

YouGov Survey Results

Sample Size: 1381 GB Adults
Fieldwork: 26th - 27th January 2014

	Voting intention					2010 Vote			Gender		Age				Social Grade		Region				
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24*	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1381	357	381	89	129	429	344	258	670	711	164	349	472	395	787	594	177	449	296	340	120
Unweighted Sample	1381	407	328	72	146	512	269	264	664	717	39	321	513	508	931	450	200	451	267	324	139
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Benefits received

Child benefit	14	15	13	5	6	15	11	12	10	17	8	27	17	1	14	13	12	13	16	16	9
Council tax reductions	8	6	12	7	12	6	10	7	7	9	4	5	9	11	4	13	9	8	6	10	6
Child tax credit	8	13	5	0	4	9	6	6	5	10	7	14	10	0	6	10	7	9	8	8	5
Housing benefits	7	4	9	3	11	6	6	4	6	8	4	7	9	6	2	13	7	7	7	7	6
Disability benefit	6	5	9	1	16	6	5	7	5	7	0	1	10	8	3	10	2	5	6	8	9
Pension credit	3	3	3	4	5	3	5	2	3	3	0	0	0	10	1	6	1	3	3	5	1
Income support	3	2	4	0	1	2	2	2	1	4	4	3	4	1	1	5	5	2	2	3	3
Health benefits	2	1	3	1	4	2	3	1	2	2	0	2	1	3	1	3	0	1	3	2	2
Means-tested benefits	2	1	2	4	3	1	2	3	1	2	0	2	2	1	1	3	1	1	2	3	2
Heating benefits	2	3	4	4	2	2	3	2	2	2	0	2	0	5	2	2	2	2	4	1	2
Carers allowance	2	1	4	1	1	1	2	2	2	2	0	2	3	1	2	2	1	1	3	2	2
The Social Fund	0	0	1	0	0	0	0	0	0	1	2	0	0	0	1	0	0	0	0	1	0
Prefer not to say	5	1	3	0	3	2	9	0	8	2	16	5	3	2	4	7	11	3	4	6	3
None of these	64	67	60	82	61	67	58	72	65	62	69	55	62	70	69	56	65	67	60	57	74

Have you ever watched the Channel 4 TV Programme 'Benefits Street'?

Yes, I have	33	32	39	19	49	31	41	23	28	37	20	32	38	33	28	39	21	30	45	34	28
No, I have not	65	68	61	79	51	69	54	77	69	62	69	66	61	67	68	61	68	69	55	65	72
Don't know	2	0	0	2	0	0	6	0	3	1	11	2	1	0	3	0	11	1	1	1	0

And would you watch 'Benefits Street' again?

[Only asked to respondents who have watched 'Benefits Street'; n=430*]

Yes, I would definitely watch it again	43	44	40	25	40	40	44	41	40	46	26	48	42	46	46	40	38	42	47	40	48
Yes, I might watch it again	35	33	34	61	45	35	29	38	36	34	68	30	35	30	31	38	36	37	34	37	21
No, I probably would not watch it again	12	15	14	15	12	17	13	12	14	11	5	14	11	15	15	10	15	11	9	16	15
No, I definitely would not watch it again?	8	7	11	0	3	8	11	9	9	8	0	8	11	8	8	9	10	9	9	4	16
Don't know	1	1	1	0	0	1	2	0	1	1	0	1	1	2	0	2	1	1	1	2	0

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Sample Size: 1381 GB Adults

Fieldwork: 26th - 27th January 2014

	Claim Benefits?			Have you ever watched the 'Benefits Street'?		
	Yes	No	Prefer not to say*	Yes, I have	No, I have not	Don't know
Weighted Sample	443	871	67	454	899	28
Unweighted Sample	1381	409	929	43	430	934
	%	%	%	%	%	%

Benefits received

Child benefit	14	44	0	0	12	15	0
Council tax reductions	8	25	0	0	8	8	2
Child tax credit	8	25	0	0	8	8	9
Housing benefits	7	22	0	0	8	6	0
Disability benefit	6	19	0	0	9	5	0
Pension credit	3	10	0	0	4	3	3
Income support	3	9	0	0	2	3	0
Health benefits	2	5	0	0	3	1	0
Means-tested benefits	2	5	0	0	2	1	5
Heating benefits	2	7	0	0	2	3	0
Carers allowance	2	6	0	0	3	1	0
The Social Fund	0	1	0	0	0	1	0
Prefer not to say	5	0	0	100	3	4	66
None of these	64	0	100	0	62	66	14

Have you ever watched the Channel 4 TV Programme 'Benefits Street'?

Yes, I have	33	36	32	18	100	0	0
No, I have not	65	62	67	55	0	100	0
Don't know	2	1	0	27	0	0	100

And would you watch 'Benefits Street' again?

[Only asked to respondents who have watched 'Benefits Street'; n=430*]

Yes, I would definitely watch it again	43	41	44	47	43	0	0
Yes, I might watch it again	35	34	35	34	35	0	0
No, I probably would not watch it again	12	16	11	3	12	0	0
No, I definitely would not watch it again?	8	8	9	8	8	0	0
Don't know	1	2	1	8	1	0	0

Fieldwork: 26th - 27th January 2014

	Voting intention				2010 Vote			Gender		Age			Social Grade		Region						
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24 *	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1381	357	381	89	129	429	344	258	670	711	164	349	472	395	787	594	177	449	296	340	120
Unweighted Sample	1381	407	328	72	146	512	269	264	664	717	39	321	513	508	931	450	200	451	267	324	139
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Did you think 'Benefits Street' was good or bad TV?

[Only asked to respondents who have watched 'Benefits Street'; n=430*]

Very good TV	16	16	15	0	20	15	17	12	16	16	6	9	21	19	18	15	16	15	20	13	18
Fairly good TV	46	52	41	71	48	45	43	58	46	46	49	53	40	49	48	45	38	54	36	50	51
TOTAL GOOD TV	62	68	56	71	68	60	60	70	62	62	55	62	61	68	66	60	54	69	56	63	69
Fairly bad TV	20	19	27	15	7	23	19	13	26	16	35	24	16	18	20	20	28	13	28	19	9
Very bad TV	10	5	13	0	14	8	12	16	8	12	2	10	15	6	8	12	12	8	10	9	19
TOTAL BAD TV	30	24	40	15	21	31	31	29	34	28	37	34	31	24	28	32	40	21	38	28	28
Don't know	8	8	5	14	11	9	9	2	4	10	8	5	8	8	6	9	6	10	6	8	4

Which of the following comes closest to your view of 'Benefits Street'?

The programme unfairly portrays poor people and creates resentment towards people in real need

23	14	38	12	22	16	37	24	25	20	27	22	23	22	23	22	15	17	28	24	38
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The programme fairly portrays what life is like in impoverished communities and the difficult issues it brings up

29	37	26	24	47	33	28	20	26	32	19	32	32	28	27	32	23	32	29	32	23
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Don't know

48	49	35	64	31	51	35	56	48	48	54	46	45	50	50	46	63	51	43	44	39
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*Any percentages calculated on bases fewer than 50 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

Fieldwork: 26th - 27th January 2014

	Claim Benefits?			Have you ever watched the 'Benefits Street'?			
	Yes	No	Prefer not to say*	Yes, I have	No, I have not	Don't know	
Weighted Sample	1381	443	871	67	454	899	28
Unweighted Sample	1381	409	929	43	430	934	17
	%	%	%	%	%	%	%

Did you think 'Benefits Street' was good or bad TV?

[Only asked to respondents who have watched 'Benefits Street'; n=430]*

Very good TV	16	18	16	0	16	0	0
Fairly good TV	46	43	50	7	46	0	0
TOTAL GOOD TV	62	61	66	7	62	0	0
Fairly bad TV	20	17	20	37	20	0	0
Very bad TV	10	15	7	23	10	0	0
TOTAL BAD TV	30	32	27	60	30	0	0
Don't know	8	7	7	33	8	0	0

Which of the following comes closest to your view of 'Benefits Street'?

The programme unfairly portrays poor people and creates resentment towards people in real need	23	24	22	15	30	19	0
The programme fairly portrays what life is like in impoverished communities and the difficult issues it brings up	29	34	28	10	59	15	8
Don't know	48	41	50	75	11	66	92

**Any percentages calculated on bases fewer than 50 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.*