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 17<sup>th</sup>-26<sup>th</sup> 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

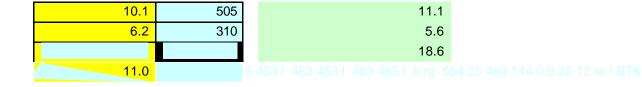
% of Responses	Responses Mean Score			
Q1A	In which region do you currently live ?			
	(SINGLE SELECT)	% of Responses	Responses	Very rough est. % of UK Pop.
1	Norfolk or Suffolk	2.1	105	2.3
2	Beds, Herts or Bucks (inc. Milton Keynes)	3.2	154	2
3	Cambridgeshire	1.8	88	1.2
4	Essex		•	

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		2.2	
1.4	69		1.5	
1.6	78		1	
2.3	116		2.6	
1.6	79		1.5	
1.5	76		1.1	
2.0	102		1.9	
1.6	79		1.8	
1.1	57		0.8	
1.6	79		1.2	
1.5		31	40.2	5 0 TD ( 3 363 4.5 12 3 363 4.5 1

	51	Glasgow & Clyde Valley	2.	2	110		
	52	Highlands & Islands	0.	7	36		
	53	Cardiff & SE Wales	1.	7	85		(5.1 total Wales)
	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		(2.8 total NI)
	58	County	0.	5	26		
		Antrim					
	59	County Armagh	0.	1	4		
	60	County	0.	5	26		
		Down			_		
	61	County Fermanagh	0.	_	5		
	62	County Londonderry	0.	_	6		
	63	County	0.	1	6		
	C 4	Tyrone	4	0	50		
	64	OTHER	1.	_	52		
		TOTAL	10	U	5010		
Q1B		HIDDEN QUESTION (ROUTE	O FROM Q1A)				
			,	Ħ		Rough % of UK Pop.	
	1	EAST	9.	1	455	7.9	
	2	SOUTH	3.		187	3.9	
	_	EAST	0.	'	107	5.5	
	3	SOUTH	8.	4	421	6.7	
	4	SOUTH WEST	6.	3	317	3.2	
	5	WEST	5.		258	3.5	
	6	YORKSHIR					
	=	E					

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



Q6	Is English your first language?		
	¥Yes	97.5	4887
	¥ No	2.5	123
Q7	Is English the <b>only</b> language you know and use?		
	¥Yes	73.5	3684