



BBC Radio 5 Live

TRUST IN THE BBC

METHODOLOGY NOTE

ComRes interviewed 1,002 adults by telephone from 26th to 28th October 2012. Data were weighted to be demographically representative of all British adults aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

All press releases or other publications must be checked with ComRes before use. ComRes requires 48 hours to check a press release unless otherwise agreed.

BBC Survey
CATI Fieldwork : 26th-28th October 2012

Absolutes/col percents

Table 1
Q.1 Do you agree or disagree that the BBC...?
Is a national institution we should be proud of
Base: All respondents

	Gender		Age						Social Grade				Region					
	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	1002	472	530	106	169	180	185	153	209	295	253	135	319	260	265	250	140	87
Weighted base	1002	491	511	120	160	190	170	150	211	270	290	210	231	255	264	251	145	87
Agree	625 62%	323 66%	302 59%	88 73%	101 63%	123 65%	95 56%	89 59%	129 61%	193 71%	187 64%	110 52%	135 59%	174 68%	167 63%	155 61%	91 63%	39 45%
Disagree	331 33%	152 31%	179 35%	26 21%	53 33%	61 32%	68 40%	54 36%	69 33%	70 26%	87 30%	90 43%	84 36%	73 29%	88 33%	84 33%	43 30%	43 50%
Don't know	46 5%	16 3%	30 6%	7 6%	7 4%	7 4%	7 4%	7 5%	12 6%	8 3%	16 6%	10 5%	12 5%	8 3%	10 4%	13 5%	10 7%	5 6%

BBC Survey
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Absolutes/col percents

Table 2
Q.1 Do you agree or disagree that the BBC...?
Is trustworthy
Base: All respondents

	Gender		Age						Social Grade				Region					
	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	1002	472	530	106	169	180	185	153	209	295	253	135	319	260	265	250	140	87
Weighted base	1002	491	511	120	160	190	170	150	211	270	290	210	231	255	264	251	145	87
Agree	453 45%	242 49%	212 41%	73 61%	76 47%	99 52%	61 36%	53 35%	92 43%	147 55%	133 46%	72 34%	101 44%	131 51%	116 44%	108 43%	70 49%	28 32%
Disagree	475 47%	227 46%	248 49%	37 30%	73 45%	75 39%	101 59%	84 56%	106 50%	99 36%	140 48%	121 58%	115 50%	103 41%	138 52%	121 48%	63 44%	49 57%
Don't know	74 7%	22 5%	51 10%	11 9%	12 7%	17 9%	8 5%	13 9%	13 6%	24 9%	18 6%	16 8%	15 6%	21 8%	10 4%	22 9%	11 8%	9 11%

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Table 3

Q.1 Do you agree or disagree that the BBC...?**Will suffer lasting damage to its reputation because of the allegations made about Jimmy Savile****Base: All respondents**

	Gender		Age						Social Grade				Region					
	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	1002	472	530	106	169	180	185	153	209	295	253	135	319	260	265	250	140	87
Weighted base	1002	491	511	120	160	190	170	150	211	270	290	210	231	255	264	251	145	87
Agree	618 62%	296 60%	323 63%	72 60%	97 61%	116 61%	99 58%	97 64%	137 65%	145 54%	183 63%	142 67%	149 65%	138 54%	166 63%	153 61%	100 70%	61 70%
Disagree	329 33%	170 35%	159 31%	37 31%	52 32%	65 34%	68 40%	47 31%	59 28%	110 41%	93 32%	59 28%	67 29%	98 38%	87 33%	83 33%	41 28%	19 22%
Don't know	55 5%	25 5%	30 6%	11 9%	12 7%	9 4%	3 2%	6 4%	14 7%	16 6%	15 5%	10 5%	15 6%	19 7%	12 4%	15 6%	3 2%	6 7%