

An attitudinal poll commissioned by BBC Audience & Consumer Research for BBC Voices and conducted by Greenfield Online. Cardiff University advised on the design of some questions in the poll. Fieldwork was conducted between 17th-26th November via an online survey hosted on the Greenfield website. The final sample yielded 5,010 respondents (15+) who completed the entire survey.

The sample was drawn from Greenfield Online's proprietary panel of UK individuals. The final sample nationally was 49:51 Male:Female. There was a "middle age spread" in the sample, with 25-64s proportionally over-represented and 15-24s and the 65+ under-represented. Social Class data was not collected. Maximum quotas for each of 63 identified local areas were used to ensure a wide geographical spread within the sample and broadly robust regional reporting, though panel weakness in some areas (eg. Northern Ireland) meant that some regional samples remained comparatively low. The sample was not specifically weighted to reflect UK gender, age, social class or geographical demographics, nor to ensure sample balance in any one local area or region. 97% of the whole sample said that English was their first language. 26% of the overall sample said they spoke at least one language as well as English, and the most frequently mentioned languages were French (17% of the total sample), German (11%), Spanish (7%), Italian (4%), and Welsh (2%).

Greenfield Online has a panel of registered respondents from which its survey samples are drawn. In the UK this panel consists of approximately 140,000 individuals, all of whom will have "double opted in" to participate in online surveys, which means they must respond to a confirmation message after registration, before they enter the panel, ensuring that a third party does not fraudulently add them. Members are recruited to the panel on an ongoing basis via a range of media and sources including embedded text links, editorial inclusions, targeted opt-in email lists, word of mouth, co-registrations and online promotions. Further information can be found at <http://www.greenfield.com/panel/>.

% of Responses	Responses	Mean Score
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Q1A

In which region do you currently live ?

(SINGLE SELECT)

- 1 Norfolk or Suffolk
- 2 Beds, Herts or Bucks (inc. Milton Keynes)
- 3 Cambridgeshire
- 4 Essex
- 5 East Sussex (inc. Brighton)
- 6 Kent
- 7 Southampton, Hampshire or Isle of Wight
- 8 Oxfordshire
- 9 Berkshire
- 10 West Sussex
- 11 South Devon (inc. Plymouth)
- 12 North Devon (inc. Exeter)
- 13 Cornwall & Isles of Scilly
- 14 Dorset
- 15 Channel Islands
- 16 Bristol, Bath or Somerset
- 17 Wiltshire
- 18 Gloucestershire
- 19 Sheffield or South Yorks
- 20 York or North Yorks
- 21 Leeds

% of Responses	Responses
2.1	105
3.1	154
1.8	88
2.2	108
1.7	83
2.1	104
3.1	157
1.6	80
2.1	106
1.6	78
1.5	76
1.3	63
1.5	77
1.6	79
0.4	22
2.1	104
1.5	77
1.5	77
2.0	102
2.0	102
1.7	85

Very rough est. % of UK Pop.

2.3
2
1.2
2.4
1.2
2.7
2.9
1
1.6
1.2
0.4
0.4 (0.8 total)
0.9
0.7
0.3
2.5
1
0.9
2.4
1
1.2

22	Bradford or West Yorks	1.7	83	2.2
23	Hull or East Yorkshire	1.4	69	1.5
24	Lincolnshire	1.6	78	1
25	Nottinghamshire or Derbyshire	2.3	116	2.6
26	Leicestershire or Rutland	1.6	79	1.5
27	Coventry or Warwickshire	1.5	76	1.1
28	Birmingham or Solihull	2.0	102	1.9
29	Wolverhampton or Black Country	1.6	79	1.8
30	Shropshire	1.1	57	0.8
31	Staffordshire	1.6	79	1.2
32	Herefordshire or Worcestershire	1.5	76	1
33	Greater Manchester	3.3	163	4.2
34	Merseyside	1.9	97	3.3
35	Lancashire	3.1	154	2.3
36	Cheshire	1.6	80	1.1
37	Isle of Man	0.2	11	0.1
38	Tyneside or Wearside	1.8	90	1.8
39	Teesside	1.1	55	1.3
40	County Durham	1.3	65	0.8
41	Northumberland	1.1	57	0.5
42	Cumbria	0.9	43	0.8
43	Greater London	6.3	315	11.7
44	Surrey	1.6	80	1.7
45	Aberdeen & Grampian	1.6	79	(8.9 total Scotland)
46	Argyle & Stirling	1.1	53	
47	Ayrshire & Arran	0.9	47	
48	Borders or Dumfries & Galloway	0.8	39	
49	Edinburgh & Lothian	2.1	105	
50	Fife, Perthshire, Angus or Dundee	1.6	81	

51	Glasgow & Clyde Valley	2.2	110
52	Highlands & Islands	0.7	36
53	Cardiff & SE Wales	1.7	85
54	Swansea & SW Wales	1.5	73
55	West Wales or Mid-Wales	0.9	47
56	North Wales & Isle of Anglesey	1.5	74
57	Belfast	0.5	25
58	County Antrim	0.5	26
59	County Armagh	0.1	4
60	County Down	0.5	26
61	County Fermanagh	0.1	5
62	County Londonderry	0.1	6
63	County Tyrone	0.1	6
64	OTHER	1.0	52
TOTAL		100	5010

(5.1 total Wales)

(2.8 total NI)

Q1B

HIDDEN QUESTION

(ROUTED FROM Q1A)

1	EAST	9.1	455
2	SOUTH EAST	3.7	187
3	SOUTH	8.4	421
4	SOUTH WEST	6.3	317
5	WEST	5.1	258
6	YORKSHIRE	7.4	372
7	EAST YORKS AND LINCOLNSHIRE	2.9	147
8	EAST MIDLANDS	3.9	195
9	WEST MIDLANDS	9.4	469

Rough % of UK Pop.

7.9

3.9

6.7

3.2

3.5

6.8

2.5

3.6

10

10	NORTH WEST	10.1	505	n/a	11.1
11	NORTH EAST AND CUMBRIA	6.2	310		5.6
12	LONDON	7.9	395		18.6
13	SCOTLAND	11.0	550		8.9
14	WALES	5.6	279		5.1
15	NORTHERN IRELAND	2.0	98		2.8
16	OTHER	1.0	52		
TOTAL		100	5010		100.2
Q2	What is your age?	(SINGLE SELECT)		Rough % of 15+ UK Pop	
	¥ 15-24	6.0	301		15.6
	¥ 25-34	20.6	1030		16
	¥ 35-44	25.4	1271		18.8
	¥ 45-54	24.3	1217		15.7
	¥ 55-64	18.1	906		14.3
	¥ 65-74	5.5	275		12.2
	¥ 75+	0.2	10		7.4
TOTAL		100	5010		100
Q3	Are you:		(SINGLE SELECT)		
	¥ female	50.8	2544		51.4
	¥ male	49.2	2466		48.6
TOTAL		100	5010		100
Q5	How long have you lived in this area?				
	¥ less than 1 year;	5.9	294		
	¥ 1-4 years	22.5	1128		
	¥ 5-10 years	19.2	964		
	¥ more than 10 years	38.5	1928		
	¥ all my life;	13.9	696		

Q6

Is English your first language?

¥ Yes

¥ No

97.5	4887
2.5	123

Q7

Is English the **only** language you know and use?

¥ Yes

¥ No

¥ Don't

Know

73.5	3684
26.3	1317
0.2	9

