

Table 1
Q.1 Do you agree or disagree that the BBC...?
Base: All respondents

	<u>Gender</u>			<u>Age</u>						<u>Social Grade</u>				<u>Region</u>				
	<u>Total</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>South East</u>	<u>Mid-lands</u>	<u>North Eng-land</u>	<u>Wales & South West</u>	<u>Scot-land</u>
Unweighted base	1000	438	562	66	127	187	200	181	239	305	242	153	300	259	245	255	143	98
Weighted base	1000	480	520	119	158	198	168	149	208	260	290	210	240	262	262	247	141	88
<u>Is a national institution we should be proud of</u>																		
Agree	762 76%	359 75%	403 77%	83 70%	109 69%	150 76%	138 82%	107 72%	174 84%	214 82%	236 81%	136 65%	176 73%	209 80%	206 79%	186 75%	103 73%	59 67%
Disagree	221 22%	117 24%	103 20%	34 29%	42 26%	46 23%	29 17%	39 26%	32 15%	42 16%	52 18%	70 33%	57 24%	47 18%	52 20%	56 23%	38 27%	28 32%
Don't know	17 2%	4 1%	14 3%	2 1%	8 5%	2 1%	2 1%	2 1%	2 1%	4 1%	2 1%	4 2%	8 3%	6 2%	4 1%	5 2%	1 1%	1 1%
<u>Provides good value for money</u>																		
Agree	560 56%	260 54%	300 58%	61 51%	81 51%	108 55%	104 62%	86 58%	120 58%	166 64%	169 58%	98 47%	127 53%	163 62%	149 57%	140 57%	72 51%	36 41%
Disagree	418 42%	210 44%	208 40%	53 45%	74 47%	88 44%	60 35%	59 39%	85 41%	91 35%	114 39%	108 51%	105 44%	96 37%	103 39%	99 40%	69 49%	51 58%
Don't know	22 2%	11 2%	12 2%	5 4%	3 2%	2 1%	5 3%	4 3%	4 2%	3 1%	7 3%	4 2%	8 3%	3 1%	11 4%	8 3%	- -	1 1%
<u>Is trustworthy</u>																		
Agree	623 62%	300 62%	324 62%	78 65%	97 61%	123 62%	112 66%	91 61%	123 59%	187 72%	179 62%	116 55%	141 59%	168 64%	168 64%	155 63%	89 63%	43 49%
Disagree	324 32%	161 34%	163 31%	40 34%	56 35%	65 33%	47 28%	47 32%	69 33%	62 24%	97 33%	85 40%	81 34%	85 32%	81 31%	76 31%	42 30%	40 45%
Don't know	53 5%	19 4%	34 7%	1 1%	6 4%	10 5%	9 6%	10 7%	16 8%	11 4%	14 5%	9 4%	19 8%	9 4%	13 5%	16 6%	9 7%	5 6%

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Base: All respondents

	<u>Gender</u>			<u>Age</u>						<u>Social Grade</u>				<u>Region</u>				
	<u>Total</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>South East</u>	<u>Mid-lands</u>	<u>North Eng-land</u>	<u>Wales & South West</u>	<u>Scot-land</u>
Weighted base	1000	480	520	119	158	198	168	149	208	260	290	210	240	262	262	247	141	88
<u>Has dumbed down/ lowered quality</u>																		
Agree	601 60%	305 63%	297 57%	68 57%	98 62%	108 55%	96 57%	91 61%	140 68%	134 51%	190 66%	138 66%	140 58%	158 60%	148 56%	140 57%	95 67%	61 69%
Disagree	351 35%	151 31%	201 39%	40 34%	57 36%	83 42%	65 39%	47 32%	59 28%	118 45%	89 31%	58 28%	86 36%	97 37%	93 35%	96 39%	40 29%	25 28%
Don't know	47 5%	25 5%	23 4%	11 10%	3 2%	7 3%	7 4%	10 7%	9 4%	8 3%	11 4%	14 7%	14 6%	7 3%	22 8%	11 4%	5 4%	3 3%

Table 2
Q.2 Which of the following would you like to see as the main source of BBC funding?
Base: All respondents

	<u>Gender</u>			<u>Age</u>						<u>Social Grade</u>				<u>Region</u>				
	<u>Total</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>South East</u>	<u>Mid-lands</u>	<u>North Eng-land</u>	<u>Wales & South West</u>	<u>Scot-land</u>
Unweighted base	1000	438	562	66	127	187	200	181	239	305	242	153	300	259	245	255	143	98
Weighted base	1000	480	520	119	158	198	168	149	208	260	290	210	240	262	262	247	141	88
A licence fee paid by everyone with a TV	384 38%	188 39%	196 38%	32 27%	42 27%	77 39%	62 37%	78 53%	93 45%	121 47%	130 45%	49 24%	83 34%	120 46%	92 35%	85 34%	54 38%	33 38%
Advertising	303 30%	145 30%	158 30%	37 32%	53 34%	69 35%	52 31%	37 25%	54 26%	58 22%	77 26%	83 39%	85 36%	66 25%	90 35%	81 33%	43 31%	22 25%
A subscription-only service paid by those who want to receive BBC programmes	211 21%	106 22%	104 20%	27 22%	43 27%	42 21%	42 25%	21 14%	35 17%	55 21%	58 20%	54 26%	44 18%	51 20%	47 18%	54 22%	34 24%	24 28%
From money raised by taxes	72 7%	26 5%	45 9%	14 12%	15 10%	7 3%	8 5%	10 7%	17 8%	18 7%	20 7%	14 7%	19 8%	20 8%	21 8%	17 7%	7 5%	6 6%
Don't know	31 3%	15 3%	16 3%	8 7%	4 2%	3 2%	5 3%	2 2%	9 4%	8 3%	5 2%	10 5%	9 4%	4 1%	12 5%	9 4%	3 2%	3 4%

Table 3

Q.3 Do you think each of these types of people working for the BBC should be required to make public their salaries and expenses, or not?

Base: All respondents

	<u>Gender</u>		<u>Age</u>							<u>Social Grade</u>				<u>Region</u>				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1000	438	562	66	127	187	200	181	239	305	242	153	300	259	245	255	143	98
Weighted base	1000	480	520	119	158	198	168	149	208	260	290	210	240	262	262	247	141	88
<u>Just senior BBC managers</u>																		
Yes should be required	696 70%	348 72%	349 67%	78 66%	104 66%	142 72%	122 72%	105 71%	145 70%	171 66%	219 75%	143 68%	163 68%	179 68%	182 70%	172 70%	102 72%	61 69%
No should not be required	293 29%	131 27%	163 31%	38 32%	54 34%	53 27%	45 27%	42 28%	61 29%	87 34%	67 23%	67 32%	72 30%	78 30%	75 29%	75 30%	39 28%	27 31%
Don't know	10 1%	2 *	9 2%	3 2%	- -	3 1%	1 1%	1 1%	2 1%	2 1%	4 1%	- -	5 2%	5 2%	5 2%	- -	- -	* *
<u>All BBC managers</u>																		
Yes should be required	639 64%	303 63%	336 65%	75 63%	96 60%	119 60%	108 64%	100 68%	141 68%	148 57%	188 65%	146 70%	157 65%	148 56%	179 68%	165 67%	90 64%	57 65%
No should not be required	352 35%	175 36%	177 34%	43 37%	63 40%	78 40%	58 35%	47 32%	62 30%	109 42%	101 35%	63 30%	78 33%	110 42%	80 30%	80 33%	51 36%	31 35%
Don't know	9 1%	2 *	7 1%	- -	- -	1 *	2 1%	1 1%	5 2%	3 1%	1 *	1 1%	5 2%	5 2%	3 1%	1 1%	- -	- -
<u>Stars earning over a particular amount</u>																		
Yes should be required	637 64%	308 64%	330 63%	57 48%	98 62%	115 58%	107 64%	107 72%	153 74%	164 63%	182 63%	128 61%	163 68%	154 59%	163 62%	170 69%	88 63%	61 70%
No should not be required	352 35%	164 34%	188 36%	59 50%	61 38%	81 41%	60 35%	40 27%	52 25%	96 37%	108 37%	74 35%	74 31%	105 40%	94 36%	75 31%	50 36%	27 30%
Don't know	11 1%	8 2%	3 1%	3 3%	- -	2 1%	1 1%	2 1%	3 1%	- -	- -	7 3%	3 1%	3 1%	4 2%	1 1%	2 2%	- -

Table 3

Q.3 Do you think each of these types of people working for the BBC should be required to make public their salaries and expenses, or not?

Base: All respondents

	<u>Gender</u>			<u>Age</u>						<u>Social Grade</u>				<u>Region</u>				
	<u>Total</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>South East</u>	<u>Mid-lands</u>	<u>North Eng-land</u>	<u>Wales & South West</u>	<u>Scot-land</u>
Weighted base	1000	480	520	119	158	198	168	149	208	260	290	210	240	262	262	247	141	88
<u>All presenters</u>																		
Yes should be required	591 59%	302 63%	289 56%	62 53%	81 51%	109 55%	99 59%	98 66%	141 68%	144 55%	169 58%	130 62%	148 62%	141 54%	153 58%	160 65%	79 56%	58 66%
No should not be required	396 40%	175 36%	221 43%	51 43%	77 49%	87 44%	69 41%	48 32%	64 31%	112 43%	115 40%	80 38%	89 37%	116 44%	104 40%	85 35%	60 43%	30 34%
Don't know	13 1%	4 1%	10 2%	5 4%	- -	2 1%	1 1%	3 2%	2 1%	4 1%	6 2%	- -	3 1%	5 2%	6 2%	1 1%	2 1%	- -

Table 4
Q.4 In terms of the number of people who work for the BBC, in 10 years time would you expect to see the organisation...?
Base: All respondents

	<u>Gender</u>			<u>Age</u>						<u>Social Grade</u>				<u>Region</u>				
	<u>Total</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>South East</u>	<u>Mid-lands</u>	<u>North Eng-land</u>	<u>Wales & South West</u>	<u>Scot-land</u>
Unweighted base	1000	438	562	66	127	187	200	181	239	305	242	153	300	259	245	255	143	98
Weighted base	1000	480	520	119	158	198	168	149	208	260	290	210	240	262	262	247	141	88
NET: Larger	253 25%	95 20%	157 30%	54 46%	45 28%	41 21%	42 25%	29 19%	41 20%	67 26%	67 23%	58 27%	61 26%	68 26%	74 28%	59 24%	30 21%	22 25%
Much larger (+2)	77 8%	30 6%	47 9%	16 13%	12 8%	16 8%	12 7%	8 5%	12 6%	17 7%	22 8%	20 9%	18 7%	15 6%	21 8%	18 7%	12 8%	11 12%
Slightly larger (+1)	176 18%	65 14%	111 21%	39 33%	32 20%	25 13%	30 18%	21 14%	29 14%	50 19%	45 16%	38 18%	44 18%	53 20%	53 20%	41 17%	18 13%	11 12%
About the same size (0)	437 44%	209 44%	228 44%	47 39%	79 50%	96 49%	64 38%	68 46%	84 40%	106 41%	133 46%	90 43%	109 45%	118 45%	117 45%	103 42%	67 48%	32 37%
Slightly smaller (-1)	193 19%	105 22%	88 17%	11 9%	18 12%	41 21%	40 24%	34 23%	48 23%	55 21%	59 21%	37 18%	41 17%	45 17%	41 16%	57 23%	28 20%	21 24%
Much smaller (-2)	99 10%	64 13%	35 7%	7 6%	12 8%	18 9%	17 10%	14 9%	32 15%	29 11%	25 9%	22 11%	23 10%	23 9%	25 9%	25 10%	15 11%	12 13%
NET: Smaller	292 29%	169 35%	123 24%	18 15%	31 19%	59 30%	57 34%	48 32%	80 38%	84 32%	84 29%	60 28%	64 27%	68 26%	66 25%	82 33%	43 31%	33 38%
Don't know	18 2%	6 1%	12 2%	- -	5 3%	2 1%	5 3%	4 2%	3 1%	4 1%	6 2%	3 1%	6 2%	8 3%	5 2%	4 1%	1 1%	1 1%
Mean	- 0.06	-0.23	0.09	0.39	0.09	-0.10	-0.12	-0.17	-0.28	-0.11	-0.07	-0.02	-0.04	-0.03	0.02	-0.13	-0.13	-0.14
Standard deviation	1.04	1.05	1.01	1.01	0.98	1.01	1.06	0.98	1.08	1.06	1.01	1.09	1.03	0.99	1.04	1.04	1.05	1.19
Standard error	0.03	0.05	0.04	0.12	0.09	0.07	0.08	0.07	0.07	0.06	0.07	0.09	0.06	0.06	0.07	0.07	0.09	0.12