

YouGov / The Sun Survey Results

Sample Size: 1785 GB Adults
Fieldwork: 24th - 25th October 2012

	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	1785	457	610	136	557	454	375	868	917	216	455	610	503	1017	768	228	580	382	439	155	
Unweighted Sample	1785	468	547	128	560	413	407	863	922	96	448	716	525	1162	623	183	679	321	441	161	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

On which TV channel, if any, do you watch the majority of your news?

BBC	62	67	65	65	62	65	72	66	59	60	56	62	69	68	55	61	65	62	59	67
ITV	14	13	14	3	19	12	7	9	19	7	12	16	17	10	20	10	15	12	19	10
Sky News	10	10	10	8	12	12	5	11	8	8	12	9	8	8	12	11	9	10	10	6
Channel 4	3	1	3	5	1	4	2	3	2	2	5	2	2	3	2	3	2	3	2	4
Channel 5	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0
Other	0	0	0	1	0	0	1	0	1	0	1	1	0	0	1	2	0	0	0	1
Not applicable - I don't watch the news on TV	9	7	6	19	5	5	13	8	9	20	12	7	3	10	8	9	7	12	8	10
Don't know	2	2	1	0	2	1	1	2	1	3	2	2	0	1	2	4	1	1	2	1

Overall, do you think the BBC licence fee is good or bad value for money?

Very good value for money	16	14	20	29	9	23	24	20	13	18	16	16	16	20	12	23	17	13	15	16
Fairly good	30	36	29	42	29	29	36	30	29	31	34	25	31	34	24	36	28	30	26	34
TOTAL GOOD	46	50	49	71	38	52	60	50	42	49	50	41	47	54	36	59	45	43	41	50
Neither good nor bad	17	18	17	7	20	18	16	15	19	15	15	16	21	18	16	20	17	16	18	14
Fairly bad	18	18	16	13	21	14	13	17	18	18	16	19	19	14	23	8	21	19	18	14
Very bad value for money	16	12	16	6	19	14	9	15	17	8	16	22	13	11	22	12	14	17	20	19
TOTAL BAD	34	30	32	19	40	28	22	32	35	26	32	41	32	25	45	20	35	36	38	33
Don't know	3	2	2	3	2	3	2	3	3	10	4	2	1	3	3	1	4	4	3	2

Would you opt out of paying for the BBC license fee even if this this meant that you could not view any BBC programmes or channels?

Yes, I would	28	22	29	20	29	27	19	30	25	22	28	34	21	21	36	16	26	30	32	31
No, I wouldn't	56	63	57	69	57	59	70	56	55	62	53	51	61	64	44	70	58	53	49	53
Not sure	17	15	14	11	14	15	12	14	19	16	18	14	18	15	19	15	16	17	19	16

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

Through which, if any, of the following ways do you think the BBC should be funded? (Please tick all that apply)

Through a license fee as of now	38	42	40	59	33	41	53	42	34	37	38	35	41	44	29	44	40	34	33	42
Having adverts on BBC channels	35	35	35	17	39	32	26	33	37	20	38	41	31	30	42	25	37	33	43	26
Commercial sponsorship	31	31	30	22	32	31	24	33	28	21	32	32	32	28	34	28	30	27	35	32
As a subscription service like Sky or Virgin media	11	10	10	15	12	8	12	11	11	9	13	12	9	11	12	13	12	10	9	12
Through taxation (e.g. income tax)	10	10	10	16	8	9	14	13	8	20	9	8	9	12	8	11	12	11	7	9
Charitable donations	10	10	8	11	11	7	8	11	8	26	12	7	3	10	9	11	10	13	5	11
Other	1	1	1	2	2	1	1	1	1	3	1	1	1	2	0	1	2	2	0	0
Not applicable - I think the BBC should be abolished	3	2	3	0	3	4	1	2	3	5	2	3	2	3	3	1	2	4	4	0
Don't know	7	5	6	3	5	6	7	5	9	11	9	6	4	6	8	9	7	5	8	7

Through which ONE, if any, of the following ways do you think the BBC should be funded?

Through a license fee as of now	34	38	37	50	31	38	46	37	31	31	33	31	39	40	26	40	35	31	29	39
Having adverts on BBC channels	28	28	30	14	31	27	20	27	29	14	30	34	26	23	35	19	28	29	34	23
Commercial sponsorship	13	13	12	5	15	15	8	12	14	8	13	13	16	12	15	14	11	12	16	14
As a subscription service like Sky or Virgin media	6	5	6	11	6	4	7	5	7	6	5	7	6	6	6	5	7	6	4	10
Through taxation (e.g. income tax)	5	7	4	12	5	4	8	7	4	12	3	4	6	7	3	6	6	6	3	2
Charitable donations	2	2	1	4	3	1	0	3	1	8	3	1	0	2	2	3	2	4	0	3
Other	1	0	1	1	1	1	0	1	0	2	0	0	0	1	0	1	1	1	0	0
Not applicable - I think the BBC should be abolished	3	2	3	0	3	4	1	3	3	5	3	3	2	3	3	2	2	4	4	0
Don't know	8	6	7	3	6	7	8	5	11	14	10	7	5	7	9	9	8	6	9	8

Do you have children in any of the following age groups?

Under 16	23	21	25	27	22	26	19	22	23	11	43	28	2	23	22	24	24	24	20	18
Over 16	43	47	44	33	48	47	37	40	45	7	4	53	81	40	46	35	41	40	52	41
Not applicable - I don't have any children	40	36	38	44	35	34	48	43	37	83	55	31	17	42	36	46	39	41	35	42

Would you allow a child of yours to appear on a BBC TV show?

[Only asked to those who have children under 16
n=412]

Yes, I would	54	64	58	65	56	54	60	64	45	45	49	59	57	59	45	70	50	52	47	64
No, I wouldn't	24	15	22	21	22	26	18	18	29	26	28	17	38	22	26	15	26	24	28	12
Not sure	23	21	20	14	22	20	22	18	27	30	23	23	5	19	28	15	23	24	26	24

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

Before today, were you aware of the news surrounding Jimmy Savile, the former DJ and television host, who died last year and has been accused of sexually assaulting young girls during his time working for the BBC.

Yes, I was	87	88	88	87	86	87	90	89	85	83	89	92	81	87	88	84	89	87	87	87
No, I wasn't	13	12	12	13	14	13	10	11	15	17	11	8	19	13	12	16	11	13	13	13

And do you think that the accusations that Jimmy Savile engaged in inappropriate behaviour are true or false?

TRUE	79	85	82	76	84	80	80	76	82	65	74	82	86	78	80	83	76	79	79	79
FALSE	3	1	3	4	2	3	3	3	2	7	4	1	1	3	2	2	1	4	3	3
Not sure	19	14	15	20	14	17	17	21	16	28	22	17	14	19	19	14	22	17	18	18

From what you have heard do you think the BBC has or has not covered up allegations against Jimmy Savile in the past?

	Oct 11-12	Oct 24-25																			
Has covered up allegations	64	70	74	69	62	77	67	70	67	74	64	65	73	74	67	74	70	71	69	72	70
Has not covered up allegations	12	11	10	12	14	8	13	9	14	7	16	13	9	7	13	8	15	10	10	9	12
Don't know	24	19	16	19	24	15	20	21	19	19	20	21	17	19	20	18	16	19	21	20	18

Which ONE of the following statements comes closest to you view?

There should be a full investigation into Jimmy Savile, whether the allegations are true and, if so, why action was not taken	62	71	73	74	69	70	72	74	72	70	61	72	70	75	68	74	73	73	67	69	73
Jimmy Savile is dead and there is nothing to be gained by a long and distressing investigation	30	23	23	21	26	23	22	22	21	25	26	21	24	22	24	21	22	22	24	24	20
Neither	3	3	2	2	4	4	3	2	4	2	7	4	3	1	4	1	3	2	5	3	3
Don't know	6	4	2	3	1	3	2	2	3	4	6	4	3	2	3	4	1	4	4	4	3

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

Do you think that there should or should not be a publically funded, independent inquiry into the BBC's behaviour and the case surrounding Jimmy Savile, the outcome of which would not be legally binding?

Should be a publically funded, independent inquiry	33	37	37	30	33	38	32	38	28	25	27	35	39	32	34	32	32	34	32	35
Should NOT be a publically funded, independent inquiry	54	54	52	56	58	49	55	50	57	55	59	55	47	56	51	54	56	52	54	50
Not sure	13	9	11	14	9	13	13	12	15	20	14	10	13	12	14	13	12	14	14	15

An independent inquiry led by the former Sky head of news Nick Pollard will examine whether there were any failings in the BBC's management of the Newsnight investigation.

To what extent do you trust, if at all, this investigation will be carried out in a fair and neutral way?

Trust a great deal	7	11	8	9	10	8	5	10	5	2	9	7	7	7	7	10	6	7	7	8
Trust a fair amount	44	52	42	56	48	41	53	45	43	36	38	46	51	48	39	46	47	45	39	43
TOTAL TRUST	51	63	50	65	58	49	58	55	48	38	47	53	58	55	46	56	53	52	46	51
Do not trust much	23	17	27	20	18	27	24	22	25	24	25	24	22	23	24	23	23	21	25	26
Do not trust at all	8	5	9	2	7	11	6	10	7	13	7	8	8	7	10	6	8	10	9	9
TOTAL DO NOT TRUST	31	22	36	22	25	38	30	32	32	37	32	32	30	30	34	29	31	31	34	35
Don't know	17	15	14	13	16	12	12	12	21	26	21	15	12	15	20	15	16	18	19	14

Do you think the following people should stay in their job or resign from their job in light of the current news surrounding Jimmy Savile? (Please tick one option per row)

George Entwistle (Director-General of the BBC)

Should resign from their job	29	30	32	17	34	31	21	32	26	19	21	34	35	24	36	25	30	26	31	36
Should stay in their job	33	36	36	49	31	36	41	39	28	31	37	34	29	40	23	46	30	32	30	38
Don't know	38	34	33	33	34	33	38	29	46	50	42	32	35	36	41	30	40	42	39	26

Peter Rippon (Newsnight editor)

Should resign from their job	35	37	38	23	40	36	32	41	29	31	29	37	41	32	40	31	33	33	38	44
Should stay in their job	25	28	25	30	25	28	25	27	23	20	28	25	24	28	21	32	21	26	24	30
Don't know	40	35	37	47	35	36	42	32	47	48	44	38	35	41	39	37	46	41	38	26

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

Lord Chris Patten (chairman of the BBC Trust)

Should resign from their job	25	22	29	9	27	31	15	27	23	22	19	29	27	19	34	18	24	26	29	25
Should stay in their job	38	44	38	58	39	38	47	44	32	29	40	37	40	46	27	54	36	34	33	44
Don't know	37	34	32	33	33	31	38	29	45	49	41	34	33	35	40	28	40	40	38	31

Oct 11-12 Oct 24-25

Last year, Newsnight chose not to run a story about allegations against Jimmy Savile. Newsnight's editor said he chose not to run the story because the programme wasn't interested in celebrity stories, Savile was dead and unable to defend himself, the level of proof required and age of the allegations.

Do you think Newsnight was right or wrong to not report the allegations against Jimmy Savile?

They were right not to report the allegations	25	15	16	16	20	13	15	19	16	15	18	18	15	13	17	13	14	15	15	17	13
They were wrong and the allegations should have been reported	57	68	68	70	61	70	71	65	68	68	52	61	72	76	64	73	67	70	65	68	71
Don't know	18	17	16	13	19	17	14	16	16	17	30	21	13	11	19	14	19	15	21	15	16

The allegations against Jimmy Savile have spanned back as far as the 1960s. Which of the following statements comes closest to your view?

This type of behaviour was common in Britain at the time	13	12	14	14	10	16	15	11	13	9	12	14	12	14	11	12	12	14	12	10
This type of behaviour was common within the entire entertainment industry at the time	21	22	23	24	21	20	22	24	19	15	19	21	26	22	21	18	20	19	26	27
This type of behaviour was a wider incident that involved others at the BBC at the time	34	39	33	31	40	34	32	33	35	17	32	36	41	33	35	39	35	34	31	30
This was an isolated incident involving only Jimmy Savile at the time	6	6	6	2	7	6	5	7	6	16	7	5	3	7	5	9	4	7	6	8
Don't know	26	21	23	29	22	24	26	25	27	43	31	24	17	24	29	22	28	26	25	25

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

Do you think this type of behaviour has occurred in Britain more often, less often or has there been no change since the 1960s?

More often	19	20	18	7	21	18	11	18	20	11	16	21	23	13	27	18	15	23	21	17
No change	32	33	32	28	36	32	30	31	32	19	31	34	35	34	28	25	35	27	34	34
Less often	30	28	35	48	26	33	39	32	28	40	31	29	26	36	23	40	29	32	26	29
Don't know	19	20	16	18	17	17	20	19	19	30	22	16	16	17	22	17	21	18	18	20

In general, do you think that this behaviour is better or worse nowadays or has it not changed since the 1960s?

Better	30	35	32	45	30	30	38	33	27	32	29	33	27	33	26	39	27	32	27	31
No change	38	38	41	31	41	42	34	37	39	32	38	37	42	41	34	33	40	38	36	41
Worse	15	12	12	9	15	13	10	14	15	10	15	15	16	11	20	10	14	14	19	15
Don't know	17	14	15	14	14	15	17	16	18	27	18	15	15	15	20	18	19	16	17	14

Taking all this into account and since the recent allegations surfaced, in general how well or badly do you think the BBC has handled the situation?

Generally well	18	20	20	23	15	20	23	19	16	20	24	16	14	20	15	23	15	18	17	21
Generally badly	66	70	64	61	75	63	62	69	64	55	58	70	73	65	68	62	69	61	70	63
Don't know	16	10	16	16	11	17	15	12	20	25	18	14	13	16	17	14	16	21	13	17

And taking all this into account, in general has your trust in the BBC increased or decreased now or has there been no difference?

Increased	1	1	0	1	0	1	0	1	0	1	2	0	0	1	0	1	0	0	1	1
Decreased	32	38	27	24	38	29	28	30	33	23	28	32	38	28	36	30	33	29	35	25
No difference - I still trust the BBC	41	38	49	63	34	47	51	46	37	49	45	38	39	48	33	47	40	44	36	44
No difference - I still do not trust the BBC	16	15	16	8	19	15	11	15	16	13	15	18	15	14	19	13	17	15	16	16
Don't know	10	7	8	4	9	7	9	8	13	15	10	11	8	9	12	9	9	11	11	14

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

And taking all this into account, in general has it made you more or less likely to watch BBC shows or has there been no change?

More likely	1	2	1	0	0	2	0	1	0	2	1	0	1	1	0	0	1	1	1	1
No change	86	89	85	95	87	83	92	85	86	77	84	87	89	89	80	89	87	84	82	90
Less likely	9	7	11	2	10	12	4	10	9	13	9	10	7	6	13	8	8	10	12	4
Don't know	4	2	3	3	3	3	3	4	5	9	5	3	3	3	6	2	4	5	5	5

**Any percentages calculated on bases fewer than 50 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.*