

YouGov / Channel 4 Survey Results

Sample Size: 11463

Fieldwork: 7th - 13th November 2007

Channel 4

All GB Adults
Unweighted Sample

Total	Gender		Age				Social Grade		Ethnicity		Sexual orientation		Dis-abled people	News programmes watched regularly				Regular C4 viewers
	Male	Female	18 to 24	25 to 34	35 to 54	55 +	ABC1	C2DE	White	Non-white	Hetero-sexual	Gay / lesbian		BBC	ITV	C4	Sky	
11475	5504	5959	1266	2298	3834	4066	6177	5268	10307	919	10421	856	722	9545	6077	2667	2884	6245
11475	5359	6104	1122	2482	3580	4279	6781	4664	10087	647	10204	1031	701	9548	6237	2828	2742	6459
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about Britain and British society in general, to what extent (if at all) do you agree or disagree with the following statements...?

Britain is a democratic society

Agree strongly	15	17	13	11	11	14	19	15	15	15	14	15	14	19	16	14	15	17	15
Tend to agree	42	43	41	39	44	43	40	46	37	42	42	42	44	36	44	42	45	40	45
Neither agree nor disagree	25	20	29	31	28	25	21	21	29	25	28	25	22	23	23	29	20	24	24
Tend to disagree	11	12	11	8	10	11	13	12	10	11	9	11	13	13	12	10	12	12	11
Disagree strongly	4	6	3	2	3	4	5	4	4	4	4	4	5	9	3	3	6	4	4
Don't know	3	2	4	9	5	2	1	2	4	3	4	3	3	1	2	3	1	3	2

There are equal opportunities for everyone in Britain

Agree strongly	7	8	7	6	6	8	8	7	8	8	6	7	8	9	7	8	6	9	7
Tend to agree	27	30	25	27	29	27	27	29	26	28	25	27	29	22	29	28	28	27	30
Neither agree nor disagree	20	19	21	21	22	20	20	19	21	20	23	21	15	15	18	21	19	21	20
Tend to disagree	31	28	33	27	30	30	32	32	29	31	25	30	33	30	32	31	32	29	31
Disagree strongly	13	13	13	14	12	14	13	12	14	13	18	13	14	23	13	12	14	14	12
Don't know	1	2	1	4	2	1	1	1	2	1	3	1	2	1	1	1	1	1	1

Too many immigrants are being allowed into Britain

Agree strongly	50	49	51	34	41	51	59	45	56	52	22	51	35	65	44	59	36	57	45
Tend to agree	28	27	29	31	31	29	26	31	26	28	35	28	30	24	30	28	30	28	31
Neither agree nor disagree	11	12	11	16	16	11	8	12	10	10	23	11	15	7	14	8	15	9	12
Tend to disagree	7	8	6	11	8	6	5	8	5	6	14	6	11	3	8	4	12	5	8
Disagree strongly	3	3	2	5	3	3	2	3	2	3	4	2	7	1	3	1	6	2	3
Don't know	1	1	1	4	2	1	0	1	2	1	2	1	2	0	1	1	1	1	1

Britain is a culturally diverse society

Agree strongly	24	24	24	27	25	23	25	25	23	24	28	24	27	26	25	22	27	26	26
Tend to agree	56	56	56	51	57	58	56	60	52	56	54	56	60	53	59	56	59	54	58
Neither agree nor disagree	14	12	15	14	12	15	14	10	19	14	11	14	9	15	11	17	10	14	11
Tend to disagree	3	4	2	3	3	3	4	3	3	3	4	3	2	4	3	3	3	4	3
Disagree strongly	1	1	1	1	1	1	1	1	1	1	1	1	1	2	1	1	1	1	1
Don't know	2	2	2	4	2	1	1	1	3	2	2	2	2	1	1	2	0	1	1

Channel 4

All GB Adults
Unweighted Sample

Total	Gender		Age				Social Grade		Ethnicity		Sexual orientation		Dis-abled people	News programmes watched regularly				Regular C4 viewers
	Male	Female	18 to 24	25 to 34	35 to 54	55 +	ABC1	C2DE	White	Non-white	Hetero-sexual	Gay / lesbian		BBC	ITV	C4	Sky	
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11475	5359	6104	1122	2482	3580	4279	6781	4664	10087	647	10204	1031	701	9548	6237	2828	2742	6459
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Britain is too multi-cultural

Agree strongly	28	29	27	17	18	29	37	25	32	29	13	29	18	43	25	33	21	30	24
Tend to agree	20	20	21	14	17	21	24	20	21	21	13	21	14	23	20	22	16	23	19
Neither agree nor disagree	24	22	26	25	28	25	21	24	25	24	25	24	21	19	24	25	22	25	25
Tend to disagree	18	18	18	25	24	17	13	21	14	17	27	17	23	10	20	14	26	15	21
Disagree strongly	9	9	9	16	13	8	5	10	8	8	20	8	21	5	10	5	16	6	11
Don't know	1	1	1	3	2	1	0	1	1	1	2	1	2	0	1	1	0	1	0

People from different cultures are treated with respect in Britain

Agree strongly	11	10	11	8	9	11	12	10	12	11	8	11	8	17	9	13	9	13	10
Tend to agree	38	40	35	31	36	38	41	39	36	39	29	38	35	33	39	39	39	37	39
Neither agree nor disagree	27	26	28	31	28	27	25	26	28	27	27	27	26	26	27	27	25	26	26
Tend to disagree	20	19	22	23	23	20	19	22	19	20	27	20	25	18	22	19	23	20	22
Disagree strongly	3	3	3	4	3	3	3	3	3	3	8	3	3	5	3	2	4	4	3
Don't know	1	1	1	4	2	1	1	1	2	1	2	1	2	1	1	1	0	1	1

There is an undercurrent of racism in Britain

Agree strongly	14	14	15	12	11	15	17	13	16	14	21	15	14	22	14	14	14	17	13
Tend to agree	45	44	47	37	42	45	50	46	45	45	46	46	43	46	46	48	44	45	46
Neither agree nor disagree	25	25	25	29	29	25	22	26	25	26	19	25	25	20	26	26	26	24	27
Tend to disagree	11	12	9	14	12	11	8	12	10	11	7	11	13	8	11	10	13	10	12
Disagree strongly	2	3	2	3	2	2	2	2	2	2	3	2	3	4	2	2	2	3	2
Don't know	2	2	2	7	3	1	1	1	3	2	3	2	3	1	1	1	1	2	1

We have to allow freedom of speech even at the risk of being offended

Agree strongly	35	39	31	28	30	36	38	34	35	36	18	35	37	45	35	32	39	37	34
Tend to agree	45	43	48	45	48	46	44	48	43	45	49	45	46	35	47	47	46	43	48
Neither agree nor disagree	11	9	13	14	14	10	9	10	12	10	18	11	9	11	11	12	8	10	10
Tend to disagree	6	6	6	6	5	7	6	6	6	6	10	6	6	7	6	7	5	7	6
Disagree strongly	2	2	1	3	2	2	2	1	2	2	3	2	1	3	2	2	2	2	2
Don't know	1	1	1	5	2	1	0	1	2	1	3	1	2	0	1	1	1	1	1

Channel 4

All GB Adults
Unweighted Sample

Total	Gender		Age				Social Grade		Ethnicity		Sexual orientation		Dis-abled people	News programmes watched regularly				Regular C4 viewers
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%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In general the people in charge know best

Agree strongly	1	1	1	2	1	1	1	1	1	1	2	1	2	3	2	1	1	1	1
Tend to agree	7	9	6	12	9	7	6	7	7	7	12	7	6	7	7	7	7	9	7
Neither agree nor disagree	28	26	29	29	32	27	25	28	27	28	27	28	27	20	29	27	27	28	29
Tend to disagree	37	35	40	33	37	39	37	38	37	38	33	37	37	34	37	41	37	35	39
Disagree strongly	25	27	23	19	19	25	31	24	26	25	23	25	26	36	24	23	28	26	23
Don't know	2	2	1	5	2	1	1	1	2	1	3	2	2	0	1	1	1	1	1

Too much political power is centred in London

Agree strongly	28	31	25	17	19	29	35	27	29	28	18	28	26	44	27	28	30	28	25
Tend to agree	36	34	38	33	37	36	36	36	36	36	34	36	34	35	37	38	35	36	37
Neither agree nor disagree	24	21	26	28	28	24	20	24	23	23	30	24	22	15	23	25	21	23	24
Tend to disagree	8	9	7	11	11	8	7	10	7	8	10	8	11	5	9	7	10	8	9
Disagree strongly	2	3	2	3	3	2	2	2	2	2	3	2	4	2	2	2	3	3	2
Don't know	2	2	3	8	3	1	1	2	3	2	5	2	3	1	2	2	1	2	2

Britain is a society that respects and caters for disabled people

Agree strongly	5	5	5	7	6	5	4	5	5	5	9	5	6	3	4	4	5	6	5
Tend to agree	34	36	32	44	41	34	28	35	34	34	33	34	34	22	35	34	33	37	36
Neither agree nor disagree	26	27	26	23	27	27	26	25	27	26	29	26	27	21	27	26	27	24	25
Tend to disagree	26	23	28	17	19	26	33	27	24	26	19	26	23	30	26	28	26	24	26
Disagree strongly	7	7	7	4	4	8	9	6	8	7	6	7	8	23	7	6	8	7	6
Don't know	2	2	2	7	3	1	1	2	3	2	4	2	3	1	2	1	1	2	2

We should show more respect for our traditional institutions such as parliament the church and the royal family

Agree strongly	18	18	18	15	13	16	24	19	17	18	16	19	14	24	20	18	14	21	17
Tend to agree	32	32	33	27	31	32	36	33	32	33	31	33	26	30	34	36	28	33	32
Neither agree nor disagree	29	27	31	29	31	32	25	28	31	29	31	29	30	25	28	30	29	28	29
Tend to disagree	14	15	13	17	17	14	11	14	13	14	12	13	20	12	13	11	19	12	15
Disagree strongly	5	6	5	7	6	6	5	5	6	5	7	5	9	9	5	4	9	5	6
Don't know	1	2	1	5	2	1	0	1	2	1	3	1	2	0	1	1	1	1	1

Channel 4

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Unweighted Sample

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11475	5359	6104	1122	2482	3580	4279	6781	4664	10087	647	10204	1031	701	9548	6237	2828	2742	6459
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

British society is enriched by the diversity of different lifestyles cultures and backgrounds of its population

Agree strongly	12	13	11	16	14	12	10	13	11	11	21	11	23	14	12	8	20	11	13
Tend to agree	40	40	40	41	46	41	36	43	36	39	48	40	44	32	43	37	45	39	43
Neither agree nor disagree	25	22	28	25	24	25	26	22	28	26	18	26	17	25	23	30	18	25	23
Tend to disagree	15	15	15	8	11	15	19	14	15	16	7	15	9	18	14	17	11	16	14
Disagree strongly	6	8	5	4	3	7	9	6	6	7	3	7	4	11	6	6	5	8	5
Don't know	2	2	2	6	3	1	1	1	3	2	3	2	2	1	1	2	1	2	1

In your opinion, how important is it that Britain...

Ensures equal opportunities for everyone

Very important	51	47	55	52	52	52	50	53	49	50	63	50	63	56	50	48	61	51	55
Fairly important	35	36	34	30	34	35	37	35	35	36	24	36	26	31	36	38	29	35	34
No feeling either way	10	12	8	10	10	10	11	9	12	10	7	10	8	11	10	11	7	11	8
Not very important	2	3	1	4	2	2	2	2	2	2	3	2	2	1	2	2	2	2	2
Not at all important	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1
Don't know	1	1	1	4	2	1	0	1	2	1	3	1	1	0	0	1	0	1	1

Is accepting of different cultures and faiths

Very important	28	26	29	38	34	25	23	31	24	26	46	26	44	22	29	22	39	26	31
Fairly important	40	38	42	36	40	41	41	42	38	41	34	41	34	38	41	42	38	40	42
No feeling either way	16	16	16	12	14	17	18	13	20	17	9	17	12	19	15	20	11	15	14
Not very important	10	11	8	6	6	10	11	9	10	10	6	10	6	12	9	10	7	12	8
Not at all important	5	7	3	3	3	6	6	4	6	5	3	5	3	9	4	5	4	6	4
Don't know	1	2	1	5	2	1	1	1	2	1	3	1	1	0	1	1	0	1	1

Is accepting of gay and lesbian lifestyles

Very important	27	24	30	41	38	29	15	30	25	28	23	23	74	21	28	23	38	25	33
Fairly important	34	30	38	31	38	36	32	35	33	35	28	36	20	30	35	37	33	33	35
No feeling either way	20	22	19	14	14	20	25	19	22	20	22	22	4	24	19	23	14	21	17
Not very important	10	12	8	5	5	9	16	9	11	10	11	11	1	14	9	10	8	12	9
Not at all important	7	10	4	5	3	6	11	7	8	7	14	8	0	10	7	6	7	9	6
Don't know	1	1	1	4	2	1	0	1	2	1	3	1	1	0	1	1	0	1	1

Channel 4

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11475	5359	6104	1122	2482	3580	4279	6781	4664	10087	647	10204	1031	701	9548	6237	2828	2742	6459
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Makes sure that the actions of political leaders reflect the views of the majority of people

Very important	61	58	64	51	53	60	70	62	61	62	53	62	58	72	59	63	63	64	62
Fairly important	27	28	26	29	31	28	22	28	26	27	29	27	28	19	29	26	27	25	27
No feeling either way	8	8	7	11	10	8	6	7	9	7	12	8	8	7	9	8	6	7	7
Not very important	2	3	1	3	2	2	1	2	2	2	2	2	3	1	2	2	3	2	2
Not at all important	1	1	0	1	1	1	0	1	1	1	2	1	1	1	1	0	1	1	1
Don't know	2	2	2	5	3	1	0	1	2	1	3	1	2	0	1	1	1	1	1

Is respectful towards disabled people

Very important	62	55	69	58	57	62	66	63	61	62	61	62	67	75	60	64	67	62	64
Fairly important	30	35	26	29	34	31	28	31	30	31	29	31	27	21	33	30	28	31	30
No feeling either way	5	7	4	6	6	6	4	4	6	5	6	5	5	3	6	5	4	5	4
Not very important	1	1	1	2	1	1	1	1	1	1	2	1	0	0	1	1	1	1	1
Not at all important	0	1	0	1	0	0	0	0	0	0	1	0	0	0	0	0	0	1	0
Don't know	1	1	1	5	2	0	0	1	2	1	3	1	1	0	1	1	0	1	1

Is respectful towards old people

Very important	66	61	71	57	60	66	73	68	65	67	63	66	70	76	64	68	72	67	68
Fairly important	27	31	24	29	31	28	24	28	26	27	25	28	24	19	30	26	24	28	27
No feeling either way	4	5	3	7	6	4	3	3	6	4	6	4	4	4	4	4	3	4	4
Not very important	1	1	1	2	1	1	1	1	1	1	3	1	0	0	1	1	1	1	1
Not at all important	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	1	1	1	5	2	1	0	1	2	1	3	1	2	0	1	1	0	1	0

Thinking about how Britain SHOULD BE – and not necessarily the way things are today - how important would you say it was that...

Everyone votes in general elections

Very important	61	61	61	49	55	61	68	64	58	62	54	61	64	66	62	60	66	63	63
Fairly important	25	24	26	26	29	26	22	25	25	25	25	26	23	24	26	26	24	25	26
No feeling either way	9	9	9	13	10	9	7	7	11	9	12	9	8	8	9	10	7	8	8
Not very important	2	3	1	5	3	2	2	2	2	2	4	2	2	1	3	2	2	2	2
Not at all important	1	2	1	1	1	2	1	1	2	1	2	1	2	2	1	1	1	1	1
Don't know	2	2	1	6	2	1	0	1	2	1	4	2	2	0	1	1	1	1	1

Channel 4

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11475	5359	6104	1122	2482	3580	4279	6781	4664	10087	647	10204	1031	701	9548	6237	2828	2742	6459
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Everyone votes in local elections

Very important	56	54	57	43	49	56	63	58	53	56	49	55	59	62	56	55	59	58	57
Fairly important	28	27	28	29	32	29	24	28	28	28	26	28	25	25	28	28	28	28	29
No feeling either way	11	11	11	16	13	11	9	9	13	11	16	11	10	8	11	12	9	10	10
Not very important	3	4	2	6	3	2	2	3	3	3	4	3	3	2	3	2	3	3	3
Not at all important	2	2	1	2	1	2	2	2	2	2	2	2	2	2	1	1	1	2	1
Don't know	1	2	1	5	2	1	0	1	2	1	3	1	2	0	1	1	0	1	1

Issues of national importance are debated on television

Very important	39	40	37	31	35	38	45	40	37	39	41	38	45	45	38	35	48	42	41
Fairly important	41	40	41	44	43	41	39	42	40	41	36	41	37	36	42	43	39	40	42
No feeling either way	14	12	16	15	17	16	12	13	17	14	14	15	12	15	15	16	9	13	13
Not very important	4	4	3	4	3	4	3	4	4	3	5	4	4	2	4	4	3	3	3
Not at all important	1	1	1	0	1	1	1	1	1	1	1	1	1	2	1	1	1	1	1
Don't know	1	2	1	5	2	1	0	1	2	1	3	1	2	0	1	1	0	1	1

Everyone votes in European elections

Very important	42	43	40	27	34	42	50	42	41	42	34	42	44	52	41	41	46	44	42
Fairly important	32	31	32	34	33	32	30	33	30	32	28	32	31	26	34	31	33	31	33
No feeling either way	18	15	20	23	22	18	14	17	19	17	25	18	15	15	17	20	14	16	17
Not very important	5	6	4	8	6	5	3	5	5	5	6	5	6	4	5	5	5	5	5
Not at all important	2	4	1	1	2	2	3	2	2	2	2	2	2	2	2	2	2	3	2
Don't know	2	2	2	7	3	1	1	1	3	2	5	2	2	0	1	2	1	2	2

Members of the public are able to hear lots of different points of view on television when it comes to political issues

Very important	48	48	48	40	42	48	54	50	46	48	46	48	54	54	45	46	59	50	51
Fairly important	39	39	39	40	41	40	37	40	38	39	38	39	36	34	43	40	34	39	39
No feeling either way	10	9	10	12	12	10	7	8	11	9	10	10	7	9	10	11	6	8	8
Not very important	2	2	1	3	2	2	1	2	2	2	3	2	1	1	2	2	1	1	1
Not at all important	1	1	0	1	1	1	1	1	1	1	1	1	1	1	0	1	0	1	0
Don't know	1	1	1	5	2	1	0	1	2	1	3	1	2	0	1	1	0	1	1

Channel 4

All GB Adults
Unweighted Sample

Total	Gender		Age				Social Grade		Ethnicity		Sexual orientation		Dis-abled people	News programmes watched regularly				Regular C4 viewers
	Male	Female	18 to 24	25 to 34	35 to 54	55 +	ABC1	C2DE	White	Non-white	Hetero-sexual	Gay / lesbian		BBC	ITV	C4	Sky	
11475	5504	5959	1266	2298	3834	4066	6177	5268	10307	919	10421	856	722	9545	6077	2667	2884	6245
11475	5359	6104	1122	2482	3580	4279	6781	4664	10087	647	10204	1031	701	9548	6237	2828	2742	6459
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Members of the public hear lots of different points of view on television when it comes to international issues

Very important	42	42	42	35	37	42	47	44	41	42	42	42	47	47	39	40	55	44	45
Fairly important	41	41	41	42	42	42	40	42	40	42	37	42	40	38	46	43	35	41	41
No feeling either way	12	12	13	14	15	13	10	11	14	12	14	13	9	12	12	14	8	11	11
Not very important	2	3	2	3	3	2	2	2	2	2	4	2	2	2	2	3	2	2	2
Not at all important	1	1	0	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	0
Don't know	1	1	1	5	2	1	0	1	2	1	3	1	2	0	1	1	0	1	1

Minority opinions are allowed to be heard even if some people don't agree with them

Very important	34	33	34	35	34	34	33	35	33	33	36	32	53	40	32	30	44	34	36
Fairly important	46	45	46	39	45	46	47	46	45	46	41	47	35	41	47	48	42	45	47
No feeling either way	14	15	14	15	15	14	14	13	16	14	16	15	8	12	15	16	10	14	13
Not very important	4	5	3	4	3	3	4	4	3	4	3	4	2	5	4	4	2	4	3
Not at all important	1	2	1	1	1	2	2	1	2	1	2	2	0	2	1	1	1	2	1
Don't know	2	2	2	6	2	1	0	1	2	1	3	1	2	0	1	1	0	1	1

The media challenges and questions what government does and tells us

Very important	45	48	41	36	39	44	51	47	42	45	43	44	52	53	42	41	56	47	47
Fairly important	39	36	41	39	42	39	36	39	39	39	36	39	36	34	41	42	34	38	39
No feeling either way	12	10	13	15	14	12	9	10	13	11	14	12	9	9	13	13	7	11	10
Not very important	3	3	3	3	2	3	3	2	3	3	3	3	2	3	3	3	2	3	2
Not at all important	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1
Don't know	2	2	2	6	2	1	1	1	2	1	3	2	1	0	1	1	0	1	1

The media raises awareness of social issues such as literacy poverty and health

Very important	52	51	53	45	47	51	58	55	50	52	52	52	59	60	49	50	64	54	56
Fairly important	36	36	37	37	39	37	33	36	36	37	31	37	33	31	40	39	30	34	35
No feeling either way	8	9	8	10	9	9	7	7	10	8	11	8	6	7	8	9	5	9	7
Not very important	2	2	1	3	2	1	1	2	2	1	3	2	1	2	2	1	1	2	1
Not at all important	1	1	0	1	1	1	1	1	1	1	1	1	0	1	1	1	0	1	0
Don't know	1	1	1	5	2	1	0	1	2	1	3	1	1	0	1	1	0	1	1

Channel 4

All GB Adults
Unweighted Sample

Total	Gender		Age				Social Grade		Ethnicity		Sexual orientation		Dis-abled people	News programmes watched regularly				Regular C4 viewers	
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11475	5504	5959	1266	2298	3834	4066	6177	5268	10307	919	10421	856	722	9545	6077	2667	2884	6245	
11475	5359	6104	1122	2482	3580	4279	6781	4664	10087	647	10204	1031	701	9548	6237	2828	2742	6459	
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Now thinking about British society and minority groups, to what extent, if at all, do you agree or disagree with the following statements...?

It is important for TV to reflect gay/lesbian lifestyles

Agree strongly	13	12	13	19	17	14	7	13	12	13	13	9	45	13	14	11	17	11	15
Tend to agree	24	20	27	29	33	26	16	25	23	24	20	23	34	19	24	23	27	23	27
Neither agree nor disagree	34	32	35	30	32	35	34	33	35	34	32	35	15	30	33	37	30	32	33
Tend to disagree	15	16	15	10	10	13	22	16	15	15	14	16	3	17	15	16	13	17	14
Disagree strongly	13	18	9	7	6	11	21	13	14	13	18	14	1	21	13	13	12	16	11
Don't know	2	2	1	6	3	1	1	1	2	2	4	2	2	1	1	1	1	1	1

TV should show points of view from different ethnic groups in Britain

Agree strongly	19	18	20	24	24	19	16	21	18	18	40	18	30	21	20	15	28	20	22
Tend to agree	44	43	44	40	45	43	44	46	41	44	36	44	44	39	44	44	47	42	46
Neither agree nor disagree	22	21	23	20	20	22	23	20	24	23	14	23	15	22	21	26	15	21	20
Tend to disagree	10	10	9	7	7	10	11	9	10	10	4	10	6	10	10	10	6	11	9
Disagree strongly	4	6	3	4	3	5	5	4	5	4	3	4	3	8	4	5	4	5	3
Don't know	2	2	1	6	2	1	0	1	2	1	3	1	2	1	1	1	0	1	1

TV should show more people from ethnic backgrounds in popular programmes such as soap operas

Agree strongly	12	10	14	16	15	13	9	13	11	10	34	11	19	12	12	10	17	13	14
Tend to agree	24	22	27	25	28	25	22	26	23	24	27	24	29	23	25	24	28	25	26
Neither agree nor disagree	39	38	39	35	36	39	41	38	40	40	26	39	34	35	39	41	35	37	38
Tend to disagree	15	17	13	11	13	14	18	15	15	16	6	15	11	16	16	16	13	15	14
Disagree strongly	8	11	6	7	6	8	10	8	9	8	5	8	6	14	7	9	6	10	7
Don't know	2	2	1	5	2	1	1	1	2	2	3	2	2	1	1	1	1	1	1

It is important that the different regions of Britain are fairly represented in programmes on TV

Agree strongly	23	23	24	21	21	24	25	24	23	22	34	23	30	31	22	22	30	24	25
Tend to agree	40	40	41	36	41	40	42	42	39	41	36	41	39	37	42	41	42	40	42
Neither agree nor disagree	25	24	26	28	26	26	23	24	26	25	21	25	22	22	25	27	20	24	23
Tend to disagree	7	8	6	7	7	7	7	7	8	7	5	7	5	7	7	8	5	7	6
Disagree strongly	3	4	2	4	2	3	3	3	3	3	2	3	2	3	3	3	2	3	3
Don't know	1	2	1	5	2	1	1	1	2	1	3	1	2	1	1	1	1	1	1

Channel 4

All GB Adults
Unweighted Sample

Total	Gender		Age				Social Grade		Ethnicity		Sexual orientation		Dis-abled people	News programmes watched regularly				Regular C4 viewers
	Male	Female	18 to 24	25 to 34	35 to 54	55 +	ABC1	C2DE	White	Non-white	Hetero-sexual	Gay / lesbian		BBC	ITV	C4	Sky	
11475	5504	5959	1266	2298	3834	4066	6177	5268	10307	919	10421	856	722	9545	6077	2667	2884	6245
11475	5359	6104	1122	2482	3580	4279	6781	4664	10087	647	10204	1031	701	9548	6237	2828	2742	6459
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

TV should challenge people's ignorance and prejudice by asking difficult questions

Agree strongly	24	27	22	24	24	25	24	26	22	24	28	23	38	32	24	19	35	25	27
Tend to agree	49	50	49	48	51	50	49	51	48	50	45	50	47	47	53	51	49	48	52
Neither agree nor disagree	19	16	21	17	19	19	20	17	21	19	19	20	11	16	18	23	11	19	16
Tend to disagree	5	4	5	4	4	4	6	4	5	5	4	5	2	5	4	5	4	5	4
Disagree strongly	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1
Don't know	2	2	2	6	3	1	1	1	3	2	4	2	2	0	1	1	0	2	1

More disabled actors and presenters should be shown on British TV

Agree strongly	17	13	21	18	17	19	15	16	19	17	22	17	25	32	16	18	19	18	18
Tend to agree	34	29	39	30	35	35	34	34	34	34	34	34	35	38	34	36	33	34	35
Neither agree nor disagree	39	44	34	38	39	37	40	40	38	39	33	40	31	25	40	38	39	38	38
Tend to disagree	6	9	4	7	5	6	8	7	6	7	5	7	6	4	7	6	7	7	6
Disagree strongly	2	3	1	1	2	2	2	2	2	2	2	2	2	1	2	1	2	2	2
Don't know	2	2	1	6	3	1	1	1	2	2	3	2	2	0	1	1	1	1	1

Now thinking now about how British society has changed in the last ten years (i.e. since 1997), to what extent (if at all) do you agree or disagree with the following statements...?

British society has become fairer

Agree strongly	3	3	2	4	3	3	2	2	3	2	5	3	2	3	3	3	2	3	2
Tend to agree	18	19	17	21	20	18	16	18	18	18	18	18	22	13	19	17	20	19	20
Neither agree nor disagree	36	35	37	35	38	38	35	36	37	36	38	37	32	29	38	38	33	35	36
Tend to disagree	29	28	30	23	25	28	34	30	27	29	24	29	27	31	29	30	29	28	29
Disagree strongly	11	13	10	7	9	13	12	11	12	12	10	11	15	23	10	10	13	13	11
Don't know	3	3	3	9	5	2	1	2	4	3	6	3	3	1	2	2	2	3	3

Britain has become too multicultural

Agree strongly	28	30	26	17	19	29	36	27	30	30	12	29	22	42	25	32	23	32	25
Tend to agree	27	26	28	23	25	27	31	26	29	28	20	28	18	28	27	31	23	29	26
Neither agree nor disagree	21	19	22	23	23	23	17	20	21	20	26	21	19	17	23	20	18	20	21
Tend to disagree	16	17	16	21	23	15	12	19	13	16	26	16	26	10	18	13	24	14	20
Disagree strongly	6	5	6	11	7	5	4	6	5	5	12	5	13	4	6	4	11	4	7
Don't know	2	2	2	6	3	1	1	1	2	2	4	2	2	1	1	1	1	1	1

Channel 4

All GB Adults
Unweighted Sample

Total	Gender		Age				Social Grade		Ethnicity		Sexual orientation		Dis-abled people	News programmes watched regularly				Regular C4 viewers
	Male	Female	18 to 24	25 to 34	35 to 54	55 +	ABC1	C2DE	White	Non-white	Hetero-sexual	Gay / lesbian		BBC	ITV	C4	Sky	
11475	5504	5959	1266	2298	3834	4066	6177	5268	10307	919	10421	856	722	9545	6077	2667	2884	6245
11475	5359	6104	1122	2482	3580	4279	6781	4664	10087	647	10204	1031	701	9548	6237	2828	2742	6459
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

There is less prejudice against gays/lesbians

Agree strongly	6	7	6	9	6	6	5	6	6	6	7	6	9	7	7	6	7	6	6
Tend to agree	43	43	43	45	46	42	41	45	40	44	34	42	49	34	42	43	46	43	46
Neither agree nor disagree	27	28	27	23	26	28	28	26	29	27	29	28	16	29	29	28	25	27	26
Tend to disagree	17	16	18	12	15	18	19	17	17	17	16	17	17	19	18	17	16	18	17
Disagree strongly	4	5	4	3	3	5	5	4	5	4	6	4	6	9	3	4	4	5	4
Don't know	3	3	3	8	4	2	1	2	4	2	7	3	3	1	2	2	2	2	2

There is less prejudice against people with disabilities

Agree strongly	5	5	5	7	4	5	5	4	6	5	8	5	4	6	5	5	4	6	4
Tend to agree	36	38	35	33	37	36	37	38	34	37	28	36	38	26	37	37	37	37	37
Neither agree nor disagree	31	31	30	33	33	31	28	30	32	31	32	31	25	23	30	31	31	30	31
Tend to disagree	20	18	22	15	17	21	23	21	19	20	19	20	21	29	21	20	20	19	20
Disagree strongly	5	5	5	3	3	6	6	4	5	5	6	5	8	16	4	5	5	6	4
Don't know	3	4	3	10	5	2	2	3	4	3	6	3	5	1	3	3	3	2	3

Now thinking more generally about the news...

Out of the following, please indicate which media you would say you read/watch/listen to REGULARLY to find out about each type of news. [If you do not read/watch/listen to any media regularly for the type of news, please tick "none".]

National News

Watch on TV regularly	82	83	81	70	75	83	88	83	80	82	78	82	77	85	79	88	89	90	86
Read in newspapers regularly	51	54	47	50	49	46	57	52	49	51	50	51	51	50	45	52	57	57	54
Read on-line regularly	44	50	38	49	51	45	37	48	39	44	46	42	62	42	44	32	56	51	48
Listen to on Radio regularly	44	49	40	31	43	46	47	49	38	45	35	44	45	39	46	39	54	46	49
None - I don't do any of these regularly	5	4	6	11	7	5	3	4	7	5	7	5	5	4	4	4	2	2	3

Local News

Watch on TV regularly	70	68	72	55	63	72	77	70	71	71	63	71	61	79	67	80	71	76	74
Read in newspapers regularly	48	49	47	40	43	45	56	49	47	48	45	49	42	49	41	52	48	54	51
Read on-line regularly	21	24	18	21	24	22	17	22	19	20	22	20	29	23	20	16	24	25	22
Listen to on Radio regularly	27	28	26	18	23	29	29	26	27	27	22	27	20	28	21	29	26	31	28
None - I don't do any of these regularly	11	12	11	21	15	10	7	11	12	11	15	11	15	7	13	5	11	7	10

Channel 4

All GB Adults
Unweighted Sample

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11475	5504	5959	1266	2298	3834	4066	6177	5268	10307	919	10421	856	722	9545	6077	2667	2884	6245
11475	5359	6104	1122	2482	3580	4279	6781	4664	10087	647	10204	1031	701	9548	6237	2828	2742	6459
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

International News

Watch on TV regularly	76	79	72	60	66	77	84	78	73	76	72	76	69	80	73	78	85	84	80
Read in newspapers regularly	42	47	38	36	38	38	52	44	40	43	39	43	41	42	37	42	51	48	46
Read on-line regularly	34	42	27	36	41	34	29	38	29	33	43	33	51	33	33	22	48	40	37
Listen to on Radio regularly	29	34	25	16	25	30	36	34	24	30	24	29	30	28	30	24	40	29	32
None - I don't do any of these regularly	11	7	14	20	15	10	6	8	14	11	10	11	10	10	9	12	5	6	9

And thinking specifically about the main news programmes you see on TV, how important do you think it is for them to cover the following types of news...?

National News

Very important	82	82	83	71	76	83	89	85	79	83	72	82	85	85	82	83	89	85	86
Fairly important	13	13	13	19	17	13	9	11	15	13	18	13	9	11	14	14	9	13	11
No feelings either way	3	3	4	6	5	3	2	3	4	3	6	3	3	3	4	3	2	2	2
Not very important	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Not at all important	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0
Not sure	1	1	1	4	2	1	0	1	2	1	3	1	2	1	0	1	0	0	0

Local news

Very important	60	53	66	43	54	63	65	57	63	60	53	60	52	71	56	69	53	64	60
Fairly important	30	34	27	37	33	28	28	32	28	30	30	30	34	24	33	26	36	29	32
No feelings either way	7	8	5	10	9	6	5	7	6	6	10	6	8	4	8	4	7	5	6
Not very important	2	3	1	5	2	2	2	3	2	2	4	2	4	1	3	1	4	2	2
Not at all important	1	1	0	0	1	1	0	1	1	0	1	1	1	1	0	0	1	0	1
Not sure	1	1	1	4	2	1	0	1	1	1	3	1	2	1	0	0	0	0	0

International news

Very important	63	64	61	51	57	60	71	66	58	63	62	62	69	65	64	58	76	65	67
Fairly important	28	27	29	33	31	30	23	26	30	28	24	29	22	26	28	33	20	28	27
No feelings either way	7	7	8	11	9	8	4	6	9	7	9	7	6	7	7	7	4	6	5
Not very important	1	1	1	1	1	1	1	1	1	1	1	1	1	2	1	1	1	1	1
Not at all important	0	1	0	0	1	0	0	0	1	0	1	0	0	1	0	0	0	0	0
Not sure	1	1	1	4	2	1	0	1	2	1	3	1	2	1	0	1	0	0	1

Channel 4

All GB Adults
Unweighted Sample

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11475	5359	6104	1122	2482	3580	4279	6781	4664	10087	647	10204	1031	701	9548	6237	2828	2742	6459
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If you had to choose which of the following media would you say was generally the most ACCURATE in reporting the news?

TV	50	45	54	46	50	54	47	45	56	50	46	50	42	53	45	61	39	56	50
On-line	13	18	9	17	19	13	9	14	11	13	17	12	21	13	14	8	18	14	13
Radio	10	12	9	4	6	10	15	13	7	10	7	10	11	10	13	7	15	8	10
Newspapers	8	10	6	11	8	6	9	10	6	8	11	8	10	8	9	6	11	7	9
Not sure	19	16	22	22	18	18	20	18	20	19	19	19	16	17	19	19	17	15	18

Which of the following media would you say was generally the highest quality for news?

TV	54	50	59	49	54	59	52	49	61	55	48	55	44	58	51	65	41	63	54
Newspapers	13	16	11	18	14	11	15	16	10	13	15	13	19	12	15	11	21	11	15
On-line	11	14	8	14	16	11	8	12	10	11	16	11	16	12	11	8	14	12	11
Radio	10	11	9	3	6	9	14	12	6	10	6	10	10	10	13	6	15	6	10
Not sure	12	10	13	15	12	10	12	11	13	11	15	12	11	9	10	11	10	8	10

And which would you say was generally the least biased?

TV	34	33	36	34	32	37	34	32	37	35	27	34	34	37	34	41	28	37	35
On-line	17	21	13	21	23	16	13	19	15	17	23	17	22	17	17	12	22	19	18
Radio	13	16	11	11	10	13	16	16	11	14	10	13	16	13	17	10	17	12	14
Newspapers	5	6	4	5	5	4	5	5	5	4	10	5	4	6	5	5	5	5	4
Not sure	31	25	36	29	31	30	32	29	32	31	30	31	24	28	28	33	27	28	29

And which would you say had the best depth of coverage?

TV	41	35	46	30	37	45	42	35	47	41	34	42	30	46	36	50	28	49	39
Newspapers	24	26	22	22	19	21	29	28	19	24	24	24	26	21	26	22	30	20	26
On-line	19	24	14	30	29	20	10	21	17	19	23	18	29	18	21	13	25	20	21
Radio	6	7	5	3	3	5	9	7	4	6	4	6	6	7	8	4	9	3	6
Not sure	11	9	13	15	12	10	11	10	13	11	15	11	10	9	9	12	8	7	9

And which of the following media would you say you generally trusted the most for news?

TV	49	44	55	47	49	53	46	45	55	50	44	50	42	50	46	60	38	56	50
On-line	14	18	10	17	19	14	9	15	12	14	18	13	21	15	14	9	18	14	14
Radio	11	12	9	5	6	10	15	13	7	11	7	10	11	11	14	7	16	8	11
Newspapers	9	10	7	11	8	6	10	10	7	8	10	8	12	9	9	7	13	7	9
Not sure	18	16	20	20	17	17	19	17	19	18	21	18	14	16	17	17	15	15	16

Channel 4

All GB Adults
Unweighted Sample

Total	Gender		Age				Social Grade		Ethnicity		Sexual orientation		Dis-abled people	News programmes watched regularly				Regular C4 viewers
	Male	Female	18 to 24	25 to 34	35 to 54	55 +	ABC1	C2DE	White	Non-white	Hetero-sexual	Gay / lesbian		BBC	ITV	C4	Sky	
11475	5504	5959	1266	2298	3834	4066	6177	5268	10307	919	10421	856	722	9545	6077	2667	2884	6245
11475	5359	6104	1122	2482	3580	4279	6781	4664	10087	647	10204	1031	701	9548	6237	2828	2742	6459
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How much do you trust each of the following broadcasters to report the news accurately and fairly?

BBC News

Trust a great deal	41	43	40	44	44	42	39	43	40	42	37	41	49	40	52	40	42	40	44
Trust to some extent	44	42	45	40	42	44	45	44	43	44	44	44	39	40	42	48	45	44	44
Don't trust much	7	8	6	5	5	7	9	6	7	7	8	7	6	8	4	6	8	9	6
Don't trust at all	3	4	2	1	2	3	4	3	3	3	4	3	3	7	1	2	3	5	3
Don't know	5	4	6	10	6	4	3	4	7	5	8	5	4	4	2	5	1	3	3

ITV News

Trust a great deal	24	21	27	20	22	26	25	22	27	25	19	25	17	28	16	35	18	26	25
Trust to some extent	55	55	55	50	53	55	57	57	53	55	53	55	55	55	59	56	55	56	56
Don't trust much	11	13	8	14	12	10	10	12	9	10	12	10	16	8	13	4	18	10	11
Don't trust at all	3	4	2	3	4	3	2	3	3	3	4	3	4	4	3	1	5	2	3
Don't know	8	7	9	13	9	7	7	7	9	8	12	8	8	6	10	4	5	6	6

Channel 4 News

Trust a great deal	23	25	21	24	27	24	19	24	21	23	24	22	35	21	19	16	45	23	30
Trust to some extent	48	47	48	44	48	50	47	49	47	48	50	48	43	45	51	46	48	52	49
Don't trust much	9	10	8	11	8	8	9	9	9	9	9	9	10	12	12	8	5	10	6
Don't trust at all	2	3	2	3	2	2	2	2	3	2	3	2	2	4	3	1	1	2	1
Don't know	19	15	22	18	15	17	22	17	21	19	14	19	12	18	16	29	2	14	14

Sky News

Trust a great deal	17	16	18	18	19	19	14	14	20	17	18	17	13	20	11	13	6	37	16
Trust to some extent	39	40	38	40	40	42	36	39	39	39	39	40	34	37	39	37	29	53	38
Don't trust much	13	15	11	15	14	12	12	14	11	13	13	12	19	11	18	11	19	6	14
Don't trust at all	6	9	4	7	7	7	5	7	5	6	9	5	14	8	8	3	13	2	7
Don't know	25	21	29	21	20	21	34	26	25	26	21	26	20	24	24	36	33	3	26

And how much do you trust each of the following broadcasters to report the news without bias?

BBC News

Trust a great deal	32	33	32	30	33	33	33	33	32	33	30	32	38	35	41	32	33	31	34
Trust to some extent	43	41	44	43	44	45	40	44	42	43	44	43	41	36	43	46	43	43	44
Don't trust much	12	13	11	10	10	11	14	12	12	12	11	12	11	13	9	11	14	14	12
Don't trust at all	6	8	4	4	4	6	8	6	6	6	5	6	6	11	3	4	7	9	5
Don't know	7	5	9	15	9	6	5	5	9	7	10	7	5	6	4	8	3	4	5

Channel 4
All GB Adults
 Unweighted Sample

Total	Gender		Age				Social Grade		Ethnicity		Sexual orientation		Dis-abled people	News programmes watched regularly				Regular C4 viewers
	Male	Female	18 to 24	25 to 34	35 to 54	55 +	ABC1	C2DE	White	Non-white	Hetero-sexual	Gay / lesbian		BBC	ITV	C4	Sky	
11475	5504	5959	1266	2298	3834	4066	6177	5268	10307	919	10421	856	722	9545	6077	2667	2884	6245
11475	5359	6104	1122	2482	3580	4279	6781	4664	10087	647	10204	1031	701	9548	6237	2828	2742	6459
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

ITV News

Trust a great deal	20	18	22	14	18	22	22	18	23	21	15	21	15	26	15	29	15	22	20
Trust to some extent	51	51	52	47	49	53	52	53	49	51	52	51	49	48	54	53	51	53	53
Don't trust much	14	17	11	16	16	13	13	15	12	14	14	13	20	12	16	9	20	14	14
Don't trust at all	4	6	3	6	5	4	4	5	4	4	5	4	6	7	4	2	8	3	4
Don't know	10	9	12	17	13	8	9	9	12	10	14	11	9	8	12	7	7	8	8

Channel 4 News

Trust a great deal	19	21	18	16	22	20	17	20	18	19	20	18	27	18	17	15	34	19	24
Trust to some extent	46	46	46	46	45	49	44	47	45	46	48	46	44	44	48	43	50	50	49
Don't trust much	12	14	11	13	12	11	13	12	12	12	12	12	13	14	15	10	10	12	10
Don't trust at all	3	4	2	4	3	3	3	3	4	3	4	3	3	6	4	2	3	3	2
Don't know	20	16	23	21	17	18	23	18	22	20	15	21	12	18	17	30	4	15	15

Sky News

Trust a great deal	14	13	15	14	15	15	12	12	16	14	15	14	11	18	9	12	5	29	13
Trust to some extent	36	36	37	35	36	40	33	35	37	36	36	37	29	34	35	34	26	51	35
Don't trust much	15	18	13	17	17	15	15	17	13	15	15	15	23	14	21	13	19	12	16
Don't trust at all	8	11	5	10	9	8	6	9	7	8	11	7	15	9	9	4	16	4	9
Don't know	27	22	31	24	22	22	35	27	27	27	23	27	22	25	26	37	33	5	27

How do you rate the following broadcasters in terms of the depth of their news coverage?
BBC News

They have a lot of depth	43	44	43	41	44	44	43	43	43	44	41	43	44	45	52	44	39	45	45
The have some depth	44	44	44	41	43	44	45	45	42	44	44	44	44	41	41	46	50	45	45
They don't have very much depth	5	6	4	4	4	4	6	5	5	5	5	5	5	7	3	4	8	5	5
They don't have any depth	1	1	1	1	1	1	1	1	1	1	2	1	1	3	1	1	2	1	1
Don't know	7	5	8	13	8	6	5	5	9	7	9	7	6	5	3	6	2	4	4

ITV News

They have a lot of depth	22	19	25	16	19	24	25	19	26	23	16	23	14	27	16	35	15	22	22
The have some depth	51	49	52	48	49	51	52	52	49	50	52	51	43	51	51	54	49	53	51
They don't have very much depth	14	18	9	14	15	14	13	16	11	14	13	13	25	11	17	6	23	14	15
They don't have any depth	3	4	2	4	4	3	2	4	2	3	5	3	7	2	3	1	7	3	4
Don't know	11	10	12	18	13	9	9	10	12	11	13	11	11	8	14	5	6	8	8

Channel 4

 All GB Adults
 Unweighted Sample

Total	Gender		Age				Social Grade		Ethnicity		Sexual orientation		Dis-abled people	News programmes watched regularly				Regular C4 viewers
	Male	Female	18 to 24	25 to 34	35 to 54	55 +	ABC1	C2DE	White	Non-white	Hetero-sexual	Gay / lesbian		BBC	ITV	C4	Sky	
11475	5504	5959	1266	2298	3834	4066	6177	5268	10307	919	10421	856	722	9545	6077	2667	2884	6245
11475	5359	6104	1122	2482	3580	4279	6781	4664	10087	647	10204	1031	701	9548	6237	2828	2742	6459
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Channel 4 News

They have a lot of depth	24	28	22	28	30	25	19	27	22	24	30	23	40	22	23	16	50	22	32
They have some depth	41	40	42	36	40	44	41	41	41	41	41	41	36	40	42	39	42	47	42
They don't have very much depth	10	11	9	12	9	9	11	10	11	10	10	10	8	15	11	10	6	12	8
They don't have any depth	1	2	1	2	1	1	1	1	2	1	3	1	1	2	2	1	0	2	1
Don't know	23	19	27	23	19	21	28	21	25	24	16	24	15	22	23	34	3	17	18

Sky News

They have a lot of depth	23	23	23	25	26	26	18	19	27	23	25	23	17	26	14	17	9	50	21
They have some depth	30	31	29	29	32	32	27	30	29	29	33	30	28	30	32	29	23	37	29
They don't have very much depth	12	14	10	13	13	12	12	14	10	12	12	11	20	12	15	10	19	8	13
They don't have any depth	4	6	3	5	4	4	3	5	3	4	6	4	9	4	6	2	9	1	5
Don't know	32	27	36	29	26	27	41	32	31	32	25	32	26	29	33	43	41	3	32

How independent, if at all, would you say the reporting of each of the following broadcasters was from the government?

BBC News

Very independent	18	22	14	18	17	19	19	18	18	18	16	18	23	20	26	16	21	16	19
Fairly Independent	41	42	41	33	41	43	42	43	39	41	40	41	39	36	46	43	44	39	43
Not very independent	20	21	20	21	20	19	21	21	20	21	20	20	21	23	15	21	23	24	20
Not at all independent	7	8	7	6	5	8	9	7	8	7	8	8	7	13	4	7	8	10	7
Don't know	13	8	18	22	17	11	9	10	16	13	16	13	9	9	9	14	5	11	11

ITV News

Very independent	18	22	15	14	15	19	20	18	18	18	14	18	22	23	17	21	19	18	19
Fairly Independent	50	51	49	43	48	51	52	52	47	50	49	50	47	44	50	53	52	51	51
Not very independent	13	12	13	12	13	12	13	13	12	13	12	12	14	16	12	11	14	14	13
Not at all independent	3	3	3	4	2	3	3	3	3	3	6	3	2	5	2	2	4	3	3
Don't know	17	12	22	26	22	15	14	15	20	17	20	17	15	12	19	14	10	15	15

Channel 4 News

Very independent	21	27	15	23	23	22	18	22	19	20	25	19	36	20	21	14	37	21	26
Fairly Independent	41	42	40	37	41	44	40	43	39	41	39	41	38	41	42	38	47	45	43
Not very independent	10	10	10	10	9	9	11	10	10	10	9	10	9	13	10	9	7	11	8
Not at all independent	2	3	2	3	2	2	3	2	3	2	5	2	2	4	2	2	2	2	2
Don't know	26	19	33	28	25	23	29	24	29	27	22	27	16	21	25	37	7	21	22

Channel 4

All GB Adults
Unweighted Sample

Total	Gender		Age				Social Grade		Ethnicity		Sexual orientation		Dis-abled people	News programmes watched regularly				Regular C4 viewers
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11475	5504	5959	1266	2298	3834	4066	6177	5268	10307	919	10421	856	722	9545	6077	2667	2884	6245
11475	5359	6104	1122	2482	3580	4279	6781	4664	10087	647	10204	1031	701	9548	6237	2828	2742	6459
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Sky News

Very independent	19	23	15	18	18	21	18	19	20	19	17	19	22	22	17	14	16	33	19
Fairly Independent	33	34	32	33	36	35	30	34	32	33	35	33	33	30	34	31	28	42	33
Not very independent	10	11	9	11	11	10	10	10	10	10	11	10	13	13	12	9	11	10	10
Not at all independent	4	5	3	4	4	5	4	4	4	4	8	4	5	6	5	3	7	3	4
Don't know	33	26	40	33	31	28	40	33	34	34	28	34	27	29	33	44	38	12	34

And how independent, if at all, would you say the reporting of each of the following broadcasters is from other influences (such as big businesses)?

BBC News

Very independent	26	34	19	24	26	27	26	28	25	26	26	25	36	25	34	22	33	24	28
Fairly Independent	42	42	42	36	41	42	44	44	39	42	37	42	40	40	45	44	42	41	43
Not very independent	11	10	12	11	10	11	12	12	11	11	12	12	8	16	9	12	11	13	10
Not at all independent	4	4	3	3	3	4	4	3	4	4	5	4	3	5	2	3	4	5	3
Don't know	17	10	24	27	21	15	14	14	21	17	21	17	13	14	12	19	10	16	15

ITV News

Very independent	12	13	11	9	11	13	11	10	13	12	9	12	10	16	10	15	9	12	12
Fairly Independent	43	45	42	38	40	45	45	45	41	43	42	43	42	40	43	47	43	44	44
Not very independent	20	23	17	17	20	19	22	22	17	20	18	20	23	20	22	16	25	20	20
Not at all independent	5	6	4	6	5	5	5	5	5	5	6	5	8	7	5	3	9	5	5
Don't know	20	14	27	29	25	18	18	18	24	20	24	21	17	16	20	19	14	19	19

Channel 4 News

Very independent	13	17	10	12	14	15	10	14	12	13	14	12	22	14	12	9	24	14	16
Fairly Independent	40	43	37	39	42	42	37	42	37	40	40	39	42	38	41	36	47	42	43
Not very independent	15	16	14	13	13	14	18	15	14	15	14	15	14	18	17	13	14	16	13
Not at all independent	4	4	3	4	3	3	4	3	4	3	5	4	3	6	4	2	4	3	3
Don't know	29	21	37	32	28	26	31	26	33	29	26	30	19	25	27	39	11	25	25

Sky News

Very independent	8	9	8	8	9	9	7	7	10	8	12	8	7	12	7	7	3	16	8
Fairly Independent	27	26	27	27	29	29	24	26	28	27	27	27	20	25	26	26	18	38	26
Not very independent	19	23	16	20	18	20	19	20	18	19	17	19	25	20	21	15	21	22	20
Not at all independent	12	17	8	12	13	13	11	14	9	12	14	11	24	11	15	6	23	8	13
Don't know	34	25	42	33	32	29	40	33	36	34	31	35	25	31	32	45	35	16	34

Channel 4

All GB Adults
Unweighted Sample

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11475	5359	6104	1122	2482	3580	4279	6781	4664	10087	647	10204	1031	701	9548	6237	2828	2742	6459
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Now thinking about your own personal interests, which of the following subjects are you interested in? [Please tick all that apply.]

Food and drink	54	46	62	48	56	57	53	57	51	55	49	54	59	49	50	58	56	56	60
Holidays and travel	52	47	57	39	51	54	56	57	47	53	45	52	54	45	48	56	50	58	56
History	46	51	42	33	38	47	55	49	43	47	35	46	50	58	47	41	59	46	48
Property / DIY	43	42	44	27	43	46	45	46	39	43	41	43	36	38	40	47	43	44	45
Politics / current affairs	41	50	33	39	36	38	48	48	33	41	44	40	57	44	41	29	63	45	46
Health / beauty	40	19	58	43	43	38	38	41	38	39	49	40	35	39	33	47	38	41	44
Money / finance / careers	37	41	34	38	41	37	36	44	30	36	51	37	41	31	35	34	45	41	41
Natural history	36	37	35	19	25	37	47	38	34	37	22	36	36	48	36	33	46	34	38
Science / popular science	35	44	26	34	36	36	33	37	32	35	36	34	45	39	36	28	50	34	39
Sport	34	50	20	35	36	37	30	34	35	34	38	36	19	36	34	29	31	46	34
Pets	32	22	41	24	30	35	34	30	35	34	13	32	33	44	28	39	27	34	33
Relationships	31	24	38	42	36	29	27	31	32	31	36	30	40	34	25	35	33	32	35
Cars	24	36	14	30	29	22	22	23	25	24	33	25	19	26	22	24	24	29	25
Parenting	21	12	29	13	29	27	13	20	22	21	25	22	9	20	16	25	16	24	22
None of these	3	3	3	7	3	2	2	2	4	3	4	3	4	2	2	2	1	1	1

And which of them would you say are important to you and your life? [Please tick all that apply.]

Relationships	39	34	44	44	41	38	37	39	39	39	41	38	42	41	36	41	39	40	41
Money / finance / careers	39	41	36	42	43	38	36	44	32	38	50	38	42	31	36	37	45	42	43
Food and drink	35	31	39	32	34	35	36	37	33	35	35	35	39	35	32	37	38	36	40
Health / beauty	34	23	44	37	32	31	36	34	33	33	45	34	29	36	28	39	33	35	37
Holidays and travel	33	31	35	24	30	34	38	37	29	34	27	33	34	28	29	35	32	38	36
Politics / current affairs	27	32	22	29	25	24	30	32	21	27	29	26	39	29	26	18	44	30	32
Pets	25	16	32	15	21	28	27	23	27	26	7	25	23	36	21	30	20	26	25
Property / DIY	22	22	23	14	22	23	24	25	20	22	20	23	18	20	20	24	23	23	24
Parenting	22	14	29	10	28	31	14	21	24	22	23	23	9	22	18	26	16	26	22
Sport	20	31	9	24	22	22	15	19	21	20	20	21	8	20	20	16	17	28	19
Science / popular science	15	19	11	18	18	14	13	16	14	15	18	14	20	16	15	10	23	15	17
History	15	16	13	12	12	15	16	15	14	15	12	14	17	23	15	12	20	15	16
Natural history	12	12	12	5	8	12	17	13	11	12	7	12	10	18	12	11	15	12	13
Cars	10	15	6	12	12	9	10	9	11	10	13	11	7	14	9	10	9	13	10
None of these	7	8	6	10	7	6	7	6	8	7	9	7	7	6	8	6	6	5	5

Channel 4

All GB Adults
Unweighted Sample

Total	Gender		Age				Social Grade		Ethnicity		Sexual orientation		Dis-abled people	News programmes watched regularly				Regular C4 viewers
	Male	Female	18 to 24	25 to 34	35 to 54	55 +	ABC1	C2DE	White	Non-white	Hetero-sexual	Gay / lesbian		BBC	ITV	C4	Sky	
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11475	5359	6104	1122	2482	3580	4279	6781	4664	10087	647	10204	1031	701	9548	6237	2828	2742	6459
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which, if any, do you read about in newspapers or magazines? [Please tick all that apply.]

Politics / current affairs	45	50	40	43	42	40	52	51	38	45	46	44	53	43	42	37	63	49	50
Money / finance / careers	39	41	37	32	38	38	43	46	31	38	44	39	41	35	37	37	47	43	44
Food and drink	37	27	45	28	35	36	40	41	32	37	33	36	40	32	34	39	41	37	42
Holidays and travel	36	31	41	24	32	35	44	41	31	37	29	37	33	32	32	39	37	40	40
Health / beauty	35	16	54	38	38	33	35	38	33	35	41	36	31	30	29	42	36	37	41
Sport	31	46	18	31	32	33	29	30	32	31	34	32	18	33	29	27	30	43	31
Property / DIY	30	26	33	17	29	30	35	34	25	30	28	31	25	25	26	33	32	32	34
Science / popular science	26	32	20	28	26	24	27	29	22	26	28	25	36	27	25	19	40	26	31
History	24	26	22	17	19	23	30	26	21	24	20	24	27	29	23	21	35	23	26
Relationships	21	11	29	31	26	19	15	22	19	20	26	20	24	18	15	23	22	22	25
Natural history	18	18	18	11	12	17	25	20	16	18	14	18	17	21	17	16	25	17	20
Cars	17	26	9	19	19	16	18	18	17	17	19	18	14	20	15	17	18	22	18
Pets	14	8	19	8	11	14	16	13	14	14	5	14	14	20	11	17	13	14	14
Parenting	12	5	18	9	20	14	6	12	12	12	14	12	8	9	10	14	10	14	14
None of these	17	17	17	16	16	18	16	14	20	17	17	17	17	22	19	16	12	12	13

And which, if any, do you watch programmes about on TV? [Please tick all that apply.]

Property / DIY	49	42	55	38	51	52	49	52	46	49	45	49	46	43	43	55	52	51	55
History	47	52	42	32	37	48	56	49	45	48	35	47	49	57	47	43	60	49	51
Food and drink	45	38	52	38	47	48	44	48	42	46	42	45	47	44	42	49	50	47	53
Politics / current affairs	43	50	37	39	38	41	50	50	36	43	44	42	55	45	41	34	67	48	50
Natural history	40	42	39	21	27	41	53	41	40	42	25	41	38	52	42	38	50	41	43
Holidays and travel	39	35	43	30	35	39	44	42	36	40	31	39	37	35	33	43	38	46	44
Sport	38	52	24	37	37	41	35	37	39	37	40	39	22	40	37	33	35	51	38
Science / popular science	34	42	27	30	33	35	34	37	31	34	34	33	41	39	33	28	50	35	40
Money / finance / careers	31	35	28	26	31	30	34	36	26	30	40	31	34	28	28	28	41	36	36
Health / beauty	29	13	43	37	36	29	23	30	28	28	40	29	28	27	22	35	31	31	35
Cars	26	35	17	35	34	26	18	25	27	26	26	26	23	26	24	24	28	31	29
Pets	17	11	23	13	14	19	20	16	19	18	7	17	16	25	14	22	15	19	19
Relationships	17	10	23	27	23	16	11	17	17	16	22	16	20	15	12	18	20	20	22
Parenting	13	6	19	15	23	15	5	13	13	13	18	13	7	10	9	15	13	15	16
None of these	7	7	7	13	8	6	6	6	9	7	8	7	10	6	6	5	3	3	4

Channel 4

All GB Adults
Unweighted Sample

Total	Gender		Age				Social Grade		Ethnicity		Sexual orientation		Dis-abled people	News programmes watched regularly				Regular C4 viewers
	Male	Female	18 to 24	25 to 34	35 to 54	55 +	ABC1	C2DE	White	Non-white	Hetero-sexual	Gay / lesbian		BBC	ITV	C4	Sky	
11475	5504	5959	1266	2298	3834	4066	6177	5268	10307	919	10421	856	722	9545	6077	2667	2884	6245
11475	5359	6104	1122	2482	3580	4279	6781	4664	10087	647	10204	1031	701	9548	6237	2828	2742	6459
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which, if any, of the following subjects do you read about online? [Please tick all that apply.]

Holidays and travel	31	29	33	22	29	32	34	34	28	31	28	31	35	29	26	31	33	37	34
Politics / current affairs	30	38	24	34	33	31	27	36	24	30	36	29	49	31	31	20	47	34	35
Money / finance / careers	30	36	25	28	34	32	27	36	23	29	39	29	40	25	28	25	37	34	34
Sport	27	42	13	28	30	32	21	27	28	27	32	28	17	28	27	21	26	38	27
Health / beauty	23	12	33	29	26	24	19	24	23	22	33	23	25	24	18	24	25	26	27
Food and drink	22	19	25	22	24	22	20	23	20	22	24	21	30	22	19	21	27	23	25
Science / popular science	19	27	12	23	23	20	16	21	17	19	22	18	30	20	20	13	32	18	22
History	18	22	13	16	16	19	18	18	18	18	19	17	22	26	18	14	25	18	18
Property / DIY	16	17	16	11	20	18	15	18	14	16	19	16	18	13	14	16	19	18	19
Cars	13	20	6	16	15	13	10	13	13	12	20	13	10	13	11	11	13	16	13
Natural history	11	13	9	8	9	11	12	11	10	11	10	11	12	17	10	8	16	11	11
Pets	10	7	13	7	10	12	10	9	12	11	6	10	12	17	8	11	10	13	10
Relationships	10	8	12	19	16	10	4	10	10	9	21	9	18	10	9	8	12	12	12
Parenting	7	3	11	6	15	9	2	7	7	7	11	7	6	6	5	8	7	8	8
None of these	23	18	28	20	18	21	29	21	25	24	17	24	17	23	25	28	16	17	20

Thinking about hobby or lifestyle programmes on these types of subject would you say you watched them mainly for entertainment purposes or mainly to learn something?

Mainly for entertainment purposes	35	35	35	45	42	37	27	36	35	36	33	35	40	27	38	37	32	36	38
Mainly to learn something	15	17	12	10	13	15	17	14	15	14	19	15	13	20	15	14	15	15	13
For entertainment and learning equally	43	40	47	33	38	42	50	44	42	44	39	43	41	49	40	46	48	44	46
Don't know	7	8	6	12	7	6	6	6	8	7	9	7	7	3	7	4	5	5	4

And thinking about more factual or documentary programmes on these types of subject would you say you watched them mainly for entertainment purposes or mainly to learn something?

Mainly for entertainment purposes	15	15	15	18	17	16	12	14	16	15	16	15	15	11	17	16	9	15	14
Mainly to learn something	35	37	32	28	33	35	37	36	33	34	40	34	36	36	35	32	41	36	34
For entertainment and learning equally	46	43	49	42	44	46	48	47	45	47	37	46	45	52	45	48	48	46	50
Don't know	5	5	5	12	6	4	3	4	6	5	7	5	5	2	4	4	2	3	2

Channel 4

All GB Adults
Unweighted Sample

Total	Gender		Age				Social Grade		Ethnicity		Sexual orientation		Dis-abled people	News programmes watched regularly				Regular C4 viewers
	Male	Female	18 to 24	25 to 34	35 to 54	55 +	ABC1	C2DE	White	Non-white	Hetero-sexual	Gay / lesbian		BBC	ITV	C4	Sky	
11475	5504	5959	1266	2298	3834	4066	6177	5268	10307	919	10421	856	722	9545	6077	2667	2884	6245
11475	5359	6104	1122	2482	3580	4279	6781	4664	10087	647	10204	1031	701	9548	6237	2828	2742	6459
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Now thinking about TV generally, please indicate how important each of the following options are to you personally.

TV is entertaining

Very important	37	36	38	39	39	36	35	36	38	37	34	37	36	41	35	40	33	41	41
Fairly important	45	45	45	42	44	46	45	47	43	45	42	45	47	40	45	46	49	45	47
No feelings either way	11	11	11	9	10	11	12	10	12	11	13	11	8	11	12	10	11	9	9
Not very important	4	4	4	3	3	4	5	4	3	4	5	4	3	3	5	3	6	3	3
Not at all important	2	3	1	2	2	2	2	2	2	2	3	2	3	3	2	1	1	1	1
Not sure	2	2	1	6	2	1	1	1	2	1	4	2	2	1	1	1	1	1	1

TV is educational

Very important	39	38	39	34	40	41	38	40	37	38	46	38	41	44	35	37	49	42	43
Fairly important	44	43	44	42	44	44	44	45	43	45	32	44	44	41	46	47	40	43	44
No feelings either way	12	12	11	13	11	11	13	10	14	12	14	12	9	10	13	13	8	10	9
Not very important	3	3	3	4	3	3	4	3	3	3	4	3	3	2	4	3	3	3	3
Not at all important	1	2	1	1	1	1	1	1	1	1	1	1	2	2	1	1	1	0	0
Not sure	2	2	1	6	2	1	1	1	2	1	3	1	2	1	1	1	0	1	1

TV shows programmes that deal with issues rather than just entertain

Very important	34	35	32	30	33	36	33	35	33	33	37	32	47	40	32	29	47	36	39
Fairly important	43	41	45	41	44	43	44	45	41	44	35	44	36	40	45	47	39	44	44
No feelings either way	16	16	16	16	16	15	17	14	19	16	18	17	11	15	17	19	10	15	13
Not very important	4	4	3	5	2	4	4	3	4	4	4	4	2	3	4	4	2	4	3
Not at all important	2	2	1	1	1	1	2	2	1	2	2	1	2	2	1	1	1	1	1
Not sure	2	2	2	7	3	1	1	2	3	2	4	2	3	0	2	1	0	1	1

YouGov Weighting Data

In addition to weighting by age, gender, social class and region (weighted and unweighted figures shown in the tables), YouGov also weighted its raw data by newspaper readership and political party identification:

	Unweighted no.	Weighted no.
Age and Gender		
Male 18 to 24	477	630
Male 25 to 39	1512	1604
Male 40 to 54	1239	1423
Male 55 +	2131	1847
Female 18 to 24	645	635
Female 25 to 39	2080	1674
Female 40 to 54	1231	1431
Female 55 +	2148	2219
Region		
London	2409	2162
Rest of South	2539	2604
Midlands and Wales	2490	2614
North	2952	2999
Scotland	1069	1079
Social Grade		
ABC1	6781	6177
C2DE	4664	5268
Newspaper Type		
Express / Mail	2617	1834
Sun / Star	1799	2515
Mirror / Record	1072	1829
Guardian / Independent	1123	459
FT / Times / Telegraph	1366	1090
Other Paper	1342	1433
No Paper	2125	2284
Political Party Identification		
Lab	3671	3776
Con	2856	2864
Lib Dem	1136	1255
Others	511	343
None	2888	2924
Don't know	386	286

Ethnicity

White	10087	10307
Not-white	647	919
Not specified	729	237

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