

















































Fieldwork: 7th - 8th July 2011

|                        | Voting intention |     |     | 2010 Vote |     |     | Gender  |      | Age    |       |       |       | Social grade |      | Region |        |               |                  |       |          |   |
|------------------------|------------------|-----|-----|-----------|-----|-----|---------|------|--------|-------|-------|-------|--------------|------|--------|--------|---------------|------------------|-------|----------|---|
|                        | Total            | Con | Lab | Lib Dem   | Con | Lab | Lib Dem | Male | Female | 18-24 | 25-39 | 40-59 | 60+          | ABC1 | C2DE   | London | Rest of South | Midlands / Wales | North | Scotland |   |
| <b>Weighted Sample</b> | <b>2741</b>      | 739 | 920 | 174       | 812 | 714 | 617     | 1325 | 1416   | 333   | 705   | 936   | 767          | 1547 | 1167   | 346    | 884           | 582              | 667   | 234      |   |
| Unweighted Sample      | 2741             | 725 | 837 | 196       | 809 | 659 | 651     | 1295 | 1446   | 186   | 680   | 1070  | 805          | 1770 | 944    | 411    | 899           | 553              | 596   | 252      |   |
|                        | %                | %   | %   | %         | %   | %   | %       | %    | %      | %     | %     | %     | %            | %    | %      | %      | %             | %                | %     | %        | % |

The BBC television licence is currently £145.50 a year. Do you think this is or is not good value for money?

|                             |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-----------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Is good value for money     | 29 | 30 | 33 | 46 | 26 | 33 | 35 | 34 | 24 | 29 | 26 | 30 | 31 | 36 | 20 | 35 | 28 | 31 | 25 | 31 |
| Is not good value for money | 65 | 65 | 62 | 48 | 69 | 61 | 59 | 60 | 69 | 65 | 65 | 65 | 65 | 59 | 73 | 57 | 65 | 63 | 71 | 63 |
| Not sure                    | 6  | 5  | 5  | 7  | 5  | 6  | 6  | 5  | 7  | 6  | 9  | 5  | 5  | 6  | 6  | 8  | 7  | 6  | 5  | 6  |

Thinking about the standard of television programmes on BBC channels, do you think they have got better or worse over the last ten years, or is there no difference?

|                     |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|---------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Got much better     | 4         | 4         | 5         | 8         | 4         | 6         | 4         | 6         | 3         | 10        | 5         | 4         | 2         | 4         | 4         | 5         | 4         | 5         | 4         | 5         |
| Got a little better | 15        | 16        | 18        | 19        | 14        | 17        | 17        | 17        | 13        | 18        | 19        | 14        | 12        | 18        | 12        | 19        | 16        | 14        | 12        | 17        |
| <b>TOTAL BETTER</b> | <b>19</b> | <b>20</b> | <b>23</b> | <b>27</b> | <b>18</b> | <b>23</b> | <b>21</b> | <b>23</b> | <b>16</b> | <b>28</b> | <b>24</b> | <b>18</b> | <b>14</b> | <b>22</b> | <b>16</b> | <b>24</b> | <b>20</b> | <b>19</b> | <b>16</b> | <b>22</b> |
| No difference       | 22        | 20        | 25        | 25        | 20        | 23        | 24        | 21        | 23        | 24        | 25        | 22        | 18        | 22        | 21        | 26        | 22        | 22        | 19        | 22        |
| Got a little worse  | 31        | 32        | 30        | 29        | 31        | 33        | 32        | 30        | 32        | 21        | 27        | 32        | 38        | 31        | 31        | 27        | 30        | 33        | 34        | 27        |
| Got much worse      | 23        | 27        | 19        | 13        | 29        | 16        | 18        | 22        | 24        | 15        | 17        | 26        | 28        | 21        | 25        | 18        | 23        | 21        | 26        | 26        |
| <b>TOTAL WORSE</b>  | <b>54</b> | <b>59</b> | <b>49</b> | <b>42</b> | <b>60</b> | <b>49</b> | <b>50</b> | <b>52</b> | <b>56</b> | <b>36</b> | <b>44</b> | <b>58</b> | <b>66</b> | <b>52</b> | <b>56</b> | <b>45</b> | <b>53</b> | <b>54</b> | <b>60</b> | <b>53</b> |
| Not sure            | 4         | 2         | 3         | 4         | 2         | 4         | 5         | 3         | 5         | 12        | 6         | 3         | 1         | 3         | 6         | 5         | 4         | 5         | 4         | 4         |

Thinking about the BBC, do you think its executives are paid too much, too little, or about the right amount?

|                        |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Too much               | 78 | 81 | 76 | 73 | 84 | 75 | 74 | 77 | 79 | 58 | 72 | 83 | 87 | 75 | 82 | 67 | 78 | 80 | 82 | 77 |
| Too little             | 1  | 1  | 2  | 2  | 1  | 2  | 1  | 1  | 1  | 1  | 2  | 1  | 0  | 1  | 1  | 2  | 1  | 2  | 0  | 2  |
| About the right amount | 9  | 9  | 10 | 12 | 7  | 10 | 11 | 12 | 5  | 19 | 11 | 6  | 5  | 11 | 6  | 16 | 9  | 7  | 6  | 11 |
| Not sure               | 12 | 9  | 12 | 13 | 8  | 13 | 14 | 9  | 15 | 22 | 15 | 10 | 8  | 13 | 11 | 15 | 13 | 11 | 12 | 10 |

And thinking about the BBC's stars and presenters, do you think they are paid too much, too little, or about the right amount?

|                        |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Too much               | 77 | 82 | 74 | 72 | 83 | 71 | 77 | 77 | 77 | 60 | 67 | 80 | 89 | 74 | 80 | 70 | 75 | 77 | 81 | 77 |
| Too little             | 1  | 1  | 1  | 0  | 1  | 2  | 0  | 1  | 1  | 2  | 1  | 1  | 0  | 1  | 1  | 2  | 1  | 1  | 0  | 1  |
| About the right amount | 10 | 9  | 14 | 16 | 8  | 15 | 10 | 13 | 8  | 18 | 15 | 9  | 4  | 13 | 7  | 14 | 12 | 10 | 7  | 11 |
| Not sure               | 12 | 8  | 11 | 12 | 8  | 12 | 13 | 9  | 15 | 20 | 17 | 10 | 7  | 12 | 12 | 15 | 12 | 12 | 12 | 10 |

Do you think the BBC should or should not publish the details of the salaries it pays to its stars and presenters?

|            |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Should     | 77 | 81 | 76 | 74 | 81 | 75 | 76 | 80 | 74 | 65 | 67 | 80 | 87 | 77 | 77 | 72 | 76 | 75 | 82 | 78 |
| Should not | 14 | 15 | 17 | 18 | 13 | 17 | 13 | 14 | 15 | 25 | 19 | 12 | 8  | 15 | 13 | 19 | 15 | 15 | 10 | 13 |
| Don't know | 9  | 5  | 8  | 8  | 5  | 8  | 10 | 6  | 11 | 10 | 13 | 8  | 4  | 8  | 10 | 9  | 9  | 9  | 8  | 8  |

Fieldwork: 7th - 8th July 2011

|                        | Newspaper         | NI          | Newspaper  |            |            |
|------------------------|-------------------|-------------|------------|------------|------------|
|                        | News of the World | ST and NOTW | Broad      | Mid        | Tabloid    |
| <b>Weighted Sample</b> | <b>2741</b>       | <b>613</b>  | <b>440</b> | <b>434</b> | <b>671</b> |
| Unweighted Sample      | 2741              | 511         | 527        | 532        | 429        |
|                        | %                 | %           | %          | %          | %          |

The BBC television licence is currently £145.50 a year. Do you think this is or is not good value for money?

|                             |           |    |    |    |    |    |
|-----------------------------|-----------|----|----|----|----|----|
| Is good value for money     | <b>29</b> | 16 | 26 | 52 | 29 | 20 |
| Is not good value for money | <b>65</b> | 78 | 68 | 43 | 67 | 74 |
| Not sure                    | <b>6</b>  | 6  | 6  | 5  | 4  | 6  |

Thinking about the standard of television programmes on BBC channels, do you think they have got better or worse over the last ten years, or is there no difference?

|                     |           |           |           |           |           |           |
|---------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| Got much better     | <b>4</b>  | 3         | 5         | 7         | 3         | 3         |
| Got a little better | <b>15</b> | 19        | 21        | 22        | 11        | 17        |
| <b>TOTAL BETTER</b> | <b>19</b> | <b>22</b> | <b>26</b> | <b>29</b> | <b>14</b> | <b>20</b> |
| No difference       | <b>22</b> | 22        | 20        | 21        | 18        | 22        |
| Got a little worse  | <b>31</b> | 29        | 29        | 29        | 37        | 32        |
| Got much worse      | <b>23</b> | 22        | 21        | 19        | 28        | 21        |
| <b>TOTAL WORSE</b>  | <b>54</b> | <b>51</b> | <b>50</b> | <b>48</b> | <b>65</b> | <b>53</b> |
| Not sure            | <b>4</b>  | 5         | 4         | 2         | 3         | 4         |

Thinking about the BBC, do you think its executives are paid too much, too little, or about the right amount?

|                        |           |    |    |    |    |    |
|------------------------|-----------|----|----|----|----|----|
| Too much               | <b>78</b> | 80 | 76 | 71 | 86 | 81 |
| Too little             | <b>1</b>  | 2  | 1  | 2  | 1  | 2  |
| About the right amount | <b>9</b>  | 8  | 11 | 13 | 7  | 7  |
| Not sure               | <b>12</b> | 10 | 12 | 14 | 6  | 11 |

And thinking about the BBC's stars and presenters, do you think they are paid too much, too little, or about the right amount?

|                        |           |    |    |    |    |    |
|------------------------|-----------|----|----|----|----|----|
| Too much               | <b>77</b> | 76 | 74 | 76 | 85 | 77 |
| Too little             | <b>1</b>  | 1  | 1  | 0  | 1  | 2  |
| About the right amount | <b>10</b> | 12 | 15 | 14 | 8  | 12 |
| Not sure               | <b>12</b> | 10 | 10 | 10 | 6  | 10 |

Do you think the BBC should or should not publish the details of the salaries it pays to its stars and presenters?

|            |           |    |    |    |    |    |
|------------|-----------|----|----|----|----|----|
| Should     | <b>77</b> | 79 | 78 | 77 | 84 | 78 |
| Should not | <b>14</b> | 16 | 16 | 17 | 11 | 16 |
| Don't know | <b>9</b>  | 6  | 5  | 6  | 5  | 6  |



Fieldwork: 7th - 8th July 2011

|                        | Voting intention |     |     | 2010 Vote |     |     | Gender  |      | Age    |       |       |       | Social grade |      | Region |        |               |                  |       |          |
|------------------------|------------------|-----|-----|-----------|-----|-----|---------|------|--------|-------|-------|-------|--------------|------|--------|--------|---------------|------------------|-------|----------|
|                        | Total            | Con | Lab | Lib Dem   | Con | Lab | Lib Dem | Male | Female | 18-24 | 25-39 | 40-59 | 60+          | ABC1 | C2DE   | London | Rest of South | Midlands / Wales | North | Scotland |
| <b>Weighted Sample</b> | <b>2741</b>      | 739 | 920 | 174       | 812 | 714 | 617     | 1325 | 1416   | 333   | 705   | 936   | 767          | 1547 | 1167   | 346    | 884           | 582              | 667   | 234      |
| Unweighted Sample      | 2741             | 725 | 837 | 196       | 809 | 659 | 651     | 1295 | 1446   | 186   | 680   | 1070  | 805          | 1770 | 944    | 411    | 899           | 553              | 596   | 252      |
|                        | %                | %   | %   | %         | %   | %   | %       | %    | %      | %     | %     | %     | %            | %    | %      | %      | %             | %                | %     | %        |

The BBC has agreed to freeze the licence fee for the next six years, and as a result is looking to make some spending cuts. It has been suggested that this could include closing some of its radio stations or television channels. Which, if any, of the following channels or stations do you think the BBC should close? Please tick all that apply

|                                                        |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|--------------------------------------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| BBC Radio 6                                            | 37 | 43 | 33 | 30 | 43 | 32 | 34 | 42 | 33 | 55 | 37 | 35 | 34 | 36 | 39 | 35 | 39 | 36 | 38 | 35 |
| BBC 4                                                  | 29 | 33 | 26 | 21 | 32 | 26 | 26 | 31 | 27 | 42 | 34 | 27 | 21 | 27 | 31 | 24 | 32 | 26 | 31 | 25 |
| BBC Radio 3                                            | 18 | 18 | 17 | 13 | 17 | 15 | 19 | 19 | 17 | 37 | 23 | 15 | 9  | 16 | 21 | 17 | 18 | 21 | 17 | 18 |
| BBC 3                                                  | 18 | 22 | 16 | 13 | 23 | 16 | 19 | 21 | 15 | 13 | 18 | 19 | 20 | 18 | 18 | 15 | 22 | 15 | 18 | 19 |
| BBC Radio 5 Live                                       | 16 | 13 | 14 | 16 | 15 | 13 | 17 | 14 | 18 | 26 | 14 | 14 | 15 | 14 | 18 | 16 | 17 | 15 | 15 | 20 |
| BBC Radio 4                                            | 16 | 15 | 15 | 7  | 15 | 15 | 13 | 16 | 16 | 34 | 20 | 12 | 9  | 12 | 21 | 15 | 15 | 18 | 15 | 18 |
| CBeebies                                               | 13 | 13 | 12 | 12 | 14 | 10 | 12 | 16 | 10 | 19 | 12 | 14 | 10 | 13 | 13 | 16 | 13 | 11 | 11 | 15 |
| CBBC Channel                                           | 13 | 13 | 14 | 12 | 14 | 12 | 11 | 15 | 11 | 13 | 10 | 14 | 13 | 13 | 13 | 15 | 13 | 11 | 11 | 16 |
| BBC News 24                                            | 12 | 12 | 11 | 12 | 13 | 12 | 11 | 13 | 11 | 17 | 13 | 12 | 10 | 11 | 13 | 14 | 14 | 10 | 12 | 10 |
| BBC Radio 1                                            | 8  | 7  | 6  | 8  | 10 | 5  | 8  | 10 | 6  | 5  | 6  | 8  | 10 | 7  | 9  | 8  | 8  | 6  | 7  | 11 |
| BBC Radio 2                                            | 7  | 7  | 6  | 2  | 7  | 6  | 4  | 6  | 7  | 15 | 8  | 5  | 4  | 5  | 9  | 9  | 7  | 5  | 6  | 8  |
| None of these - the BBC should look for cuts elsewhere | 31 | 28 | 36 | 35 | 28 | 34 | 34 | 29 | 33 | 15 | 25 | 33 | 41 | 31 | 31 | 29 | 30 | 36 | 31 | 29 |
| Don't know                                             | 14 | 11 | 12 | 11 | 13 | 15 | 11 | 10 | 18 | 12 | 14 | 14 | 14 | 13 | 15 | 15 | 12 | 14 | 14 | 19 |

Mark Thompson, the BBC director general, currently receives a salary of £668,300 a year. Do you think the level of his salary is justified or unjustified?

|                                                                                                           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-----------------------------------------------------------------------------------------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Justified - it is right that the head of a large organisation of the BBC's stature receives a high salary | 10 | 12 | 11 | 16 | 10 | 12 | 11 | 13 | 8  | 19 | 15 | 9  | 5  | 13 | 7  | 16 | 10 | 9  | 9  | 11 |
| Unjustified - there is no legitimate reason why Thompson should be paid such a large amount               | 82 | 83 | 82 | 76 | 85 | 80 | 80 | 81 | 83 | 71 | 75 | 84 | 90 | 79 | 86 | 76 | 82 | 85 | 83 | 81 |
| Not sure                                                                                                  | 8  | 5  | 7  | 8  | 5  | 8  | 8  | 6  | 9  | 10 | 10 | 7  | 5  | 8  | 7  | 8  | 8  | 6  | 8  | 7  |

Fieldwork: 7th - 8th July 2011

|                        | Newspaper         | NI          | Newspaper |     |         |     |
|------------------------|-------------------|-------------|-----------|-----|---------|-----|
| Total                  | News of the World | ST and NOTW | Broad     | Mid | Tabloid |     |
| <b>Weighted Sample</b> | <b>2741</b>       | 407         | 613       | 440 | 434     | 671 |
| Unweighted Sample      | 2741              | 282         | 511       | 527 | 532     | 429 |
|                        | %                 | %           | %         | %   | %       | %   |

The BBC has agreed to freeze the licence fee for the next six years, and as a result is looking to make some spending cuts. It has been suggested that this could include closing some of its radio stations or television channels.

Which, if any, of the following channels or stations do you think the BBC should close?

Please tick all that apply

|                                                        |           |    |    |    |    |    |
|--------------------------------------------------------|-----------|----|----|----|----|----|
| BBC Radio 6                                            | <b>37</b> | 49 | 47 | 31 | 37 | 41 |
| BBC 4                                                  | <b>29</b> | 44 | 37 | 20 | 25 | 38 |
| BBC Radio 3                                            | <b>18</b> | 28 | 23 | 11 | 15 | 22 |
| BBC 3                                                  | <b>18</b> | 19 | 20 | 21 | 15 | 18 |
| BBC Radio 5 Live                                       | <b>16</b> | 18 | 16 | 13 | 14 | 15 |
| BBC Radio 4                                            | <b>16</b> | 31 | 22 | 5  | 10 | 24 |
| CBeebies                                               | <b>13</b> | 10 | 12 | 16 | 11 | 10 |
| CBBC Channel                                           | <b>13</b> | 12 | 12 | 15 | 14 | 13 |
| BBC News 24                                            | <b>12</b> | 14 | 12 | 8  | 10 | 13 |
| BBC Radio 1                                            | <b>8</b>  | 6  | 7  | 10 | 9  | 5  |
| BBC Radio 2                                            | <b>7</b>  | 10 | 9  | 5  | 4  | 10 |
| None of these - the BBC should look for cuts elsewhere | <b>31</b> | 22 | 24 | 35 | 37 | 28 |
| Don't know                                             | <b>14</b> | 15 | 13 | 8  | 12 | 16 |

Mark Thompson, the BBC director general, currently receives a salary of £668,300 a year. Do you think the level of his salary is justified or unjustified?

|                                                                                                           |           |    |    |    |    |    |
|-----------------------------------------------------------------------------------------------------------|-----------|----|----|----|----|----|
| Justified - it is right that the head of a large organisation of the BBC's stature receives a high salary | <b>10</b> | 11 | 12 | 16 | 8  | 9  |
| Unjustified - there is no legitimate reason why Thompson should be paid such a large amount               | <b>82</b> | 83 | 81 | 76 | 88 | 83 |
| Not sure                                                                                                  | <b>8</b>  | 7  | 7  | 8  | 4  | 7  |

Fieldwork: 7th - 8th July 2011

|                        | Voting intention |     |         | 2010 Vote |     |         | Gender |        | Age   |       |       |      | Social grade |      | Region |               |                  |       |          |     |
|------------------------|------------------|-----|---------|-----------|-----|---------|--------|--------|-------|-------|-------|------|--------------|------|--------|---------------|------------------|-------|----------|-----|
|                        | Con              | Lab | Lib Dem | Con       | Lab | Lib Dem | Male   | Female | 18-24 | 25-39 | 40-59 | 60+  | ABC1         | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |     |
| <b>Weighted Sample</b> | <b>2741</b>      | 739 | 920     | 174       | 812 | 714     | 617    | 1325   | 1416  | 333   | 705   | 936  | 767          | 1547 | 1167   | 346           | 884              | 582   | 667      | 234 |
| Unweighted Sample      | 2741             | 725 | 837     | 196       | 809 | 659     | 651    | 1295   | 1446  | 186   | 680   | 1070 | 805          | 1770 | 944    | 411           | 899              | 553   | 596      | 252 |
|                        | %                | %   | %       | %         | %   | %       | %      | %      | %     | %     | %     | %    | %            | %    | %      | %             | %                | %     | %        | %   |

**Thinking back to last year, where did you go for your MAIN holiday, or did you not take one?**

|                           |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|---------------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Went on holiday abroad    | <b>42</b> | 49 | 42 | 40 | 45 | 43 | 43 | 42 | 42 | 42 | 41 | 41 | 44 | 49 | 32 | 52 | 40 | 41 | 42 | 35 |
| Went on holiday in the UK | <b>22</b> | 23 | 20 | 23 | 24 | 19 | 23 | 21 | 22 | 25 | 23 | 19 | 22 | 22 | 21 | 15 | 23 | 22 | 21 | 23 |
| Did not go on holiday     | <b>35</b> | 28 | 37 | 36 | 30 | 38 | 33 | 36 | 34 | 32 | 33 | 40 | 33 | 28 | 44 | 31 | 35 | 36 | 35 | 40 |
| Don't know                | <b>1</b>  | 0  | 0  | 0  | 1  | 1  | 1  | 2  | 1  | 2  | 3  | 1  | 0  | 1  | 2  | 2  | 1  | 1  | 1  | 2  |

**And thinking of this year, where are you planning to go (or where have you gone) for your MAIN holiday, or are you not taking one?**

|                                         |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-----------------------------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| I have or am going on holiday abroad    | <b>39</b> | 50 | 35 | 40 | 45 | 36 | 37 | 38 | 39 | 46 | 36 | 37 | 40 | 47 | 28 | 44 | 36 | 34 | 42 | 42 |
| I have or am going on holiday in the UK | <b>21</b> | 19 | 21 | 26 | 20 | 21 | 26 | 21 | 21 | 13 | 25 | 19 | 24 | 21 | 22 | 17 | 24 | 25 | 19 | 19 |
| I am not going on a holiday this year   | <b>35</b> | 29 | 39 | 32 | 32 | 38 | 32 | 35 | 35 | 36 | 32 | 40 | 31 | 28 | 45 | 32 | 35 | 37 | 33 | 38 |
| Don't know                              | <b>5</b>  | 3  | 4  | 2  | 3  | 6  | 5  | 5  | 5  | 6  | 7  | 3  | 4  | 4  | 5  | 7  | 4  | 5  | 6  | 2  |

**Are you spending more or less on taking a holiday this year than you did last year?**

|                |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|----------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| More           | <b>19</b> | 22 | 18 | 28 | 19 | 18 | 22 | 19 | 20 | 27 | 21 | 17 | 18 | 22 | 15 | 19 | 18 | 19 | 21 | 21 |
| Less           | <b>36</b> | 32 | 40 | 33 | 36 | 37 | 37 | 34 | 38 | 32 | 35 | 39 | 35 | 35 | 38 | 29 | 38 | 39 | 34 | 36 |
| About the same | <b>34</b> | 40 | 33 | 32 | 36 | 34 | 34 | 37 | 31 | 32 | 33 | 34 | 36 | 35 | 33 | 42 | 32 | 34 | 34 | 34 |
| Not sure       | <b>10</b> | 6  | 9  | 7  | 9  | 10 | 8  | 10 | 11 | 10 | 11 | 9  | 11 | 8  | 14 | 10 | 12 | 8  | 11 | 9  |

**Currently Scotland does not charge its students tuition fees. Under EU law students from other countries attending Scottish universities do not have to pay tuition fees either. However, students from England, Wales and Northern Ireland studying at Scottish universities do have to pay tuition fees.**

**Do you think this is fair or unfair.**

|            |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Fair       | <b>13</b> | 11 | 15 | 12 | 10 | 16 | 14 | 16 | 11 | 16 | 14 | 13 | 12 | 14 | 13 | 10 | 10 | 12 | 11 | 40 |
| Unfair     | <b>80</b> | 86 | 80 | 81 | 86 | 79 | 80 | 80 | 81 | 79 | 78 | 80 | 83 | 82 | 79 | 82 | 83 | 82 | 83 | 53 |
| Don't know | <b>6</b>  | 3  | 5  | 6  | 4  | 5  | 7  | 4  | 8  | 5  | 8  | 7  | 5  | 5  | 8  | 7  | 7  | 6  | 5  | 7  |

Fieldwork: 7th - 8th July 2011

|                          | Newspaper         |             | NI    | Newspaper |         |     |
|--------------------------|-------------------|-------------|-------|-----------|---------|-----|
| Total                    | News of the World | ST and NOTW | Broad | Mid       | Tabloid |     |
| <b>Weighted Sample</b>   | <b>2741</b>       | 407         | 613   | 440       | 434     | 671 |
| <b>Unweighted Sample</b> | <b>2741</b>       | 282         | 511   | 527       | 532     | 429 |
|                          | %                 | %           | %     | %         | %       | %   |

**Thinking back to last year, where did you go for your MAIN holiday, or did you not take one?**

|                           |           |    |    |    |    |    |
|---------------------------|-----------|----|----|----|----|----|
| Went on holiday abroad    | <b>42</b> | 44 | 48 | 51 | 48 | 42 |
| Went on holiday in the UK | <b>22</b> | 24 | 24 | 24 | 19 | 25 |
| Did not go on holiday     | <b>35</b> | 31 | 28 | 25 | 33 | 32 |
| Don't know                | <b>1</b>  | 0  | 0  | 0  | 0  | 0  |

**And thinking of this year, where are you planning to go (or where have you gone) for your MAIN holiday, or are you not taking one?**

|                                         |           |    |    |    |    |    |
|-----------------------------------------|-----------|----|----|----|----|----|
| I have or am going on holiday abroad    | <b>39</b> | 36 | 41 | 49 | 44 | 36 |
| I have or am going on holiday in the UK | <b>21</b> | 26 | 24 | 20 | 19 | 26 |
| I am not going on a holiday this year   | <b>35</b> | 35 | 31 | 25 | 33 | 34 |
| Don't know                              | <b>5</b>  | 3  | 4  | 6  | 4  | 4  |

**Are you spending more or less on taking a holiday this year than you did last year?**

|                |           |    |    |    |    |    |
|----------------|-----------|----|----|----|----|----|
| More           | <b>19</b> | 19 | 21 | 24 | 19 | 18 |
| Less           | <b>36</b> | 42 | 39 | 31 | 38 | 41 |
| About the same | <b>34</b> | 29 | 32 | 38 | 35 | 32 |
| Not sure       | <b>10</b> | 9  | 9  | 7  | 8  | 8  |

**Currently Scotland does not charge its students tuition fees. Under EU law students from other countries attending Scottish universities do not have to pay tuition fees either. However, students from England, Wales and Northern Ireland studying at Scottish universities do have to pay tuition fees.**

**Do you think this is fair or unfair.**

|            |           |    |    |    |    |    |
|------------|-----------|----|----|----|----|----|
| Fair       | <b>13</b> | 10 | 12 | 16 | 10 | 10 |
| Unfair     | <b>80</b> | 84 | 83 | 81 | 86 | 85 |
| Don't know | <b>6</b>  | 6  | 5  | 3  | 4  | 5  |

Fieldwork: 7th - 8th July 2011

|                             | Voting intention |     |         | 2010 Vote |     |         | Gender |        | Age   |       |       |     | Social grade |      | Region |               |                  |       |          |   |
|-----------------------------|------------------|-----|---------|-----------|-----|---------|--------|--------|-------|-------|-------|-----|--------------|------|--------|---------------|------------------|-------|----------|---|
| Total                       | Con              | Lab | Lib Dem | Con       | Lab | Lib Dem | Male   | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1         | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |   |
| <b>Weighted Sample</b> 2741 | 739              | 920 | 174     | 812       | 714 | 617     | 1325   | 1416   | 333   | 705   | 936   | 767 | 1547         | 1167 | 346    | 884           | 582              | 667   | 234      |   |
| Unweighted Sample 2741      | 725              | 837 | 196     | 809       | 659 | 651     | 1295   | 1446   | 186   | 680   | 1070  | 805 | 1770         | 944  | 411    | 899           | 553              | 596   | 252      |   |
|                             | %                | %   | %       | %         | %   | %       | %      | %      | %     | %     | %     | %   | %            | %    | %      | %             | %                | %     | %        | % |

Would you support or oppose a change in the law to force Scotland to treat students from England, Wales and Northern Ireland in the same way as students from other European Union countries?

|            |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Support    | <b>74</b> | 85 | 73 | 75 | 83 | 72 | 71 | 76 | 73 | 70 | 71 | 74 | 80 | 78 | 70 | 75 | 78 | 72 | 77 | 56 |
| Oppose     | <b>12</b> | 8  | 15 | 14 | 9  | 15 | 15 | 14 | 11 | 15 | 13 | 12 | 11 | 11 | 13 | 10 | 9  | 13 | 11 | 31 |
| Don't know | <b>13</b> | 7  | 13 | 10 | 8  | 13 | 14 | 10 | 16 | 15 | 16 | 15 | 9  | 11 | 17 | 14 | 13 | 16 | 12 | 13 |

On a different subject, the international Whaling Commission is meeting next week.

Currently commercial whaling is banned, with limited whaling allowed for scientific purposes. A few countries such as Iceland and Norway continue commercial whaling, while Japan hunts whales for scientific research and supports the re-introduction of regulated commercial whaling.

Which of the following best reflects your view?

|                                                                                                                      |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|----------------------------------------------------------------------------------------------------------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| There should be a total ban on whaling                                                                               | <b>59</b> | 60 | 60 | 59 | 61 | 55 | 63 | 62 | 56 | 49 | 56 | 66 | 57 | 58 | 60 | 53 | 60 | 56 | 63 | 60 |
| There should be a ban on commercial whaling for food, but limiting whaling should be allowed for scientific purposes | <b>24</b> | 26 | 25 | 25 | 23 | 27 | 25 | 22 | 25 | 32 | 24 | 19 | 25 | 26 | 21 | 27 | 23 | 24 | 20 | 27 |
| Regulated commercial hunting of whales for food should be re-introduced                                              | <b>8</b>  | 9  | 7  | 9  | 8  | 10 | 6  | 9  | 7  | 5  | 7  | 7  | 12 | 8  | 8  | 10 | 7  | 8  | 9  | 4  |
| Not sure                                                                                                             | <b>10</b> | 6  | 8  | 7  | 8  | 9  | 7  | 7  | 12 | 14 | 12 | 8  | 7  | 8  | 11 | 10 | 9  | 12 | 8  | 10 |

Fieldwork: 7th - 8th July 2011

|                        | Newspaper         |             | NI  | Newspaper |     |         |
|------------------------|-------------------|-------------|-----|-----------|-----|---------|
| Total                  | News of the World | ST and NOTW |     | Broad     | Mid | Tabloid |
| <b>Weighted Sample</b> | <b>2741</b>       | 407         | 613 | 440       | 434 | 671     |
| Unweighted Sample      | 2741              | 282         | 511 | 527       | 532 | 429     |
|                        | %                 | %           | %   | %         | %   | %       |

Would you support or oppose a change in the law to force Scotland to treat students from England, Wales and Northern Ireland in the same way as students from other European Union countries?

|            |           |    |    |    |    |    |
|------------|-----------|----|----|----|----|----|
| Support    | <b>74</b> | 77 | 79 | 80 | 78 | 75 |
| Oppose     | <b>12</b> | 8  | 10 | 13 | 11 | 10 |
| Don't know | <b>13</b> | 15 | 11 | 7  | 10 | 15 |

On a different subject, the international Whaling Commission is meeting next week.

Currently commercial whaling is banned, with limited whaling allowed for scientific purposes. A few countries such as Iceland and Norway continue commercial whaling, while Japan hunts whales for scientific research and supports the re-introduction of regulated commercial whaling.

Which of the following best reflects your view?

|                                                                                                                      |           |    |    |    |    |    |
|----------------------------------------------------------------------------------------------------------------------|-----------|----|----|----|----|----|
| There should be a total ban on whaling                                                                               | <b>59</b> | 59 | 58 | 60 | 60 | 58 |
| There should be a ban on commercial whaling for food, but limiting whaling should be allowed for scientific purposes | <b>24</b> | 24 | 25 | 27 | 23 | 25 |
| Regulated commercial hunting of whales for food should be re-introduced                                              | <b>8</b>  | 6  | 8  | 9  | 9  | 7  |
| Not sure                                                                                                             | <b>10</b> | 11 | 9  | 5  | 8  | 10 |

Fieldwork: 7th - 8th July 2011

|                             | Voting intention |     |         | 2010 Vote |     |         | Gender |        | Age   |       |       |     | Social grade |      | Region |               |                  |       |          |   |
|-----------------------------|------------------|-----|---------|-----------|-----|---------|--------|--------|-------|-------|-------|-----|--------------|------|--------|---------------|------------------|-------|----------|---|
| Total                       | Con              | Lab | Lib Dem | Con       | Lab | Lib Dem | Male   | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1         | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |   |
| <b>Weighted Sample</b> 2741 | 739              | 920 | 174     | 812       | 714 | 617     | 1325   | 1416   | 333   | 705   | 936   | 767 | 1547         | 1167 | 346    | 884           | 582              | 667   | 234      |   |
| Unweighted Sample 2741      | 725              | 837 | 196     | 809       | 659 | 651     | 1295   | 1446   | 186   | 680   | 1070  | 805 | 1770         | 944  | 411    | 899           | 553              | 596   | 252      |   |
|                             | %                | %   | %       | %         | %   | %       | %      | %      | %     | %     | %     | %   | %            | %    | %      | %             | %                | %     | %        | % |

**Would you support or oppose putting trade sanctions upon fish products from countries that continue to hunt whales?**

|            |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Support    | <b>71</b> | 74 | 73 | 67 | 74 | 70 | 74 | 75 | 68 | 60 | 66 | 75 | 76 | 72 | 71 | 69 | 75 | 69 | 71 | 67 |
| Oppose     | <b>10</b> | 13 | 11 | 12 | 11 | 11 | 9  | 13 | 8  | 18 | 10 | 9  | 9  | 11 | 10 | 13 | 8  | 11 | 10 | 13 |
| Don't know | <b>18</b> | 14 | 16 | 21 | 15 | 19 | 17 | 13 | 24 | 22 | 24 | 15 | 16 | 18 | 19 | 18 | 17 | 20 | 19 | 20 |

**Iceland is currently applying to join the European Union. Do you think**

|                                                                                       |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|---------------------------------------------------------------------------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Iceland should not be allowed to join the EU unless it stops whaling                  | <b>49</b> | 48 | 52 | 53 | 46 | 48 | 56 | 51 | 47 | 51 | 45 | 52 | 47 | 48 | 50 | 47 | 50 | 49 | 48 | 50 |
| Iceland should be allowed to join the EU, regardless of whether it allows whaling     | <b>15</b> | 16 | 17 | 22 | 14 | 17 | 16 | 18 | 12 | 20 | 18 | 13 | 13 | 17 | 12 | 17 | 13 | 18 | 13 | 21 |
| Iceland should not be allowed to join the EU, regardless of whether it allows whaling | <b>18</b> | 22 | 14 | 16 | 24 | 15 | 12 | 20 | 16 | 11 | 14 | 16 | 26 | 18 | 18 | 20 | 19 | 14 | 19 | 11 |
| Not sure                                                                              | <b>18</b> | 14 | 18 | 10 | 15 | 19 | 16 | 11 | 25 | 18 | 23 | 18 | 14 | 17 | 20 | 16 | 18 | 20 | 19 | 18 |

Fieldwork: 7th - 8th July 2011

|                        | Newspaper         |             | NI    | Newspaper |         |     |
|------------------------|-------------------|-------------|-------|-----------|---------|-----|
| Total                  | News of the World | ST and NOTW | Broad | Mid       | Tabloid |     |
| <b>Weighted Sample</b> | <b>2741</b>       | 407         | 613   | 440       | 434     | 671 |
| Unweighted Sample      | 2741              | 282         | 511   | 527       | 532     | 429 |
|                        | %                 | %           | %     | %         | %       | %   |

**Would you support or oppose putting trade sanctions upon fish products from countries that continue to hunt whales?**

|            |           |    |    |    |    |    |
|------------|-----------|----|----|----|----|----|
| Support    | <b>71</b> | 69 | 70 | 75 | 77 | 69 |
| Oppose     | <b>10</b> | 10 | 12 | 13 | 9  | 11 |
| Don't know | <b>18</b> | 21 | 18 | 12 | 14 | 20 |

**Iceland is currently applying to join the European Union. Do you think**

|                                                                                       |           |    |    |    |    |    |
|---------------------------------------------------------------------------------------|-----------|----|----|----|----|----|
| Iceland should not be allowed to join the EU unless it stops whaling                  | <b>49</b> | 49 | 48 | 49 | 47 | 49 |
| Iceland should be allowed to join the EU, regardless of whether it allows whaling     | <b>15</b> | 14 | 15 | 20 | 11 | 15 |
| Iceland should not be allowed to join the EU, regardless of whether it allows whaling | <b>18</b> | 16 | 19 | 21 | 28 | 15 |
| Not sure                                                                              | <b>18</b> | 22 | 18 | 10 | 14 | 21 |