

COMMUNICATERESEARCH PARLIAMENTARY PANEL

Future of the BBC post-Hutton

Q. How would you rate the impartiality and accuracy of each of the following news organisations?

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Very poor</i>	<i>No opinion</i>
	%	%	%	%	%	%
BBC	15	38	26	14	8	-
ITN	8	56	31	4	1	-
Sky	7	51	29	9	1	2

Base: all MPs

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Very poor</i>	<i>No opinion</i>
	%	%	%	%	%	%
BBC	15	36	26	14	8	-
ITN	8	57	31	4	-	-
Sky	6	51	31	10	-	3

Base: Labour MPs

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Very poor</i>	<i>No opinion</i>
	%	%	%	%	%	%
BBC	5	35	32	16	11	-
ITN	8	57	30	3	3	-
Sky	11	57	27	-	3	3

Base: Conservative MPs

Q. Would you support or oppose the following changes being made to the BBC following the publication of the Hutton Report?

	<i>Support</i>	<i>Oppose</i>	<i>No opinion</i>
	%	%	%
wholesale scrapping of the licence fee	15	79	6
reduction of the licence fee and allowing limited advertising or subscription	22	65	13
diverting of some licence revenue to other programme makers or broadcasters	21	62	16
splitting the BBC into separate units, eg for commercial and public service broadcasting	22	59	19
placing regulation of the BBC under OFCOM	56	29	15

Base: all MPs

	<i>Support</i>	<i>Oppose</i>	<i>No opinion</i>
	%	%	%
wholesale scrapping of the licence fee	10	83	7
reduction of the licence fee and allowing limited advertising or subscription	22	68	10
diverting of some licence revenue to other programme makers or broadcasters	22	61	17
splitting the BBC into separate units, eg for commercial and public service broadcasting	17	64	19
placing regulation of the BBC under OFCOM	58	28	14

Base: Labour MPs

	<i>Support</i>	<i>Oppose</i>	<i>No opinion</i>
	%	%	%
wholesale scrapping of the licence fee	35	60	5
reduction of the licence fee and allowing limited advertising or subscription	30	46	24
diverting of some licence revenue to other programme makers or broadcasters	22	54	24
splitting the BBC into separate units, eg for commercial and public service broadcasting	41	30	30
placing regulation of the BBC under OFCOM	57	22	22

Base: Conservative MPs

Methodology

The survey was conducted between 9th and 27th February 2004 among 201 MPs on the CommunicateResearch Parliamentary Panel (106 Labour, 63 Conservative and 32 from the smaller parties). Data were weighted to reflect the distribution of parties in the House of Commons. Percentages may not add up to 100 due to rounding.

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