

YouGov Survey Results

Sample Size: 722 UK opinion formers

Fieldwork: 22/11/12 - 28/11/12

| Total | Voting intention | | | | | Gender | | Sector | | |
|-------|------------------|--------|------------------|------------------|------------|--------|--------|---------|--------|-------|
| | Conservative | Labour | Liberal Democrat | Some other party | Don't know | Male | Female | Private | Public | Other |

Do you think former BBC Director General George Entwistle was right to resign?

| | | | | | | | | | | | |
|-------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Base | 722 | 244 | 200 | 70 | 86 | 104 | 427 | 295 | 532 | 78 | 90 |
| Yes | 78% | 84% | 75% | 76% | 74% | 74% | 77% | 79% | 77% | 83% | 79% |
| No | 17% | 12% | 19% | 17% | 23% | 15% | 17% | 16% | 17% | 13% | 17% |
| Don't know | 6% | 3% | 6% | 7% | 2% | 11% | 6% | 5% | 6% | 4% | 4% |

And should George Entwistle receive his full £450,000 pay-off deal as agreed with the BBC Trust?

| | | | | | | | | | | | |
|-------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Base | 722 | 244 | 200 | 70 | 86 | 104 | 427 | 295 | 532 | 78 | 90 |
| Yes | 30% | 32% | 36% | 27% | 26% | 20% | 33% | 26% | 31% | 26% | 33% |
| No | 62% | 65% | 55% | 63% | 70% | 63% | 59% | 67% | 61% | 68% | 60% |
| Don't know | 8% | 3% | 10% | 10% | 5% | 16% | 8% | 7% | 8% | 6% | 7% |

Thinking about the BBC, how would you rate its current reputation in light of recent events? :

| | | | | | | | | | | | |
|--------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Base | 722 | 244 | 200 | 70 | 86 | 104 | 427 | 295 | 532 | 78 | 90 |
| 0 - Extremely low [0] | 2% | 4% | 1% | - | 7% | - | 4% | 1% | 3% | 3% | - |
| 1 [1] | 4% | 3% | 2% | 1% | 10% | 6% | 4% | 4% | 5% | - | 2% |
| 2 [2] | 8% | 9% | 4% | 4% | 17% | 5% | 7% | 8% | 8% | 5% | 10% |
| 3 [3] | 12% | 15% | 7% | 9% | 15% | 13% | 12% | 11% | 11% | 15% | 17% |
| 4 [4] | 12% | 15% | 11% | 9% | 6% | 16% | 10% | 15% | 12% | 6% | 19% |
| 5 [5] | 14% | 14% | 15% | 20% | 8% | 16% | 13% | 16% | 15% | 13% | 10% |
| 6 [6] | 17% | 15% | 20% | 20% | 9% | 22% | 18% | 15% | 17% | 19% | 16% |
| 7 [7] | 17% | 14% | 24% | 23% | 13% | 11% | 17% | 16% | 17% | 21% | 9% |
| 8 [8] | 10% | 7% | 11% | 11% | 8% | 10% | 9% | 10% | 10% | 9% | 10% |
| 9 [9] | 3% | 3% | 5% | 3% | 5% | 1% | 4% | 3% | 3% | 6% | 4% |
| 10 - Extremely high [10] | 1% | 0% | 3% | - | 1% | 1% | 1% | 1% | 1% | 3% | 2% |
| Don't know | 0% | 0% | - | - | - | - | - | 0% | - | - | 1% |
| Mean | 5.12 | 4.74 | 5.86 | 5.67 | 4.19 | 5.02 | 5.12 | 5.11 | 5.08 | 5.60 | 5.01 |

YouGov Survey Results

Sample Size: 722 UK opinion formers

Fieldwork: 22/11/12 - 28/11/12

| | Field | | | | | | | | |
|-------|----------|---------------------|-----------|-------------------------|--------|-------|---------|-------|------------|
| Total | Business | Culture and leisure | Education | Government and politics | Health | Media | Charity | Other | Journalist |

Do you think former BBC Director General George Entwistle was right to resign?

| | | | | | | | | | | |
|-------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Base | 722 | 290 | 97 | 96 | 94 | 53 | 292 | 128 | 51 | 140 |
| Yes | 78% | 78% | 84% | 73% | 81% | 83% | 80% | 80% | 76% | 81% |
| No | 17% | 17% | 10% | 18% | 11% | 8% | 16% | 14% | 20% | 14% |
| Dont know | 6% | 5% | 6% | 9% | 9% | 9% | 4% | 6% | 4% | 5% |

And should George Entwistle receive his full £450,000 pay-off deal as agreed with the BBC Trust?

| | | | | | | | | | | |
|-------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Base | 722 | 290 | 97 | 96 | 94 | 53 | 292 | 128 | 51 | 140 |
| Yes | 30% | 32% | 34% | 28% | 28% | 28% | 29% | 33% | 29% | 20% |
| No | 62% | 62% | 62% | 63% | 63% | 66% | 64% | 56% | 67% | 69% |
| Dont know | 8% | 7% | 4% | 9% | 10% | 6% | 8% | 11% | 4% | 11% |

Thinking about the BBC, how would you rate its current reputation in light of recent events? :

| | | | | | | | | | | |
|--------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Base | 722 | 290 | 97 | 96 | 94 | 53 | 292 | 128 | 51 | 140 |
| 0 - Extremely low [0] | 2% | 3% | 2% | 2% | 1% | - | 2% | - | 2% | 1% |
| 1 [1] | 4% | 4% | 3% | 5% | 5% | 6% | 5% | 2% | 2% | 4% |
| 2 [2] | 8% | 8% | 9% | 3% | 7% | 8% | 8% | 7% | 20% | 9% |
| 3 [3] | 12% | 16% | 10% | 13% | 17% | 8% | 8% | 15% | 12% | 9% |
| 4 [4] | 12% | 13% | 9% | 10% | 6% | 11% | 10% | 16% | 10% | 9% |
| 5 [5] | 14% | 14% | 19% | 6% | 15% | 17% | 16% | 9% | 16% | 14% |
| 6 [6] | 17% | 15% | 16% | 18% | 21% | 15% | 19% | 15% | 14% | 18% |
| 7 [7] | 17% | 12% | 15% | 22% | 14% | 19% | 20% | 18% | 16% | 23% |
| 8 [8] | 10% | 11% | 11% | 16% | 9% | 17% | 8% | 13% | 8% | 7% |
| 9 [9] | 3% | 3% | 3% | 3% | 4% | - | 3% | 3% | 2% | 4% |
| 10 - Extremely high [10] | 1% | 1% | 1% | 2% | - | - | 1% | 2% | - | 1% |
| Dont know | 0% | - | - | - | - | - | - | 1% | - | - |
| Mean | 5.12 | 4.91 | 5.19 | 5.55 | 5.02 | 5.32 | 5.19 | 5.38 | 4.67 | 5.31 |

Fieldwork: 22/11/12 - 28/11/12

| Total | Voting intention | | | | | Gender | | Sector | | |
|-------|------------------|--------|------------------|------------------|------------|--------|--------|---------|--------|-------|
| | Conservative | Labour | Liberal Democrat | Some other party | Don't know | Male | Female | Private | Public | Other |

And how would you have rated its reputation prior to these events? :

| | Base | 722 | 244 | 200 | 70 | 86 | 104 | 427 | 295 | 532 | 78 | 90 |
|--------------------------|------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| 0 - Extremely low [0] | | 0% | 1% | - | - | 1% | - | 1% | - | 0% | 1% | - |
| 1 [1] | | 1% | 1% | 1% | - | 5% | - | 1% | 1% | 1% | - | - |
| 2 [2] | | 1% | 1% | 1% | - | 6% | 2% | 1% | 1% | 2% | - | - |
| 3 [3] | | 2% | 4% | - | - | 3% | 1% | 2% | 2% | 2% | - | - |
| 4 [4] | | 4% | 5% | 2% | 4% | 7% | 6% | 5% | 4% | 4% | 3% | 6% |
| 5 [5] | | 6% | 7% | 3% | 3% | 9% | 5% | 6% | 5% | 6% | 1% | 7% |
| 6 [6] | | 7% | 7% | 8% | 4% | 5% | 8% | 8% | 5% | 7% | 1% | 9% |
| 7 [7] | | 17% | 21% | 11% | 17% | 15% | 17% | 16% | 17% | 17% | 21% | 16% |
| 8 [8] | | 30% | 32% | 32% | 33% | 22% | 33% | 30% | 31% | 30% | 38% | 29% |
| 9 [9] | | 25% | 18% | 35% | 30% | 20% | 24% | 23% | 28% | 25% | 26% | 28% |
| 10 - Extremely high [10] | | 6% | 3% | 10% | 9% | 7% | 5% | 6% | 6% | 6% | 9% | 7% |
| Dont know | | - | - | - | - | - | - | - | - | - | - | - |
| Mean | | 7.45 | 7.11 | 8.06 | 7.96 | 6.59 | 7.47 | 7.33 | 7.62 | 7.36 | 7.96 | 7.66 |

Do you find it surprising that the BBC has suffered this problem? :

| | Base | 722 | 244 | 200 | 70 | 86 | 104 | 427 | 295 | 532 | 78 | 90 |
|--------------------------------|------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| 0 - Extremely unsurprising [0] | | 8% | 9% | 7% | 1% | 15% | 7% | 11% | 5% | 9% | 10% | 2% |
| 1 [1] | | 8% | 9% | 6% | 6% | 16% | 7% | 9% | 8% | 9% | 3% | 7% |
| 2 [2] | | 14% | 19% | 8% | 16% | 14% | 11% | 15% | 11% | 14% | 17% | 10% |
| 3 [3] | | 18% | 17% | 21% | 14% | 21% | 17% | 16% | 21% | 18% | 18% | 18% |
| 4 [4] | | 10% | 12% | 7% | 14% | 6% | 10% | 8% | 12% | 10% | 5% | 13% |
| 5 [5] | | 12% | 11% | 15% | 9% | 10% | 16% | 14% | 10% | 11% | 17% | 13% |
| 6 [6] | | 6% | 5% | 7% | 9% | 3% | 9% | 6% | 6% | 6% | 8% | 9% |
| 7 [7] | | 7% | 6% | 7% | 13% | 6% | 6% | 7% | 7% | 6% | 9% | 10% |
| 8 [8] | | 9% | 7% | 11% | 11% | 6% | 11% | 8% | 9% | 8% | 12% | 7% |
| 9 [9] | | 4% | 4% | 7% | 3% | 1% | 3% | 4% | 4% | 4% | - | 8% |
| 10 - Extremely surprising [10] | | 2% | 1% | 3% | 3% | 1% | 2% | 1% | 2% | 2% | - | 3% |
| Dont know | | 2% | 1% | 4% | 1% | - | 3% | 1% | 3% | 2% | 3% | - |
| Mean | | 4.07 | 3.71 | 4.61 | 4.74 | 3.13 | 4.35 | 3.94 | 4.25 | 3.98 | 4.05 | 4.80 |

Fieldwork: 22/11/12 - 28/11/12

| Total | Field | | | | | | | | Journalist |
|-------|----------|---------------------|-----------|-------------------------|--------|-------|---------|-------|------------|
| | Business | Culture and leisure | Education | Government and politics | Health | Media | Charity | Other | |

And how would you have rated its reputation prior to these events? :

| | Base | 722 | 290 | 97 | 96 | 94 | 53 | 292 | 128 | 51 | 140 |
|--------------------------|------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| 0 - Extremely low [0] | | 0% | 1% | - | - | - | - | 0% | - | - | 1% |
| 1 [1] | | 1% | 1% | 1% | 1% | 1% | - | 1% | - | - | - |
| 2 [2] | | 1% | 1% | 1% | 2% | 1% | 2% | 2% | - | 2% | 1% |
| 3 [3] | | 2% | 4% | 1% | 2% | 2% | 2% | 1% | - | 4% | 1% |
| 4 [4] | | 4% | 5% | 3% | 1% | 3% | - | 4% | 2% | 6% | 6% |
| 5 [5] | | 6% | 7% | 6% | 3% | 2% | - | 5% | 4% | 10% | 5% |
| 6 [6] | | 7% | 7% | 7% | 5% | 10% | 6% | 9% | 8% | 6% | 11% |
| 7 [7] | | 17% | 19% | 8% | 15% | 13% | 21% | 15% | 18% | 12% | 16% |
| 8 [8] | | 30% | 29% | 34% | 35% | 44% | 38% | 29% | 31% | 33% | 29% |
| 9 [9] | | 25% | 23% | 32% | 26% | 19% | 26% | 28% | 29% | 22% | 23% |
| 10 - Extremely high [10] | | 6% | 4% | 6% | 9% | 5% | 6% | 6% | 8% | 6% | 6% |
| Dont know | | - | - | - | - | - | - | - | - | - | - |
| Mean | | 7.45 | 7.22 | 7.72 | 7.76 | 7.54 | 7.85 | 7.50 | 7.90 | 7.25 | 7.35 |

Do you find it surprising that the BBC has suffered this problem? :

| | Base | 722 | 290 | 97 | 96 | 94 | 53 | 292 | 128 | 51 | 140 |
|--------------------------------|------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| 0 - Extremely unsurprising [0] | | 8% | 9% | 9% | 7% | 6% | - | 9% | 2% | 6% | 13% |
| 1 [1] | | 8% | 10% | 8% | 7% | 9% | 4% | 10% | 5% | 12% | 9% |
| 2 [2] | | 14% | 17% | 16% | 8% | 14% | 15% | 15% | 12% | 10% | 14% |
| 3 [3] | | 18% | 14% | 18% | 19% | 21% | 17% | 18% | 16% | 22% | 16% |
| 4 [4] | | 10% | 11% | 11% | 13% | 10% | 11% | 8% | 14% | 10% | 6% |
| 5 [5] | | 12% | 12% | 11% | 9% | 16% | 9% | 12% | 9% | 14% | 16% |
| 6 [6] | | 6% | 6% | 8% | 8% | 9% | 8% | 6% | 9% | 12% | 5% |
| 7 [7] | | 7% | 6% | 5% | 9% | 6% | 11% | 7% | 10% | 6% | 4% |
| 8 [8] | | 9% | 8% | 7% | 11% | 5% | 6% | 9% | 12% | 4% | 11% |
| 9 [9] | | 4% | 4% | 3% | 3% | 3% | 8% | 3% | 5% | 4% | 3% |
| 10 - Extremely surprising [10] | | 2% | 1% | 1% | 2% | 1% | 6% | 2% | 2% | - | 1% |
| Dont know | | 2% | 2% | 1% | 2% | - | 6% | 1% | 2% | 2% | 2% |
| Mean | | 4.07 | 3.85 | 3.81 | 4.43 | 3.96 | 5.00 | 3.97 | 4.84 | 3.90 | 3.77 |

Fieldwork: 22/11/12 - 28/11/12

| | Voting intention | | | | | Gender | | Sector | | | |
|--------------------------|------------------|--------------|-------------|------------------|------------------|-------------|-------------|-------------|-------------|-------------|-------------|
| | Total | Conservative | Labour | Liberal Democrat | Some other party | Don't know | Male | Female | Private | Public | Other |
| Base | 722 | 244 | 200 | 70 | 86 | 104 | 427 | 295 | 532 | 78 | 90 |
| 0 - Extremely badly [0] | 9% | 9% | 7% | 3% | 17% | 10% | 11% | 6% | 10% | 5% | 2% |
| 1 [1] | 12% | 12% | 15% | 7% | 19% | 9% | 13% | 12% | 12% | 14% | 11% |
| 2 [2] | 21% | 22% | 16% | 24% | 26% | 22% | 22% | 20% | 20% | 21% | 27% |
| 3 [3] | 18% | 20% | 15% | 23% | 14% | 20% | 18% | 18% | 18% | 22% | 18% |
| 4 [4] | 13% | 10% | 16% | 21% | 8% | 15% | 11% | 17% | 13% | 14% | 16% |
| 5 [5] | 11% | 10% | 14% | 7% | 5% | 13% | 10% | 12% | 11% | 8% | 10% |
| 6 [6] | 6% | 7% | 9% | 3% | 3% | 5% | 6% | 7% | 7% | 5% | 6% |
| 7 [7] | 5% | 7% | 6% | 3% | 3% | 2% | 5% | 5% | 5% | 6% | 4% |
| 8 [8] | 2% | 2% | 2% | 4% | 2% | 2% | 3% | 2% | 2% | 5% | 3% |
| 9 [9] | 1% | - | 1% | 4% | - | 1% | 1% | 1% | 1% | - | 1% |
| 10 - Extremely well [10] | 0% | 0% | - | - | 1% | 1% | 0% | 0% | 1% | - | - |
| Dont know | 1% | 1% | 1% | - | 1% | 1% | 1% | 1% | 1% | - | 2% |
| Mean | 3.21 | 3.19 | 3.45 | 3.56 | 2.46 | 3.17 | 3.11 | 3.36 | 3.18 | 3.32 | 3.39 |

How willing would you be to personally endorse the BBC as an organisation? :

| | Base | 722 | 244 | 200 | 70 | 86 | 104 | 427 | 295 | 532 | 78 | 90 |
|-----------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|----|
| 0 - Extremely unwilling [0] | 4% | 4% | 2% | 3% | 10% | 4% | 6% | 2% | 5% | 4% | 1% | |
| 1 [1] | 3% | 5% | 2% | 1% | 8% | - | 4% | 3% | 4% | - | 2% | |
| 2 [2] | 7% | 7% | 4% | 4% | 16% | 8% | 7% | 8% | 8% | 6% | 6% | |
| 3 [3] | 5% | 5% | 2% | 4% | 7% | 7% | 4% | 6% | 5% | 1% | 6% | |
| 4 [4] | 6% | 8% | 4% | 6% | 3% | 6% | 5% | 7% | 6% | 4% | 7% | |
| 5 [5] | 11% | 17% | 7% | 6% | 3% | 15% | 10% | 12% | 11% | 6% | 12% | |
| 6 [6] | 9% | 8% | 8% | 11% | 8% | 11% | 9% | 8% | 9% | 6% | 11% | |
| 7 [7] | 12% | 10% | 14% | 14% | 12% | 14% | 13% | 11% | 13% | 13% | 11% | |
| 8 [8] | 14% | 16% | 16% | 16% | 7% | 12% | 13% | 15% | 14% | 18% | 12% | |
| 9 [9] | 10% | 8% | 13% | 11% | 6% | 11% | 9% | 11% | 10% | 12% | 9% | |
| 10 - Extremely willing [10] | 17% | 9% | 28% | 23% | 15% | 11% | 18% | 15% | 14% | 26% | 22% | |
| Dont know | 2% | 3% | 2% | - | 3% | 3% | 2% | 3% | 2% | 4% | 1% | |
| Mean | 6.29 | 5.78 | 7.37 | 7.00 | 5.00 | 6.11 | 6.26 | 6.34 | 6.10 | 7.24 | 6.70 | |

Fieldwork: 22/11/12 - 28/11/12

| | Field | | | | | | | | | |
|-------|----------|---------------------|-----------|-------------------------|--------|-------|---------|-------|------------|--|
| Total | Business | Culture and leisure | Education | Government and politics | Health | Media | Charity | Other | Journalist | |

How well do you think the BBC (including the BBC Trust) has handled the situation? :

| | Base | 722 | 290 | 97 | 96 | 94 | 53 | 292 | 128 | 51 | 140 |
|--------------------------|------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| 0 - Extremely badly [0] | | 9% | 9% | 11% | 10% | 9% | 11% | 10% | 5% | 12% | 9% |
| 1 [1] | | 12% | 12% | 6% | 11% | 15% | 15% | 13% | 8% | 22% | 13% |
| 2 [2] | | 21% | 24% | 24% | 21% | 28% | 21% | 21% | 25% | 12% | 16% |
| 3 [3] | | 18% | 16% | 18% | 14% | 11% | 9% | 18% | 15% | 20% | 22% |
| 4 [4] | | 13% | 13% | 14% | 15% | 14% | 21% | 12% | 16% | 12% | 13% |
| 5 [5] | | 11% | 12% | 9% | 7% | 6% | 9% | 10% | 12% | 16% | 7% |
| 6 [6] | | 6% | 5% | 6% | 7% | 7% | 4% | 7% | 6% | 6% | 9% |
| 7 [7] | | 5% | 5% | 8% | 7% | 7% | 4% | 5% | 5% | - | 6% |
| 8 [8] | | 2% | 3% | 1% | 4% | 1% | 2% | 2% | 3% | - | 2% |
| 9 [9] | | 1% | 1% | 1% | 1% | 1% | - | 1% | 2% | 2% | 1% |
| 10 - Extremely well [10] | | 0% | 0% | - | - | - | - | 1% | - | - | 1% |
| Dont know | | 1% | 0% | 1% | 2% | 1% | 4% | 1% | 2% | - | - |
| Mean | | 3.21 | 3.16 | 3.26 | 3.33 | 3.08 | 2.90 | 3.13 | 3.54 | 2.82 | 3.37 |

How willing would you be to personally endorse the BBC as an organisation? :

| | Base | 722 | 290 | 97 | 96 | 94 | 53 | 292 | 128 | 51 | 140 |
|-----------------------------|------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| 0 - Extremely unwilling [0] | | 4% | 5% | 5% | 4% | 2% | 4% | 4% | 2% | 4% | 3% |
| 1 [1] | | 3% | 4% | - | 1% | 3% | 2% | 3% | 1% | 2% | 4% |
| 2 [2] | | 7% | 10% | 9% | 6% | 7% | 6% | 7% | 8% | 12% | 4% |
| 3 [3] | | 5% | 4% | 3% | 4% | 3% | 4% | 5% | 5% | 4% | 4% |
| 4 [4] | | 6% | 7% | 6% | 5% | 4% | 9% | 5% | 5% | 6% | 6% |
| 5 [5] | | 11% | 13% | 9% | 16% | 11% | 8% | 7% | 9% | 16% | 7% |
| 6 [6] | | 9% | 9% | 7% | 7% | 12% | 15% | 7% | 7% | 6% | 7% |
| 7 [7] | | 12% | 13% | 12% | 7% | 15% | 13% | 13% | 13% | 14% | 12% |
| 8 [8] | | 14% | 11% | 15% | 15% | 14% | 13% | 16% | 16% | 16% | 19% |
| 9 [9] | | 10% | 6% | 11% | 16% | 7% | 6% | 12% | 10% | 10% | 9% |
| 10 - Extremely willing [10] | | 17% | 15% | 16% | 16% | 18% | 17% | 19% | 20% | 8% | 22% |
| Dont know | | 2% | 3% | 4% | 3% | 3% | 4% | 2% | 3% | 4% | 3% |
| Mean | | 6.29 | 5.80 | 6.46 | 6.54 | 6.52 | 6.33 | 6.59 | 6.81 | 5.86 | 6.83 |

Fieldwork: 22/11/12 - 28/11/12

| Total | Voting intention | | | | | Gender | | Sector | | |
|-------|------------------|--------|------------------|------------------|------------|--------|--------|---------|--------|-------|
| | Conservative | Labour | Liberal Democrat | Some other party | Don't know | Male | Female | Private | Public | Other |

How willing would you have been to personally endorse the BBC as an organisation prior to this recent issue? :

| | Base | 722 | 244 | 200 | 70 | 86 | 104 | 427 | 295 | 532 | 78 | 90 |
|-----------------------------|------|------|------|------|------|------|------|------|------|------|------|------|
| 0 - Extremely unwilling [0] | 1% | 2% | 1% | 1% | 3% | 1% | 2% | 0% | 2% | 3% | - | - |
| 1 [1] | 2% | 1% | 2% | 1% | 3% | 1% | 2% | 1% | 2% | - | - | - |
| 2 [2] | 2% | 2% | 1% | - | 9% | - | 3% | 2% | 2% | 3% | 1% | 2% |
| 3 [3] | 5% | 5% | 2% | 3% | 9% | 7% | 6% | 3% | 6% | 1% | 2% | 2% |
| 4 [4] | 3% | 6% | 1% | 3% | 2% | 2% | 4% | 2% | 4% | 1% | 1% | 1% |
| 5 [5] | 8% | 9% | 7% | 4% | 8% | 10% | 9% | 7% | 8% | 3% | 9% | 9% |
| 6 [6] | 8% | 9% | 5% | 11% | 6% | 9% | 7% | 8% | 7% | 4% | 14% | 14% |
| 7 [7] | 10% | 13% | 10% | 3% | 10% | 12% | 8% | 13% | 11% | 12% | 9% | 9% |
| 8 [8] | 18% | 20% | 15% | 20% | 15% | 19% | 17% | 18% | 17% | 22% | 20% | 20% |
| 9 [9] | 19% | 16% | 22% | 19% | 15% | 28% | 18% | 21% | 21% | 17% | 13% | 13% |
| 10 - Extremely willing [10] | 22% | 15% | 36% | 34% | 16% | 12% | 23% | 22% | 19% | 35% | 29% | 29% |
| Dont know | 1% | 2% | 2% | - | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 1% |
| Mean | 7.40 | 7.00 | 8.21 | 8.01 | 6.35 | 7.37 | 7.23 | 7.65 | 7.24 | 8.12 | 7.84 | 7.84 |

Fieldwork: 22/11/12 - 28/11/12

| Total | Field | | | | | | | | Journalist |
|-------|----------|---------------------|-----------|-------------------------|--------|-------|---------|-------|------------|
| | Business | Culture and leisure | Education | Government and politics | Health | Media | Charity | Other | |

How willing would you have been to personally endorse the BBC as an organisation prior to this recent issue? :

| | Base | 722 | 290 | 97 | 96 | 94 | 53 | 292 | 128 | 51 | 140 |
|-----------------------------|------|------|------|------|------|------|------|------|------|------|------|
| 0 - Extremely unwilling [0] | 1% | 2% | 1% | 1% | - | - | 1% | - | - | - | 1% |
| 1 [1] | 2% | 2% | - | 1% | - | 2% | 2% | - | - | - | 1% |
| 2 [2] | 2% | 3% | 1% | 2% | 3% | - | 2% | 1% | 4% | 2% | 2% |
| 3 [3] | 5% | 7% | 3% | 2% | 5% | 2% | 4% | 2% | 10% | 4% | 4% |
| 4 [4] | 3% | 4% | 6% | 3% | 2% | 2% | 3% | 2% | 2% | 2% | 2% |
| 5 [5] | 8% | 10% | 7% | 5% | 6% | 2% | 7% | 5% | 12% | 9% | 9% |
| 6 [6] | 8% | 7% | 5% | 5% | 9% | 9% | 8% | 9% | 8% | 8% | 4% |
| 7 [7] | 10% | 10% | 9% | 18% | 6% | 26% | 8% | 13% | 14% | 10% | 10% |
| 8 [8] | 18% | 17% | 13% | 22% | 22% | 19% | 18% | 23% | 12% | 18% | 18% |
| 9 [9] | 19% | 18% | 25% | 19% | 20% | 11% | 21% | 15% | 22% | 21% | 21% |
| 10 - Extremely willing [10] | 22% | 19% | 25% | 20% | 23% | 25% | 24% | 28% | 18% | 26% | 26% |
| Dont know | 1% | 2% | 4% | 2% | 2% | 2% | 1% | 2% | - | - | 1% |
| Mean | 7.40 | 7.04 | 7.77 | 7.63 | 7.70 | 7.79 | 7.54 | 7.99 | 7.12 | 7.61 | 7.61 |