	11%	3%	14%	14%
6	10%	11%	12%	11%	10%	9%	10%	-	9%
7	14%	12%	16%	4%	15%	14%	10%	21%	9%
8	16%	21%	14%	15%	17%	18%	35%	11%	10%
9	12%	13%	10%	18%	13%	13%	5%	10%	16%
10 - Value a lot	18%	18%	16%	16%	17%	19%	28%	12%	21%
Don't know	2%	5%	2%	2%	2%	1%	-	4%	15%

The Beatles :

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	10%	15%	9%	4%	9%	11%	-	17%	13%
2	4%	1%	5%	14%	4%	3%	-	-	2%
3	6%	2%	5%	6%	5%	7%	10%	4%	7%
4	6%	-	6%	4%	6%	6%	7%	4%	5%
5	12%	14%	13%	8%	9%	11%	16%	16%	10%
6	13%	19%	11%	28%	12%	13%	-	17%	17%
7	13%	10%	13%	4%	12%	14%	18%	18%	5%
8	14%	16%	12%	14%	15%	16%	20%	-	12%
9	8%	8%	10%	6%	7%	6%	5%	13%	6%
10 - Value a lot	13%	10%	12%	10%	18%	13%	26%	7%	8%
Don't know	2%	6%	2%	2%	1%	1%	-	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

Stonehenge :

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%	5%	-	7%	7%	5%	4%	3%
2	3%	1%	4%	8%	1%	2%	10%	7%	1%
3	3%	8%	3%	-	1%	4%	-	-	-
4	4%	1%	4%	2%	2%	4%	-	4%	2%
5	11%	9%	10%	20%	10%	11%	3%	28%	14%
6	11%	14%	12%	2%	10%	10%	3%	15%	9%
7	13%	7%	12%	25%	15%	13%	6%	9%	13%
8	19%	19%	20%	11%	20%	17%	42%	10%	15%
9	10%	15%	9%	10%	10%	11%	2%	7%	7%
10 - Value a lot	19%	20%	18%	16%	18%	20%	29%	13%	20%
Don't know	4%	5%	4%	6%	4%	1%	-	4%	16%

Wimbledon Tennis Championship :

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	15%	19%	15%	18%	18%	14%	-	8%	15%
2	4%	5%	5%	5%	4%	4%	3%	-	3%
3	5%	3%	4%	9%	7%	5%	10%	-	4%
4	6%	7%	6%	2%	6%	6%	5%	37%	2%
5	11%	4%	12%	22%	7%	12%	13%	11%	16%
6	11%	13%	9%	9%	9%	13%	5%	5%	9%
7	13%	14%	13%	8%	16%	12%	14%	9%	14%
8	13%	11%	16%	10%	8%	13%	20%	7%	10%
9	8%	8%	6%	3%	11%	10%	9%	-	3%
10 - Value a lot	11%	10%	11%	11%	13%	10%	20%	20%	9%
Don't know	2%	5%	2%	4%	1%	1%	-	4%	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

Harry Potter :

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

James Bond :

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	14%	5%	14%	6%	13%	16%	-	14%	11%
2	6%	4%	6%	18%	7%	5%	11%	7%	5%
3	6%	7%	5%	4%	5%	7%	-	-	7%
4	7%	8%	8%	16%	7%	7%	5%	9%	8%
5	13%	16%	12%	6%	12%	15%	12%	13%	17%
6	11%	18%	10%	23%	12%	10%	21%	-	8%
7	14%	10%	13%	10%	14%	14%	13%	43%	11%
8	12%	12%	12%	8%	14%	12%	20%	-	10%
9	6%	7%	8%	2%	7%	6%	-	4%	2%
10 - Value a lot	9%	7%	11%	5%	9%	7%	18%	7%	6%
Don't know	2%	5%	2%	2%	1%	1%	-	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

A cup of tea :

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	8%	7%	7%	6%	11%	8%	5%	18%	9%
2	2%	2%	3%	3%	1%	3%	-	-	0%
3	3%	3%	2%	2%	6%	2%	3%	5%	3%
4	3%	1%	3%	2%	1%	3%	-	5%	6%
5	8%	17%	8%	16%	6%	8%	-	7%	9%
6	6%	1%	6%	6%	3%	7%	12%	-	8%
7	9%	8%	11%	5%	11%	7%	11%	17%	4%
8	14%	7%	14%	4%	18%	15%	23%	28%	6%
9	13%	17%	14%	10%	12%	14%	18%	4%	13%
10 - Value a lot	31%	32%	30%	45%	30%	33%	29%	16%	27%
Don't know	2%	5%	2%	2%	1%	1%	-	-	16%

Big Ben :

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%	3%	5%	6%	5%	7%	-	14%	3%
2	2%	-	3%	10%	3%	1%	10%	-	1%
3	3%	1%	3%	-	3%	3%	-	-	2%
4	3%	1%	4%	-	2%	4%	-	10%	2%
5	11%	9%	11%	11%	10%	10%	10%	7%	15%
6	9%	22%	8%	7%	9%	9%	2%	5%	12%
7	14%	8%	16%	24%	12%	13%	16%	9%	10%
8	19%	16%	19%	18%	20%	21%	26%	9%	14%
9	11%	12%	11%	4%	13%	11%	12%	28%	6%
10 - Value a lot	20%	22%	19%	19%	22%	21%	23%	14%	17%
Don't know	2%	5%	2%	2%	2%	1%	-	4%	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

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%

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 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%

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

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%

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

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)

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%

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, 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%