

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

The sample was drawn from Greenfield Online's proprietary panel of UK individuals. The final sample nationally was 49:51 Male:Female. There was a "middle age spread" in the sample, with 25-64s proportionally over-represented and 15-24s and the 65+ under-represented. Social Class data was not collected. Maximum quotas for each of 63 identified local areas were used to ensure a wide ge

% of Responses	Responses	Mean Score
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Q1A

In which region do you currently live ?
(SINGLE SELECT)

- 1 Norfolk or Suffolk
- 2 Beds, Herts or Bucks (inc. Milton Keynes)
- 3 Cambridgeshire
- 4 Essex

% of Responses	Responses
2.1	105
3.2	154
1.8	88

<i>Very rough est. % of UK Pop.</i>	
	2.3
	2
	1.2

22 Bradford or West Yorks
 23 Hull or East Yorkshire
 24 Lincolnshire
 25 Nottinghamshire or Derbyshire
 26 Leicestershire or Rutland
 27 Coventry or Warwickshire
 28 Birmingham or Solihull
 29 Wolverhampton or Black Country
 30 Shropshire
 31 Staffordshire
 32 Herefordshire or Worcestershire

1.7	83
1.4	69
1.6	78
2.3	116
1.6	79
1.5	76
2.0	102
1.6	79
1.1	57
1.6	79
1.5	31

2.2
1.5
1
2.6
1.5
1.1
1.9
1.8
0.8
1.2

40.25 0 TD (3 363 4.5 12 3 363 4.5

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

(5.1 total Wales)

(2.8 total NI)

Q1B

HIDDEN QUESTION

(ROUTED FROM Q1A)

1	EAST	9.1	455
2	SOUTH EAST	3.7	187
3	SOUTH	8.4	421
4	SOUTH WEST	6.3	317
5	WEST	5.1	258
6	YORKSHIR E		

Rough % of UK Pop.

7.9

3.9

6.7

3.2

3.5

- 10 NORTH WEST
- 11 NORTH EAST AND CUMBRIA
- 12 LONDON
- 13 SCOTLAND

10.1	505
6.2	310
11.0	

11.1
5.6
18.6

5 453 | 483 453 | 483 465 | h rg 554.25 480 144 0.9.25 12 re f BT8

Q6

Is English your first language?

¥ Yes

¥ No

97.5	4887
2.5	123

Q7

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

¥ Yes

73.5	3684

