





















Sample Size: 1946 GB Adults  
Fieldwork: 13th - 14th March 2014

	Voting intention				2010 Vote			Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
<b>Weighted Sample</b>	<b>1946</b>	<b>502</b>	<b>610</b>	<b>124</b>	<b>188</b>	<b>576</b>	<b>469</b>	<b>398</b>	<b>944</b>	<b>1002</b>	<b>232</b>	<b>492</b>	<b>666</b>	<b>557</b>	<b>1109</b>	<b>837</b>	<b>249</b>	<b>632</b>	<b>416</b>	<b>479</b>	<b>169</b>
<b>Unweighted Sample</b>	<b>1946</b>	<b>465</b>	<b>604</b>	<b>114</b>	<b>212</b>	<b>554</b>	<b>472</b>	<b>403</b>	<b>949</b>	<b>997</b>	<b>201</b>	<b>399</b>	<b>730</b>	<b>616</b>	<b>1283</b>	<b>663</b>	<b>292</b>	<b>637</b>	<b>359</b>	<b>415</b>	<b>243</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Feb  
13-14

Mar  
13-14

**Thinking about how the BBC is funded, which of the following would you most like to see?**

The BBC funded from the television licence, as at present	36	35	36	40	61	19	33	38	45	36	34	43	29	32	40	41	27	41	35	32	35	35
The BBC funded from a subscription model, with people having to pay a subscription to watch their channels	10	10	11	8	5	18	15	8	7	12	9	8	12	13	6	12	8	15	9	8	11	13
The BBC funded from advertising in commercial breaks	34	36	37	35	16	48	37	35	31	34	37	21	40	36	37	29	45	23	38	38	38	31
The BBC funded from general taxation	8	8	8	10	9	7	7	9	8	10	6	8	6	7	11	9	6	6	8	10	7	9
Something else	3	3	2	2	6	4	3	2	3	3	3	2	3	3	2	3	3	4	2	3	3	4
Don't know	9	8	6	5	3	5	5	8	5	5	11	18	10	8	3	7	11	10	9	9	7	8

**Imagine the BBC licence fee was abolished and replaced with a subscription service, meaning people could only watch BBC television channels if they paid a subscription.**

**How much, if anything, would you be prepared to pay to receive BBC television channels?**

Nothing at all, if the BBC became a subscription service I would not subscribe	43	38	44	33	57	41	45	40	44	42	39	44	43	45	38	50	42	41	40	48	48
£5 a month or less	26	29	26	22	27	29	24	28	22	30	20	26	28	25	25	26	25	27	24	25	27
£10 a month	15	20	14	27	12	16	16	17	17	14	15	16	14	17	18	12	15	17	18	11	13
£15 a month	4	4	5	6	1	3	5	5	5	2	3	2	4	5	5	2	3	4	5	4	2
£20 a month	2	1	2	6	0	2	1	2	3	1	3	2	1	2	3	0	3	2	1	2	1
£25 a month	1	0	1	1	0	1	1	0	1	0	1	1	1	0	1	0	0	0	2	0	0
£40 a month	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
£50 a month or more	0	0	0	1	0	1	0	0	0	0	0	1	0	0	0	1	0	1	0	0	0
Don't know	9	7	8	4	3	8	9	7	8	11	18	8	9	7	9	10	11	8	11	9	10

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<b>Weighted Sample</b> 1946	502	610	124	188	576	469	398	944	1002	232	492	666	557	1109	837	249	632	416	479	169	
<b>Unweighted Sample</b> 1946	465	604	114	212	554	472	403	949	997	201	399	730	616	1283	663	292	637	359	415	243	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Currently people are required to have a television licence if they watch or record television programmes as they are being broadcast, no what what sort of device they watch the programmes on. Listening to BBC radio or watching programmes that have already been broadcast on BBC iplayer does not require a TV licence.

Do you think people should or should not have to have a television licence if they watch old BBC television on iplayer, but do not have a television or watch television programmes live?

Should have to have a licence	41	49	44	56	37	47	42	49	42	40	18	38	42	52	46	34	45	41	40	41	37
Should not have to have a licence	47	39	47	36	58	42	47	40	49	46	65	49	48	37	44	52	44	47	45	48	56
Don't know	12	11	9	9	5	11	10	11	10	14	17	13	11	10	11	14	11	12	15	11	7

Do you think people should or should not have to have a television licence if they listen to BBC radio, but do not have a television or watch television programmes live?

Should have to have a licence	22	25	24	30	19	25	25	25	23	20	15	23	20	26	24	19	26	21	21	20	25
Should not have to have a licence	68	66	66	65	78	67	65	69	67	69	68	65	70	68	67	70	65	70	65	69	67
Don't know	10	9	10	5	4	8	10	6	10	10	17	12	10	6	9	12	9	9	14	10	7

The BBC licence fee has been frozen, meaning they need to find savings in coming years. In order to save money the BBC has announced that BBC Three will stop broadcasting and will only be available online through iplayer. Do you think this was the right or wrong decision?

Right decision - moving BBC Three online is a sensible way of saving money	44	52	35	55	56	50	37	48	47	42	40	39	44	51	49	38	45	45	44	44	43
Wrong decision - the BBC should have continued to broadcast BBC Three and found savings elsewhere	39	34	50	32	30	35	47	36	38	40	44	45	40	30	37	42	39	38	42	38	41
Don't know	17	14	15	13	14	15	17	15	15	18	16	16	16	18	14	21	16	18	14	18	16

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Do you think independent television companies are or are not able to compete effectively against a BBC funded by a licence fee?**

Independent television companies are able to compete effectively against a BBC funded by a licence fee	<b>62</b>	64	68	83	69	62	66	73	68	57	54	52	62	75	68	54	61	62	59	65	66
Independent television companies are NOT able to compete effectively against a BBC funded by a licence fee	<b>19</b>	24	16	8	23	24	15	13	20	17	18	22	21	13	18	20	19	17	21	20	16
Don't know	<b>19</b>	12	16	10	8	13	19	14	12	26	27	26	17	11	14	25	20	21	20	15	18

July  
4-5  
2013

Mar  
13-14  
2014

**Do you think the top management and executives of the BBC are paid...**

Too much	72	<b>77</b>	81	79	68	93	83	79	76	78	76	57	69	80	89	75	80	68	79	74	81	80
Too little	1	<b>1</b>	0	1	0	0	1	1	0	2	1	0	3	1	0	1	1	0	1	1	1	2
About the right amount	11	<b>6</b>	9	7	11	2	6	5	9	8	5	12	9	5	4	8	4	11	7	6	4	3
Don't know	16	<b>15</b>	10	13	21	5	10	15	15	12	18	30	19	14	8	15	15	21	13	19	13	15

**And do you think top presenters and stars on BBC television and radio are paid...**

Too much	70	<b>74</b>	77	74	64	87	80	75	75	74	74	44	63	77	91	73	75	64	74	71	78	78
Too little	2	<b>1</b>	1	2	1	0	2	1	1	2	0	1	3	1	0	1	1	3	0	1	1	2
About the right amount	14	<b>10</b>	12	11	14	8	9	10	11	13	8	22	16	8	4	12	8	11	13	12	7	7
Don't know	15	<b>15</b>	10	13	21	5	9	15	14	12	18	33	19	14	5	13	17	22	12	16	13	14