



Opinium Research Results / Tables **October 2013**

1,957 Online Interviews (GB Nat. Rep)

1,675 Likely Voters

Field: 29th October to 1st November 2013

If the Base is not otherwise specified, the table is based on the full sample and is representative of all GB adults

Where column base is below 50 respondents, figures should be seen as indicative only and we advise against using these when reporting unless appropriate caveats are given

To ensure a nationally representative sample, Opinium weights data to match the following criteria:

| Gender | Unweighted count | Weighted count |
|---------------|------------------|----------------|
| Male | 925 | 950 |
| Female | 1032 | 1007 |

| Age group | Unweighted count | Weighted count |
|------------------|------------------|----------------|
| 18-34 | 506 | 567 |
| 35-54 | 700 | 690 |
| 55+ | 751 | 701 |

| GB region | Unweighted count | Weighted count |
|------------------------|------------------|----------------|
| North East | 79 | 84 |
| North West | 233 | 225 |
| Yorkshire & Humberside | 157 | 168 |
| East Midlands | 149 | 145 |
| West Midlands | 190 | 177 |
| East of England | 192 | 186 |
| London | 264 | 258 |
| South East | 257 | 274 |
| South West | 162 | 171 |
| Wales | 94 | 98 |
| Scotland | 180 | 171 |

| Working status | Unweighted count | Weighted count |
|-----------------------|------------------|----------------|
| Full time | 878 | 854 |
| Part time | 311 | 316 |
| Unemployed | 89 | 101 |
| Retired | 468 | 504 |
| Other | 211 | 183 |

| Social grade | Unweighted count | Weighted count |
|---------------------|------------------|----------------|
| ABC1 | 1293 | 1054 |
| C2DE | 664 | 903 |

VI_1st
Stage

| | Total | Conservative | Labour | Liberal Democrat | Some other party | Would not vote | Don't know |
|--|-------------|--------------|-------------|------------------|------------------|----------------|------------|
| VI 9 inc propensity | | | | | | | |
| Weighted base | 1408 | 436 | 522 | 99 | 351 | 0 | 0 |
| Unweighted base | 1422 | 454 | 518 | 106 | 344 | 0 | 0 |
| <i>All likely voters who chose a party</i> | 100% | 100% | 100% | 100% | 100% | 0 | 0 |
| | 436 | 436 | 0 | 0 | 0 | 0 | 0 |
| | 454 | | | | | | |
| Conservative | 31% | 100% | 0 | 0 | 0 | 0 | 0 |
| | 522 | 0 | 522 | 0 | 0 | 0 | 0 |
| | 518 | | | | | | |
| Labour | 37% | 0 | 100% | 0 | 0 | 0 | 0 |
| | 99 | 0 | 0 | 99 | 0 | 0 | 0 |
| | 106 | | | | | | |
| Liberal Democrat | 7% | 0 | 0 | 100% | 0 | 0 | 0 |
| | 50 | 0 | 0 | 0 | 50 | 0 | 0 |
| | 51 | | | | | | |
| SNP | 4% | 0 | 0 | 0 | 14% | 0 | 0 |
| | 8 | 0 | 0 | 0 | 8 | 0 | 0 |
| | 7 | | | | | | |
| Plaid Cymru | 1% | 0 | 0 | 0 | 2% | 0 | 0 |
| | 218 | 0 | 0 | 0 | 218 | 0 | 0 |
| | 212 | | | | | | |
| UKIP | 16% | 0 | 0 | 0 | 62% | 0 | 0 |
| | 44 | 0 | 0 | 0 | 44 | 0 | 0 |
| | 48 | | | | | | |
| Green | 3% | 0 | 0 | 0 | 13% | 0 | 0 |
| | 24 | 0 | 0 | 0 | 24 | 0 | 0 |
| | 19 | | | | | | |
| BNP | 2% | 0 | 0 | 0 | 7% | 0 | 0 |
| | 6 | 0 | 0 | 0 | 6 | 0 | 0 |
| | 7 | | | | | | |
| Other parties | 0% | 0 | 0 | 0 | 2% | 0 | 0 |

VI_2nd
Stage

| | Total | Scottish National Party | Plaid Cymru | Green | United Kingdom Independence Party (UKIP) | British National Party (BNP) | Respect | Some other party | Don't know |
|--|-------------|-------------------------|-------------|-------------|--|------------------------------|-------------|------------------|------------|
| VI 9 inc propensity | | | | | | | | | |
| Weighted base | 351 | 50 | 8 | 44 | 218 | 24 | 4 | 3 | 0 |
| Unweighted base | 344 | 51 | 7 | 48 | 212 | 19 | 4 | 3 | 0 |
| <i>All likely voters who chose a party</i> | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 0 |
| | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| | 0 | | | | | | | | |
| Conservative | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| | 0 | | | | | | | | |
| Labour | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| | 0 | | | | | | | | |
| Liberal Democrat | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| | 50 | 50 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| | 51 | | | | | | | | |
| SNP | 14% | 100% | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| | 8 | 0 | 8 | 0 | 0 | 0 | 0 | 0 | 0 |
| | 7 | | | | | | | | |
| Plaid Cymru | 2% | 0 | 100% | 0 | 0 | 0 | 0 | 0 | 0 |
| | 218 | 0 | 0 | 0 | 218 | 0 | 0 | 0 | 0 |
| | 212 | | | | | | | | |
| UKIP | 62% | 0 | 0 | 0 | 100% | 0 | 0 | 0 | 0 |
| | 44 | 0 | 0 | 44 | 0 | 0 | 0 | 0 | 0 |
| | 48 | | | | | | | | |
| Green | 13% | 0 | 0 | 100% | 0 | 0 | 0 | 0 | 0 |
| | 24 | 0 | 0 | 0 | 0 | 24 | 0 | 0 | 0 |
| | 19 | | | | | | | | |
| BNP | 7% | 0 | 0 | 0 | 0 | 100% | 0 | 0 | 0 |
| | 6 | 0 | 0 | 0 | 0 | 0 | 4 | 3 | 0 |
| | 7 | | | | | | | | |
| Other parties | 2% | 0 | 0 | 0 | 0 | 0 | 100% | 100% | 0 |

| | Gender | | | Age | | | |
|--|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| | Total | Male | Female | Total | 18-34 | 35-54 | 55+ |
| VI 9 inc propensity | | | | | | | |
| Weighted base | 1408 | 755 | 654 | 1408 | 346 | 519 | 544 |
| Unweighted base | 1422 | 741 | 681 | 1422 | 310 | 529 | 583 |
| <i>All likely voters who chose a party</i> | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | 436 | 234 | 202 | 436 | 87 | 155 | 194 |
| | 454 | | | 454 | | | |
| Conservative | 31% | 31% | 31% | 31% | 25% | 30% | 36% |
| | 522 | 269 | 253 | 522 | 171 | 200 | 151 |
| | 518 | | | 518 | | | |
| Labour | 37% | 36% | 39% | 37% | 50% | 39% | 28% |
| | 99 | 54 | 46 | 99 | 30 | 32 | 38 |
| | 106 | | | 106 | | | |
| Liberal Democrat | 7% | 7% | 7% | 7% | 9% | 6% | 7% |
| | 50 | 33 | 18 | 50 | 15 | 16 | 19 |
| | 51 | | | 51 | | | |
| SNP | 4% | 4% | 3% | 4% | 4% | 3% | 4% |
| | 8 | 5 | 2 | 8 | 3 | 2 | 3 |
| | 7 | | | 7 | | | |
| Plaid Cymru | 1% | 1% | 0% | 1% | 1% | 0% | 1% |
| | 218 | 126 | 93 | 218 | 14 | 81 | 123 |
| | 212 | | | 212 | | | |
| UKIP | 16% | 17% | 14% | 16% | 4% | 16% | 23% |
| | 44 | 18 | 26 | 44 | 18 | 18 | 9 |
| | 48 | | | 48 | | | |
| Green | 3% | 2% | 4% | 3% | 5% | 3% | 2% |
| | 24 | 16 | 8 | 24 | 7 | 13 | 3 |
| | 19 | | | 19 | | | |
| BNP | 2% | 2% | 1% | 2% | 2% | 3% | 1% |
| | 6 | 1 | 6 | 6 | 2 | 1 | 4 |
| | 7 | | | 7 | | | |
| Other parties | 0% | 0% | 1% | 0% | 0% | 0% | 1% |

VI_1st
Stage

| | Total | Conservative | Labour | Liberal Democrat | Some other party | Would not vote | Don't know |
|---|--------------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| V1 first stage vote | | | | | | | |
| If there were a general election tomorrow, for which party would you vote? | | | | | | | |
| Weighted base | 1957 | 443 | 535 | 104 | 374 | 187 | 314 |
| Unweighted base | 1957 | 462 | 529 | 111 | 368 | 170 | 317 |
| <i>All GB respondents</i> | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Conservative | 443 462 23% | 443 100% | 0 0 | 0 0 | 0 0 | 0 0 | 0 0 |
| Labour | 535 529 27% | 0 0 | 535 100% | 0 0 | 0 0 | 0 0 | 0 0 |
| Liberal Democrat | 104 111 5% | 0 0 | 0 0 | 104 100% | 0 0 | 0 0 | 0 0 |
| Some other party | 374 368 19% | 0 0 | 0 0 | 0 0 | 374 100% | 0 0 | 0 0 |
| Would not vote | 187 170 10% | 0 0 | 0 0 | 0 0 | 0 0 | 187 100% | 0 0 |
| Don't know | 314 317 16% | 0 0 | 0 0 | 0 0 | 0 0 | 0 0 | 314 100% |

VI_2nd
Stage

| | Total | Scottish National Party | Plaid Cymru | Green | United Kingdom Independence Party (UKIP) | British National Party (BNP) | Respect | Some other party | Don't know |
|---|-------|-------------------------|-------------|-------|--|------------------------------|---------|------------------|------------|
| V1 first stage vote If there were a general election tomorrow, for which party would you vote? | | | | | | | | | |
| Weighted base | 374 | 50 | 8 | 49 | 223 | 24 | 4 | 3 | 13 |
| Unweighted base | 368 | 51 | 7 | 54 | 217 | 19 | 4 | 3 | 13 |
| All GB respondents | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Conservative | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Labour | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Liberal Democrat | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Some other party | 374 | 50 | 8 | 49 | 223 | 24 | 4 | 3 | 13 |
| Would not vote | 368 | 51 | 7 | 54 | 217 | 19 | 4 | 3 | 13 |
| Don't know | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

| | Gender | | Age | | | | |
|---|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| | Total | Male | Female | Total | 18-34 | 35-54 | 55+ |
| V1 first stage vote If there were a general election tomorrow, for which party would you vote? | | | | | | | |
| Weighted base | 1957 | 950 | 1007 | 1957 | 567 | 690 | 701 |
| Unweighted base | 1957 | 925 | 1032 | 1957 | 506 | 700 | 751 |
| <i>All GB respondents</i> | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Conservative | 443 | 238 | 205 | 443 | 91 | 157 | 196 |
| | 462 | | | 462 | | | |
| | 23% | 25% | 20% | 23% | 16% | 23% | 28% |
| Labour | 535 | 277 | 257 | 535 | 179 | 203 | 153 |
| | 529 | | | 529 | | | |
| | 27% | 29% | 26% | 27% | 32% | 29% | 22% |
| Liberal Democrat | 104 | 56 | 48 | 104 | 33 | 33 | 39 |
| | 111 | | | 111 | | | |
| | 5% | 6% | 5% | 5% | 6% | 5% | 6% |
| Some other party | 374 | 206 | 168 | 374 | 67 | 137 | 169 |
| | 368 | | | 368 | | | |
| | 19% | 22% | 17% | 19% | 12% | 20% | 24% |
| Would not vote | 187 | 82 | 105 | 187 | 92 | 62 | 33 |
| | 170 | | | 170 | | | |
| | 10% | 9% | 10% | 10% | 16% | 9% | 5% |
| Don't know | 314 | 90 | 224 | 314 | 105 | 98 | 111 |
| | 317 | | | 317 | | | |
| | 16% | 9% | 22% | 16% | 19% | 14% | 16% |

VI_1st
Stage

| | Total | Conservative | Labour | Liberal Democrat | Some other party | Would not vote | Don't know |
|---|-------------|--------------|----------|------------------|------------------|----------------|------------|
| V2 second stage vote | | | | | | | |
| Which of these parties would you vote for? | | | | | | | |
| Weighted base | 374 | 0 | 0 | 0 | 374 | 0 | 0 |
| Unweighted base | 368 | 0 | 0 | 0 | 368 | 0 | 0 |
| <i>All selecting "some other party"</i> | 100% | 0 | 0 | 0 | 100% | 0 | 0 |
| | 50 | 0 | 0 | 0 | 50 | 0 | 0 |
| | 51 | | | | | | |
| Scottish National Party | 13% | 0 | 0 | 0 | 13% | 0 | 0 |
| | 8 | 0 | 0 | 0 | 8 | 0 | 0 |
| | 7 | | | | | | |
| Plaid Cymru | 2% | 0 | 0 | 0 | 2% | 0 | 0 |
| | 49 | 0 | 0 | 0 | 49 | 0 | 0 |
| | 54 | | | | | | |
| Green | 13% | 0 | 0 | 0 | 13% | 0 | 0 |
| | 223 | 0 | 0 | 0 | 223 | 0 | 0 |
| United Kingdom Independence Party (UKIP) | | | | | | | |
| | 217 | | | | | | |
| | 60% | 0 | 0 | 0 | 60% | 0 | 0 |
| | 24 | 0 | 0 | 0 | 24 | 0 | 0 |
| | 19 | | | | | | |
| British National Party (BNP) | 6% | 0 | 0 | 0 | 6% | 0 | 0 |
| | 4 | 0 | 0 | 0 | 4 | 0 | 0 |
| | 4 | | | | | | |
| Respect | 1% | 0 | 0 | 0 | 1% | 0 | 0 |
| | 3 | 0 | 0 | 0 | 3 | 0 | 0 |
| | 3 | | | | | | |
| Some other party | 1% | 0 | 0 | 0 | 1% | 0 | 0 |
| | 13 | 0 | 0 | 0 | 13 | 0 | 0 |
| | 13 | | | | | | |
| Don't know | 3% | 0 | 0 | 0 | 3% | 0 | 0 |

VI_2nd
Stage

| | Total | Scottish National Party | Plaid Cymru | Green | United Kingdom Independence Party (UKIP) | British National Party (BNP) | Respect | Some other party | Don't know |
|---|-------------|-------------------------|-------------|-------------|--|------------------------------|-------------|------------------|-------------|
| V2 second stage vote | | | | | | | | | |
| Which of these parties would you vote for? | | | | | | | | | |
| Weighted base | 374 | 50 | 8 | 49 | 223 | 24 | 4 | 3 | 13 |
| Unweighted base | 368 | 51 | 7 | 54 | 217 | 19 | 4 | 3 | 13 |
| <i>All selecting "some other party"</i> | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | 50 | 50 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| | 51 | | | | | | | | |
| Scottish National Party | 13% | 100% | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| | 8 | 0 | 8 | 0 | 0 | 0 | 0 | 0 | 0 |
| | 7 | | | | | | | | |
| Plaid Cymru | 2% | 0 | 100% | 0 | 0 | 0 | 0 | 0 | 0 |
| | 49 | 0 | 0 | 49 | 0 | 0 | 0 | 0 | 0 |
| | 54 | | | | | | | | |
| Green | 13% | 0 | 0 | 100% | 0 | 0 | 0 | 0 | 0 |
| | 223 | 0 | 0 | 0 | 223 | 0 | 0 | 0 | 0 |
| United Kingdom Independence Party (UKIP) | 60% | 0 | 0 | 0 | 100% | 0 | 0 | 0 | 0 |
| | 24 | 0 | 0 | 0 | 0 | 24 | 0 | 0 | 0 |
| | 19 | | | | | | | | |
| British National Party (BNP) | 6% | 0 | 0 | 0 | 0 | 100% | 0 | 0 | 0 |
| | 4 | 0 | 0 | 0 | 0 | 0 | 4 | 0 | 0 |
| | 4 | | | | | | | | |
| Respect | 1% | 0 | 0 | 0 | 0 | 0 | 100% | 0 | 0 |
| | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 0 |
| | 3 | | | | | | | | |
| Some other party | 1% | 0 | 0 | 0 | 0 | 0 | 0 | 100% | 0 |
| | 13 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 13 |
| | 13 | | | | | | | | |
| Don't know | 3% | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 100% |

| | Gender | | | Age | | | |
|---|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| | Total | Male | Female | Total | 18-34 | 35-54 | 55+ |
| V2 second stage vote | | | | | | | |
| Which of these parties would you vote for? | | | | | | | |
| Weighted base | 374 | 206 | 168 | 374 | 67 | 137 | 169 |
| Unweighted base | 368 | 199 | 169 | 368 | 61 | 136 | 171 |
| <i>All selecting "some other party"</i> | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | 50 | 33 | 18 | 50 | 15 | 16 | 19 |
| | 51 | | | 51 | | | |
| Scottish National Party | 13% | 16% | 11% | 13% | 22% | 12% | 11% |
| | 8 | 5 | 2 | 8 | 3 | 2 | 3 |
| | 7 | | | 7 | | | |
| Plaid Cymru | 2% | 3% | 1% | 2% | 4% | 1% | 2% |
| | 49 | 19 | 30 | 49 | 20 | 19 | 10 |
| | 54 | | | 54 | | | |
| Green | 13% | 9% | 18% | 13% | 30% | 14% | 6% |
| | 223 | 127 | 96 | 223 | 16 | 83 | 124 |
| United Kingdom Independence Party (UKIP) | 60% | 62% | 58% | 60% | 24% | 60% | 73% |
| | 24 | 16 | 8 | 24 | 7 | 13 | 3 |
| | 19 | | | 19 | | | |
| British National Party (BNP) | 6% | 8% | 5% | 6% | 11% | 10% | 2% |
| | 4 | 0 | 4 | 4 | 2 | 1 | 2 |
| | 4 | | | 4 | | | |
| Respect | 1% | 0 | 2% | 1% | 2% | 0% | 1% |
| | 3 | 1 | 2 | 3 | 0 | 1 | 2 |
| | 3 | | | 3 | | | |
| Some other party | 1% | 0% | 1% | 1% | 0 | 1% | 1% |
| | 13 | 6 | 7 | 13 | 5 | 2 | 6 |
| | 13 | | | 13 | | | |
| Don't know | 3% | 3% | 4% | 3% | 8% | 2% | 3% |

VI_1st
Stage

| | Total | Conservative | Labour | Liberal Democrat | Some other party | Would not vote | Don't know |
|--|-------------|--------------|-------------|------------------|------------------|----------------|-------------|
| V3 likelihood to vote If there WERE a general election tomorrow, how likely would you be to vote? | | | | | | | |
| Weighted base | 1957 | 443 | 535 | 104 | 374 | 187 | 314 |
| Unweighted base | 1957 | 462 | 529 | 111 | 368 | 170 | 317 |
| <i>All GB respondents</i> | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | 1288 | 358 | 423 | 73 | 293 | 1 | 139 |
| | 1303 | | | | | | |
| Would definitely vote | 66% | 81% | 79% | 70% | 78% | 1% | 44% |
| | 387 | 77 | 99 | 26 | 69 | 0 | 115 |
| | 391 | | | | | | |
| Would probably vote | 20% | 17% | 19% | 25% | 19% | 0 | 37% |
| | 128 | 5 | 9 | 5 | 11 | 51 | 46 |
| | 125 | | | | | | |
| Would probably not vote | 7% | 1% | 2% | 5% | 3% | 27% | 15% |
| | 130 | 0 | 1 | 0 | 0 | 122 | 7 |
| | 116 | | | | | | |
| Would definitely not vote | 7% | 0 | 0% | 0 | 0 | 65% | 2% |
| | 24 | 2 | 3 | 0 | 0 | 12 | 7 |
| Does not apply (e.g. not eligible to vote in UK General Elections) | 1% | 0% | 1% | 0 | 0 | 7% | 2% |
| | 22 | | | | | | |

VI_2nd
Stage

| | Total | Scottish National Party | Plaid Cymru | Green | United Kingdom Independence Party (UKIP) | British National Party (BNP) | Respect | Some other party | Don't know |
|--|-------|-------------------------|-------------|-------|--|------------------------------|---------|------------------|------------|
| V3 likelihood to vote If there WERE a general election tomorrow, how likely would you be to vote? | | | | | | | | | |
| Weighted base | 374 | 50 | 8 | 49 | 223 | 24 | 4 | 3 | 13 |
| Unweighted base | 368 | 51 | 7 | 54 | 217 | 19 | 4 | 3 | 13 |
| All GB respondents | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | 293 | 42 | 6 | 30 | 181 | 24 | 2 | 2 | 7 |
| | 285 | | | | | | | | |
| Would definitely vote | 78% | 83% | 78% | 60% | 81% | 100% | 42% | 78% | 52% |
| | 69 | 9 | 2 | 15 | 37 | 0 | 2 | 1 | 4 |
| | 69 | | | | | | | | |
| Would probably vote | 19% | 17% | 22% | 30% | 17% | 0 | 58% | 22% | 32% |
| | 11 | 0 | 0 | 5 | 5 | 0 | 0 | 0 | 2 |
| | 14 | | | | | | | | |
| Would probably not vote | 3% | 0 | 0 | 9% | 2% | 0 | 0 | 0 | 15% |
| | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| | 0 | | | | | | | | |
| Would definitely not vote | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Does not apply (e.g. not eligible to vote in UK General Elections) | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

| | Gender | | Age | | | | |
|--|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| | Total | Male | Female | Total | 18-34 | 35-54 | 55+ |
| V3 likelihood to vote If there WERE a general election tomorrow, how likely would you be to vote? | | | | | | | |
| Weighted base | 1957 | 950 | 1007 | 1957 | 567 | 690 | 701 |
| Unweighted base | 1957 | 925 | 1032 | 1957 | 506 | 700 | 751 |
| <i>All GB respondents</i> | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | 1288 | 678 | 611 | 1288 | 275 | 471 | 542 |
| | 1303 | | | 1303 | | | |
| Would definitely vote | 66% | 71% | 61% | 66% | 48% | 68% | 77% |
| | 387 | 156 | 231 | 387 | 149 | 130 | 107 |
| | 391 | | | 391 | | | |
| Would probably vote | 20% | 16% | 23% | 20% | 26% | 19% | 15% |
| | 128 | 47 | 81 | 128 | 71 | 37 | 21 |
| | 125 | | | 125 | | | |
| Would probably not vote | 7% | 5% | 8% | 7% | 12% | 5% | 3% |
| | 130 | 56 | 74 | 130 | 57 | 46 | 27 |
| | 116 | | | 116 | | | |
| Would definitely not vote | 7% | 6% | 7% | 7% | 10% | 7% | 4% |
| | 24 | 12 | 11 | 24 | 15 | 5 | 4 |
| | 22 | | | 22 | | | |
| Does not apply (e.g. not eligible to vote in UK General Elections) | 1% | 1% | 1% | 1% | 3% | 1% | 1% |

VI_1st
Stage

| | Total | Conservative | Labour | Liberal Democrat | Some other party | Would not vote | Don't know |
|---|-------------|--------------|-------------|------------------|------------------|----------------|-------------|
| DC Approval | | | | | | | |
| To what extent do you approve or disapprove of the way David Cameron is handling his job as Prime Minister? | | | | | | | |
| Weighted base | 1675 | 436 | 522 | 99 | 362 | 1 | 254 |
| Unweighted base | 1694 | 454 | 518 | 106 | 354 | 2 | 260 |
| All likely voters | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | 149 | 124 | 9 | 5 | 5 | 0 | 6 |
| | 150 | | | | | | |
| Strongly approve | 9% | 29% | 2% | 5% | 1% | 0 | 2% |
| | 392 | 235 | 34 | 33 | 45 | 0 | 46 |
| | 413 | | | | | | |
| Somewhat approve | 23% | 54% | 7% | 33% | 12% | 0 | 18% |
| | 305 | 50 | 62 | 28 | 67 | 0 | 98 |
| | 302 | | | | | | |
| Neither approve nor disapprove | 18% | 12% | 12% | 28% | 18% | 0 | 39% |
| | 359 | 24 | 148 | 24 | 98 | 0 | 65 |
| | 373 | | | | | | |
| Somewhat disapprove | 21% | 6% | 28% | 24% | 27% | 0 | 25% |
| | 470 | 2 | 270 | 10 | 148 | 1 | 39 |
| | 456 | | | | | | |
| Strongly disapprove | 28% | 0% | 52% | 10% | 41% | 100% | 15% |
| | 541 | 359 | 43 | 38 | 49 | 0 | 52 |
| | 563 | | | | | | |
| TOTAL: Approve | 32% | 82% | 8% | 38% | 14% | 0 | 20% |
| | 829 | 26 | 418 | 34 | 246 | 1 | 104 |
| | 829 | | | | | | |
| TOTAL: Disapprove | 50% | 6% | 80% | 34% | 68% | 100% | 41% |
| Net: | -18% | 76% | -72% | 4% | -54% | -100% | -21% |

VI_2nd
Stage

| | Total | Scottish National Party | Plaid Cymru | Green | United Kingdom Independence Party (UKIP) | British National Party (BNP) | Respect | Some other party | Don't know |
|---|-------|-------------------------------|----------------|-------|---|------------------------------------|---------|------------------------|---------------|
| DC Approval To what extent do you approve or disapprove of the way David Cameron is handling his job as Prime Minister? | | | | | | | | | |
| Weighted base | 362 | 50 | 8 | 44 | 218 | 24 | 4 | 3 | 11 |
| Unweighted base | 354 | 51 | 7 | 48 | 212 | 19 | 4 | 3 | 10 |
| All likely voters | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | 5 | 1 | 0 | 1 | 2 | 1 | 0 | 0 | 0 |
| | 6 | | | | | | | | |
| Strongly approve | 1% | 3% | 0 | 2% | 1% | 3% | 0 | 0 | 0 |
| | 45 | 3 | 1 | 7 | 33 | 1 | 0 | 0 | 0 |
| | 46 | | | | | | | | |
| Somewhat approve | 12% | 6% | 19% | 15% | 15% | 4% | 0 | 0 | 0 |
| | 67 | 2 | 2 | 9 | 41 | 8 | 0 | 1 | 3 |
| | 63 | | | | | | | | |
| Neither approve nor disapprove | 18% | 5% | 26% | 20% | 19% | 35% | 0 | 49% | 25% |
| | 98 | 13 | 1 | 8 | 66 | 5 | 0 | 1 | 4 |
| | 98 | | | | | | | | |
| Somewhat disapprove | 27% | 26% | 11% | 18% | 30% | 21% | 0 | 51% | 36% |
| | 148 | 30 | 3 | 20 | 78 | 9 | 4 | 0 | 4 |
| | 141 | | | | | | | | |
| Strongly disapprove | 41% | 60% | 44% | 45% | 35% | 37% | 100% | 0 | 39% |
| | 49 | 4 | 1 | 8 | 34 | 2 | 0 | 0 | 0 |
| | 52 | | | | | | | | |
| TOTAL: Approve | 14% | 9% | 19% | 17% | 16% | 7% | 0 | 0 | 0 |
| | 246 | 43 | 4 | 28 | 143 | 14 | 4 | 1 | 8 |
| | 239 | | | | | | | | |
| TOTAL: Disapprove | 68% | 86% | 55% | 63% | 66% | 58% | 100% | 51% | 75% |

Net:

| | Gender | | | Age | | | |
|--|--------|------|--------|-------|-------|-------|------|
| | Total | Male | Female | Total | 18-34 | 35-54 | 55+ |
| DC Approval | | | | | | | |
| To what extent do you approve or disapprove of the way David Cameron is handling his job as Prime Minister? | | | | | | | |
| Weighted base | 1675 | 834 | 841 | 1675 | 424 | 602 | 649 |
| Unweighted base | 1694 | 822 | 872 | 1694 | 380 | 614 | 700 |
| <i>All likely voters</i> | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | 149 | 86 | 63 | 149 | 44 | 53 | 53 |
| | 150 | | | 150 | | | |
| Strongly approve | 9% | 10% | 8% | 9% | 10% | 9% | 8% |
| | 392 | 193 | 199 | 392 | 98 | 117 | 178 |
| | 413 | | | 413 | | | |
| Somewhat approve | 23% | 23% | 24% | 23% | 23% | 19% | 27% |
| | 305 | 134 | 171 | 305 | 99 | 113 | 92 |
| | 302 | | | 302 | | | |
| Neither approve nor disapprove | 18% | 16% | 20% | 18% | 23% | 19% | 14% |
| | 359 | 174 | 185 | 359 | 72 | 131 | 156 |
| | 373 | | | 373 | | | |
| Somewhat disapprove | 21% | 21% | 22% | 21% | 17% | 22% | 24% |
| | 470 | 247 | 223 | 470 | 112 | 188 | 170 |
| | 456 | | | 456 | | | |
| Strongly disapprove | 28% | 30% | 27% | 28% | 26% | 31% | 26% |
| | 541 | 279 | 262 | 541 | 141 | 169 | 231 |
| | 563 | | | 563 | | | |
| TOTAL: Approve | 32% | 33% | 31% | 32% | 33% | 28% | 36% |
| | 829 | 421 | 408 | 829 | 183 | 319 | 327 |
| | 829 | | | 829 | | | |
| TOTAL: Disapprove | 50% | 50% | 49% | 50% | 43% | 53% | 50% |

Net:

VI_1st
Stage

| | Total | Conservative | Labour | Liberal Democrat | Some other party | Would not vote | Don't know |
|--|-------------|--------------|------------|------------------|------------------|----------------|-------------|
| EM Approval To what extent do you approve or disapprove of the way Ed Miliband is handling his job as Leader of the Labour Party? | | | | | | | |
| Weighted base | 1675 | 436 | 522 | 99 | 362 | 1 | 254 |
| Unweighted base | 1694 | 454 | 518 | 106 | 354 | 2 | 260 |
| All likely voters | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | 87 | 11 | 67 | 4 | 3 | 0 | 1 |
| | 81 | | | | | | |
| Strongly approve | 5% | 2% | 13% | 4% | 1% | 0 | 1% |
| | 334 | 31 | 245 | 14 | 23 | 0 | 21 |
| | 327 | | | | | | |
| Somewhat approve | 20% | 7% | 47% | 14% | 6% | 0 | 8% |
| | 481 | 116 | 125 | 36 | 88 | 1 | 115 |
| | 491 | | | | | | |
| Neither approve nor disapprove | 29% | 27% | 24% | 37% | 24% | 54% | 45% |
| | 421 | 138 | 66 | 27 | 107 | 0 | 82 |
| | 437 | | | | | | |
| Somewhat disapprove | 25% | 32% | 13% | 27% | 30% | 0 | 32% |
| | 352 | 141 | 17 | 18 | 141 | 1 | 34 |
| | 358 | | | | | | |
| Strongly disapprove | 21% | 32% | 3% | 18% | 39% | 46% | 14% |
| | 421 | 41 | 313 | 18 | 27 | 0 | 22 |
| | 408 | | | | | | |
| TOTAL: Approve | 25% | 9% | 60% | 18% | 7% | 0 | 9% |
| | 773 | 279 | 84 | 45 | 248 | 1 | 116 |
| | 795 | | | | | | |
| TOTAL: Disapprove | 46% | 64% | 16% | 46% | 68% | 46% | 46% |
| Net: | -21% | -55% | 44% | -28% | -61% | -46% | -37% |

VI_2nd
Stage

| | Total | Scottish National Party | Plaid Cymru | Green | United Kingdom Independence Party (UKIP) | British National Party (BNP) | Respect | Some other party | Don't know |
|---|-------|-------------------------|-------------|-------|--|------------------------------|---------|------------------|------------|
| EM Approval | | | | | | | | | |
| To what extent do you approve or disapprove of the way Ed Miliband is handling his job as Leader of the Labour Party? | | | | | | | | | |
| Weighted base | 362 | 50 | 8 | 44 | 218 | 24 | 4 | 3 | 11 |
| Unweighted base | 354 | 51 | 7 | 48 | 212 | 19 | 4 | 3 | 10 |
| All likely voters | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | 3 | 1 | 0 | 1 | 2 | 0 | 0 | 0 | 0 |
| | 4 | | | | | | | | |
| Strongly approve | 1% | 2% | 0 | 2% | 1% | 0 | 0 | 0 | 0 |
| | 23 | 4 | 1 | 4 | 12 | 1 | 0 | 0 | 2 |
| | 26 | | | | | | | | |
| Somewhat approve | 6% | 7% | 15% | 9% | 6% | 3% | 0 | 0 | 16% |
| | 88 | 13 | 2 | 13 | 44 | 11 | 0 | 2 | 3 |
| | 85 | | | | | | | | |
| Neither approve nor disapprove | 24% | 26% | 24% | 29% | 20% | 45% | 0 | 78% | 26% |
| | 107 | 17 | 1 | 11 | 68 | 5 | 2 | 1 | 3 |
| | 105 | | | | | | | | |
| Somewhat disapprove | 30% | 35% | 13% | 24% | 31% | 20% | 61% | 22% | 26% |
| | 141 | 15 | 4 | 16 | 93 | 8 | 1 | 0 | 4 |
| | 134 | | | | | | | | |
| Strongly disapprove | 39% | 31% | 48% | 37% | 42% | 32% | 39% | 0 | 32% |
| | 27 | 4 | 1 | 5 | 14 | 1 | 0 | 0 | 2 |
| | 30 | | | | | | | | |
| TOTAL: Approve | 7% | 9% | 15% | 11% | 6% | 3% | 0 | 0 | 16% |
| | 248 | 33 | 5 | 27 | 160 | 12 | 4 | 1 | 6 |
| | 239 | | | | | | | | |
| TOTAL: Disapprove | 68% | 65% | 61% | 60% | 73% | 52% | 100% | 22% | 58% |

Net:

| | Gender | | | Age | | | |
|--|--------|------|--------|-------|-------|-------|------|
| | Total | Male | Female | Total | 18-34 | 35-54 | 55+ |
| EM Approval | | | | | | | |
| To what extent do you approve or disapprove of the way Ed Miliband is handling his job as Leader of the Labour Party? | | | | | | | |
| Weighted base | 1675 | 834 | 841 | 1675 | 424 | 602 | 649 |
| Unweighted base | 1694 | 822 | 872 | 1694 | 380 | 614 | 700 |
| All likely voters | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | 87 | 60 | 26 | 87 | 37 | 36 | 14 |
| | 81 | | | 81 | | | |
| Strongly approve | 5% | 7% | 3% | 5% | 9% | 6% | 2% |
| | 334 | 164 | 171 | 334 | 100 | 118 | 116 |
| | 327 | | | 327 | | | |
| Somewhat approve | 20% | 20% | 20% | 20% | 24% | 20% | 18% |
| | 481 | 217 | 265 | 481 | 129 | 195 | 157 |
| | 491 | | | 491 | | | |
| Neither approve nor disapprove | 29% | 26% | 31% | 29% | 30% | 32% | 24% |
| | 421 | 197 | 224 | 421 | 95 | 141 | 185 |
| | 437 | | | 437 | | | |
| Somewhat disapprove | 25% | 24% | 27% | 25% | 22% | 23% | 28% |
| | 352 | 196 | 155 | 352 | 64 | 111 | 177 |
| | 358 | | | 358 | | | |
| Strongly disapprove | 21% | 24% | 18% | 21% | 15% | 18% | 27% |
| | 421 | 224 | 197 | 421 | 136 | 154 | 130 |
| | 408 | | | 408 | | | |
| TOTAL: Approve | 25% | 27% | 23% | 25% | 32% | 26% | 20% |
| | 773 | 393 | 379 | 773 | 159 | 252 | 362 |
| | 795 | | | 795 | | | |
| TOTAL: Disapprove | 46% | 47% | 45% | 46% | 37% | 42% | 56% |

Net:

VI_1st
Stage

| | Total | Conservative | Labour | Liberal Democrat | Some other party | Would not vote | Don't know |
|--|-------------|--------------|-------------|------------------|------------------|----------------|-------------|
| NC Approval | | | | | | | |
| To what extent do you approve or disapprove of the way Nick Clegg is handling his job as Leader of the Liberal Democrats? | | | | | | | |
| Weighted base | 1675 | 436 | 522 | 99 | 362 | 1 | 254 |
| Unweighted base | 1694 | 454 | 518 | 106 | 354 | 2 | 260 |
| <i>All likely voters</i> | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | 43 | 19 | 5 | 15 | 3 | 0 | 0 |
| | 43 | | | | | | |
| Strongly approve | 3% | 4% | 1% | 15% | 1% | 0 | 0 |
| | 168 | 65 | 33 | 40 | 7 | 0 | 23 |
| | 172 | | | | | | |
| Somewhat approve | 10% | 15% | 6% | 40% | 2% | 0 | 9% |
| | 479 | 172 | 101 | 26 | 74 | 0 | 106 |
| | 475 | | | | | | |
| Neither approve nor disapprove | 29% | 39% | 19% | 26% | 20% | 0 | 42% |
| | 376 | 97 | 111 | 16 | 84 | 0 | 69 |
| | 391 | | | | | | |
| Somewhat disapprove | 22% | 22% | 21% | 16% | 23% | 0 | 27% |
| | 610 | 82 | 272 | 2 | 194 | 1 | 57 |
| | 613 | | | | | | |
| Strongly disapprove | 36% | 19% | 52% | 2% | 54% | 100% | 22% |
| | 211 | 85 | 38 | 55 | 10 | 0 | 23 |
| | 215 | | | | | | |
| TOTAL: Approve | 13% | 19% | 7% | 55% | 3% | 0 | 9% |
| | 986 | 179 | 383 | 18 | 278 | 1 | 126 |
| | 1004 | | | | | | |
| TOTAL: Disapprove | 59% | 41% | 73% | 19% | 77% | 100% | 49% |
| Net: | -46% | -22% | -66% | 36% | -74% | -100% | -40% |

VI_2nd
Stage

| | Total | Scottish National Party | Plaid Cymru | Green | United Kingdom Independence Party (UKIP) | British National Party (BNP) | Respect | Some other party | Don't know |
|--|-------------|-------------------------|-------------|-------------|--|------------------------------|-------------|------------------|-------------|
| NC Approval | | | | | | | | | |
| To what extent do you approve or disapprove of the way Nick Clegg is handling his job as Leader of the Liberal Democrats? | | | | | | | | | |
| Weighted base | 362 | 50 | 8 | 44 | 218 | 24 | 4 | 3 | 11 |
| Unweighted base | 354 | 51 | 7 | 48 | 212 | 19 | 4 | 3 | 10 |
| <i>All likely voters</i> | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | 3 | 1 | 0 | 1 | 2 | 0 | 0 | 0 | 0 |
| | 4 | | | | | | | | |
| Strongly approve | 1% | 2% | 0% | 2% | 1% | 0% | 0% | 0% | 0% |
| | 7 | 0 | 0 | 2 | 5 | 0 | 0 | 0 | 0 |
| | 8 | | | | | | | | |
| Somewhat approve | 2% | 0% | 0% | 4% | 2% | 0% | 0% | 0% | 0% |
| | 74 | 7 | 2 | 11 | 44 | 6 | 0 | 2 | 1 |
| | 71 | | | | | | | | |
| Neither approve nor disapprove | 20% | 13% | 32% | 24% | 20% | 26% | 0% | 78% | 12% |
| | 84 | 17 | 3 | 9 | 42 | 9 | 0 | 0 | 5 |
| | 82 | | | | | | | | |
| Somewhat disapprove | 23% | 34% | 39% | 20% | 19% | 36% | 0% | 0% | 44% |
| | 194 | 26 | 2 | 22 | 126 | 9 | 4 | 1 | 5 |
| | 189 | | | | | | | | |
| Strongly disapprove | 54% | 52% | 29% | 49% | 58% | 38% | 100% | 22% | 44% |
| | 10 | 1 | 0 | 3 | 6 | 0 | 0 | 0 | 0 |
| | 12 | | | | | | | | |
| TOTAL: Approve | 3% | 2% | 0% | 6% | 3% | 0% | 0% | 0% | 0% |
| | 278 | 43 | 5 | 31 | 168 | 18 | 4 | 1 | 10 |
| | 271 | | | | | | | | |
| TOTAL: Disapprove | 77% | 85% | 68% | 69% | 77% | 74% | 100% | 22% | 88% |

Net:

| | Gender | | | Age | | | |
|--|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| | Total | Male | Female | Total | 18-34 | 35-54 | 55+ |
| NC Approval | | | | | | | |
| To what extent do you approve or disapprove of the way Nick Clegg is handling his job as Leader of the Liberal Democrats? | | | | | | | |
| Weighted base | 1675 | 834 | 841 | 1675 | 424 | 602 | 649 |
| Unweighted base | 1694 | 822 | 872 | 1694 | 380 | 614 | 700 |
| <i>All likely voters</i> | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | 43 | 27 | 16 | 43 | 20 | 12 | 11 |
| | 43 | | | 43 | | | |
| Strongly approve | 3% | 3% | 2% | 3% | 5% | 2% | 2% |
| | 168 | 82 | 86 | 168 | 52 | 63 | 53 |
| | 172 | | | 172 | | | |
| Somewhat approve | 10% | 10% | 10% | 10% | 12% | 10% | 8% |
| | 479 | 220 | 259 | 479 | 141 | 175 | 162 |
| | 475 | | | 475 | | | |
| Neither approve nor disapprove | 29% | 26% | 31% | 29% | 33% | 29% | 25% |
| | 376 | 166 | 211 | 376 | 85 | 137 | 154 |
| | 391 | | | 391 | | | |
| Somewhat disapprove | 22% | 20% | 25% | 22% | 20% | 23% | 24% |
| | 610 | 340 | 270 | 610 | 126 | 215 | 269 |
| | 613 | | | 613 | | | |
| Strongly disapprove | 36% | 41% | 32% | 36% | 30% | 36% | 41% |
| | 211 | 109 | 102 | 211 | 72 | 74 | 64 |
| | 215 | | | 215 | | | |
| TOTAL: Approve | 13% | 13% | 12% | 13% | 17% | 12% | 10% |
| | 986 | 506 | 481 | 986 | 211 | 352 | 423 |
| | 1004 | | | 1004 | | | |
| TOTAL: Disapprove | 59% | 61% | 57% | 59% | 50% | 59% | 65% |

Net:

VI_1st
Stage

| | Total | Conservative | Labour | Liberal Democrat | Some other party | Would not vote | Don't know |
|---|-------|--------------|--------|------------------|------------------|----------------|------------|
| V6 BBC Thinking about the way the BBC reports the news and covers current events, do you think that it has a political bias? | | | | | | | |
| Weighted base | 1675 | 436 | 522 | 99 | 362 | 1 | 254 |
| Unweighted base | 1694 | 454 | 518 | 106 | 354 | 2 | 260 |
| All likely voters | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | 193 | 95 | 18 | 5 | 69 | 0 | 6 |
| | 185 | | | | | | |
| Yes – it is strongly left-wing | 12% | 22% | 3% | 5% | 19% | 0 | 2% |
| | 246 | 98 | 56 | 12 | 56 | 0 | 25 |
| | 262 | | | | | | |
| Yes – it is slightly left-wing | 15% | 23% | 11% | 12% | 15% | 0 | 10% |
| | 622 | 138 | 248 | 52 | 101 | 0 | 82 |
| | 650 | | | | | | |
| No – it is neutral | 37% | 32% | 48% | 52% | 28% | 0 | 32% |
| | 179 | 32 | 76 | 6 | 43 | 0 | 23 |
| | 179 | | | | | | |
| Yes – it is slightly right-wing | 11% | 7% | 15% | 6% | 12% | 0 | 9% |
| | 49 | 1 | 25 | 2 | 15 | 1 | 6 |
| | 49 | | | | | | |
| Yes – it is strongly right-wing | 3% | 0% | 5% | 2% | 4% | 54% | 2% |
| | 385 | 71 | 99 | 23 | 79 | 1 | 113 |
| | 369 | | | | | | |
| Don't know / other | 23% | 16% | 19% | 23% | 22% | 46% | 44% |
| TOTAL: Left-wing | 26% | 44% | 14% | 17% | 35% | 0% | 12% |
| TOTAL: Neutral | 37% | 32% | 48% | 53% | 28% | 0% | 32% |
| TOTAL: Right-wing | 14% | 8% | 19% | 8% | 16% | 100% | 11% |
| TOTAL: Left or right wing | 40% | 52% | 34% | 25% | 51% | 100% | 24% |

VI_2nd
Stage

V6 BBC
Thinking about the way the BBC
reports the news and covers
current events, do you think that
it has a political bias?

| | Total | Scottish National Party | Plaid Cymru | Green | United Kingdom Independence Party (UKIP) | British National Party (BNP) | Respect | Some other party | Don't know |
|--|-------------|-------------------------------|----------------|-------------|---|------------------------------------|-------------|------------------------|---------------|
| Weighted base | 362 | 50 | 8 | 44 | 218 | 24 | 4 | 3 | 11 |
| Unweighted base | 354 | 51 | 7 | 48 | 212 | 19 | 4 | 3 | 10 |
| <i>All likely voters</i> | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | 69 | 4 | 0 | 2 | 58 | 4 | 0 | 1 | 0 |
| | 65 | | | | | | | | |
| Yes – it is strongly left-wing | 19% | 9% | 0% | 4% | 27% | 17% | 0% | 22% | 0% |
| | 56 | 5 | 2 | 4 | 38 | 2 | 2 | 0 | 3 |
| | 55 | | | | | | | | |
| Yes – it is slightly left-wing | 15% | 10% | 28% | 9% | 18% | 10% | 40% | 0% | 23% |
| | 101 | 14 | 3 | 17 | 56 | 6 | 1 | 0 | 4 |
| | 107 | | | | | | | | |
| No – it is neutral | 28% | 28% | 44% | 39% | 25% | 23% | 20% | 0% | 34% |
| | 43 | 9 | 2 | 11 | 14 | 4 | 1 | 1 | 2 |
| | 40 | | | | | | | | |
| Yes – it is slightly right-wing | 12% | 17% | 28% | 26% | 6% | 18% | 22% | 29% | 14% |
| | 15 | 5 | 0 | 2 | 5 | 2 | 1 | 0 | 0 |
| | 14 | | | | | | | | |
| Yes – it is strongly right-wing | 4% | 10% | 0% | 6% | 2% | 7% | 17% | 0% | 0% |
| | 79 | 13 | 0 | 8 | 48 | 6 | 0 | 1 | 3 |
| | 73 | | | | | | | | |
| Don't know / other | 22% | 26% | 0% | 17% | 22% | 25% | 0% | 49% | 28% |
| TOTAL: Left-wing | 35% | 18% | 25% | 14% | 44% | 25% | 50% | 33% | 27% |
| TOTAL: Neutral | 28% | 28% | 38% | 39% | 26% | 25% | 25% | 0% | 36% |
| TOTAL: Right-wing | 16% | 28% | 25% | 30% | 9% | 25% | 50% | 33% | 18% |
| TOTAL: Left or right wing | 51% | 46% | 50% | 43% | 53% | 50% | 100% | 67% | 45% |

| | Gender | | | Age | | | |
|--|--------|------|--------|-------|-------|-------|------|
| | Total | Male | Female | Total | 18-34 | 35-54 | 55+ |
| V6 BBC Thinking about the way the BBC reports the news and covers current events, do you think that it has a political bias? | | | | | | | |
| Weighted base | 1675 | 834 | 841 | 1675 | 424 | 602 | 649 |
| Unweighted base | 1694 | 822 | 872 | 1694 | 380 | 614 | 700 |
| All likely voters | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | 193 | 131 | 62 | 193 | 38 | 55 | 100 |
| | 185 | | | 185 | | | |
| Yes – it is strongly left-wing | 12% | 16% | 7% | 12% | 9% | 9% | 15% |
| | 246 | 147 | 100 | 246 | 63 | 84 | 99 |
| | 262 | | | 262 | | | |
| Yes – it is slightly left-wing | 15% | 18% | 12% | 15% | 15% | 14% | 15% |
| | 622 | 324 | 297 | 622 | 152 | 231 | 238 |
| | 650 | | | 650 | | | |
| No – it is neutral | 37% | 39% | 35% | 37% | 36% | 38% | 37% |
| | 179 | 86 | 93 | 179 | 45 | 63 | 72 |
| | 179 | | | 179 | | | |
| Yes – it is slightly right-wing | 11% | 10% | 11% | 11% | 11% | 10% | 11% |
| | 49 | 24 | 26 | 49 | 6 | 29 | 14 |
| | 49 | | | 49 | | | |
| Yes – it is strongly right-wing | 3% | 3% | 3% | 3% | 1% | 5% | 2% |
| | 385 | 122 | 263 | 385 | 120 | 139 | 126 |
| | 369 | | | 369 | | | |
| Don't know / other | 23% | 15% | 31% | 23% | 28% | 23% | 19% |
| | | | | | | | |
| TOTAL: Left-wing | 26% | 33% | 19% | 26% | 24% | 23% | 31% |
| TOTAL: Neutral | 37% | 39% | 35% | 37% | 36% | 38% | 37% |
| TOTAL: Right-wing | 14% | 13% | 14% | 14% | 12% | 15% | 13% |
| | | | | | | | |
| TOTAL: Left or right wing | 40% | 47% | 33% | 40% | 36% | 38% | 44% |

VI_1st
Stage

| | Total | Conservative | Labour | Liberal Democrat | Some other party | Would not vote | Don't know |
|---|-------------|--------------|-------------|------------------|------------------|----------------|-------------|
| V7 BBC | | | | | | | |
| Again, thinking about the way the BBC reports the news and covers current events, to what extent do you think that it is influenced, either directly or indirectly, by the wishes of the government? | | | | | | | |
| Weighted base | 1675 | 436 | 522 | 99 | 362 | 1 | 254 |
| Unweighted base | 1694 | 454 | 518 | 106 | 354 | 2 | 260 |
| <i>All likely voters</i> | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Very strongly influenced by the government | 166 | 31 | 65 | 9 | 51 | 0 | 11 |
| | 152 | | | | | | |
| | 10% | 7% | 12% | 9% | 14% | 0 | 4% |
| Quite strongly influenced by the government | 392 | 79 | 139 | 28 | 77 | 1 | 67 |
| | 392 | | | | | | |
| | 23% | 18% | 27% | 29% | 21% | 100% | 26% |
| Not really influenced by the government | 624 | 191 | 193 | 37 | 119 | 0 | 84 |
| | 668 | | | | | | |
| | 37% | 44% | 37% | 38% | 33% | 0 | 33% |
| Not at all influenced by the government | 172 | 67 | 37 | 8 | 47 | 0 | 14 |
| | 176 | | | | | | |
| | 10% | 15% | 7% | 8% | 13% | 0 | 5% |
| Don't know | 321 | 68 | 88 | 17 | 69 | 0 | 79 |
| | 306 | | | | | | |
| | 19% | 16% | 17% | 17% | 19% | 0 | 31% |
| TOTAL: Influenced | 33% | 25% | 39% | 37% | 35% | 100% | 31% |
| TOTAL: Not influenced | 48% | 59% | 44% | 45% | 46% | 0% | 39% |

VI_2nd
Stage

| | Total | Scottish National Party | Plaid Cymru | Green | United Kingdom Independence Party (UKIP) | British National Party (BNP) | Respect | Some other party | Don't know |
|--|------------|-------------------------|-------------|------------|--|------------------------------|------------|------------------|------------|
| V7 BBC | | | | | | | | | |
| Again, thinking about the way the BBC reports the news and covers current events, to what extent do you think that it is influenced, either directly or indirectly, by the wishes of the government? | | | | | | | | | |
| Weighted base | 362 | 50 | 8 | 44 | 218 | 24 | 4 | 3 | 11 |
| Unweighted base | 354 | 51 | 7 | 48 | 212 | 19 | 4 | 3 | 10 |
| All likely voters | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Very strongly influenced by the government | 51 44 | 13 | 0 | 6 | 22 | 6 | 1 | 0 | 3 |
| | 14% | 26% | 0 | 14% | 10% | 25% | 17% | 0 | 26% |
| Quite strongly influenced by the government | 77 74 | 10 | 2 | 12 | 38 | 9 | 2 | 3 | 1 |
| | 21% | 19% | 32% | 27% | 18% | 38% | 62% | 100% | 7% |
| Not really influenced by the government | 119 124 | 16 | 4 | 14 | 78 | 3 | 1 | 0 | 4 |
| | 33% | 31% | 48% | 31% | 36% | 13% | 20% | 0 | 34% |
| Not at all influenced by the government | 47 46 | 2 | 2 | 4 | 37 | 3 | 0 | 0 | 0 |
| | 13% | 3% | 20% | 9% | 17% | 12% | 0 | 0 | 0 |
| Don't know | 69 66 | 11 | 0 | 8 | 43 | 3 | 0 | 0 | 4 |
| | 19% | 21% | 0 | 19% | 20% | 12% | 0 | 0 | 34% |
| TOTAL: Influenced | 35% | 46% | 25% | 41% | 28% | 63% | 75% | 100% | 36% |
| TOTAL: Not influenced | 46% | 36% | 75% | 41% | 53% | 25% | 25% | 0% | 36% |

| | Gender | | | Age | | | |
|---|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| | Total | Male | Female | Total | 18-34 | 35-54 | 55+ |
| V7 BBC | | | | | | | |
| Again, thinking about the way the BBC reports the news and covers current events, to what extent do you think that it is influenced, either directly or indirectly, by the wishes of the government? | | | | | | | |
| Weighted base | 1675 | 834 | 841 | 1675 | 424 | 602 | 649 |
| Unweighted base | 1694 | 822 | 872 | 1694 | 380 | 614 | 700 |
| <i>All likely voters</i> | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Very strongly influenced by the government | 166 | 100 | 66 | 166 | 61 | 71 | 34 |
| | 152 | | | 152 | | | |
| | 10% | 12% | 8% | 10% | 14% | 12% | 5% |
| Quite strongly influenced by the government | 392 | 173 | 219 | 392 | 127 | 144 | 121 |
| | 392 | | | 392 | | | |
| | 23% | 21% | 26% | 23% | 30% | 24% | 19% |
| Not really influenced by the government | 624 | 350 | 274 | 624 | 124 | 215 | 285 |
| | 668 | | | 668 | | | |
| | 37% | 42% | 33% | 37% | 29% | 36% | 44% |
| Not at all influenced by the government | 172 | 113 | 60 | 172 | 26 | 51 | 95 |
| | 176 | | | 176 | | | |
| | 10% | 13% | 7% | 10% | 6% | 8% | 15% |
| Don't know | 321 | 98 | 223 | 321 | 86 | 121 | 114 |
| | 306 | | | 306 | | | |
| | 19% | 12% | 26% | 19% | 20% | 20% | 17% |
| TOTAL: Influenced | 33% | 33% | 34% | 33% | 44% | 36% | 24% |
| TOTAL: Not influenced | 48% | 56% | 40% | 48% | 35% | 44% | 59% |

V8 BBC Summary

To what extent, if at all, do you agree or disagree with the following statements:

| | The BBC has a "culture of secrecy" | The BBC's news reporting is generally accurate and trustworthy | The BBC needs to always stand up to pressure from governments and political parties | The licence fee is too high and should be cut | The BBC should be made to compete with other broadcasters in order to receive public finance |
|-----------------------------------|---------------------------------------|---|---|---|---|
| Weighted base | 1675 | 1675 | 1675 | 1675 | 1675 |
| Unweighted base | 1694 | 1694 | 1694 | 1694 | 1694 |
| <i>All likely voters</i> | 100% | 100% | 100% | 100% | 100% |
| | 391 | 268 | 612 | 668 | 489 |
| | 387 | 276 | 634 | 656 | 475 |
| Strongly agree | 23% | 16% | 37% | 40% | 29% |
| | 538 | 742 | 636 | 420 | 466 |
| | 557 | 779 | 660 | 423 | 476 |
| Agree | 32% | 44% | 38% | 25% | 28% |
| | 438 | 423 | 288 | 305 | 319 |
| | 438 | 407 | 276 | 312 | 314 |
| Neither agree nor disagree | 26% | 25% | 17% | 18% | 19% |
| | 123 | 130 | 45 | 175 | 203 |
| | 128 | 127 | 43 | 192 | 224 |
| Disagree | 7% | 8% | 3% | 10% | 12% |
| | 35 | 73 | 30 | 72 | 126 |
| | 37 | 71 | 26 | 79 | 137 |
| Strongly disagree | 2% | 4% | 2% | 4% | 8% |
| | 150 | 39 | 64 | 36 | 73 |
| | 147 | 34 | 55 | 32 | 68 |
| Don't know | 9% | 2% | 4% | 2% | 4% |
| Net: Agree | 55% | 60% | 75% | 65% | 57% |
| Net: Disagree | 9% | 12% | 4% | 15% | 20% |

VI_1st
Stage

| | Total | Conservative | Labour | Liberal Democrat | Some other party | Would not vote | Don't know |
|---|-------------|--------------|-------------|------------------|------------------|----------------|-------------|
| V8 BBC 0 | | | | | | | |
| To what extent, if at all, do you agree or disagree with the following statements: The BBC has a | | | | | | | |
| Weighted base | 1675 | 436 | 522 | 99 | 362 | 1 | 254 |
| Unweighted base | 1694 | 454 | 518 | 106 | 354 | 2 | 260 |
| <i>All likely voters</i> | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | 391 | 110 | 95 | 16 | 130 | 0 | 41 |
| | 387 | | | | | | |
| Strongly agree | 23% | 25% | 18% | 16% | 36% | 0 | 16% |
| | 538 | 157 | 150 | 34 | 113 | 1 | 82 |
| | 557 | | | | | | |
| Agree | 32% | 36% | 29% | 34% | 31% | 100% | 32% |
| | 438 | 111 | 158 | 23 | 78 | 0 | 68 |
| | 438 | | | | | | |
| Neither agree nor disagree | 26% | 25% | 30% | 23% | 22% | 0 | 27% |
| | 123 | 26 | 57 | 14 | 9 | 0 | 16 |
| | 128 | | | | | | |
| Disagree | 7% | 6% | 11% | 14% | 3% | 0 | 6% |
| | 35 | 4 | 20 | 4 | 7 | 0 | 0 |
| | 37 | | | | | | |
| Strongly disagree | 2% | 1% | 4% | 4% | 2% | 0 | 0 |
| | 150 | 28 | 41 | 9 | 25 | 0 | 47 |
| | 147 | | | | | | |
| Don't know | 9% | 6% | 8% | 9% | 7% | 0 | 19% |
| | | | | | | | |
| Net: Agree | 55% | 61% | 47% | 51% | 67% | 100% | 48% |
| Net: Disagree | 9% | 7% | 15% | 18% | 4% | 0% | 6% |

VI_2nd
Stage

| | Total | Scottish National Party | Plaid Cymru | Green | United Kingdom Independence Party (UKIP) | British National Party (BNP) | Respect | Some other party | Don't know |
|---|-------------|-------------------------------|----------------|-------------|---|---------------------------------------|-------------|------------------------|---------------|
| V8 BBC 0 | | | | | | | | | |
| To what extent, if at all, do you agree or disagree with the following statements: The BBC has a | | | | | | | | | |
| Weighted base | 362 | 50 | 8 | 44 | 218 | 24 | 4 | 3 | 11 |
| Unweighted base | 354 | 51 | 7 | 48 | 212 | 19 | 4 | 3 | 10 |
| <i>All likely voters</i> | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | 130 | 20 | 1 | 7 | 86 | 12 | 1 | 0 | 3 |
| | 124 | | | | | | | | |
| Strongly agree | 36% | 39% | 19% | 16% | 39% | 49% | 22% | 0 | 30% |
| | 113 | 15 | 3 | 16 | 67 | 5 | 2 | 1 | 4 |
| | 112 | | | | | | | | |
| Agree | 31% | 31% | 44% | 35% | 31% | 19% | 40% | 49% | 37% |
| | 78 | 7 | 2 | 12 | 47 | 5 | 1 | 1 | 4 |
| | 75 | | | | | | | | |
| Neither agree nor disagree | 22% | 14% | 24% | 28% | 21% | 21% | 17% | 51% | 32% |
| | 9 | 2 | 0 | 1 | 6 | 0 | 0 | 0 | 0 |
| | 10 | | | | | | | | |
| Disagree | 3% | 5% | 0 | 3% | 3% | 0 | 0 | 0 | 0 |
| | 7 | 1 | 0 | 3 | 2 | 0 | 1 | 0 | 0 |
| | 8 | | | | | | | | |
| Strongly disagree | 2% | 1% | 0 | 7% | 1% | 0 | 20% | 0 | 0 |
| | 25 | 5 | 1 | 5 | 11 | 3 | 0 | 0 | 0 |
| | 25 | | | | | | | | |
| Don't know | 7% | 10% | 13% | 10% | 5% | 12% | 0 | 0 | 0 |
| | | | | | | | | | |
| Net: Agree | 67% | 70% | 50% | 52% | 70% | 71% | 75% | 33% | 64% |
| Net: Disagree | 4% | 6% | 0% | 9% | 4% | 0% | 25% | 0% | 0% |

| | Gender | | | Age | | | |
|---|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| | Total | Male | Female | Total | 18-34 | 35-54 | 55+ |
| V8 BBC 0 | | | | | | | |
| To what extent, if at all, do you agree or disagree with the following statements: The BBC has a | | | | | | | |
| Weighted base | 1675 | 834 | 841 | 1675 | 424 | 602 | 649 |
| Unweighted base | 1694 | 822 | 872 | 1694 | 380 | 614 | 700 |
| <i>All likely voters</i> | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | 391 | 219 | 172 | 391 | 73 | 137 | 181 |
| | 387 | | | 387 | | | |
| Strongly agree | 23% | 26% | 21% | 23% | 17% | 23% | 28% |
| | 538 | 256 | 282 | 538 | 126 | 186 | 225 |
| | 557 | | | 557 | | | |
| Agree | 32% | 31% | 34% | 32% | 30% | 31% | 35% |
| | 438 | 215 | 223 | 438 | 101 | 187 | 150 |
| | 438 | | | 438 | | | |
| Neither agree nor disagree | 26% | 26% | 27% | 26% | 24% | 31% | 23% |
| | 123 | 74 | 49 | 123 | 47 | 33 | 43 |
| | 128 | | | 128 | | | |
| Disagree | 7% | 9% | 6% | 7% | 11% | 5% | 7% |
| | 35 | 22 | 13 | 35 | 16 | 12 | 7 |
| | 37 | | | 37 | | | |
| Strongly disagree | 2% | 3% | 2% | 2% | 4% | 2% | 1% |
| | 150 | 48 | 102 | 150 | 61 | 46 | 43 |
| | 147 | | | 147 | | | |
| Don't know | 9% | 6% | 12% | 9% | 14% | 8% | 7% |
| Net: Agree | 55% | 57% | 54% | 55% | 47% | 54% | 63% |
| Net: Disagree | 9% | 12% | 7% | 9% | 15% | 7% | 8% |

VI_1st
Stage

| | Total | Conservative | Labour | Liberal Democrat | Some other party | Would not vote | Don't know |
|--|-------------|--------------|-------------|------------------|------------------|----------------|-------------|
| V8 BBC 1 | | | | | | | |
| To what extent, if at all, do you agree or disagree with the following statements: The BBC's news reporting is generally accurate | | | | | | | |
| Weighted base | 1675 | 436 | 522 | 99 | 362 | 1 | 254 |
| Unweighted base | 1694 | 454 | 518 | 106 | 354 | 2 | 260 |
| <i>All likely voters</i> | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | 268 | 67 | 115 | 19 | 43 | 0 | 25 |
| | 276 | | | | | | |
| Strongly agree | 16% | 15% | 22% | 19% | 12% | 0 | 10% |
| | 742 | 201 | 236 | 63 | 122 | 0 | 121 |
| | 779 | | | | | | |
| Agree | 44% | 46% | 45% | 63% | 34% | 0 | 48% |
| | 423 | 104 | 124 | 12 | 111 | 1 | 71 |
| | 407 | | | | | | |
| Neither agree nor disagree | 25% | 24% | 24% | 12% | 31% | 54% | 28% |
| | 130 | 37 | 30 | 3 | 45 | 1 | 14 |
| | 127 | | | | | | |
| Disagree | 8% | 9% | 6% | 3% | 13% | 46% | 6% |
| | 73 | 18 | 10 | 1 | 37 | 0 | 8 |
| | 71 | | | | | | |
| Strongly disagree | 4% | 4% | 2% | 1% | 10% | 0 | 3% |
| | 39 | 8 | 8 | 2 | 5 | 0 | 15 |
| | 34 | | | | | | |
| Don't know | 2% | 2% | 2% | 2% | 1% | 0 | 6% |
| | | | | | | | |
| Net: Agree | 60% | 61% | 67% | 83% | 46% | 0% | 57% |
| Net: Disagree | 12% | 13% | 8% | 4% | 23% | 100% | 9% |

VI_2nd
Stage

| | Total | Scottish National Party | Plaid Cymru | Green | United Kingdom Independence Party (UKIP) | British National Party (BNP) | Respect | Some other party | Don't know |
|--|-------------|-------------------------|-------------|-------------|--|------------------------------|-------------|------------------|-------------|
| V8 BBC 1 | | | | | | | | | |
| To what extent, if at all, do you agree or disagree with the following statements: The BBC's news reporting is generally accurate | | | | | | | | | |
| Weighted base | 362 | 50 | 8 | 44 | 218 | 24 | 4 | 3 | 11 |
| Unweighted base | 354 | 51 | 7 | 48 | 212 | 19 | 4 | 3 | 10 |
| <i>All likely voters</i> | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | 43 | 6 | 3 | 9 | 20 | 3 | 1 | 0 | 0 |
| | 44 | | | | | | | | |
| Strongly agree | 12% | 12% | 46% | 21% | 9% | 13% | 20% | 0 | 0 |
| | 122 | 22 | 2 | 15 | 71 | 6 | 2 | 1 | 4 |
| | 129 | | | | | | | | |
| Agree | 34% | 43% | 22% | 34% | 32% | 27% | 40% | 51% | 34% |
| | 111 | 12 | 1 | 11 | 74 | 7 | 0 | 1 | 4 |
| | 105 | | | | | | | | |
| Neither agree nor disagree | 31% | 24% | 13% | 24% | 34% | 31% | 0 | 49% | 41% |
| | 45 | 9 | 0 | 7 | 23 | 4 | 0 | 0 | 2 |
| | 40 | | | | | | | | |
| Disagree | 13% | 19% | 0 | 15% | 11% | 17% | 0 | 0 | 16% |
| | 37 | 1 | 1 | 2 | 26 | 3 | 1 | 0 | 1 |
| | 32 | | | | | | | | |
| Strongly disagree | 10% | 2% | 19% | 6% | 12% | 12% | 39% | 0 | 10% |
| | 5 | 0 | 0 | 0 | 5 | 0 | 0 | 0 | 0 |
| | 4 | | | | | | | | |
| Don't know | 1% | 0 | 0 | 0 | 2% | 0 | 0 | 0 | 0 |
| | | | | | | | | | |
| Net: Agree | 46% | 56% | 63% | 55% | 42% | 38% | 75% | 33% | 36% |
| Net: Disagree | 23% | 20% | 13% | 20% | 22% | 29% | 25% | 0% | 27% |

| | Gender | | | Age | | | |
|--|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| | Total | Male | Female | Total | 18-34 | 35-54 | 55+ |
| V8 BBC 1 | | | | | | | |
| To what extent, if at all, do you agree or disagree with the following statements: The BBC's news reporting is generally accurate | | | | | | | |
| Weighted base | 1675 | 834 | 841 | 1675 | 424 | 602 | 649 |
| Unweighted base | 1694 | 822 | 872 | 1694 | 380 | 614 | 700 |
| <i>All likely voters</i> | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | 268 | 154 | 114 | 268 | 64 | 94 | 110 |
| | 276 | | | 276 | | | |
| Strongly agree | 16% | 18% | 14% | 16% | 15% | 16% | 17% |
| | 742 | 370 | 373 | 742 | 185 | 276 | 281 |
| | 779 | | | 779 | | | |
| Agree | 44% | 44% | 44% | 44% | 44% | 46% | 43% |
| | 423 | 184 | 239 | 423 | 103 | 155 | 165 |
| | 407 | | | 407 | | | |
| Neither agree nor disagree | 25% | 22% | 28% | 25% | 24% | 26% | 25% |
| | 130 | 71 | 59 | 130 | 31 | 49 | 49 |
| | 127 | | | 127 | | | |
| Disagree | 8% | 9% | 7% | 8% | 7% | 8% | 8% |
| | 73 | 44 | 29 | 73 | 18 | 21 | 34 |
| | 71 | | | 71 | | | |
| Strongly disagree | 4% | 5% | 3% | 4% | 4% | 4% | 5% |
| | 39 | 11 | 28 | 39 | 22 | 6 | 11 |
| | 34 | | | 34 | | | |
| Don't know | 2% | 1% | 3% | 2% | 5% | 1% | 2% |
| | | | | | | | |
| Net: Agree | 60% | 63% | 58% | 60% | 59% | 61% | 60% |
| Net: Disagree | 12% | 14% | 10% | 12% | 12% | 12% | 13% |

VI_1st
Stage

| | Total | Conservative | Labour | Liberal Democrat | Some other party | Would not vote | Don't know |
|---|-------------|--------------|-------------|------------------|------------------|----------------|-------------|
| V8 BBC 2 | | | | | | | |
| To what extent, if at all, do you agree or disagree with the following statements: The BBC needs to always stand up to pressure from governments and political parties | | | | | | | |
| Weighted base | 1675 | 436 | 522 | 99 | 362 | 1 | 254 |
| Unweighted base | 1694 | 454 | 518 | 106 | 354 | 2 | 260 |
| <i>All likely voters</i> | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | 612 | 112 | 214 | 45 | 159 | 1 | 81 |
| | 634 | | | | | | |
| Strongly agree | 37% | 26% | 41% | 45% | 44% | 54% | 32% |
| | 636 | 204 | 172 | 39 | 118 | 1 | 102 |
| | 660 | | | | | | |
| Agree | 38% | 47% | 33% | 39% | 32% | 46% | 40% |
| | 288 | 85 | 94 | 9 | 53 | 0 | 46 |
| | 276 | | | | | | |
| Neither agree nor disagree | 17% | 20% | 18% | 9% | 15% | 0 | 18% |
| | 45 | 15 | 14 | 2 | 11 | 0 | 3 |
| | 43 | | | | | | |
| Disagree | 3% | 3% | 3% | 2% | 3% | 0 | 1% |
| | 30 | 12 | 5 | 0 | 11 | 0 | 2 |
| | 26 | | | | | | |
| Strongly disagree | 2% | 3% | 1% | 0 | 3% | 0 | 1% |
| | 64 | 8 | 21 | 5 | 10 | 0 | 19 |
| | 55 | | | | | | |
| Don't know | 4% | 2% | 4% | 5% | 3% | 0 | 8% |
| | | | | | | | |
| Net: Agree | 75% | 72% | 74% | 85% | 77% | 200% | 72% |
| Net: Disagree | 4% | 6% | 4% | 2% | 6% | 0% | 2% |

VI_2nd
Stage

V8 BBC 2

To what extent, if at all, do you agree or disagree with the following statements: **The BBC needs to always stand up to pressure from governments and political parties**

| | Total | Scottish National Party | Plaid Cymru | Green | United Kingdom Independence Party (UKIP) | British National Party (BNP) | Respect | Some other party | Don't know |
|-----------------------------------|-------------|-------------------------|-------------|-------------|--|------------------------------|-------------|------------------|-------------|
| Weighted base | 362 | 50 | 8 | 44 | 218 | 24 | 4 | 3 | 11 |
| Unweighted base | 354 | 51 | 7 | 48 | 212 | 19 | 4 | 3 | 10 |
| <i>All likely voters</i> | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | 159 | 32 | 5 | 24 | 82 | 10 | 1 | 1 | 4 |
| | 162 | | | | | | | | |
| Strongly agree | 44% | 64% | 65% | 54% | 38% | 42% | 38% | 29% | 32% |
| | 118 | 9 | 2 | 16 | 81 | 7 | 2 | 1 | 2 |
| | 116 | | | | | | | | |
| Agree | 32% | 18% | 22% | 35% | 37% | 28% | 40% | 22% | 14% |
| | 53 | 5 | 1 | 4 | 34 | 3 | 0 | 1 | 6 |
| | 47 | | | | | | | | |
| Neither agree nor disagree | 15% | 9% | 13% | 8% | 15% | 12% | 0 | 49% | 54% |
| | 11 | 2 | 0 | 1 | 8 | 0 | 1 | 0 | 0 |
| | 10 | | | | | | | | |
| Disagree | 3% | 4% | 0 | 2% | 3% | 0 | 22% | 0 | 0 |
| | 11 | 0 | 0 | 0 | 9 | 1 | 0 | 0 | 0 |
| | 10 | | | | | | | | |
| Strongly disagree | 3% | 0 | 0 | 0 | 4% | 6% | 0 | 0 | 0 |
| | 10 | 2 | 0 | 0 | 5 | 3 | 0 | 0 | 0 |
| | 9 | | | | | | | | |
| Don't know | 3% | 5% | 0 | 0 | 2% | 12% | 0 | 0 | 0 |
| Net: Agree | 77% | 82% | 88% | 91% | 75% | 71% | 75% | 67% | 55% |
| Net: Disagree | 6% | 4% | 0% | 2% | 8% | 4% | 25% | 0% | 0% |

| | Gender | | | Age | | | |
|---|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| | Total | Male | Female | Total | 18-34 | 35-54 | 55+ |
| V8 BBC 2 | | | | | | | |
| To what extent, if at all, do you agree or disagree with the following statements: The BBC needs to always stand up to pressure from governments and political parties | | | | | | | |
| Weighted base | 1675 | 834 | 841 | 1675 | 424 | 602 | 649 |
| Unweighted base | 1694 | 822 | 872 | 1694 | 380 | 614 | 700 |
| <i>All likely voters</i> | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | 612 | 342 | 270 | 612 | 131 | 216 | 265 |
| | 634 | | | 634 | | | |
| Strongly agree | 37% | 41% | 32% | 37% | 31% | 36% | 41% |
| | 636 | 313 | 323 | 636 | 157 | 233 | 247 |
| | 660 | | | 660 | | | |
| Agree | 38% | 38% | 38% | 38% | 37% | 39% | 38% |
| | 288 | 117 | 170 | 288 | 79 | 107 | 102 |
| | 276 | | | 276 | | | |
| Neither agree nor disagree | 17% | 14% | 20% | 17% | 19% | 18% | 16% |
| | 45 | 27 | 18 | 45 | 12 | 19 | 14 |
| | 43 | | | 43 | | | |
| Disagree | 3% | 3% | 2% | 3% | 3% | 3% | 2% |
| | 30 | 17 | 13 | 30 | 8 | 11 | 11 |
| | 26 | | | 26 | | | |
| Strongly disagree | 2% | 2% | 2% | 2% | 2% | 2% | 2% |
| | 64 | 17 | 47 | 64 | 38 | 16 | 11 |
| | 55 | | | 55 | | | |
| Don't know | 4% | 2% | 6% | 4% | 9% | 3% | 2% |
| | | | | | | | |
| Net: Agree | 75% | 79% | 71% | 75% | 68% | 75% | 79% |
| Net: Disagree | 4% | 5% | 4% | 4% | 5% | 5% | 4% |

VI_1st
Stage

| | Total | Conservative | Labour | Liberal Democrat | Some other party | Would not vote | Don't know |
|---|-------------|--------------|-------------|------------------|------------------|----------------|-------------|
| V8 BBC 3 | | | | | | | |
| To what extent, if at all, do you agree or disagree with the following statements: The licence fee is too high and should be cut | | | | | | | |
| Weighted base | 1675 | 436 | 522 | 99 | 362 | 1 | 254 |
| Unweighted base | 1694 | 454 | 518 | 106 | 354 | 2 | 260 |
| <i>All likely voters</i> | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | 668 | 157 | 176 | 32 | 202 | 0 | 101 |
| | 656 | | | | | | |
| Strongly agree | 40% | 36% | 34% | 33% | 56% | 0 | 40% |
| | 420 | 116 | 132 | 30 | 77 | 1 | 64 |
| | 423 | | | | | | |
| Agree | 25% | 27% | 25% | 30% | 21% | 46% | 25% |
| | 305 | 91 | 93 | 19 | 49 | 1 | 52 |
| | 312 | | | | | | |
| Neither agree nor disagree | 18% | 21% | 18% | 19% | 14% | 54% | 20% |
| | 175 | 52 | 72 | 12 | 17 | 0 | 22 |
| | 192 | | | | | | |
| Disagree | 10% | 12% | 14% | 12% | 5% | 0 | 9% |
| | 72 | 11 | 35 | 5 | 13 | 0 | 8 |
| | 79 | | | | | | |
| Strongly disagree | 4% | 2% | 7% | 5% | 4% | 0 | 3% |
| | 36 | 9 | 13 | 2 | 4 | 0 | 8 |
| | 32 | | | | | | |
| Don't know | 2% | 2% | 3% | 2% | 1% | 0 | 3% |
| Net: Agree | 65% | 63% | 59% | 63% | 77% | 100% | 65% |
| Net: Disagree | 15% | 14% | 20% | 17% | 8% | 0% | 12% |

VI_2nd
Stage

V8 BBC 3

To what extent, if at all, do you agree or disagree with the following statements: **The licence fee is too high and should be cut**

| | Total | Scottish National Party | Plaid Cymru | Green | United Kingdom Independence Party (UKIP) | British National Party (BNP) | Respect | Some other party | Don't know |
|-----------------------------------|-------------|-------------------------|-------------|-------------|--|------------------------------|-------------|------------------|-------------|
| Weighted base | 362 | 50 | 8 | 44 | 218 | 24 | 4 | 3 | 11 |
| Unweighted base | 354 | 51 | 7 | 48 | 212 | 19 | 4 | 3 | 10 |
| <i>All likely voters</i> | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | 202 | 32 | 1 | 19 | 124 | 16 | 2 | 1 | 7 |
| | 195 | | | | | | | | |
| Strongly agree | 56% | 63% | 19% | 42% | 57% | 68% | 42% | 51% | 65% |
| | 77 | 8 | 3 | 5 | 52 | 7 | 0 | 1 | 1 |
| | 72 | | | | | | | | |
| Agree | 21% | 15% | 42% | 12% | 24% | 28% | 0 | 49% | 10% |
| | 49 | 7 | 1 | 10 | 27 | 0 | 2 | 0 | 2 |
| | 49 | | | | | | | | |
| Neither agree nor disagree | 14% | 14% | 13% | 22% | 12% | 0 | 58% | 0 | 20% |
| | 17 | 2 | 1 | 5 | 9 | 0 | 0 | 0 | 1 |
| | 20 | | | | | | | | |
| Disagree | 5% | 4% | 11% | 10% | 4% | 0 | 0 | 0 | 6% |
| | 13 | 2 | 1 | 4 | 6 | 0 | 0 | 0 | 0 |
| | 14 | | | | | | | | |
| Strongly disagree | 4% | 3% | 15% | 9% | 3% | 0 | 0 | 0 | 0 |
| | 4 | 0 | 0 | 2 | 1 | 1 | 0 | 0 | 0 |
| | 4 | | | | | | | | |
| Don't know | 1% | 0 | 0 | 5% | 0% | 3% | 0 | 0 | 0 |
| | | | | | | | | | |
| Net: Agree | 77% | 80% | 50% | 55% | 81% | 96% | 50% | 67% | 73% |
| Net: Disagree | 8% | 8% | 25% | 20% | 7% | 0% | 0% | 0% | 9% |

| | Gender | | | Age | | | |
|---|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| | Total | Male | Female | Total | 18-34 | 35-54 | 55+ |
| V8 BBC 3 | | | | | | | |
| To what extent, if at all, do you agree or disagree with the following statements: The licence fee is too high and should be cut | | | | | | | |
| Weighted base | 1675 | 834 | 841 | 1675 | 424 | 602 | 649 |
| Unweighted base | 1694 | 822 | 872 | 1694 | 380 | 614 | 700 |
| <i>All likely voters</i> | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | 668 | 313 | 356 | 668 | 160 | 243 | 264 |
| | 656 | | | 656 | | | |
| Strongly agree | 40% | 37% | 42% | 40% | 38% | 40% | 41% |
| | 420 | 216 | 204 | 420 | 100 | 155 | 165 |
| | 423 | | | 423 | | | |
| Agree | 25% | 26% | 24% | 25% | 24% | 26% | 25% |
| | 305 | 156 | 148 | 305 | 89 | 100 | 115 |
| | 312 | | | 312 | | | |
| Neither agree nor disagree | 18% | 19% | 18% | 18% | 21% | 17% | 18% |
| | 175 | 92 | 84 | 175 | 39 | 69 | 68 |
| | 192 | | | 192 | | | |
| Disagree | 10% | 11% | 10% | 10% | 9% | 11% | 10% |
| | 72 | 47 | 25 | 72 | 16 | 25 | 31 |
| | 79 | | | 79 | | | |
| Strongly disagree | 4% | 6% | 3% | 4% | 4% | 4% | 5% |
| | 36 | 11 | 25 | 36 | 20 | 10 | 6 |
| | 32 | | | 32 | | | |
| Don't know | 2% | 1% | 3% | 2% | 5% | 2% | 1% |
| | | | | | | | |
| Net: Agree | 65% | 63% | 67% | 65% | 61% | 66% | 66% |
| Net: Disagree | 15% | 17% | 13% | 15% | 13% | 16% | 15% |

VI_1st
Stage

| | Total | Conservative | Labour | Liberal Democrat | Some other party | Would not vote | Don't know |
|---|-------------|--------------|-------------|------------------|------------------|----------------|-------------|
| V8 BBC 4 To what extent, if at all, do you agree or disagree with the following statements: The BBC should be made to compete with other broadcasters in order to receive | | | | | | | |
| Weighted base | 1675 | 436 | 522 | 99 | 362 | 1 | 254 |
| Unweighted base | 1694 | 454 | 518 | 106 | 354 | 2 | 260 |
| <i>All likely voters</i> | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | 489 | 123 | 127 | 24 | 152 | 1 | 62 |
| | 475 | | | | | | |
| Strongly agree | 29% | 28% | 24% | 24% | 42% | 54% | 24% |
| | 466 | 156 | 138 | 27 | 80 | 1 | 65 |
| | 476 | | | | | | |
| Agree | 28% | 36% | 26% | 27% | 22% | 46% | 25% |
| | 319 | 74 | 105 | 19 | 60 | 0 | 60 |
| | 314 | | | | | | |
| Neither agree nor disagree | 19% | 17% | 20% | 19% | 17% | 0 | 24% |
| | 203 | 51 | 75 | 15 | 29 | 0 | 33 |
| | 224 | | | | | | |
| Disagree | 12% | 12% | 14% | 15% | 8% | 0 | 13% |
| | 126 | 18 | 57 | 9 | 31 | 0 | 10 |
| | 137 | | | | | | |
| Strongly disagree | 8% | 4% | 11% | 9% | 9% | 0 | 4% |
| | 73 | 14 | 19 | 6 | 9 | 0 | 24 |
| | 68 | | | | | | |
| Don't know | 4% | 3% | 4% | 6% | 3% | 0 | 10% |
| | | | | | | | |
| Net: Agree | 57% | 64% | 51% | 52% | 64% | 200% | 50% |
| Net: Disagree | 20% | 16% | 25% | 24% | 17% | 0% | 17% |

VI_2nd
Stage

V8 BBC 4

To what extent, if at all, do you agree or disagree with the following statements: **The BBC should be made to compete with other broadcasters in order to receive**

| | Total | Scottish National Party | Plaid Cymru | Green | United Kingdom Independence Party (UKIP) | British National Party (BNP) | Respect | Some other party | Don't know |
|-----------------------------------|-------------|-------------------------|-------------|-------------|--|------------------------------|-------------|------------------|-------------|
| Weighted base | 362 | 50 | 8 | 44 | 218 | 24 | 4 | 3 | 11 |
| Unweighted base | 354 | 51 | 7 | 48 | 212 | 19 | 4 | 3 | 10 |
| <i>All likely voters</i> | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | 152 | 20 | 1 | 9 | 105 | 11 | 1 | 1 | 4 |
| | 146 | | | | | | | | |
| Strongly agree | 42% | 40% | 19% | 21% | 48% | 44% | 22% | 29% | 38% |
| | 80 | 11 | 1 | 6 | 52 | 8 | 0 | 1 | 0 |
| | 79 | | | | | | | | |
| Agree | 22% | 22% | 9% | 14% | 24% | 35% | 0 | 22% | 0 |
| | 60 | 6 | 1 | 11 | 36 | 2 | 0 | 0 | 5 |
| | 57 | | | | | | | | |
| Neither agree nor disagree | 17% | 12% | 13% | 24% | 17% | 7% | 0 | 0 | 45% |
| | 29 | 8 | 1 | 3 | 11 | 1 | 2 | 1 | 2 |
| | 30 | | | | | | | | |
| Disagree | 8% | 17% | 13% | 6% | 5% | 4% | 58% | 49% | 17% |
| | 31 | 1 | 3 | 12 | 12 | 2 | 1 | 0 | 0 |
| | 34 | | | | | | | | |
| Strongly disagree | 9% | 2% | 46% | 27% | 5% | 10% | 20% | 0 | 0 |
| | 9 | 4 | 0 | 4 | 2 | 0 | 0 | 0 | 0 |
| | 8 | | | | | | | | |
| Don't know | 3% | 8% | 0 | 8% | 1% | 0 | 0 | 0 | 0 |
| Net: Agree | 64% | 62% | 25% | 34% | 72% | 79% | 25% | 67% | 36% |
| Net: Disagree | 17% | 18% | 50% | 34% | 11% | 13% | 75% | 33% | 18% |

| | Gender | | | Age | | | |
|---|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| | Total | Male | Female | Total | 18-34 | 35-54 | 55+ |
| V8 BBC 4 | | | | | | | |
| To what extent, if at all, do you agree or disagree with the following statements: The BBC should be made to compete with other broadcasters in order to receive | | | | | | | |
| Weighted base | 1675 | 834 | 841 | 1675 | 424 | 602 | 649 |
| Unweighted base | 1694 | 822 | 872 | 1694 | 380 | 614 | 700 |
| <i>All likely voters</i> | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | 489 | 262 | 226 | 489 | 102 | 165 | 222 |
| | 475 | | | 475 | | | |
| Strongly agree | 29% | 31% | 27% | 29% | 24% | 27% | 34% |
| | 466 | 217 | 249 | 466 | 120 | 169 | 177 |
| | 476 | | | 476 | | | |
| Agree | 28% | 26% | 30% | 28% | 28% | 28% | 27% |
| | 319 | 139 | 180 | 319 | 85 | 125 | 108 |
| | 314 | | | 314 | | | |
| Neither agree nor disagree | 19% | 17% | 21% | 19% | 20% | 21% | 17% |
| | 203 | 105 | 98 | 203 | 58 | 70 | 76 |
| | 224 | | | 224 | | | |
| Disagree | 12% | 13% | 12% | 12% | 14% | 12% | 12% |
| | 126 | 91 | 35 | 126 | 23 | 52 | 52 |
| | 137 | | | 137 | | | |
| Strongly disagree | 8% | 11% | 4% | 8% | 5% | 9% | 8% |
| | 73 | 20 | 53 | 73 | 36 | 21 | 15 |
| | 68 | | | 68 | | | |
| Don't know | 4% | 2% | 6% | 4% | 9% | 3% | 2% |
| | | | | | | | |
| Net: Agree | 57% | 57% | 56% | 57% | 52% | 55% | 61% |
| Net: Disagree | 20% | 24% | 16% | 20% | 19% | 20% | 20% |