

## PARLIAMENTARY PANEL SURVEY - MPs - FEBRUARY/MARCH 2011

**Q1: Thinking about local programming, to what extent do you agree or disagree with each of the following statements?**

**At present, TV news and features tend to be too London-centric**

Base: All Respondents

	PARTY					COUNTRY			REGION				DATE OF BIRTH			MARGINALITY				LENGTH OF SERVICE							GENDER		
	Total	Con	Lab	Lib Dems	Other	Eng- land	Wales	Scot land & NI	Lon- don	South	Mids	North	Pre- 1950	1950- 1959	1960+	0.1- 9.9%	10.0- 19.9%	20.0- 29.9%	30%+	1986 or before	1987- 1991	1992- 1996	1997- 2000	2001- 2004	2005- 2009	2010+	Male	Fe- male	
Unweighted Total	155	54	81	12	8	120	14	21	11	26	34	49	76	47	32	55	49	27	24	7	7	10	26	17	21	67	119	36	
Weighted Total	155	73	62	14	7	127	10	18	17	33	39	38	71	50	33	53	51	25	27	8	5	9	27	15	19	72	121	34	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Agree strongly	(2.0)	37	17	14	4	2	30	3	4	-	5	12	13	16	11	10	15	13	4	5	2	1	1	3	7	3	18	30	7
		24%	23%	22%	27%	36%	24%	32%	20%	-	14%	31%	35%	22%	22%	31%	28%	25%	17%	19%	27%	23%	13%	13%	47%	18%	25%	25%	20%
Agree	(1.0)	77	34	32	7	4	60	6	11	11	14	17	18	33	28	16	29	24	10	14	1	3	7	12	7	12	36	61	16
		50%	46%	52%	50%	64%	47%	58%	61%	66%	41%	45%	47%	46%	56%	48%	54%	47%	41%	53%	9%	49%	79%	44%	47%	64%	49%	51%	46%
Disagree	(-1.0)	34	17	15	2	-	30	1	3	6	14	3	6	17	11	6	8	8	10	7	3	1	1	10	1	3	14	24	10
		22%	23%	25%	12%	-	23%	9%	19%	34%	42%	9%	17%	24%	21%	19%	16%	15%	42%	28%	44%	28%	9%	38%	6%	18%	19%	20%	30%
Disagree strongly	(-2.0)	3	2	-	1	-	3	-	-	-	-	3	-	3	-	-	-	3	-	-	2	-	-	1	-	-	-	3	-
		2%	2%	-	11%	-	2%	-	-	-	-	8%	-	4%	-	-	-	6%	-	-	21%	-	-	6%	-	-	-	3%	-
Don't know		4	4	1	-	-	4	-	-	-	1	3	1	3	1	1	1	4	-	-	-	-	-	-	-	-	4	3	1
		3%	5%	1%	-	-	4%	-	-	-	3%	7%	2%	4%	1%	3%	1%	8%	-	-	-	-	-	-	-	6%	3%	4%	
Mean Score		.73	.68	.73	.70	1.36	.69	1.14	.82	.31	.28	.90	1.01	.59	.79	.93	.97	.74	.32	.63	-.22	.67	.96	.19	1.36	.82	.86	.77	.58
Std Deviation		1.12	1.16	1.08	1.33	.52	1.16	.87	.99	.98	1.18	1.23	1.04	1.22	1.03	1.05	.97	1.21	1.21	1.10	1.65	1.23	.73	1.25	.78	.95	1.04	1.12	1.15
Std Error		.091	.163	.121	.384	.184	.108	.232	.216	.295	.236	.217	.150	.141	.151	.189	.133	.179	.232	.224	.625	.465	.230	.245	.189	.208	.131	.104	.195

## PARLIAMENTARY PANEL SURVEY - MPs - FEBRUARY/MARCH 2011

**Q1: Thinking about local programming, to what extent do you agree or disagree with each of the following statements?**

**There is not enough TV coverage of local issues as they affect my constituency**

Base: All Respondents

	PARTY					COUNTRY			REGION				DATE OF BIRTH			MARGINALITY				LENGTH OF SERVICE							GENDER		
	Total	Con	Lab	Lib Dems	Other	Eng- land	Wales	Scot land & NI	Lon- don	South	Mids	North	Pre- 1950	1950- 1959	1960+	0.1- 9.9%	10.0- 19.9%	20.0- 29.9%	30%+	1986 or before	1987- 1991	1992- 1996	1997- 2000	2001- 2004	2005- 2009	2010+	Male	Fe- male	
Unweighted Total	155	54	81	12	8	120	14	21	11	26	34	49	76	47	32	55	49	27	24	7	7	10	26	17	21	67	119	36	
Weighted Total	155	73	62	14	7	127	10	18	17	33	39	38	71	50	33	53	51	25	27	8	5	9	27	15	19	72	121	34	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Agree strongly	(2.0)	33	13	16	2	27	3	3	3	2	12	10	16	10	8	11	10	5	7	1	2	3	5	6	2	14	27	6	
		21%	18%	26%	16%	21%	35%	16%	17%	6%	30%	26%	22%	19%	23%	22%	19%	19%	27%	9%	39%	37%	19%	41%	11%	19%	23%	17%	
Agree	(1.0)	85	38	32	11	4	67	4	13	8	18	21	39	29	17	34	28	9	14	4	1	5	11	7	14	43	65	20	
		55%	52%	52%	78%	58%	53%	46%	73%	49%	53%	55%	54%	57%	52%	64%	54%	37%	52%	48%	25%	54%	40%	43%	75%	60%	54%	58%	
Disagree	(-1.0)	35	20	13	1	1	31	2	2	6	14	4	8	16	11	7	12	11	6	3	2	1	11	3	3	13	26	9	
		23%	27%	21%	7%	16%	25%	19%	11%	34%	41%	11%	20%	22%	23%	24%	13%	24%	43%	21%	43%	36%	9%	41%	17%	14%	18%	22%	26%
Disagree strongly	(-2.0)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Don't know		2	2	1	-	-	2	-	-	-	-	2	1	-	-	1	2	-	-	-	-	-	-	-	-	2	2	-	
		1%	2%	1%	-	-	2%	-	-	-	-	4%	2%	1%	-	1%	3%	-	-	-	-	-	-	-	-	3%	2%	-	
Mean Score		.76	.62	.83	1.02	.94	.71	.98	.95	.49	.24	1.08	.86	.78	.73	.75	.96	.71	.33	.84	.23	.66	1.20	.38	1.08	.83	.82	.79	.65
Std Deviation		1.04	1.09	1.05	.68	1.03	1.07	1.11	.79	1.17	1.07	.89	1.05	1.04	1.03	1.09	.87	1.05	1.24	1.07	1.18	1.46	.87	1.22	1.07	.82	.96	1.04	1.05
Std Error		.084	.149	.118	.197	.364	.098	.296	.172	.351	.211	.155	.151	.120	.152	.192	.118	.152	.238	.218	.446	.551	.276	.239	.259	.179	.119	.096	.175

## PARLIAMENTARY PANEL SURVEY - MPs - FEBRUARY/MARCH 2011

**Q1: Thinking about local programming, to what extent do you agree or disagree with each of the following statements?**

**TV should give more weight to coverage of local issues compared to national issues than it does at present**

Base: All Respondents

	PARTY					COUNTRY			REGION				DATE OF BIRTH			MARGINALITY				LENGTH OF SERVICE						GENDER			
	Total	Con	Lab	Lib Dems	Other	Eng- land	Wales	Scot land & NI	Lon- don	South	Mids	North	Pre- 1950	1950- 1959	1960+	0.1- 9.9%	10.0- 19.9%	20.0- 29.9%	30%+	1986 or before	1987- 1991	1992- 1996	1997- 2000	2001- 2004	2005- 2009	2010+	Male	Fe- male	
Unweighted Total	155	54	81	12	8	120	14	21	11	26	34	49	76	47	32	55	49	27	24	7	7	10	26	17	21	67	119	36	
Weighted Total	155	73	62	14	7	127	10	18	17	33	39	38	71	50	33	53	51	25	27	8	5	9	27	15	19	72	121	34	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Agree strongly	(2.0)	21	10	8	2	19	2	-	-	2	7	10	10	5	5	7	7	2	6	1	2	1	3	4	1	9	18	3	
		13%	14%	13%	16%	15%	23%	-	-	6%	17%	26%	14%	11%	15%	13%	13%	7%	21%	9%	42%	13%	11%	24%	3%	13%	15%	8%	
Agree	(1.0)	81	34	33	8	63	5	13	9	14	21	18	38	26	16	30	29	9	13	4	1	6	7	8	14	41	58	22	
		52%	47%	54%	56%	83%	50%	52%	68%	55%	42%	54%	49%	53%	53%	48%	58%	56%	35%	48%	48%	14%	64%	27%	54%	71%	57%	48%	65%
Disagree	(-1.0)	44	25	16	4	-	37	2	4	6	16	8	8	19	13	12	12	12	7	3	2	2	13	3	4	17	36	8	
		28%	34%	25%	28%	-	29%	25%	24%	37%	47%	20%	20%	27%	26%	35%	22%	24%	53%	27%	43%	44%	23%	49%	17%	19%	24%	30%	23%
Disagree strongly	(-2.0)	1	1	-	-	-	1	-	-	-	-	1	-	1	-	-	-	1	-	-	-	-	1	-	-	-	1	-	
		1%	2%	-	-	-	1%	-	-	-	-	4%	-	3%	-	-	-	6%	-	-	-	-	5%	-	-	-	1%	-	
Don't know		8	3	5	-	1	7	-	2	1	2	3	1	4	4	1	4	4	-	1	-	-	2	1	1	4	7	1	
		5%	3%	8%	-	10%	5%	-	8%	9%	5%	8%	2%	5%	7%	2%	7%	7%	-	3%	-	-	9%	5%	7%	5%	6%	4%	
Mean Score		.51	.39	.58	.59	1.08	.50	.74	.49	.19	.07	.75	.75	.58	.46	.45	.66	.62	-.15	.66	.23	.54	.67	-.11	.91	.63	.63	.49	.60
Std Deviation		1.09	1.17	1.04	1.10	.29	1.12	1.13	.90	1.01	1.10	1.02	1.17	1.07	1.12	1.14	1.00	1.02	1.19	1.13	1.18	1.56	1.03	1.25	1.01	.86	1.02	1.13	.96
Std Error		.091	.162	.120	.316	.110	.106	.303	.207	.320	.225	.183	.170	.125	.173	.205	.141	.151	.229	.235	.446	.588	.325	.256	.251	.197	.128	.107	.165

## PARLIAMENTARY PANEL SURVEY - MPs - FEBRUARY/MARCH 2011

**Q1: Thinking about local programming, to what extent do you agree or disagree with each of the following statements?**

**Local news is usually more interesting to my constituents than national or international news**

Base: All Respondents

	Total	PARTY				COUNTRY			REGION				DATE OF BIRTH				MARGINALITY				LENGTH OF SERVICE						GENDER		
		Con	Lab	Lib Dems	Other	Eng- land	Wales	Scot land & NI	Lon- don	South	Mids	North	Pre- 1950	1950- 1959	1960+	0.1- 9.9%	10.0- 19.9%	20.0- 29.9%	30%+	1986 or before	1987- 1991	1992- 1996	1997- 2000	2001- 2004	2005- 2009	2010+	Male	Fe- male	
Unweighted Total	155	54	81	12	8	120	14	21	11	26	34	49	76	47	32	55	49	27	24	7	7	10	26	17	21	67	119	36	
Weighted Total	155	73	62	14	7	127	10	18	17	33	39	38	71	50	33	53	51	25	27	8	5	9	27	15	19	72	121	34	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Agree strongly	(2.0)	17	7	7	3	*	16	1	-	1	7	8	7	3	7	4	7	2	4	-	2	*	2	2	2	9	14	3	
		11%	10%	11%	20%	7%	13%	11%	-	3%	19%	20%	9%	6%	21%	8%	14%	9%	13%	-	45%	5%	6%	11%	12%	12%	12%	9%	
Agree	(1.0)	66	33	24	8	1	53	5	7	3	18	18	14	28	24	14	23	28	4	10	6	1	3	9	8	8	31	46	20
		42%	45%	39%	55%	19%	42%	52%	40%	20%	55%	46%	37%	39%	47%	42%	44%	55%	17%	38%	81%	11%	30%	32%	55%	44%	43%	38%	58%
Disagree	(-1.0)	48	22	19	3	4	35	4	9	8	12	8	8	25	15	9	15	11	14	8	1	2	5	8	4	5	22	40	8
		31%	30%	31%	25%	58%	28%	37%	49%	46%	35%	20%	21%	35%	29%	26%	29%	21%	59%	29%	10%	44%	57%	31%	25%	28%	31%	33%	24%
Disagree strongly	(-2.0)	1	-	1	-	-	-	-	1	-	-	-	-	1	-	-	-	-	1	-	-	-	1	-	-	-	1	-	
		1%	-	1%	-	-	-	5%	-	-	-	-	1%	-	-	-	-	-	3%	-	-	-	3%	-	-	-	1%	-	
Don't know		22	10	11	-	1	21	-	1	6	2	6	7	11	7	3	8	6	4	4	1	-	1	7	1	3	9	19	3
		14%	14%	18%	-	16%	16%	-	6%	34%	7%	15%	18%	16%	15%	10%	16%	11%	14%	17%	9%	-	8%	27%	10%	16%	12%	16%	9%
Not stated		1	1	-	-	-	1	-	-	-	-	-	1	-	1	-	1	-	-	-	-	-	-	-	-	-	1	1	-
		1%	2%	-	-	-	1%	-	-	-	-	-	4%	-	3%	-	3%	-	-	-	-	-	-	-	-	2%	1%	-	
Mean Score		.38	.42	.33	.71	-.29	.48	.37	-.20	-.40	.28	.76	.72	.25	.37	.67	.39	.69	-.26	.35	.78	.57	-.17	.09	.56	.47	.42	.32	.57
Std Deviation		1.13	1.10	1.17	1.09	1.19	1.12	1.15	1.09	.96	1.02	1.07	1.15	1.16	1.06	1.15	1.09	1.00	1.15	1.24	.67	1.58	1.14	1.20	1.06	1.13	1.13	1.16	1.00
Std Error		.098	.162	.140	.315	.449	.112	.308	.243	.363	.209	.195	.183	.142	.170	.213	.159	.151	.240	.277	.275	.597	.381	.269	.264	.267	.148	.115	.176

## PARLIAMENTARY PANEL SURVEY - MPs - FEBRUARY/MARCH 2011

**Q1: Thinking about local programming, to what extent do you agree or disagree with each of the following statements?**

### Involvement in 'local TV' could help local newspapers to survive

Base: All Respondents

	PARTY					COUNTRY			REGION				DATE OF BIRTH			MARGINALITY				LENGTH OF SERVICE						GENDER		
	Total	Con	Lab	Lib Dems	Other	Eng- land	Wales	Scot land & NI	Lon- don	South	Mids	North	Pre- 1950	1950- 1959	1960+	0.1- 9.9%	10.0- 19.9%	20.0- 29.9%	30%+	1986 or before	1987- 1991	1992- 1996	1997- 2000	2001- 2004	2005- 2009	2010+	Male	Fe- male
Unweighted Total	155	54	81	12	8	120	14	21	11	26	34	49	76	47	32	55	49	27	24	7	7	10	26	17	21	67	119	36
Weighted Total	155	73	62	14	7	127	10	18	17	33	39	38	71	50	33	53	51	25	27	8	5	9	27	15	19	72	121	34
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree strongly	(2.0)	13	8	3	2	*	12	1	-	2	5	4	3	5	5	4	5	1	3	-	-	*	1	3	1	8	11	2
		8%	11%	4%	16%	7%	9%	14%	-	6%	14%	11%	5%	9%	15%	7%	10%	5%	11%	-	-	5%	2%	19%	5%	11%	9%	6%
Agree	(1.0)	78	41	28	6	3	65	5	8	8	15	25	33	26	18	31	24	9	14	5	1	3	8	5	12	43	59	19
		50%	56%	45%	43%	51%	51%	55%	42%	46%	45%	65%	47%	52%	55%	58%	47%	38%	52%	69%	22%	37%	30%	36%	61%	60%	49%	56%
Disagree	(-1.0)	31	9	17	3	1	24	1	6	6	7	4	14	11	6	9	11	6	5	2	3	3	10	2	4	8	24	6
		20%	13%	28%	25%	10%	19%	12%	32%	37%	20%	9%	20%	21%	18%	16%	22%	25%	18%	22%	49%	35%	37%	11%	19%	11%	20%	19%
Disagree strongly	(-2.0)	4	3	1	-	-	3	1	1	-	3	-	2	2	-	-	1	2	1	-	-	-	2	1	-	2	4	-
		3%	4%	2%	-	-	2%	6%	5%	-	8%	-	3%	3%	-	-	2%	9%	3%	-	-	-	7%	4%	-	2%	3%	-
Don't know		29	12	13	2	2	24	1	4	3	7	5	18	7	4	10	9	6	4	1	2	2	6	5	3	11	23	6
		19%	17%	20%	16%	32%	19%	12%	21%	17%	21%	12%	25%	14%	12%	19%	18%	22%	16%	8%	28%	23%	23%	31%	15%	15%	19%	19%
Mean Score		.51	.69	.25	.59	.82	.57	.68	.01	.11	.26	.94	.39	.50	.76	.69	.50	.05	.60	.51	-.38	.17	-.21	.80	.61	.78	.48	.61
Std Deviation		1.07	1.03	1.10	1.15	.90	1.05	1.18	1.13	1.03	1.23	.77	1.09	1.10	.98	.90	1.11	1.27	1.10	.93	1.08	1.18	1.18	1.22	.93	.94	1.11	.95
Std Error		.096	.154	.137	.384	.369	.108	.342	.273	.343	.269	.143	.146	.174	.186	.137	.175	.284	.240	.379	.481	.445	.264	.338	.225	.126	.113	.179

## PARLIAMENTARY PANEL SURVEY - MPs - FEBRUARY/MARCH 2011

**Q1: Thinking about local programming, to what extent do you agree or disagree with each of the following statements?**

**Local TV would enable MPs and other local politicians to be more visible to constituents**

Base: All Respondents

	PARTY					COUNTRY			REGION				DATE OF BIRTH			MARGINALITY				LENGTH OF SERVICE						GENDER			
	Total	Con	Lab	Lib Dems	Other	Eng- land	Wales	Scot land & NI	Lon- don	South	Mids	North	Pre- 1950	1950- 1959	1960+	0.1- 9.9%	10.0- 19.9%	20.0- 29.9%	30%+	1986 or before	1987- 1991	1992- 1996	1997- 2000	2001- 2004	2005- 2009	2010+	Male	Fe- male	
Unweighted Total	155	54	81	12	8	120	14	21	11	26	34	49	76	47	32	55	49	27	24	7	7	10	26	17	21	67	119	36	
Weighted Total	155	73	62	14	7	127	10	18	17	33	39	38	71	50	33	53	51	25	27	8	5	9	27	15	19	72	121	34	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Agree strongly	(2.0)	24	12	7	4	1	22	1	1	-	3	10	9	15	4	5	6	10	4	4	2	1	1	3	5	1	11	19	5
		16%	16%	12%	31%	10%	17%	15%	3%	-	8%	26%	25%	22%	8%	14%	12%	20%	16%	14%	30%	21%	8%	13%	31%	7%	15%	16%	14%
Agree	(1.0)	107	50	42	9	5	86	7	14	14	23	24	25	42	38	26	40	32	16	19	2	2	7	20	5	15	56	82	24
		69%	69%	69%	69%	74%	68%	72%	76%	83%	68%	61%	67%	59%	77%	79%	76%	63%	65%	70%	27%	35%	77%	76%	34%	78%	77%	68%	72%
Disagree	(-1.0)	14	7	7	-	-	12	1	1	3	6	3	-	7	4	3	3	7	2	2	3	1	-	1	4	1	3	10	4
		9%	9%	11%	-	-	10%	6%	5%	17%	19%	8%	-	10%	8%	8%	5%	14%	8%	6%	43%	28%	-	2%	29%	7%	4%	8%	11%
Disagree strongly	(-2.0)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know		10	5	5	-	1	7	1	3	-	2	2	3	7	4	-	4	2	3	3	-	1	1	2	1	2	4	9	1
		7%	6%	8%	-	16%	6%	6%	15%	-	5%	6%	8%	10%	7%	-	7%	3%	11%	9%	-	16%	15%	9%	6%	8%	5%	8%	3%
Mean Score		.98	.98	.89	1.31	1.11	.98	1.03	.93	.66	.69	1.11	1.27	1.02	.92	.99	1.02	.92	.99	1.02	.45	.58	1.09	1.09	.72	.92	1.08	1.00	.92
Std Deviation		.74	.75	.79	.48	.35	.77	.69	.53	.78	.89	.77	.45	.82	.66	.67	.59	.89	.76	.67	1.40	1.34	.31	.49	1.26	.63	.55	.73	.78
Std Error		.062	.105	.092	.139	.133	.072	.191	.124	.234	.179	.137	.067	.099	.101	.119	.084	.129	.156	.143	.531	.547	.108	.099	.314	.144	.068	.069	.134

## PARLIAMENTARY PANEL SURVEY - MPs - FEBRUARY/MARCH 2011

**Q1: Thinking about local programming, to what extent do you agree or disagree with each of the following statements?**

**In principle, I would support local TV**

Base: All Respondents

	PARTY					COUNTRY			REGION				DATE OF BIRTH			MARGINALITY				LENGTH OF SERVICE						GENDER			
	Total	Con	Lab	Lib Dems	Other	Eng- land	Wales	Scot land & NI	Lon- don	South	Mids	North	Pre- 1950	1950- 1959	1960+	0.1- 9.9%	10.0- 19.9%	20.0- 29.9%	30%+	1986 or before	1987- 1991	1992- 1996	1997- 2000	2001- 2004	2005- 2009	2010+	Male	Fe- male	
Unweighted Total	155	54	81	12	8	120	14	21	11	26	34	49	76	47	32	55	49	27	24	7	7	10	26	17	21	67	119	36	
Weighted Total	155	73	62	14	7	127	10	18	17	33	39	38	71	50	33	53	51	25	27	8	5	9	27	15	19	72	121	34	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Agree strongly	(2.0)	26	16	8	1	24	1	1	1	2	13	7	10	10	6	8	6	5	7	1	*	1	4	5	1	14	22	4	
		17%	22%	13%	11%	19%	15%	3%	9%	6%	34%	19%	14%	20%	18%	15%	13%	18%	27%	17%	9%	15%	14%	29%	7%	19%	18%	13%	
Agree	(1.0)	109	51	42	11	85	8	16	10	28	22	25	53	35	21	38	35	17	20	5	3	7	18	9	16	51	84	25	
		70%	69%	68%	82%	67%	85%	88%	57%	84%	57%	66%	74%	71%	62%	71%	68%	70%	73%	62%	64%	85%	67%	57%	83%	71%	69%	74%	
Disagree	(-1.0)	7	1	4	1	7	-	-	3	1	1	2	2	2	2	4	1	1	-	-	1	-	1	2	-	2	4	2	
		4%	2%	7%	7%	5%	-	-	17%	3%	2%	5%	3%	4%	6%	7%	3%	6%	-	-	28%	-	4%	14%	-	3%	4%	6%	
Disagree strongly	(-2.0)	1	-	1	-	1	-	1	-	1	-	-	-	1	1	1	1	-	-	-	-	-	1	-	-	1	1	-	
		1%	-	2%	-	*	-	5%	-	2%	-	-	-	1%	3%	1%	2%	-	-	-	-	-	2%	-	-	1%	1%	-	
Don't know		12	5	6	-	11	-	1	3	2	3	4	6	2	4	3	8	1	-	2	-	-	4	-	2	5	10	2	
		8%	7%	9%	-	9%	-	3%	17%	5%	8%	9%	8%	4%	12%	5%	15%	5%	-	21%	-	-	14%	-	10%	7%	8%	7%	
Mean Score		1.06	1.19	.91	.97	1.11	1.08	1.15	.89	.69	.95	1.33	1.10	1.08	1.08	.98	.97	1.03	1.07	1.27	1.22	.53	1.15	1.00	1.02	1.07	1.10	1.08	1.00
Std Deviation		.68	.53	.83	.64	.34	.69	.38	.70	.95	.60	.58	.67	.55	.71	.88	.76	.68	.45	.45	1.09	.38	.75	.96	.27	.66	.69	.65	
Std Error		.057	.075	.097	.186	.127	.066	.102	.157	.316	.122	.103	.102	.064	.106	.169	.107	.104	.134	.092	.185	.414	.120	.157	.232	.062	.084	.065	.115

## PARLIAMENTARY PANEL SURVEY - MPs - FEBRUARY/MARCH 2011

**Q1: Thinking about local programming, to what extent do you agree or disagree with each of the following statements?**

### Summary table of mean scores

Base: All Respondents

	PARTY					COUNTRY			REGION				DATE OF BIRTH			MARGINALITY				LENGTH OF SERVICE							GENDER	
	Total	Con	Lab	Lib Dems	Other	Eng-land	Wales	Scot land & NI	Lon-don	South	Mids	North	Pre-1950	1950-1959	1960+	0.1-9.9%	10.0-19.9%	20.0-29.9%	30%+	1986 or before	1987-1991	1992-1996	1997-2000	2001-2004	2005-2009	2010+	Male	Fe-male
Unweighted Total	155	54	81	12	8	120	14	21	11	26	34	49	76	47	32	55	49	27	24	7	7	10	26	17	21	67	119	36
Weighted Total	155	73	62	14	7	127	10	18	17	33	39	38	71	50	33	53	51	25	27	8	5	9	27	15	19	72	121	34
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
At present, TV news and features tend to be too London-centric	.73	.68	.73	.70	1.36	.69	1.14	.82	.31	.28	.90	1.01	.59	.79	.93	.97	.74	.32	.63	-.22	.67	.96	.19	1.36	.82	.86	.77	.58
There is not enough TV coverage of local issues as they affect my constituency	.76	.62	.83	1.02	.94	.71	.98	.95	.49	.24	1.08	.86	.78	.73	.75	.96	.71	.33	.84	.23	.66	1.20	.38	1.08	.83	.82	.79	.65
TV should give more weight to coverage of local issues compared to national issues than it does at present	.51	.39	.58	.59	1.08	.50	.74	.49	.19	.07	.75	.75	.58	.46	.45	.66	.62	-.15	.66	.23	.54	.67	-.11	.91	.63	.63	.49	.60
Local news is usually more interesting to my constituents than national or international news	.38	.42	.33	.71	-.29	.48	.37	-.20	-.40	.28	.76	.72	.25	.37	.67	.39	.69	-.26	.35	.78	.57	-.17	.09	.56	.47	.42	.32	.57
Involvement in 'local TV' could help local newspapers to survive	.51	.69	.25	.59	.82	.57	.68	.01	.11	.26	.94	.63	.39	.50	.76	.69	.50	.05	.60	.51	-.38	.17	-.21	.80	.61	.78	.48	.61
Local TV would enable MPs and other local politicians to be more visible to constituents	.98	.98	.89	1.31	1.11	.98	1.03	.93	.66	.69	1.11	1.27	1.02	.92	.99	1.02	.92	.99	1.02	.45	.58	1.09	1.09	.72	.92	1.08	1.00	.92
In principle, I would support local TV	1.06	1.19	.91	.97	1.11	1.08	1.15	.89	.69	.95	1.33	1.10	1.08	1.08	.98	.97	1.03	1.07	1.27	1.22	.53	1.15	1.00	1.02	1.07	1.10	1.08	1.00



## PARLIAMENTARY PANEL SURVEY - MPs - FEBRUARY/MARCH 2011

**Q2: Thinking about the plans to launch a local TV, to what extent do you agree or disagree with each of the following statements?**

### Local TV would help create a greater sense of local identity in my constituency

Base: All Respondents

	PARTY					COUNTRY			REGION				DATE OF BIRTH				MARGINALITY				LENGTH OF SERVICE							GENDER	
	Total	Con	Lab	Lib Dem	Other	Eng-land	Wales	Scot land & NI	Lon-don	South	Mids	North	Pre-1950	1950-1959	1960+	0.1-9.9%	10.0-19.9%	20.0-29.9%	30%+	1986 or before	1987-1991	1992-1996	1997-2000	2001-2004	2005-2009	2010+	Male	Fe-male	
Unweighted Total	155	54	81	12	8	120	14	21	11	26	34	49	76	47	32	55	49	27	24	7	7	10	26	17	21	67	119	36	
Weighted Total	155	73	62	14	7	127	10	18	17	33	39	38	71	50	33	53	51	25	27	8	5	9	27	15	19	72	121	34	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Agree strongly (2.0)	23	11	7	4	2	20	1	2	3	3	8	6	9	7	6	6	8	1	7	2	*	3	4	3	2	9	21	2	
	15%	15%	11%	27%	26%	15%	15%	9%	17%	8%	20%	17%	13%	15%	18%	12%	17%	5%	25%	22%	9%	32%	14%	20%	12%	12%	17%	6%	
Agree (1.0)	94	45	39	7	2	75	7	12	10	17	25	24	39	36	18	34	28	16	16	2	3	5	13	7	14	50	71	23	
	60%	62%	63%	54%	32%	59%	70%	64%	57%	51%	64%	63%	55%	73%	54%	65%	55%	65%	59%	27%	48%	62%	48%	45%	74%	69%	59%	66%	
Disagree (-1.0)	24	12	9	2	1	21	1	2	1	12	3	5	13	5	6	9	6	6	3	2	1	-	6	4	3	8	17	7	
	15%	17%	15%	14%	10%	17%	9%	8%	9%	36%	7%	14%	18%	10%	19%	17%	13%	25%	9%	22%	28%	-	21%	29%	14%	11%	14%	21%	
Disagree strongly (-2.0)	2	2	1	-	-	2	-	1	-	-	2	-	2	-	1	-	2	-	-	2	-	-	-	-	-	1	2	-	
	2%	2%	1%	-	-	1%	-	5%	-	-	4%	-	2%	-	3%	-	5%	-	-	21%	-	-	-	-	-	1%	2%	-	
Don't know	12	3	6	1	2	9	-	3	3	2	2	2	8	1	2	3	6	1	2	1	1	-	5	1	-	5	10	2	
	8%	4%	10%	5%	26%	7%	-	14%	17%	5%	6%	6%	12%	3%	6%	7%	12%	4%	6%	8%	16%	-	17%	5%	-	7%	8%	6%	
Not stated	*	-	-	-	*	-	*	-	-	-	-	-	*	-	-	-	-	*	-	-	-	*	-	-	-	-	*	-	
	*	-	-	-	7%	-	5%	-	-	-	-	-	1%	-	-	-	-	2%	-	-	-	5%	-	-	-	-	*	-	
Mean Score	.78	.74	.75	1.00	1.10	.76	.97	.75	1.00	.33	.93	.88	.67	.95	.71	.77	.74	.54	1.07	.08	.44	1.34	.64	.60	.85	.86	.82	.62	
Std Deviation	.97	1.00	.93	.97	1.10	.98	.79	.99	.82	1.08	.95	.89	1.04	.75	1.09	.90	1.10	.96	.83	1.67	1.20	.51	1.06	1.17	.83	.83	.98	.92	
Std Error	.081	.139	.108	.292	.492	.093	.218	.234	.272	.217	.169	.132	.127	.112	.203	.127	.165	.192	.174	.680	.488	.169	.221	.293	.182	.107	.094	.160	

## PARLIAMENTARY PANEL SURVEY - MPs - FEBRUARY/MARCH 2011

**Q2: Thinking about the plans to launch a local TV, to what extent do you agree or disagree with each of the following statements?**

### Local TV would help constituents get involved in local decision-making

Base: All Respondents

	PARTY					COUNTRY			REGION				DATE OF BIRTH			MARGINALITY				LENGTH OF SERVICE						GENDER		
	Total	Con	Lab	Lib Dems	Other	Eng-land	Wales	Scot land & NI	Lon-don	South	Mids	North	Pre-1950	1950-1959	1960+	0.1-9.9%	10.0-19.9%	20.0-29.9%	30%+	1986 or before	1987-1991	1992-1996	1997-2000	2001-2004	2005-2009	2010+	Male	Fe-male
Unweighted Total	155	54	81	12	8	120	14	21	11	26	34	49	76	47	32	55	49	27	24	7	7	10	26	17	21	67	119	36
Weighted Total	155	73	62	14	7	127	10	18	17	33	39	38	71	50	33	53	51	25	27	8	5	9	27	15	19	72	121	34
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree strongly (2.0)	18	9	4	3	2	15	1	2	1	3	6	5	6	5	7	5	6	1	6	2	1	1	3	3	2	7	17	2
	12%	13%	7%	23%	26%	12%	15%	9%	9%	8%	16%	13%	9%	11%	20%	10%	12%	3%	23%	30%	19%	8%	11%	17%	9%	10%	14%	5%
Agree (1.0)	80	39	29	10	3	66	6	7	10	14	22	21	32	30	17	36	24	10	10	1	2	4	11	6	10	44	61	19
	51%	53%	46%	70%	42%	52%	64%	39%	57%	43%	56%	55%	45%	60%	52%	68%	47%	41%	38%	18%	39%	52%	41%	41%	53%	62%	50%	55%
Disagree (-1.0)	34	18	16	-	1	27	1	6	1	13	5	7	19	7	8	6	9	12	7	2	2	2	7	4	4	13	23	11
	22%	24%	26%	-	10%	21%	15%	32%	9%	39%	13%	19%	27%	15%	22%	11%	18%	47%	27%	22%	42%	28%	25%	27%	20%	18%	19%	32%
Disagree strongly (-2.0)	3	2	1	-	-	2	-	1	-	1	2	-	2	1	1	1	2	-	-	2	-	-	1	-	-	1	3	-
	2%	2%	2%	-	-	2%	-	5%	-	2%	4%	-	2%	1%	3%	1%	5%	-	-	21%	-	-	2%	-	-	1%	2%	-
Don't know	20	6	11	1	1	17	-	3	4	3	5	5	12	7	1	6	9	2	3	1	-	1	6	2	3	7	17	3
	13%	8%	19%	7%	16%	13%	-	15%	26%	8%	12%	14%	16%	13%	4%	11%	18%	7%	12%	9%	-	8%	21%	15%	18%	10%	14%	8%
Not stated	*	-	-	-	*	-	*	-	-	-	-	-	*	-	-	-	-	*	-	-	-	*	-	-	-	-	*	-
	*	-	-	-	7%	-	5%	-	-	-	-	-	1%	-	-	-	-	2%	-	-	-	5%	-	-	-	-	*	-
Mean Score	.57	.55	.37	1.25	1.08	.60	.84	.19	.88	.18	.75	.72	.39	.74	.66	.84	.53	-.01	.64	.17	.36	.45	.43	.55	.61	.68	.63	.34
Std Deviation	1.08	1.10	1.11	.45	1.01	1.06	.94	1.25	.78	1.15	1.07	.98	1.13	.94	1.14	.83	1.17	1.07	1.20	1.76	1.33	1.10	1.18	1.18	1.01	.96	1.09	1.03
Std Error	.093	.155	.135	.135	.413	.104	.260	.295	.277	.235	.195	.152	.141	.146	.208	.118	.183	.218	.261	.718	.504	.390	.251	.315	.238	.124	.108	.179

## PARLIAMENTARY PANEL SURVEY - MPs - FEBRUARY/MARCH 2011

**Q2: Thinking about the plans to launch a local TV, to what extent do you agree or disagree with each of the following statements?**

**Local TV would help constituents find out about how they can support the community (e.g. volunteering)**

Base: All Respondents

	PARTY					COUNTRY			REGION				DATE OF BIRTH				MARGINALITY				LENGTH OF SERVICE							GENDER	
	Total	Con	Lab	Lib Dems	Other	Eng- land	Wales	Scot land & NI	Lon- don	South	Mids	North	Pre- 1950	1950- 1959	1960+	0.1- 9.9%	10.0- 19.9%	20.0- 29.9%	30%+	1986 or before	1987- 1991	1992- 1996	1997- 2000	2001- 2004	2005- 2009	2010+	Male	Fe- male	
Unweighted Total	155	54	81	12	8	120	14	21	11	26	34	49	76	47	32	55	49	27	24	7	7	10	26	17	21	67	119	36	
Weighted Total	155	73	62	14	7	127	10	18	17	33	39	38	71	50	33	53	51	25	27	8	5	9	27	15	19	72	121	34	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Agree strongly	(2.0)	22	13	4	3	2	18	2	2	4	3	8	4	7	7	5	7	1	9	2	1	1	4	3	2	11	20	2	
		14%	17%	7%	23%	26%	14%	21%	9%	20%	8%	20%	12%	11%	15%	20%	10%	14%	3%	33%	22%	11%	8%	14%	20%	9%	15%	17%	5%
Agree	(1.0)	102	48	42	9	3	83	7	12	9	24	22	27	47	34	21	37	33	19	13	3	3	5	17	10	11	52	78	24
		66%	66%	69%	63%	42%	65%	74%	67%	54%	73%	56%	73%	66%	67%	64%	71%	64%	77%	49%	36%	61%	62%	63%	65%	60%	72%	64%	71%
Disagree	(-1.0)	14	6	7	1	1	13	-	2	1	4	5	2	8	2	4	4	5	3	3	3	1	-	3	1	2	3	9	5
		9%	8%	11%	7%	10%	10%	-	8%	9%	13%	13%	5%	11%	4%	13%	8%	10%	11%	9%	43%	28%	-	12%	9%	11%	4%	8%	15%
Disagree strongly	(-2.0)	1	-	1	-	-	1	-	1	-	1	-	-	-	1	1	1	1	-	-	-	-	1	-	-	1	1	-	
		1%	-	2%	-	-	*	-	5%	-	2%	-	-	-	1%	3%	1%	2%	-	-	-	-	2%	-	-	1%	1%	-	
Don't know		15	6	7	1	1	13	-	2	3	2	5	4	8	6	*	5	5	2	2	-	-	2	2	1	4	5	12	3
		10%	8%	11%	7%	16%	10%	-	11%	17%	5%	12%	10%	11%	13%	1%	10%	10%	7%	9%	-	-	25%	9%	6%	20%	8%	10%	10%
Not stated		*	-	-	-	*	-	*	-	-	-	-	-	*	-	-	-	-	*	-	-	-	*	-	-	-	*	-	
		*	-	-	-	7%	-	5%	-	-	-	-	-	1%	-	-	-	-	2%	-	-	-	5%	-	-	-	*	-	
Mean Score		.92	1.00	.76	1.10	1.08	.92	1.23	.76	1.04	.76	.93	1.01	.88	1.03	.86	.90	.89	.78	1.15	.36	.55	1.11	.81	1.02	.84	1.03	.98	.71
Std Deviation		.81	.75	.87	.76	1.01	.81	.44	.97	.84	.87	.91	.61	.79	.70	.98	.75	.88	.71	.89	1.32	1.12	.34	.94	.80	.82	.68	.81	.81
Std Error		.069	.106	.102	.229	.413	.078	.123	.223	.280	.177	.164	.092	.096	.110	.176	.107	.131	.145	.189	.500	.423	.129	.193	.201	.199	.086	.077	.144

## PARLIAMENTARY PANEL SURVEY - MPs - FEBRUARY/MARCH 2011

**Q2: Thinking about the plans to launch a local TV, to what extent do you agree or disagree with each of the following statements?**

**Local TV would help strengthen local democracy, particularly around election time**

Base: All Respondents

	PARTY					COUNTRY			REGION				DATE OF BIRTH			MARGINALITY				LENGTH OF SERVICE							GENDER	
	Total	Con	Lab	Lib Dems	Other	Eng-land	Wales	Scot land & NI	Lon-don	South	Mids	North	Pre-1950	1950-1959	1960+	0.1-9.9%	10.0-19.9%	20.0-29.9%	30%+	1986 or before	1987-1991	1992-1996	1997-2000	2001-2004	2005-2009	2010+	Male	Fe-male
Unweighted Total	155	54	81	12	8	120	14	21	11	26	34	49	76	47	32	55	49	27	24	7	7	10	26	17	21	67	119	36
Weighted Total	155	73	62	14	7	127	10	18	17	33	39	38	71	50	33	53	51	25	27	8	5	9	27	15	19	72	121	34
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree strongly (2.0)	23	15	5	1	2	20	1	2	3	1	10	6	10	7	6	7	7	1	8	1	*	3	3	3	3	9	21	2
	15%	20%	8%	11%	26%	16%	9%	9%	17%	3%	27%	15%	14%	14%	18%	13%	13%	5%	28%	9%	9%	35%	11%	21%	16%	13%	17%	6%
Agree (1.0)	94	38	44	10	2	74	7	13	11	19	19	24	42	33	19	32	30	16	17	4	2	4	16	9	14	45	72	22
	61%	53%	71%	75%	26%	58%	77%	71%	66%	58%	49%	64%	58%	67%	57%	61%	58%	64%	63%	48%	38%	51%	61%	57%	72%	63%	60%	64%
Disagree (-1.0)	20	13	4	1	1	18	1	1	1	11	1	4	10	4	6	8	4	5	2	2	1	-	3	3	1	10	14	6
	13%	18%	7%	7%	16%	14%	9%	6%	9%	34%	3%	10%	14%	8%	17%	16%	9%	19%	9%	22%	28%	-	12%	18%	3%	14%	11%	17%
Disagree strongly (-2.0)	6	3	3	-	-	5	-	1	-	1	4	-	2	4	1	1	5	-	-	2	-	-	1	1	1	2	4	2
	4%	4%	5%	-	-	4%	-	5%	-	2%	12%	-	2%	7%	3%	1%	11%	-	-	21%	-	-	2%	4%	4%	3%	4%	5%
Don't know	11	3	5	1	2	10	-	2	1	1	3	4	7	3	2	5	5	2	-	-	1	1	4	-	1	5	9	2
	7%	5%	8%	7%	26%	7%	-	9%	9%	3%	7%	11%	10%	5%	5%	9%	9%	7%	-	-	12%	9%	13%	-	6%	7%	8%	5%
Not stated	1	-	1	-	*	1	*	-	-	-	1	-	1	-	-	-	-	1	-	-	1	*	-	-	-	-	*	1
	1%	-	1%	-	7%	1%	5%	-	-	-	2%	-	2%	-	-	-	-	5%	-	-	14%	5%	-	-	-	-	*	2%
Mean Score	.76	.70	.78	.97	.90	.74	.90	.82	1.00	.28	.84	.96	.76	.76	.76	.77	.61	.63	1.11	.02	.37	1.41	.77	.73	.98	.74	.82	.55
Std Deviation	1.02	1.14	.91	.67	1.31	1.05	.73	.92	.78	1.05	1.27	.79	.99	1.05	1.06	.95	1.20	.91	.80	1.47	1.27	.53	.95	1.14	.84	1.00	1.01	1.04
Std Error	.086	.160	.106	.202	.584	.101	.203	.211	.245	.210	.231	.120	.121	.158	.196	.136	.182	.189	.164	.556	.569	.187	.202	.277	.188	.128	.097	.185

## PARLIAMENTARY PANEL SURVEY - MPs - FEBRUARY/MARCH 2011

**Q2: Thinking about the plans to launch a local TV, to what extent do you agree or disagree with each of the following statements?**

### Local TV would help local businesses to win more customers in the region

Base: All Respondents

	PARTY					COUNTRY			REGION				DATE OF BIRTH				MARGINALITY				LENGTH OF SERVICE							GENDER	
	Total	Con	Lab	Lib Dems	Other	Eng-land	Wales	Scot land & NI	Lon-don	South	Mids	North	Pre-1950	1950-1959	1960+	0.1-9.9%	10.0-19.9%	20.0-29.9%	30%+	1986 or before	1987-1991	1992-1996	1997-2000	2001-2004	2005-2009	2010+	Male	Fe-male	
Unweighted Total	155	54	81	12	8	120	14	21	11	26	34	49	76	47	32	55	49	27	24	7	7	10	26	17	21	67	119	36	
Weighted Total	155	73	62	14	7	127	10	18	17	33	39	38	71	50	33	53	51	25	27	8	5	9	27	15	19	72	121	34	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Agree strongly (2.0)	16	12	1	1	1	12	2	1	2	1	6	3	7	7	2	5	5	1	5	-	1	1	1	3	1	10	14	2	
	10%	17%	2%	11%	16%	10%	25%	6%	12%	3%	16%	9%	9%	14%	7%	10%	10%	3%	19%	-	11%	8%	6%	17%	6%	13%	12%	5%	
Agree (1.0)	84	37	36	10	1	70	6	8	9	21	20	20	36	29	19	29	27	15	14	5	2	5	15	9	11	38	69	15	
	54%	51%	59%	75%	10%	55%	61%	46%	54%	62%	51%	53%	51%	58%	56%	55%	52%	59%	52%	71%	35%	53%	56%	59%	56%	52%	57%	45%	
Disagree (-1.0)	21	12	9	-	1	18	1	2	4	5	4	4	11	5	5	10	6	2	3	-	1	2	1	2	2	12	13	8	
	14%	16%	14%	-	10%	14%	9%	13%	26%	15%	11%	10%	15%	10%	15%	18%	12%	8%	11%	-	28%	18%	5%	15%	12%	16%	11%	23%	
Disagree strongly (-2.0)	5	3	2	-	-	4	-	1	-	1	2	1	2	1	2	1	3	1	-	2	-	-	1	1	1	1	5	-	
	3%	4%	3%	-	-	3%	-	5%	-	2%	6%	4%	2%	2%	7%	1%	6%	5%	-	21%	-	-	2%	4%	7%	1%	4%	-	
Don't know	28	9	13	2	4	22	-	6	1	6	6	9	15	8	5	8	10	5	5	1	1	1	9	1	4	12	20	8	
	18%	13%	21%	14%	58%	18%	-	30%	9%	18%	15%	25%	21%	16%	16%	16%	19%	20%	18%	9%	12%	16%	32%	5%	20%	17%	16%	24%	
Not stated	1	-	1	-	*	1	*	-	-	-	1	-	1	-	-	-	-	1	-	-	1	*	-	-	-	-	*	1	
	1%	-	1%	-	7%	1%	5%	-	-	-	2%	-	2%	-	-	-	-	5%	-	-	14%	5%	-	-	-	-	*	2%	
Mean Score	.68	.69	.54	1.13	.91	.66	1.06	.51	.56	.61	.72	.71	.65	.83	.51	.64	.60	.61	.95	.32	.40	.64	.84	.72	.50	.72	.74	.42	
Std Deviation	1.02	1.12	.97	.35	1.63	1.02	.85	1.14	1.07	.92	1.14	1.01	1.02	.95	1.13	1.00	1.13	1.00	.91	1.36	1.31	1.01	.82	1.10	1.14	1.01	1.02	1.02	
Std Error	.093	.163	.123	.110	.943	.106	.236	.294	.337	.200	.219	.169	.134	.155	.222	.151	.181	.224	.208	.554	.585	.383	.192	.276	.285	.138	.104	.205	

## PARLIAMENTARY PANEL SURVEY - MPs - FEBRUARY/MARCH 2011

**Q2: Thinking about the plans to launch a local TV, to what extent do you agree or disagree with each of the following statements?**

### High-quality programming is vital in order for local TV to compete for viewers with national channels

Base: All Respondents

	PARTY					COUNTRY			REGION				DATE OF BIRTH				MARGINALITY				LENGTH OF SERVICE						GENDER	
	Total	Con	Lab	Lib Dems	Other	Eng- land	Wales	Scot land & NI	Lon- don	South	Mids	North	Pre- 1950	1950- 1959	1960+	0.1- 9.9%	10.0- 19.9%	20.0- 29.9%	30%+	1986 or before	1987- 1991	1992- 1996	1997- 2000	2001- 2004	2005- 2009	2010+	Male	Fe- male
Unweighted Total	155	54	81	12	8	120	14	21	11	26	34	49	76	47	32	55	49	27	24	7	7	10	26	17	21	67	119	36
Weighted Total	155	73	62	14	7	127	10	18	17	33	39	38	71	50	33	53	51	25	27	8	5	9	27	15	19	72	121	34
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree strongly (2.0)	32	13	14	3	2	27	-	5	3	7	8	9	13	10	9	8	15	2	8	4	1	-	7	3	2	14	22	10
	21%	18%	22%	23%	32%	21%	-	26%	17%	22%	21%	24%	19%	20%	26%	14%	29%	8%	29%	53%	16%	-	27%	21%	13%	20%	18%	30%
Agree (1.0)	100	49	39	8	4	82	7	11	11	25	25	21	47	33	20	38	25	19	18	1	3	8	14	11	14	49	78	22
	64%	67%	63%	58%	61%	65%	70%	60%	63%	75%	64%	56%	65%	65%	61%	71%	50%	76%	68%	19%	59%	87%	51%	74%	74%	67%	64%	64%
Disagree (-1.0)	13	7	4	3	-	9	2	2	2	1	2	4	5	5	3	4	5	3	1	1	1	1	4	1	2	4	13	-
	8%	9%	6%	19%	-	7%	25%	9%	11%	3%	5%	10%	7%	10%	9%	7%	11%	11%	3%	8%	11%	8%	14%	4%	11%	6%	11%	-
Disagree strongly (-2.0)	2	-	2	-	-	1	-	1	-	-	-	1	-	1	1	1	1	-	-	-	-	-	1	-	-	1	1	1
	1%	-	2%	-	-	1%	-	5%	-	-	-	2%	-	1%	3%	1%	2%	-	-	-	-	-	2%	-	-	1%	1%	2%
Don't know	7	4	3	-	-	7	-	-	1	-	3	3	5	2	*	3	5	-	-	2	-	-	1	-	*	4	7	*
	5%	6%	5%	-	-	6%	-	-	9%	-	8%	8%	7%	4%	1%	6%	9%	-	-	21%	-	-	6%	-	2%	6%	6%	1%
Not stated	1	-	1	-	*	1	*	-	-	-	1	-	1	-	-	-	-	1	-	-	1	*	-	-	-	-	*	1
	1%	-	1%	-	7%	1%	5%	-	-	-	2%	-	2%	-	-	-	-	5%	-	-	14%	5%	-	-	-	-	*	2%
Mean Score	1.01	.99	1.03	.85	1.35	1.06	.48	.93	.94	1.15	1.12	.97	1.05	.97	.99	.96	1.03	.84	1.22	1.45	.94	.84	.90	1.13	.90	1.04	.94	1.26
Std Deviation	.82	.77	.86	1.02	.52	.76	.93	1.06	.85	.57	.67	.95	.72	.86	.95	.77	.98	.75	.62	1.02	.93	.58	1.08	.63	.78	.77	.85	.66
Std Error	.068	.108	.099	.294	.196	.072	.258	.231	.268	.112	.121	.142	.086	.128	.171	.108	.145	.151	.126	.417	.381	.193	.215	.152	.175	.097	.080	.114

## PARLIAMENTARY PANEL SURVEY - MPs - FEBRUARY/MARCH 2011

**Q2: Thinking about the plans to launch a local TV, to what extent do you agree or disagree with each of the following statements?**

### Summary table of mean scores

Base: All Respondents

	PARTY					COUNTRY			REGION				DATE OF BIRTH				MARGINALITY				LENGTH OF SERVICE							GENDER	
	Total	Con	Lab	Lib Dems	Other	Eng- land	Wales	Scot land & NI	Lon- don	South	Mids	North	Pre- 1950	1950- 1959	1960+	0.1- 9.9%	10.0- 19.9%	20.0- 29.9%	30%+	1986 or before	1987- 1991	1992- 1996	1997- 2000	2001- 2004	2005- 2009	2010+	Male	Fe- male	
Unweighted Total	155	54	81	12	8	120	14	21	11	26	34	49	76	47	32	55	49	27	24	7	7	10	26	17	21	67	119	36	
Weighted Total	155	73	62	14	7	127	10	18	17	33	39	38	71	50	33	53	51	25	27	8	5	9	27	15	19	72	121	34	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Local TV would help create a greater sense of local identity in my constituency	.78	.74	.75	1.00	1.10	.76	.97	.75	1.00	.33	.93	.88	.67	.95	.71	.77	.74	.54	1.07	.08	.44	1.34	.64	.60	.85	.86	.82	.62	
Local TV would help constituents get involved in local decision-making	.57	.55	.37	1.25	1.08	.60	.84	.19	.88	.18	.75	.72	.39	.74	.66	.84	.53	-.01	.64	.17	.36	.45	.43	.55	.61	.68	.63	.34	
Local TV would help constituents find out about how they can support the community (e.g. volunteering)	.92	1.00	.76	1.10	1.08	.92	1.23	.76	1.04	.76	.93	1.01	.88	1.03	.86	.90	.89	.78	1.15	.36	.55	1.11	.81	1.02	.84	1.03	.98	.71	
Local TV would help strengthen local democracy, particularly around election time	.76	.70	.78	.97	.90	.74	.90	.82	1.00	.28	.84	.96	.76	.76	.76	.77	.61	.63	1.11	.02	.37	1.41	.77	.73	.98	.74	.82	.55	
Local TV would help local businesses to win more customers in the region	.68	.69	.54	1.13	.91	.66	1.06	.51	.56	.61	.72	.71	.65	.83	.51	.64	.60	.61	.95	.32	.40	.64	.84	.72	.50	.72	.74	.42	
High-quality programming is vital in order for local TV to compete for viewers with national channels	1.01	.99	1.03	.85	1.35	1.06	.48	.93	.94	1.15	1.12	.97	1.05	.97	.99	.96	1.03	.84	1.22	1.45	.94	.84	.90	1.13	.90	1.04	.94	1.26	