

YouGov / ITV Wales Survey Results

Sample Size: 1206 Welsh Adults
Fieldwork: 27th - 29th October 2010

	Westminster: Headline Voting Intention				Gender		Age			Social Grade		Region					
	Con	Lab	Lib Dem	Plaid	Male	Female	18-34	35-54	55+	ABC1	C2DE	Mid and West Wales	North Wales	South Wales Central	South Wales East	South Wales West	
Weighted Sample	1206	282	447	79	108	584	622	332	401	473	542	662	233	250	269	247	207
Unweighted Sample	1206	320	380	91	106	620	586	259	452	495	663	541	234	232	294	212	234
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Excluding Don't Knows and Wouldn't Votes]

Lab	46	0	100	0	0	44	47	44	51	42	39	52	34	47	47	54	46
Con	29	100	0	0	0	27	31	26	29	30	33	25	35	33	27	25	23
PCY	11	0	0	0	100	12	10	10	10	13	13	9	17	9	10	9	11
Lib Dem	8	0	0	100	0	9	7	13	6	7	10	7	9	7	7	5	13
Other	7	0	0	0	0	8	6	7	4	8	5	8	6	4	9	8	7

Other Parties Voting Intention

UKIP	4	0	0	0	0	4	3	2	1	6	3	4	3	3	3	5	4
BNP	2	0	0	0	0	2	2	3	1	1	0	3	2	1	2	1	3
Green	1	0	0	0	0	1	1	2	1	0	1	1	0	0	3	0	1
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	0	1	0	0	2	1	2	0	0	0	2	2	0

Non Voters

Would Not Vote	6	0	0	0	0	6	5	9	6	3	4	7	7	4	5	7	5
Don't know	13	0	0	0	0	7	19	15	14	11	13	13	10	11	19	10	15

Which ONE, if any, of the following television channels do you watch MOST often?

BBC1	43	46	47	40	39	48	37	42	40	45	44	42	41	42	40	43	48
BBC2	4	3	3	9	7	4	3	3	3	4	5	3	7	2	3	4	2
ITV	23	27	22	14	18	15	30	19	23	25	19	26	25	27	21	19	21
Channel 4	5	6	4	14	9	4	7	11	5	2	6	5	3	6	6	5	6
Channel 5	2	5	2	1	0	2	3	3	4	1	2	3	3	2	4	2	1
S4C	1	0	0	0	4	1	1	0	1	1	1	0	1	1	0	0	1
A satellite television channel	17	12	19	16	15	20	13	13	21	16	18	16	13	14	21	21	13
Not applicable, I do not watch Television	2	1	3	2	1	2	3	3	2	2	3	2	5	2	2	1	2
Don't know	4	1	2	4	6	5	4	7	2	4	3	5	2	5	3	5	7

YouGov / ITV Wales Survey Results

Sample Size: 1206 Welsh Adults
Fieldwork: 27th - 29th October 2010

	How well, if at all, would you say you can speak Welsh?				Welsh Language		
	Total	Fluently	Fairly well	Not very well	Not at all	Welsh Speaker	Non-Welsh Speaker
Weighted Sample	1206	78	66	433	629	203	1003
Unweighted Sample	1206	81	88	399	638	222	984
	%	%	%	%	%	%	%

Headline Voting Intention

[Excluding Don't Knows and Wouldn't Votes]

Lab	46	33	45	50	44	42	46
Con	29	4	19	29	33	16	32
PCY	11	51	25	10	5	30	7
Lib Dem	8	12	10	6	9	10	8
Other	7	1	2	6	9	2	8

Other Parties Voting Intention

UKIP	4	0	1	3	5	1	4
BNP	2	1	1	1	2	0	2
Green	1	0	0	0	1	0	1
Respect	0	0	0	0	0	0	0
Other	1	0	0	1	1	0	1

Non Voters

Would Not Vote	6	1	0	6	7	2	6
Don't know	13	10	11	13	14	11	14

Which ONE, if any, of the following television channels do you watch MOST often?

BBC1	43	56	50	44	39	52	41
BBC2	4	5	6	3	4	4	3
ITV	23	18	18	26	22	20	23
Channel 4	5	1	8	6	5	3	6
Channel 5	2	1	5	2	3	3	2
S4C	1	7	3	0	0	4	0
A satellite television channel	17	8	8	14	20	8	18
Not applicable, I do not watch Television	2	2	1	3	2	2	2
Don't know	4	3	1	3	6	4	4

	Westminster: Headline Voting Intention					Gender		Age			Social Grade		Region				
	Total	Con	Lab	Lib Dem	Plaid	Male	Female	18-34	35-54	55+	ABC1	C2DE	Mid and West Wales	North Wales	South Wales Central	South Wales East	South Wales West
Weighted Sample	1206	282	447	79	108	584	622	332	401	473	542	662	233	250	269	247	207
Unweighted Sample	1206	320	380	91	106	620	586	259	452	495	663	541	234	232	294	212	234
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And how often, if at all, do you watch S4C?

Everyday	4	0	2	8	22	5	3	5	2	4	5	3	5	6	3	1	4
At least 3 times a week	4	2	4	6	16	5	4	3	4	6	5	4	10	5	3	2	2
At least once a week	10	4	12	6	18	12	8	8	9	12	8	11	10	4	6	10	20
At least once a fortnight	4	4	5	1	1	4	4	5	4	2	5	3	4	5	3	3	3
At least once a month	6	9	4	9	10	7	4	6	6	4	8	4	7	5	6	4	6
Less often than once a month	21	22	22	19	18	18	23	17	24	20	22	19	20	22	23	20	16
Never	51	58	49	52	16	48	53	52	50	50	47	54	42	51	56	58	45
Don't know	2	1	2	0	0	2	3	5	1	1	2	3	2	2	0	2	5

Generally, would you say you now watch more or less television than you did 5 years ago?

Much more	8	5	11	0	6	7	9	5	8	10	6	9	7	6	7	11	7
A little more	23	20	25	30	15	23	23	21	21	26	23	23	21	23	26	25	18
TOTAL MORE	31	25	36	30	21	29	32	26	29	36	29	32	29	30	33	36	25
About the same	35	36	34	27	40	35	34	32	36	36	38	32	35	35	34	31	39
A little less	17	18	15	29	30	17	17	16	19	16	18	16	16	13	20	15	21
Much less	16	20	16	14	10	17	15	22	16	12	14	18	20	21	12	17	10
TOTAL LESS	33	38	30	43	39	34	33	38	35	28	32	35	36	34	33	32	31
Don't know	1	1	0	0	0	2	1	4	0	0	1	2	0	1	0	2	5

And would you say you now watch S4C more or less than you did 5 years ago?

Much more	2	1	2	3	9	3	2	3	2	2	2	2	2	2	3	2	2
A little more	5	3	5	10	17	6	5	3	4	8	7	4	8	6	3	4	6
TOTAL MORE	8	4	7	12	26	8	7	6	7	9	9	6	10	7	7	6	8
About the same	44	50	45	52	39	43	46	49	44	41	49	41	54	38	48	36	48
A little less	8	8	7	5	18	7	8	11	8	6	10	6	9	11	7	5	8
Much less	31	29	32	28	16	33	29	25	32	34	25	36	23	30	35	40	26
TOTAL LESS	39	38	39	32	34	40	38	35	40	40	34	42	32	41	42	45	33
Don't know	9	9	9	4	1	9	10	10	9	9	8	11	5	13	4	14	11

	How well, if at all, would you say you can speak Welsh?				Welsh Language		
	Total	Fluently	Fairly well	Not very well	Not at all	Welsh Speaker	Non-Welsh Speaker
Weighted Sample	1206	78	66	433	629	203	1003
Unweighted Sample	1206	81	88	399	638	222	984
	%	%	%	%	%	%	%

And how often, if at all, do you watch S4C?

Everyday	4	42	7	1	1	19	1
At least 3 times a week	4	18	17	4	1	14	2
At least once a week	10	11	22	14	5	16	8
At least once a fortnight	4	3	3	6	2	3	4
At least once a month	6	8	5	8	4	10	5
Less often than once a month	21	11	28	25	18	20	21
Never	51	7	18	41	66	19	57
Don't know	2	0	0	2	3	0	3

Generally, would you say you now watch more or less television than you did 5 years ago?

Much more	8	11	6	6	9	8	8
A little more	23	16	30	20	25	21	23
TOTAL MORE	31	27	36	26	34	29	31
About the same	35	42	33	36	33	35	35
A little less	17	19	18	18	16	17	17
Much less	16	12	12	20	15	19	16
TOTAL LESS	33	31	31	38	31	36	33
Don't know	1	0	0	0	2	0	2

And would you say you now watch S4C more or less than you did 5 years ago?

Much more	2	15	5	2	1	9	1
A little more	5	21	13	6	2	14	4
TOTAL MORE	8	36	18	8	3	22	5
About the same	44	40	44	49	42	47	44
A little less	8	19	15	9	5	14	7
Much less	31	4	23	28	37	16	34
TOTAL LESS	39	23	38	38	41	30	41
Don't know	9	1	1	5	14	1	11

	Westminster: Headline Voting Intention				Gender		Age			Social Grade		Region					
	Total	Con	Lab	Lib Dem	Plaid	Male	Female	18-34	35-54	55+	ABC1	C2DE	Mid and West Wales	North Wales	South Wales Central	South Wales East	South Wales West
Weighted Sample	1206	282	447	79	108	584	622	332	401	473	542	662	233	250	269	247	207
Unweighted Sample	1206	320	380	91	106	620	586	259	452	495	663	541	234	232	294	212	234
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

For which, if any, of the following types of programmes do you watch S4C? Please tick all that apply.

Sport	25	25	26	26	47	38	13	23	27	25	27	24	29	19	28	20	32
News and Current Affairs	11	4	12	13	38	11	11	9	10	13	13	10	15	19	7	6	8
Drama	11	6	10	10	37	9	12	10	10	12	13	9	13	12	11	9	8
Factual	10	6	10	6	42	11	9	8	10	13	13	8	12	13	9	7	10
Entertainment	10	7	8	6	35	11	10	12	6	12	11	10	16	8	8	6	13
Events	8	6	8	4	29	7	9	7	8	9	8	8	12	10	9	2	6
Children's programmes	3	2	2	1	7	2	3	4	3	1	2	3	3	3	1	5	1
Other	2	3	3	2	0	1	3	0	4	2	2	2	5	1	2	2	2
Not applicable, I do not watch S4C	51	55	49	57	13	46	55	55	48	50	48	53	43	53	55	56	43
Don't know	5	2	4	1	2	2	8	7	6	3	4	5	6	5	3	4	7

For which, if any, of the following types of programmes do you watch S4C? Please tick all that apply.

[Excluding those who say they do not watch S4C]

Sport	51	57	51	61	53	70	30	51	52	50	52	50	50	41	62	45	57
News and Current Affairs	22	10	23	29	43	19	25	20	19	26	24	20	26	41	16	13	14
Drama	22	14	19	23	42	17	26	21	19	25	24	19	23	26	24	21	14
Factual	21	12	19	14	49	20	21	17	18	25	24	18	21	28	20	17	18
Entertainment	20	16	16	14	40	19	22	27	12	23	21	20	28	17	19	13	24
Events	16	14	16	8	33	13	20	14	15	18	14	18	20	22	20	5	11
Children's programmes	5	4	5	2	8	4	7	9	6	2	4	6	5	6	3	12	2
Other	4	7	5	4	0	3	6	1	7	4	4	5	8	2	4	4	3
Don't know	10	5	8	3	3	4	17	15	11	6	8	11	11	10	7	9	13

To what extent do you agree or disagree with the following statements?

There is no need for a Welsh language television channel'

Strongly agree	14	17	14	9	1	16	12	9	15	16	11	16	9	14	13	20	13
Tend to agree	11	18	8	12	9	13	9	13	9	12	13	10	14	9	11	9	14
TOTAL AGREE	25	35	22	21	10	29	21	22	23	28	24	26	23	23	24	29	27
Neither agree nor disagree	18	11	21	17	7	14	21	12	19	21	16	19	13	17	22	20	15
Tend to disagree	23	28	24	29	11	22	25	23	25	22	25	22	30	15	25	23	25
Strongly disagree	32	25	32	34	71	34	30	36	33	28	32	32	34	41	27	26	30
TOTAL DISAGREE	55	53	55	62	81	56	55	59	57	51	57	54	64	56	52	49	55
Don't know	2	0	2	0	2	1	4	7	1	1	3	2	0	4	2	2	3

	How well, if at all, would you say you can speak Welsh?				Welsh Language		
	Total	Fluently	Fairly well	Not very well	Not at all	Welsh Speaker	Non-Welsh Speaker
Weighted Sample	1206	78	66	433	629	203	1003
Unweighted Sample	1206	81	88	399	638	222	984
	%	%	%	%	%	%	%

For which, if any, of the following types of programmes do you watch S4C? Please tick all that apply.

Sport	25	42	40	32	17	39	23
News and Current Affairs	11	48	37	11	4	36	6
Drama	11	58	26	10	3	34	6
Factual	10	36	29	12	4	28	7
Entertainment	10	44	26	11	3	30	6
Events	8	32	18	10	3	22	5
Children's programmes	3	11	14	1	1	9	1
Other	2	0	6	2	2	2	2
Not applicable, I do not watch S4C	51	17	14	40	66	22	56
Don't know	5	2	3	4	6	3	5

For which, if any, of the following types of programmes do you watch S4C? Please tick all that apply.

[Excluding those who say they do not watch S4C]

Sport	51	51	47	53	50	50	52
News and Current Affairs	22	58	43	18	10	46	14
Drama	22	70	31	17	10	44	13
Factual	21	44	34	20	12	35	16
Entertainment	20	53	30	19	9	39	14
Events	16	39	21	16	8	28	12
Children's programmes	5	13	16	2	4	12	3
Other	4	0	6	3	6	2	5
Don't know	10	2	3	7	17	3	12

To what extent do you agree or disagree with the following statements?

There is no need for a Welsh language television channel'

Strongly agree	14	1	4	10	19	3	16
Tend to agree	11	5	4	10	14	6	12
TOTAL AGREE	25	6	8	19	33	9	28
Neither agree nor disagree	18	6	6	16	21	7	20
Tend to disagree	23	7	19	28	23	20	24
Strongly disagree	32	79	68	36	19	64	25
TOTAL DISAGREE	55	87	86	64	42	84	49
Don't know	2	1	0	0	4	0	3

	Westminster: Headline Voting Intention					Gender		Age			Social Grade		Region				
	Total	Con	Lab	Lib Dem	Plaid	Male	Female	18-34	35-54	55+	ABC1	C2DE	Mid and West Wales	North Wales	South Wales Central	South Wales East	South Wales West
Weighted Sample	1206	282	447	79	108	584	622	332	401	473	542	662	233	250	269	247	207
Unweighted Sample	1206	320	380	91	106	620	586	259	452	495	663	541	234	232	294	212	234
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

S4C is important in safeguarding the future of the Welsh language'

Strongly agree	24	19	23	20	58	26	23	26	25	23	22	26	28	27	21	21	25
Tend to agree	30	33	30	49	26	29	31	33	30	28	32	28	33	34	32	27	24
TOTAL AGREE	55	52	54	69	84	56	53	58	55	52	55	55	62	61	53	48	50
Neither agree nor disagree	21	22	23	17	4	22	21	19	20	24	20	23	19	15	22	28	22
Tend to disagree	8	11	6	5	4	7	9	7	7	9	8	7	9	5	11	7	8
Strongly disagree	14	15	16	9	3	14	13	9	16	15	15	13	11	17	11	16	15
TOTAL DISAGREE	22	26	22	14	7	21	22	16	23	24	23	20	19	22	21	23	23
Don't know	3	1	1	0	4	1	4	6	2	0	3	2	0	2	4	2	5

S4C should show English language programmes alongside its Welsh language programming'

Strongly agree	19	22	21	5	9	22	16	13	23	21	16	22	19	13	18	24	23
Tend to agree	33	34	37	33	32	32	35	31	33	36	34	33	34	36	39	31	25
TOTAL AGREE	53	56	57	38	40	54	51	43	55	57	50	55	53	49	58	55	48
Neither agree nor disagree	25	23	23	28	22	24	27	24	27	25	28	23	23	26	24	29	26
Tend to disagree	12	13	12	27	16	11	13	14	10	13	13	12	18	11	9	10	15
Strongly disagree	6	6	4	6	18	7	5	9	6	4	5	7	7	10	6	3	4
TOTAL DISAGREE	18	19	16	33	34	19	18	23	16	17	18	19	25	20	15	13	19
Don't know	4	2	3	1	3	3	5	10	2	1	4	3	0	5	4	3	7

S4C receives around £100 million of public money every year. Given the service S4C provides, would you say this is good or bad value for money?

Very good value for money	6	2	7	5	20	9	3	6	4	8	6	6	8	5	5	5	8
Fairly good value for money	15	11	16	22	35	16	14	14	17	15	15	15	19	16	14	11	16
TOTAL GOOD VALUE	21	13	23	27	54	26	17	20	21	22	22	21	27	22	19	16	24
Neither good nor bad value for money	17	15	19	20	22	18	17	19	17	16	15	19	16	17	19	15	21
Fairly bad value for money	19	25	20	25	8	17	22	21	20	18	20	19	16	17	26	21	16
Very bad value for money	25	31	22	18	7	27	22	21	29	24	26	24	23	26	20	31	24
TOTAL BAD VALUE	44	56	42	42	15	44	44	42	49	42	45	43	39	43	46	52	40
Don't know	17	16	16	10	9	13	21	19	13	20	18	17	19	18	17	18	15

	How well, if at all, would you say you can speak Welsh?				Welsh Language		
	Total	Fluently	Fairly well	Not very well	Not at all	Welsh Speaker	Non-Welsh Speaker
Weighted Sample	1206	78	66	433	629	203	1003
Unweighted Sample	1206	81	88	399	638	222	984
	%	%	%	%	%	%	%

S4C is important in safeguarding the future of the Welsh language'

Strongly agree	24	60	54	24	17	49	20
Tend to agree	30	28	25	34	29	30	30
TOTAL AGREE	55	88	78	58	46	79	50
Neither agree nor disagree	21	6	7	20	26	9	24
Tend to disagree	8	1	5	8	9	4	9
Strongly disagree	14	6	11	13	15	8	15
TOTAL DISAGREE	22	7	15	21	24	12	23
Don't know	3	0	0	1	4	0	3

S4C should show English language programmes alongside its Welsh language programming'

Strongly agree	19	8	8	16	24	10	21
Tend to agree	33	21	24	38	33	26	35
TOTAL AGREE	53	29	32	55	57	36	56
Neither agree nor disagree	25	23	30	24	26	27	25
Tend to disagree	12	20	21	15	9	17	11
Strongly disagree	6	28	16	5	3	18	4
TOTAL DISAGREE	18	48	37	19	12	35	15
Don't know	4	1	0	2	5	2	4

S4C receives around £100 million of public money every year. Given the service S4C provides, would you say this is good or bad value for money?

Very good value for money	6	29	17	7	1	21	3
Fairly good value for money	15	31	36	18	9	30	12
TOTAL GOOD VALUE	21	60	54	26	10	51	15
Neither good nor bad value for money	17	23	12	21	15	15	18
Fairly bad value for money	19	10	20	19	21	16	20
Very bad value for money	25	5	9	19	33	9	28
TOTAL BAD VALUE	44	15	30	37	54	25	48
Don't know	17	3	5	16	21	10	19

	Westminster: Headline Voting Intention				Gender		Age			Social Grade		Region					
	Total	Con	Lab	Lib Dem	Plaid	Male	Female	18-34	35-54	55+	ABC1	C2DE	Mid and West Wales	North Wales	South Wales Central	South Wales East	South Wales West
Weighted Sample	1206	282	447	79	108	584	622	332	401	473	542	662	233	250	269	247	207
Unweighted Sample	1206	320	380	91	106	620	586	259	452	495	663	541	234	232	294	212	234
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which, if any, of the following do you believe should fund S4C?

Welsh Assembly Government	29	30	29	38	40	30	29	28	30	30	32	27	35	36	26	23	27
BBC	18	16	18	24	26	19	17	23	16	17	18	19	18	13	17	24	19
UK Government	13	9	20	10	13	17	9	6	14	17	12	14	11	14	15	9	16
Other	15	25	11	7	5	16	13	15	16	13	15	15	15	15	15	17	11
Don't know	25	19	22	20	15	17	32	29	24	23	24	26	21	23	26	27	26

	How well, if at all, would you say you can speak Welsh?				Welsh Language		
	Total	Fluently	Fairly well	Not very well	Not at all	Welsh Speaker	Non-Welsh Speaker
Weighted Sample	1206	78	66	433	629	203	1003
Unweighted Sample	1206	81	88	399	638	222	984
	%	%	%	%	%	%	%

Which, if any, of the following do you believe should fund S4C?

Welsh Assembly Government	29	44	35	28	28	35	28
BBC	18	18	18	19	18	24	17
UK Government	13	21	21	17	8	18	12
Other	15	3	8	13	18	6	16
Don't know	25	15	18	23	28	16	27