

# YouGov / ITV Survey Results

Sample Size: 780 non-white respondents throughout Great Britain

Fieldwork: 15th - 18th September 2006

## ITV

All respondents

Unweighted Sample

Total	Gender		Age			Ethnic Grouping			
	Male	Female	18 to 34	35 to 54	55 +	Mixed	South Asian	Black	Chinese or Other
<b>780</b>	377	403	375	280	126	114	392	198	77
<b>780</b>	383	397	408	270	102	147	333	147	153
%	%	%	%	%	%	%	%	%	%

Thinking about television news, which of the following channels' news programmes do you normally watch at least once a week? [Please tick all that apply]

BBC1	<b>79</b>	80	78	78	76	87	78	80	80	72
ITV	<b>49</b>	43	55	48	48	55	46	48	57	38
Channel 4	<b>47</b>	46	48	49	42	53	42	48	50	45
Sky News	<b>35</b>	39	32	34	38	34	31	35	42	23
BBC2	<b>31</b>	31	31	29	28	44	30	31	34	27
Five	<b>30</b>	24	36	28	31	36	21	27	44	25
Al Jazeera	<b>3</b>	4	2	3	4	1	1	5	1	2
Other	<b>10</b>	11	8	10	8	11	9	11	7	9
I seldom watch TV news on any channel	<b>9</b>	9	9	10	9	5	12	8	6	16

**ITV**

All except those who seldom watch news on any channel

Unweighted Sample

Total	Gender		Age			Ethnic Grouping			
	Male	Female	18 to 34	35 to 54	55 +	Mixed	South Asian	Black	Chinese or Other
<b>711</b>	344	367	336	256	120	101	360	186	64
<b>704</b>	350	354	360	246	98	129	307	139	129
%	%	%	%	%	%	%	%	%	%

**Which type of TV news programme do you watch more: regional news or national and international news?**

Regional news	<b>8</b>	5	10	7	10	7	7	6	13	4
National and international news	<b>49</b>	58	40	51	43	54	44	51	46	54
Both about equally	<b>42</b>	36	47	40	46	37	46	42	40	38
Not sure	<b>1</b>	1	2	1	1	2	3	1	1	4

**How well do you think television news programmes generally report each of the following kinds of issue?**

**National politics**

Very well	<b>28</b>	30	26	26	31	27	26	28	34	13
Fairly well	<b>54</b>	53	54	53	57	47	59	53	50	58
Fairly badly	<b>10</b>	10	10	12	6	15	7	11	8	15
Very badly	<b>3</b>	4	2	3	3	3	3	4	0	6
Not sure	<b>5</b>	3	7	5	3	9	5	3	8	7

**International politics**

Very well	<b>14</b>	16	12	10	20	12	17	13	17	6
Fairly well	<b>48</b>	49	48	50	48	43	51	47	49	49
Fairly badly	<b>22</b>	22	23	23	19	26	14	26	18	27
Very badly	<b>8</b>	10	7	9	7	7	9	9	5	9
Not sure	<b>7</b>	3	11	6	5	13	9	5	10	8

**Crime**

Very well	<b>19</b>	20	18	18	22	18	19	19	23	7
Fairly well	<b>54</b>	52	55	52	55	55	58	52	55	52
Fairly badly	<b>18</b>	17	19	20	15	19	15	19	15	28
Very badly	<b>4</b>	6	3	4	5	5	5	5	3	7
Not sure	<b>4</b>	4	5	6	3	2	4	4	3	6

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% % % % % % % % % %

**Ethnic minority issues**

Very well	<b>9</b>	11	8	9	10	8	12	11	7	5
Fairly well	<b>32</b>	28	36	27	36	37	32	33	31	34
Fairly badly	<b>30</b>	31	30	31	28	31	34	28	30	35
Very badly	<b>21</b>	22	19	23	20	14	13	21	26	14
Not sure	<b>8</b>	8	8	9	5	10	10	8	6	13

**Social issues**

Very well	<b>9</b>	9	8	8	11	3	9	9	10	4
Fairly well	<b>49</b>	47	51	46	53	51	46	49	53	45
Fairly badly	<b>27</b>	28	26	32	22	25	26	27	26	30
Very badly	<b>8</b>	10	7	7	9	8	10	9	4	12
Not sure	<b>7</b>	6	8	7	5	13	8	6	8	9

**Celebrities**

Very well	<b>29</b>	27	30	31	29	21	23	29	35	18
Fairly well	<b>38</b>	39	38	39	37	37	39	41	35	25
Fairly badly	<b>12</b>	12	12	11	13	14	14	13	9	16
Very badly	<b>8</b>	9	7	7	8	12	10	7	6	20
Not sure	<b>13</b>	13	13	11	14	16	15	10	15	22

**Which one of these do you think does the best job covering ethnic minority issues?**

Channel 4 News	<b>23</b>	24	22	25	24	17	18	26	24	15
BBC1 News	<b>19</b>	21	18	21	17	20	17	22	17	15
BBC2 Newsnight	<b>8</b>	11	6	8	9	6	15	7	7	6
Al Jazeera	<b>5</b>	5	4	5	5	3	3	5	4	7
ITV news bulletins	<b>4</b>	5	4	4	6	1	4	4	6	2
Sky News	<b>3</b>	2	3	3	3	3	3	3	3	3
Five News	<b>2</b>	2	2	1	1	5	4	1	2	1
Not sure	<b>35</b>	31	40	33	35	44	38	31	37	51

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%	%	%	%	%	%	%	%	%	%

**Do you think it would be a good idea or a bad idea if one or more of Britain's main TV channels broadcast news programmes aimed specifically at ethnic minority viewers?**

Good idea	<b>31</b>	33	28	34	30	23	22	34	37	6
Bad idea	<b>37</b>	40	35	33	39	45	46	33	33	57
I have no strong views either way	<b>24</b>	22	26	24	24	25	25	23	24	29
Not sure	<b>8</b>	5	11	9	7	6	6	10	5	8

**Which two or three of the following kinds of news story are most interesting to people like you? [Please tick up to THREE]**

International politics	<b>42</b>	52	32	41	39	49	41	44	36	45
National politics	<b>36</b>	42	31	33	40	40	44	33	36	47
The economy/ jobs/ prices /interest rates	<b>35</b>	40	32	37	35	31	31	37	33	39
Health	<b>29</b>	21	37	27	34	24	23	30	31	25
What happens around where I live	<b>24</b>	22	26	21	29	21	31	19	27	31
Crime	<b>24</b>	17	30	23	21	30	26	22	26	19
Education	<b>23</b>	18	29	24	26	14	20	24	26	18
Terrorism	<b>21</b>	24	18	26	17	14	21	24	19	13
The conflicts in Israel/Palestine, Iraq and Afghanistan	<b>20</b>	24	17	25	19	12	25	25	7	22
Immigration	<b>13</b>	16	10	12	15	12	9	11	19	11
Don't know	<b>5</b>	2	7	6	1	10	5	4	6	3

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As you may recall, some weeks ago the police raided Forest Gate, in East London, and shot a resident in the chest. However, no evidence was found in the raids of any criminal activity.

Do you think TV coverage of the raids was overall...

Too sensational	<b>47</b>	54	41	44	49	51	42	50	48	40
Not too sensational	<b>32</b>	33	31	33	32	29	30	33	30	34
Don't know	<b>21</b>	13	28	22	19	20	28	17	22	25

And was it overall...

Balanced	<b>25</b>	26	25	23	27	28	21	27	24	22
Too much in favour of the police	<b>32</b>	33	31	38	29	22	26	37	27	29
Too hostile to the police	<b>17</b>	23	12	11	22	25	25	13	21	20
Don't know	<b>26</b>	18	33	29	22	25	28	22	29	28

Was it...

Too quick to jump to conclusions	<b>58</b>	65	51	58	59	54	58	59	58	54
Not too quick to jump to conclusions	<b>18</b>	17	18	14	19	22	16	19	18	12
Don't know	<b>25</b>	18	31	27	21	24	26	22	25	34

Was it...

Over-the-top in the amount of news coverage	<b>46</b>	53	39	39	49	56	40	46	48	46
Not over-the-top	<b>32</b>	32	32	35	31	24	38	32	29	29
Don't know	<b>23</b>	16	29	26	19	20	22	22	23	26

And finally, was it...

Done with a good understanding of Britain's ethnic minorities	<b>24</b>	29	19	17	30	32	22	27	22	17
Done with a poor understanding of Britain's ethnic minorities	<b>45</b>	47	43	51	40	36	34	49	48	30
Don't know	<b>31</b>	24	38	32	30	32	44	24	30	53