

Whitehouse Consultancy – BBC Funding Poll

METHODOLOGY NOTE

ComRes interviewed 2,049 GB adults online between 27th and 29th June 2014. Data were weighted to be representative of all GB adults ages 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.

To commission a voting intention poll or a public opinion survey please contact Katharine Peacock: katharine.peacock@comres.co.uk

To register for Pollwatch, a monthly newsletter update on the polls, please email: pollwatch@comres.co.uk

BBC Funding Survey
ONLINE Fieldwork: 27th-29th June 2014

Absolutes/col percents

Table 1
Q.1 Do you support or oppose the following ways in which the BBC should be funded?
Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2049	1025	1024	212	296	356	381	326	478	634	575	334	506	248	802
Weighted base	2049	1004	1045	243	345	345	365	304	446	548	568	446	487	272	875
<u>The current system of a compulsory licence fee paid by individuals who watch live television</u>															
Support	818 40%	419 42%	399 38%	102 42%F	122 35%	130 38%F	108 30%	122 40%F	234 52%CDEFG	272 50%KL	253 44%KL	135 30%	159 33%	120 44%	329 38%
Oppose	823 40%	425 42%b	397 38%	79 33%	134 39%	140 41%H	190 52%CDEgH	133 44%CH	146 33%	184 34%	213 37%	208 47%IJ	217 45%IJ	103 38%	378 43%
Don't know	408 20%	160 16%	249 24%A	62 26%fGH	88 26%FGH	75 22%H	67 18%	49 16%	66 15%	92 17%	103 18%	103 23%I	110 23%Ij	50 18%	167 19%
<u>Abolishing the licence fee and funding the BBC through increased taxes</u>															
Support	365 18%	204 20%B	161 15%	49 20%	60 17%	66 19%	63 17%	59 19%	68 15%	103 19%	96 17%	73 16%	93 19%	39 14%	176 20%m
Oppose	1309 64%	646 64%	663 63%	137 56%	212 61%	213 62%	237 65%c	198 65%c	312 70%CDE	360 66%L	389 69%L	285 64%I	275 57%	187 69%	554 63%
Don't know	375 18%	154 15%	220 21%A	57 24%GH	73 21%H	66 19%	65 18%	47 15%	66 15%	85 16%	82 15%	88 20%j	119 24%IJ	46 17%	146 17%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

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	Gender		Age						Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Weighted base	2049	1004	1045	243	345	345	365	304	446	548	568	446	487	272	875
<u>Abolishing the licence fee and making the BBC fund itself, even if that means adverts during programmes, reducing the number of original programmes they can produce or scrapping their public service broadcasting duty</u>															
Support	1039 51%	469 47%	570 55%A	96 39%	168 49%c	197 57%CdH	224 61%CDGH	160 53%CH	193 43%	225 41%	265 47%i	265 59%IJ	284 58%IJ	140 51%	456 52%
Oppose	704 34%	408 41%B	296 28%	85 35%f	104 30%	100 29%	99 27%	113 37%eF	205 46%CDEFG	251 46%JKL	217 38%KL	116 26%	121 25%	94 34%	295 34%
Don't know	306 15%	127 13%	179 17%A	63 26%EFGH	74 21%EFGH	48 14%	42 12%	32 10%	48 11%	71 13%	87 15%	66 15%	82 17%	38 14%	124 14%
<u>Abolishing the licence fee and introducing a subscription fee paid only by those who want to access the BBC</u>															
Support	728 36%	370 37%	357 34%	75 31%	136 39%cgH	154 45%CFGH	130 36%	95 31%	137 31%	187 34%	191 34%	180 40%ij	170 35%	90 33%	363 42%M
Oppose	906 44%	464 46%	442 42%	114 47%DE	124 36%	126 37%	169 46%DE	152 50%DE	220 49%DE	257 47%L	275 48%KL	182 41%	193 40%	130 48%n	356 41%
Don't know	415 20%	169 17%	246 24%A	54 22%	85 25%ef	64 19%	66 18%	57 19%	89 20%	103 19%	103 18%	85 19%	125 26%IJK	53 19%	155 18%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

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Table 1
Q.1 Do you support or oppose the following ways in which the BBC should be funded?
Base: All respondents

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2049	173	102	1774	87	236	179	187	152	203	219	321	190
Weighted base	2049	184	102*	1762	82*	225	184	184	143	205	266	287	184
<u>The current system of a compulsory licence fee paid by individuals who watch live television</u>													
Support	818 40%	64 35%	31 30%	723 41%b	29 36%	75 33%	81 44%be	73 40%	58 40%	87 42%be	120 45%aBE	109 38%	91 49%ABdEgK
Oppose	823 40%	71 39%	55 54%CAFgIJKL	696 40%	45 55%AFgIJKL	113 50%aFIJKL	65 35%	75 40%l	61 43%L	73 35%	96 36%	114 40%l	56 30%
Don't know	408 20%	49 27%cbDEhj	16 16%	343 19%	8 10%	38 17%	39 21%D	36 20%d	25 17%	46 22%D	49 19%d	65 22%D	37 20%d
<u>Abolishing the licence fee and funding the BBC through increased taxes</u>													
Support	365 18%	37 20%	19 19%	309 18%	17 21%	53 23%hIKI	31 17%	35 19%	21 15%	27 13%	53 20%i	43 15%	28 15%
Oppose	1309 64%	123 67%	67 66%	1119 64%	53 64%	138 61%	128 69%G	105 57%	96 67%	132 64%	161 60%	183 64%	124 67%g
Don't know	375 18%	25 13%	16 15%	334 19%	12 15%	35 16%	25 14%	44 24%AeF	26 18%	46 22%Af	52 19%	60 21%af	33 18%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l

* small base

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Weighted base	2049	184	102*	1762	82*	225	184	184	143	205	266	287	184
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Support	1039 51%	90 49%	66 65% CAGHIJKL	882 50%	51 62% agIJKL	129 57% IJL	111 60% agIJKL	90 49%	72 50%	91 44%	120 45%	142 50%	77 42%
Oppose	704 34%	67 37% b	26 25%	611 35% b	25 31%	65 29%	54 29%	63 34%	51 36%	82 40% BEF	90 34%	101 35%	79 43% BdEFj
Don't know	306 15%	27 14%	10 10%	269 15%	6 8%	32 14%	19 11%	31 17% d	20 14%	31 15%	56 21% BDF	44 15%	29 16%
<u>Abolishing the licence fee and introducing a subscription fee paid only by those who want to access the BBC</u>													
Support	728 36%	77 42% cII	45 44% cII	606 34%	38 46% hIL	79 35% I	66 36% I	71 38% I	47 33% I	42 21%	99 37% I	104 36% I	59 32% I
Oppose	906 44%	69 38%	38 37%	799 45% a	37 45%	104 46%	86 46%	69 38%	68 47%	110 54% ABGJ	109 41%	133 46% ag	84 46%
Don't know	415 20%	38 21% D	20 20% d	357 20%	7 9%	42 19% d	32 18% d	44 24% D	29 20% D	53 26% DfK	59 22% D	50 17% d	41 22% D

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*** small base**