YouGov/ Resonate Survey Results

Sample Size: 2350
Fieldwork: 7th - 9th June 2010

	Total	Gender		Age					Social Grade	
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE
Thinking about television...										
Which, if any, of the following statements do you agree with? (Please tick all that apply)										
Unweighted Base	2350	1085	1265	249	336	358	405	1002	1393	957
Base: All UK adults	2350	1130	1220	282	397	400	434	837	1292	1058
I am happy with the television programmes available to me as part of my television licence	17%	19%	16%	22%	20%	15%	18%	15%	18%	16%
I believe that there should be an increase in quality comedy and drama to replace reality television shows	59%	59%	58%	52%	48%	55%	60%	67%	61%	56%
There has been a demise in the quality of family entertainment on television in recent years	50%	49%	51%	37%	34%	45%	55%	62%	51%	49%
Television was better 10 years ago than it is today	30%	31%	29%	15%	19%	22%	33%	42%	30%	29%
I believe that the cost of a television licence is good value for money	16%	21%	11%	13%	16%	12%	16%	18%	17%	14%
There is too much reality television	60%	64%	56%	46%	49%	55%	65%	70%	62%	57%
I think reality TV shows have had their day	47%	51%	44%	44%	39%	41%	49%	55%	48%	46%
I have considered cancelling my television licence due to lack of decent programming	13%	15%	11%	10%	13%	11%	12%	15%	11%	14%
Reality TV is a waste of licence payers money	47%	54%	42%	39%	32%	38%	56%	58%	49%	46%
I watch reality television because there is nothing better to watch	7%	5%	8%	13%	7%	8%	3%	5%	6%	7%
I enjoy watching reality TV shows	11%	6%	15%	14%	16%	13%	10%	6%	10%	11%
None of these	4%	4%	4%	4%	5%	7%	3%	3%	3%	4%

YouGov/ Resonate Survey Results

Sample Size: 2350
Fieldwork: 7th - 9th June 2010

	Total	Region							
	Base	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland
Thinking about television...									
Which, if any, of the following statements do you agree with? (Please tick all that apply)									
Unweighted Base	2350	495	356	259	288	558	111	235	*48*
Base: All UK adults	2350	562	376	219	291	522	115	200	*66*
I am happy with the television programmes available to me as part of my television licence	17%	18%	19%	15%	20%	17%	14%	12%	*19%*
I believe that there should be an increase in quality comedy and drama to replace reality television shows	59%	56%	61%	55%	51%	67%	58%	57%	*57%*
There has been a demise in the quality of family entertainment on television in recent years	50%	51%	52%	50%	43%	52%	53%	49%	*49%*
Television was better 10 years ago than it is today	30%	31%	33%	30%	24%	30%	28%	29%	*27%*
I believe that the cost of a television licence is good value for money	16%	15%	18%	17%	19%	14%	9%	15%	*9%*
There is too much reality television	60%	60%	61%	54%	53%	64%	61%	62%	*58%*
I think reality TV shows have had their day	47%	45%	49%	46%	43%	50%	56%	49%	*33%*
I have considered cancelling my television licence due to lack of decent programming	13%	14%	10%	10%	9%	16%	10%	14%	*22%*
Reality TV is a waste of licence payers money	47%	48%	46%	45%	39%	51%	52%	54%	*41%*
I watch reality television because there is nothing better to watch	7%	9%	6%	6%	7%	5%	5%	6%	*2%*
I enjoy watching reality TV shows	11%	12%	10%	11%	13%	8%	16%	10%	*5%*
None of these	4%	4%	3%	4%	4%	4%	2%	4%	*4%*

YouGov/ Resonate Survey Results

Sample Size: 2350
Fieldwork: 7th - 9th June 2010

	Total	Working Status						
	Base	Working full time	Working part time	Combine : {Working full time, Working part time}	Full time student	Retired	Unemployed	Not working/ Other
Thinking about television...								
Which, if any, of the following statements do you agree with? (Please tick all that apply)								
Unweighted Base	2350	1109	322	1431	154	526	55	184
Base: All UK adults	2350	1167	300	1467	164	456	66	197
I am happy with the television programmes available to me as part of my television licence	17%	18%	15%	17%	22%	15%	15%	15%
I believe that there should be an increase in quality comedy and drama to replace reality television shows	59%	56%	55%	56%	58%	71%	56%	54%
There has been a demise in the quality of family entertainment on television in recent years	50%	47%	52%	48%	34%	65%	46%	48%
Television was better 10 years ago than it is today	30%	26%	35%	28%	10%	43%	33%	28%
I believe that the cost of a television licence is good value for money	16%	16%	13%	16%	18%	17%	15%	12%
There is too much reality television	60%	60%	57%	59%	46%	70%	70%	49%
I think reality TV shows have had their day	47%	47%	44%	46%	50%	55%	51%	36%
I have considered cancelling my television licence due to lack of decent programming	13%	11%	12%	11%	13%	15%	10%	16%
Reality TV is a waste of licence payers money	47%	46%	42%	45%	38%	58%	59%	45%
I watch reality television because there is nothing better to watch	7%	6%	6%	6%	14%	6%	6%	5%
I enjoy watching reality TV shows	11%	11%	11%	11%	12%	5%	15%	18%
None of these	4%	5%	3%	5%	4%	1%	3%	6%

YouGov/ Resonate Survey Results

Sample Size: 2350
Fieldwork: 7th - 9th June 2010

	Total	Marital Status					
	Base	Married/ Civil Partnership	Living as married	Separated/Divorced	Widowed	Never Married	Refused
Thinking about television...							
Which, if any, of the following statements do you agree with? (Please tick all that apply)							
Unweighted Base	2350	1265	269	207	67	525	*17*
Base: All UK adults	2350	1193	286	197	67	593	*14*
I am happy with the television programmes available to me as part of my television licence	17%	15%	19%	22%	16%	19%	*16%*
I believe that there should be an increase in quality comedy and drama to replace reality television shows	59%	62%	57%	52%	68%	54%	*77%*
There has been a demise in the quality of family entertainment on television in recent years	50%	57%	41%	46%	65%	40%	*58%*
Television was better 10 years ago than it is today	30%	34%	25%	30%	46%	23%	*36%*
I believe that the cost of a television licence is good value for money	16%	17%	14%	15%	4%	14%	*27%*
There is too much reality television	60%	64%	52%	58%	76%	55%	*61%*
I think reality TV shows have had their day	47%	50%	41%	40%	52%	48%	*54%*
I have considered cancelling my television licence due to lack of decent programming	13%	12%	12%	15%	12%	14%	*12%*
Reality TV is a waste of licence payers money	47%	52%	37%	45%	63%	42%	*57%*
I watch reality television because there is nothing better to watch	7%	6%	7%	5%	2%	10%	*4%*
I enjoy watching reality TV shows	11%	9%	18%	13%	4%	11%	*11%*
None of these	4%	4%	7%	4%	1%	3%	-

YouGov/ Resonate Survey Results

Sample Size: 2350
Fieldwork: 7th - 9th June 2010

	Total	Children in Household					
	Base	0	1	2	3+	Combine : {0, 1, 2, 3+}	Refused
Thinking about television...							
Which, if any, of the following statements do you agree with? (Please tick all that apply)							
Unweighted Base	2350	1685	307	206	85	2283	67
Base: All UK adults	2350	1630	323	233	100	2287	63
I am happy with the television programmes available to me as part of my television licence	17%	17%	17%	18%	15%	17%	19%
I believe that there should be an increase in quality comedy and drama to replace reality television shows	59%	61%	56%	53%	41%	58%	67%
There has been a demise in the quality of family entertainment on television in recent years	50%	52%	48%	41%	47%	50%	59%
Television was better 10 years ago than it is today	30%	33%	21%	20%	26%	30%	34%
I believe that the cost of a television licence is good value for money	16%	17%	13%	14%	7%	15%	22%
There is too much reality television	60%	63%	51%	54%	46%	60%	62%
I think reality TV shows have had their day	47%	50%	42%	42%	33%	47%	54%
I have considered cancelling my television licence due to lack of decent programming	13%	13%	12%	10%	14%	13%	14%
Reality TV is a waste of licence payers money	47%	51%	38%	38%	35%	47%	50%
I watch reality television because there is nothing better to watch	7%	6%	8%	7%	7%	7%	8%
I enjoy watching reality TV shows	11%	9%	14%	18%	13%	11%	12%
None of these	4%	4%	5%	3%	8%	4%	-

YouGov/ Resonate Survey Results

Sample Size: 2350
Fieldwork: 7th - 9th June 2010

	Total	Government office region					
	Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England
Thinking about television...							
Which, if any, of the following statements do you agree with? (Please tick all that apply)							
Unweighted Base	2350	91	230	174	195	161	259
Base: All UK adults	2350	110	265	187	202	174	219
I am happy with the television programmes available to me as part of my television licence	17%	15%	18%	19%	18%	20%	15%
I believe that there should be an increase in quality comedy and drama to replace reality television shows	59%	58%	52%	61%	59%	64%	55%
There has been a demise in the quality of family entertainment on television in recent years	50%	48%	50%	54%	56%	47%	50%
Television was better 10 years ago than it is today	30%	32%	31%	32%	31%	34%	30%
I believe that the cost of a television licence is good value for money	16%	20%	12%	17%	16%	20%	17%
There is too much reality television	60%	53%	63%	60%	63%	58%	54%
I think reality TV shows have had their day	47%	52%	42%	45%	54%	43%	46%
I have considered cancelling my television licence due to lack of decent programming	13%	12%	16%	13%	9%	10%	10%
Reality TV is a waste of licence payers money	47%	51%	46%	50%	46%	46%	45%
I watch reality television because there is nothing better to watch	7%	4%	11%	8%	8%	4%	6%
I enjoy watching reality TV shows	11%	19%	10%	10%	8%	13%	11%
None of these	4%	6%	4%	3%	3%	4%	4%

YouGov/ Resonate Survey Results

Sample Size: 2350
Fieldwork: 7th - 9th June 2010

	Total		Government office region				
	Base	London	South East	South West	Wales	Scotland	Northern Ireland
Thinking about television...							
Which, if any, of the following statements do you agree with? (Please tick all that apply)							
Unweighted Base	2350	288	359	199	111	235	*48*
Base: All UK adults	2350	291	337	185	115	200	*66*
I am happy with the television programmes available to me as part of my television licence	17%	20%	13%	22%	14%	12%	*19%*
I believe that there should be an increase in quality comedy and drama to replace reality television shows	59%	51%	68%	64%	58%	57%	*57%*
There has been a demise in the quality of family entertainment on television in recent years	50%	43%	53%	51%	53%	49%	*49%*
Television was better 10 years ago than it is today	30%	24%	30%	31%	28%	29%	*27%*
I believe that the cost of a television licence is good value for money	16%	19%	13%	17%	9%	15%	*9%*
There is too much reality television	60%	53%	64%	66%	61%	62%	*58%*
I think reality TV shows have had their day	47%	43%	50%	51%	56%	49%	*33%*
I have considered cancelling my television licence due to lack of decent programming	13%	9%	14%	18%	10%	14%	*22%*
Reality TV is a waste of licence payers money	47%	39%	48%	56%	52%	54%	*41%*
I watch reality television because there is nothing better to watch	7%	7%	5%	6%	5%	6%	*2%*
I enjoy watching reality TV shows	11%	13%	9%	7%	16%	10%	*5%*
None of these	4%	4%	4%	3%	2%	4%	*4%*

YouGov/ Resonate Survey Results

Sample Size: 2350
Fieldwork: 7th - 9th June 2010

	Total	Gender		Age					Social Grade	
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE
Thinking about family values in general...										
Which, if any, of the following statements do you agree with? (Please tick all that apply)										
Unweighted Base	2350	1085	1265	249	336	358	405	1002	1393	957
Base: All UK adults	2350	1130	1220	282	397	400	434	837	1292	1058
Family values (in society) meant more 20 years ago than today	61%	59%	62%	54%	48%	55%	68%	68%	60%	62%
Increased family values could help reduce anti-social behaviour	71%	68%	74%	61%	56%	70%	73%	81%	74%	68%
I consider myself to have strong family values	63%	57%	69%	51%	56%	60%	64%	72%	64%	62%
I value my friends more than my family	6%	7%	5%	6%	9%	6%	7%	5%	7%	5%
The youth of today has no family values	34%	34%	34%	27%	34%	35%	39%	34%	29%	41%
Increased family values would see a decrease in teenage pregnancy	47%	49%	45%	43%	35%	42%	52%	53%	48%	46%
These days, young people receive more discipline in schools than at home	20%	19%	21%	22%	24%	18%	16%	20%	21%	19%
Parents should be taken to court for the actions of their children	44%	48%	39%	32%	37%	37%	45%	53%	46%	40%
The house becomes a home because of the family that live there	65%	61%	68%	57%	53%	63%	69%	71%	68%	60%
My belief in family values were instilled in me by parents	64%	62%	66%	52%	59%	60%	63%	71%	65%	62%
My belief in family values were instilled in me by grandparents	14%	13%	16%	15%	12%	11%	14%	17%	14%	15%
None of these	4%	5%	3%	6%	5%	6%	4%	2%	4%	4%

All figures, unless otherwise stated, are from YouGov Plc.

YouGov/ Resonate Survey Results

Sample Size: 2350
Fieldwork: 7th - 9th June 2010

	Total	Region							
	Base	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland
Thinking about family values in general...									
Which, if any, of the following statements do you agree with? (Please tick all that apply)									
Unweighted Base	2350	495	356	259	288	558	111	235	*48*
Base: All UK adults	2350	562	376	219	291	522	115	200	*66*
Family values (in society) meant more 20 years ago than today	61%	59%	64%	60%	56%	66%	61%	60%	*41%*
Increased family values could help reduce anti-social behaviour	71%	74%	75%	70%	64%	73%	67%	67%	*63%*
I consider myself to have strong family values	63%	63%	67%	60%	59%	65%	63%	63%	*57%*
I value my friends more than my family	6%	5%	6%	7%	7%	7%	5%	8%	*11%*
The youth of today has no family values	34%	35%	36%	37%	27%	34%	41%	35%	*32%*
Increased family values would see a decrease in teenage pregnancy	47%	47%	52%	48%	40%	51%	47%	42%	*29%*
These days, young people receive more discipline in schools than at home	20%	20%	19%	19%	18%	21%	19%	24%	*32%*
Parents should be taken to court for the actions of their children	44%	48%	47%	44%	39%	42%	43%	40%	*32%*
The house becomes a home because of the family that live there	65%	65%	67%	60%	60%	67%	65%	63%	*72%*
My belief in family values were instilled in me by parents	64%	65%	66%	60%	60%	64%	71%	63%	*55%*
My belief in family values were instilled in me by grandparents	14%	17%	14%	12%	9%	15%	16%	17%	*11%*
None of these	4%	4%	4%	3%	5%	3%	3%	6%	*2%*

All figures, unless otherwise stated, are from YouGov P

YouGov/ Resonate Survey Results

Sample Size: 2350
Fieldwork: 7th - 9th June 2010

	Total	Working Status						
	Base	Working full time	Working part time	Combine : {Working full time, Working part time}	Full time student	Retired	Unemployed	Not working/ Other
Thinking about family values in general...								
Which, if any, of the following statements do you agree with? (Please tick all that apply)								
Unweighted Base	2350	1109	322	1431	154	526	55	184
Base: All UK adults	2350	1167	300	1467	164	456	66	197
Family values (in society) meant more 20 years ago than today	61%	58%	63%	59%	48%	70%	61%	64%
Increased family values could help reduce anti-social behaviour	71%	69%	72%	70%	57%	84%	54%	72%
I consider myself to have strong family values	63%	61%	68%	63%	46%	72%	49%	66%
I value my friends more than my family	6%	7%	6%	7%	8%	4%	8%	6%
The youth of today has no family values	34%	32%	37%	33%	24%	36%	45%	42%
Increased family values would see a decrease in teenage pregnancy	47%	46%	46%	46%	38%	54%	40%	45%
These days, young people receive more discipline in schools than at home	20%	20%	18%	20%	25%	21%	21%	17%
Parents should be taken to court for the actions of their children	44%	43%	40%	42%	22%	55%	43%	43%
The house becomes a home because of the family that live there	65%	64%	65%	64%	55%	72%	63%	62%
My belief in family values were instilled in me by parents	64%	63%	61%	63%	52%	72%	64%	60%
My belief in family values were instilled in me by grandparents	14%	14%	16%	14%	11%	16%	12%	15%
None of these	4%	5%	2%	5%	5%	2%	4%	5%

All figures, unless otherwise stated, are from YouGov P

YouGov/ Resonate Survey Results

Sample Size: 2350
Fieldwork: 7th - 9th June 2010

	Total	Marital Status					
	Base	Married/ Civil Partnership	Living as married	Separated/Divorced	Widowed	Never Married	Refused
Thinking about family values in general...							
Which, if any, of the following statements do you agree with? (Please tick all that apply)							
Unweighted Base	2350	1265	269	207	67	525	*17*
Base: All UK adults	2350	1193	286	197	67	593	*14*
Family values (in society) meant more 20 years ago than today	61%	65%	55%	59%	74%	55%	*54%*
Increased family values could help reduce anti-social behaviour	71%	79%	61%	72%	80%	60%	*71%*
I consider myself to have strong family values	63%	71%	60%	60%	70%	49%	*68%*
I value my friends more than my family	6%	4%	7%	7%	4%	10%	*8%*
The youth of today has no family values	34%	34%	34%	35%	56%	31%	*48%*
Increased family values would see a decrease in teenage pregnancy	47%	52%	36%	45%	54%	42%	*55%*
These days, young people receive more discipline in schools than at home	20%	18%	17%	19%	18%	26%	*12%*
Parents should be taken to court for the actions of their children	44%	48%	34%	41%	47%	39%	*53%*
The house becomes a home because of the family that live there	65%	71%	59%	62%	66%	55%	*60%*
My belief in family values were instilled in me by parents	64%	70%	59%	58%	57%	56%	*77%*
My belief in family values were instilled in me by grandparents	14%	15%	14%	16%	20%	12%	*38%*
None of these	4%	4%	6%	2%	2%	5%	*8%*

All figures, unless otherwise stated, are from YouGov P

YouGov/ Resonate Survey Results

Sample Size: 2350
Fieldwork: 7th - 9th June 2010

	Total	Children in Household					
	Base	0	1	2	3+	Combine : {0, 1, 2, 3+}	Refused
Thinking about family values in general...							
Which, if any, of the following statements do you agree with? (Please tick all that apply)							
Unweighted Base	2350	1685	307	206	85	2283	67
Base: All UK adults	2350	1630	323	233	100	2287	63
Family values (in society) meant more 20 years ago than today	61%	61%	59%	63%	53%	61%	65%
Increased family values could help reduce anti-social behaviour	71%	72%	67%	71%	70%	71%	71%
I consider myself to have strong family values	63%	62%	61%	70%	67%	63%	60%
I value my friends more than my family	6%	7%	3%	3%	3%	6%	12%
The youth of today has no family values	34%	34%	35%	33%	32%	34%	50%
Increased family values would see a decrease in teenage pregnancy	47%	48%	45%	46%	33%	47%	62%
These days, young people receive more discipline in schools than at home	20%	21%	22%	17%	12%	20%	17%
Parents should be taken to court for the actions of their children	44%	47%	35%	33%	35%	43%	54%
The house becomes a home because of the family that live there	65%	65%	64%	67%	54%	65%	60%
My belief in family values were instilled in me by parents	64%	66%	59%	61%	57%	64%	64%
My belief in family values were instilled in me by grandparents	14%	14%	18%	11%	10%	14%	19%
None of these	4%	4%	6%	4%	5%	4%	2%

All figures, unless otherwise stated, are from YouGov P

YouGov/ Resonate Survey Results

Sample Size: 2350
Fieldwork: 7th - 9th June 2010

	Total	Government office region					
	Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England
Thinking about family values in general...							
Which, if any, of the following statements do you agree with? (Please tick all that apply)							
Unweighted Base	2350	91	230	174	195	161	259
Base: All UK adults	2350	110	265	187	202	174	219
Family values (in society) meant more 20 years ago than today	61%	64%	57%	60%	67%	60%	60%
Increased family values could help reduce anti-social behaviour	71%	71%	75%	74%	77%	73%	70%
I consider myself to have strong family values	63%	57%	65%	65%	70%	63%	60%
I value my friends more than my family	6%	3%	6%	4%	6%	5%	7%
The youth of today has no family values	34%	36%	32%	39%	33%	38%	37%
Increased family values would see a decrease in teenage pregnancy	47%	50%	43%	50%	50%	54%	48%
These days, young people receive more discipline in schools than at home	20%	16%	17%	26%	16%	22%	19%
Parents should be taken to court for the actions of their children	44%	47%	47%	50%	48%	46%	44%
The house becomes a home because of the family that live there	65%	63%	65%	66%	67%	67%	60%
My belief in family values were instilled in me by parents	64%	61%	67%	64%	66%	67%	60%
My belief in family values were instilled in me by grandparents	14%	12%	18%	19%	15%	13%	12%
None of these	4%	5%	5%	4%	3%	5%	3%

All figures, unless otherwise stated, are from YouGov P

YouGov/ Resonate Survey Results

Sample Size: 2350
Fieldwork: 7th - 9th June 2010

	Total		Government office region				
	Base	London	South East	South West	Wales	Scotland	Northern Ireland
Thinking about family values in general...							
Which, if any, of the following statements do you agree with? (Please tick all that apply)							
Unweighted Base	2350	288	359	199	111	235	*48*
Base: All UK adults	2350	291	337	185	115	200	*66*
Family values (in society) meant more 20 years ago than today	61%	56%	65%	67%	61%	60%	*41%*
Increased family values could help reduce anti-social behaviour	71%	64%	71%	78%	67%	67%	*63%*
I consider myself to have strong family values	63%	59%	64%	67%	63%	63%	*57%*
I value my friends more than my family	6%	7%	7%	7%	5%	8%	*11%*
The youth of today has no family values	34%	27%	35%	31%	41%	35%	*32%*
Increased family values would see a decrease in teenage pregnancy	47%	40%	53%	47%	47%	42%	*29%*
These days, young people receive more discipline in schools than at home	20%	18%	21%	21%	19%	24%	*32%*
Parents should be taken to court for the actions of their children	44%	39%	45%	36%	43%	40%	*32%*
The house becomes a home because of the family that live there	65%	60%	66%	68%	65%	63%	*72%*
My belief in family values were instilled in me by parents	64%	60%	62%	67%	71%	63%	*55%*
My belief in family values were instilled in me by grandparents	14%	9%	15%	13%	16%	17%	*11%*
None of these	4%	5%	4%	3%	3%	6%	*2%*

All figures, unless otherwise stated, are from YouGov P