

YouGov Survey Results

Sample Size: 2034 GB Adults
Fieldwork: 5th - 6th April 2011

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample 2034	574	663	160	614	490	471	989	1045	246	519	696	574	1159	875	260	661	435	500	177	
Unweighted Sample	543	588	171	581	431	509	995	1039	166	519	731	618	1356	678	277	679	399	473	206	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The BBC licence fee is to be frozen for the next five years, meaning the BBC has no choice but to make significant cuts in the coming years. Below are some potential ways that the BBC could save money. For each one please say whether you think it would be an acceptable or unacceptable way of the BBC saving money?

Sharing the coverage of Wimbledon with commercial television channels

Acceptable	70	71	69	77	69	68	75	72	68	58	64	74	77	67	74	62	73	72	73	60
Unacceptable	22	23	25	20	25	25	18	21	23	28	25	20	19	26	17	28	20	22	18	31
Don't know	8	6	6	3	6	8	7	6	9	14	11	6	4	7	9	10	7	6	9	9

No longer bidding for the rights for Formula One Motor Racing

Acceptable	68	70	67	69	68	68	69	67	69	56	63	70	74	68	67	72	65	68	69	70
Unacceptable	22	23	24	24	24	23	23	26	19	30	24	21	19	23	21	15	25	22	22	22
Don't know	10	7	9	7	9	9	8	8	12	15	13	9	7	9	11	14	10	10	9	9

No longer bidding for the rights for Premier League football highlights

Acceptable	62	69	54	69	69	58	61	58	66	44	55	64	75	64	60	61	67	65	56	63
Unacceptable	30	26	38	29	26	33	31	36	24	42	36	28	20	29	30	28	27	28	36	30
Don't know	8	5	8	3	6	8	8	6	10	13	10	8	5	7	10	11	7	8	9	7

No longer broadcasting through the night, and instead showing repeats, Open University or Learning Zone programmes between 12am and 6am.

Acceptable	77	86	72	93	83	75	77	77	78	73	77	77	80	81	73	77	79	79	76	73
Unacceptable	13	8	17	6	10	14	14	15	12	13	12	15	13	10	17	14	12	11	15	18
Don't know	9	6	11	1	6	11	9	8	11	14	11	8	7	9	10	9	9	10	10	9

No longer broadcasting through the night, and renting out the transmission capacity overnight to other broadcasters, such as local TV

Acceptable	73	82	67	81	81	70	73	74	72	60	67	77	80	73	73	67	74	76	73	73
Unacceptable	17	12	22	13	11	18	18	19	14	26	20	14	12	17	15	18	15	15	18	18
Don't know	10	7	11	6	8	12	9	7	13	14	13	9	8	9	11	15	10	9	10	9

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

Replacing daytime broadcasting for BBC local radio with Radio Five Live, with local radio only during the mornings and evenings

Acceptable	42	51	35	44	49	34	40	44	39	45	36	40	47	44	38	39	41	44	41	46
Unacceptable	42	35	50	41	37	49	43	43	40	35	44	44	39	40	44	42	43	39	44	35
Don't know	17	14	15	15	14	16	17	12	21	19	20	15	14	15	18	19	16	17	15	19

Putting less original programming on BBC2, and repeating more BBC1 shows on it

Acceptable	25	28	24	32	29	25	23	26	25	27	27	22	28	25	26	25	23	29	25	28
Unacceptable	65	63	68	63	63	66	69	66	65	60	63	69	66	65	65	64	68	63	64	64
Don't know	9	9	8	4	8	10	7	8	10	13	10	9	7	10	9	11	8	8	11	8

Spending less on daytime television property and antique shows

Acceptable	74	81	71	74	80	71	75	77	70	77	74	73	73	76	71	73	73	75	74	73
Unacceptable	17	13	20	18	15	19	15	15	19	12	16	18	19	15	20	18	19	17	15	18
Don't know	9	6	9	8	5	10	10	8	10	11	10	9	7	9	10	9	8	8	11	9

Spending less on news and current affairs programming

Acceptable	24	30	21	25	29	22	17	26	23	20	20	29	25	24	25	16	25	30	21	28
Unacceptable	68	64	72	70	65	71	75	68	68	67	70	65	70	70	65	76	69	60	71	64
Don't know	8	6	7	4	6	8	8	6	10	13	11	7	5	7	10	9	7	9	8	8

Spending less on childrens television

Acceptable	31	37	26	32	36	27	30	35	28	31	30	32	31	33	29	33	30	32	30	35
Unacceptable	57	53	64	60	54	62	59	55	59	55	59	57	58	57	58	58	58	57	58	56
Don't know	11	10	10	9	10	11	11	10	13	15	11	11	11	10	13	10	12	10	12	9

Spending less on documentaries

Acceptable	18	19	18	18	20	19	14	17	19	15	15	19	21	17	20	15	17	21	17	21
Unacceptable	74	75	74	79	74	72	78	76	71	72	75	73	73	76	71	76	75	70	74	72
Don't know	8	7	8	3	6	9	7	6	10	13	10	7	6	7	10	9	7	9	10	7

Spending less on chat shows and entertainment

Acceptable	64	69	61	69	70	58	66	70	59	56	57	64	75	66	61	67	68	61	59	68
Unacceptable	26	23	30	24	23	33	22	23	29	28	32	26	20	25	28	23	25	28	29	23
Don't know	9	7	9	7	7	9	11	7	12	16	11	9	6	9	10	10	7	10	12	8

Spending less on drama

Acceptable	21	21	19	18	22	15	16	26	16	29	24	20	14	20	22	22	23	18	18	23
Unacceptable	71	72	74	78	72	76	75	66	75	56	66	72	80	72	69	70	70	73	71	67
Don't know	9	7	7	4	6	9	9	8	10	15	10	8	6	8	10	8	7	9	10	11

Spending less on comedy

Acceptable	28	35	23	21	34	23	24	26	30	18	23	28	37	31	25	29	31	28	22	32
Unacceptable	61	56	68	69	57	68	64	64	58	66	65	62	54	59	64	60	59	63	63	58
Don't know	11	9	9	10	9	10	12	9	12	16	12	10	9	10	11	11	10	9	14	10

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

Buying more foreign television programmes

Acceptable	30	34	28	35	31	28	30	32	27	40	32	28	26	32	26	34	31	26	26	40
Unacceptable	55	53	57	55	58	57	55	54	56	38	52	58	62	52	60	49	55	60	58	46
Don't know	15	13	16	10	11	15	15	13	17	22	16	14	13	16	14	17	14	14	16	14

In recent years there have been some high profile cases where television and radio comedians have been criticising for telling jokes that some people have found offensive, and in some cases this has resulted in people being suspended from their jobs or forced to apologise.

Some people think too much comedy on the TV and radio these days is offensive, while other people think that reacting to complaints is stifling the artistic freedom of comedians. Which of the following best reflects your view?

Radio and TV comedians no longer have enough freedom to tell jokes that some people would find risky or offensive.																				
Broadcasters should back comedians against these sort of complaints and if people find them offensive they shouldn't watch.	41	41	42	44	40	38	39	49	33	51	54	42	23	40	43	40	42	39	44	36
Making jokes about subjects that would offend a large proportion of the general public is unacceptable on the television or radio. Broadcasters should listen to public complaints and make sure that comedy that is liable to offend people is not shown.	32	35	31	32	36	35	31	22	41	13	20	32	51	33	31	30	32	33	31	36
Television and radio broadcasters currently get the balance between artistic freedom and not causing offence about right.	22	21	24	23	20	24	26	25	19	25	20	22	22	23	20	21	24	23	19	22
Don't know	5	4	4	1	4	3	4	5	6	11	6	4	4	4	7	10	3	5	6	6