

Whitehouse Consultancy – BBC Funding Survey

METHODOLOGY NOTE

ComRes interviewed 2,035 British adults online on 12th and 13th August 2015. Data were weighted to be representative of all GB adults aged 18+. ComRes is a member of the British Polling Council and abides by its rules..

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 regular newsletter update on the polls, please email: pollwatch@comres.co.uk

BBC Funding Survey

ONLINE Fieldwork: 12th-13th August 2015

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	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2035	991	1044	263	313	288	365	293	513	579	581	358	517	238	793
Weighted base	2035	991	1044	236	352	334	363	293	457	547	547	444	497	266	886
<u>The current system of a compulsory licence fee paid by individuals who watch live television</u>															
Support	828 41%	443 45%	384 37%	108 46%	132 37%	101 30%	139 38%	113 38%	235 52%	266 49%	252 46%	158 36%	152 31%	107 40%	321 36%
Oppose	842 41%	413 42%	429 41%	65 27%	146 42%	163 49%	158 44%	145 49%	165 36%	192 35%	190 35%	207 47%	253 51%	115 43%	382 43%
Don't know	366 18%	135 14%	231 22%	64 27%	74 21%	70 21%	65 18%	36 12%	56 12%	90 16%	105 19%	79 18%	91 18%	44 17%	183 21%
<u>Abolishing the licence fee and funding the BBC through increased taxes</u>															
Support	304 15%	177 18%	127 12%	33 14%	76 22%	61 18%	44 12%	37 13%	53 12%	89 16%	83 15%	61 14%	71 14%	42 16%	132 15%
Oppose	1395 69%	680 69%	715 69%	149 63%	217 62%	207 62%	260 72%	216 73%	346 76%	381 70%	371 68%	319 72%	324 65%	188 71%	593 67%
Don't know	336 17%	134 14%	202 19%	54 23%	59 17%	66 20%	58 16%	41 14%	58 13%	78 14%	93 17%	63 14%	102 21%	36 14%	161 18%
<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	1054 52%	478 48%	576 55%	89 38%	176 50%	193 58%	214 59%	177 60%	206 45%	237 43%	253 46%	262 59%	302 61%	132 50%	471 53%
Oppose	684 34%	392 40%	292 28%	83 35%	116 33%	79 24%	109 30%	90 31%	207 45%	245 45%	199 36%	113 26%	126 25%	89 34%	267 30%
Don't know	297 15%	121 12%	176 17%	65 27%	61 17%	62 19%	40 11%	26 9%	43 10%	65 12%	96 18%	68 15%	68 14%	45 17%	148 17%

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Weighted base	2035	991	1044	236	352	334	363	293	457	547	547	444	497	266	886
<u>Abolishing the licence fee and introducing a subscription fee paid only by those who want to access the BBC</u>															
Support	740 36%	365 37%	375 36%	83 35%	155 44%	154 46%	121 33%	97 33%	131 29%	189 34%	181 33%	176 40%	194 39%	115 43%	336 38%
Oppose	927 46%	464 47%	463 44%	100 43%	128 36%	110 33%	182 50%	155 53%	251 55%	264 48%	248 45%	191 43%	223 45%	105 39%	376 42%
Don't know	369 18%	162 16%	206 20%	53 22%	70 20%	70 21%	59 16%	41 14%	75 16%	95 17%	118 22%	76 17%	80 16%	46 17%	174 20%

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Base: All respondents

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2035	188	105	1742	80	210	188	175	146	215	263	285	180
Weighted base	2035	177	104	1754	85	234	173	183	150	197	268	285	179
<u>The current system of a compulsory licence fee paid by individuals who watch live television</u>													
Support	828 41%	66 37%	37 36%	725 41%	36 42%	94 40%	74 43%	63 35%	55 36%	83 42%	101 38%	137 48%	83 46%
Oppose	842 41%	93 53%	45 43%	704 40%	36 43%	109 47%	71 41%	70 38%	72 48%	73 37%	107 40%	106 37%	59 33%
Don't know	366 18%	18 10%	22 21%	326 19%	13 16%	31 13%	28 16%	49 27%	23 15%	41 21%	60 22%	41 15%	37 21%
<u>Abolishing the licence fee and funding the BBC through increased taxes</u>													
Support	304 15%	19 11%	18 17%	267 15%	10 12%	36 16%	22 13%	23 13%	20 14%	25 13%	57 21%	51 18%	21 12%
Oppose	1395 69%	124 70%	69 66%	1202 69%	62 72%	173 74%	112 65%	117 64%	116 77%	134 68%	155 58%	197 69%	135 76%
Don't know	336 17%	33 19%	17 17%	286 16%	14 16%	24 10%	38 22%	43 24%	14 10%	38 19%	56 21%	36 13%	22 12%
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Support	1054 52%	96 54%	47 45%	912 52%	52 61%	136 58%	94 54%	87 48%	87 58%	106 54%	132 49%	141 49%	76 43%
Oppose	684 34%	55 31%	39 37%	590 34%	22 26%	70 30%	59 34%	58 32%	50 33%	67 34%	84 31%	107 38%	72 40%
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Oppose	927 46%	75 42%	43 41%	809 46%	41 48%	122 52%	81 47%	73 40%	79 53%	87 44%	111 41%	135 47%	81 45%
Don't know	369 18%	33 19%	19 18%	317 18%	17 20%	30 13%	33 19%	47 26%	17 11%	42 21%	54 20%	46 16%	31 17%