

YouGov / Prospect Survey Results

Sample Size: 1712 GB Adults
Fieldwork: 3rd - 4th February 2013

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					Gross Household Income					
	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	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	
Weighted Sample	1712	386	580	145	516	411	377	832	880	207	437	586	483	976	736	219	556	366	421	149	382	436	283	85	
Unweighted Sample	1712	408	564	117	555	420	358	766	946	114	464	637	497	1159	553	311	555	322	444	80	337	454	326	106	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Overall, how satisfied or dissatisfied are you with the service provided by the BBC - its TV and radio channels and online services including the catch-up 'iPlayer' service?

Very satisfied	31	29	37	43	22	38	38	33	29	37	29	34	25	35	26	37	29	24	34	35	28	32	40	45
Fairly satisfied	50	52	48	42	54	48	51	48	53	44	48	49	57	47	54	49	52	56	43	53	46	51	48	43
TOTAL SATISFIED	81	81	85	85	76	86	89	81	82	81	77	83	82	82	80	86	81	80	77	88	74	83	88	88
Fairly dissatisfied	9	12	8	2	11	8	3	9	8	9	10	7	9	8	9	5	8	10	10	7	12	8	5	2
Very dissatisfied	4	3	3	4	6	2	2	5	4	2	4	5	5	3	6	2	5	4	6	3	8	4	2	2
TOTAL DISSATISFIED	13	15	11	6	17	10	5	14	12	11	14	12	14	11	15	7	13	14	16	10	20	12	7	4
Don't know	6	3	3	10	6	4	6	5	7	8	9	5	4	6	6	7	6	7	6	3	7	5	4	7

The cost of the BBC licence works out at £12.13 a month. Do think this is good or bad value for money?

Very good value for money	19	18	24	31	15	23	27	22	15	18	18	20	17	23	14	26	19	17	17	13	13	20	27	39
Fairly good	29	30	27	29	28	27	35	27	30	26	26	31	30	31	25	30	29	29	25	35	24	30	36	26
TOTAL GOOD VALUE	48	48	51	60	43	50	62	49	45	44	44	51	47	54	39	56	48	46	42	48	37	50	63	65
Neither good nor bad	18	20	19	19	18	20	17	18	18	17	18	19	18	18	19	18	18	21	18	14	17	18	17	16
Fairly bad	16	16	16	7	19	17	12	14	19	21	16	14	17	13	21	14	17	11	22	15	22	17	10	10
Very bad value for money	15	14	12	9	19	11	7	16	15	11	17	15	17	13	19	9	15	17	16	19	21	13	9	6
TOTAL BAD VALUE	31	30	28	16	38	28	19	30	34	32	33	29	34	26	40	23	32	28	38	34	43	30	19	16
Don't know	3	2	3	5	1	2	3	3	3	7	5	1	1	3	3	3	2	5	2	4	3	3	2	4

Do you think that, overall, the BBC's coverage of British politics is fair or biased?

Fair	35	29	45	50	25	44	46	37	33	26	32	38	39	36	34	35	35	36	36	33	35	40	40	45
Biased towards the left-of-centre	17	34	5	17	34	4	13	23	11	19	11	13	25	21	10	18	20	14	15	15	16	16	19	21
Biased towards the right-of-centre	4	5	6	2	4	6	3	5	3	4	5	4	4	4	5	4	4	5	4	3	7	4	4	6
Biased towards "establishment" views rather than left or right	16	13	19	13	15	21	13	15	16	7	18	19	15	16	15	13	14	18	16	23	13	15	16	17
Not sure	28	20	25	18	22	24	24	19	36	44	34	26	18	22	36	30	27	28	29	27	30	26	21	11

Fieldwork: 3rd - 4th February 2013

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					Gross Household Income				
	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	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+
Weighted Sample	1712	386	580	145	516	411	377	832	880	207	437	586	483	976	736	219	556	366	421	149	382	436	283	85
Unweighted Sample	1712	408	564	117	555	420	358	766	946	114	464	637	497	1159	553	311	555	322	444	80	337	454	326	106
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Here are some criticisms that some people have made about the BBC. In each case, do you think the criticism is broadly fair or unfair?

The BBC is inefficiently run and wastes a lot of money

Fair criticism	65	77	62	53	79	60	55	69	61	46	58	66	78	63	68	61	68	62	63	77	71	66	61	61
Unfair criticism	20	15	27	29	11	25	28	20	19	32	21	20	14	22	17	22	20	21	20	13	17	20	20	29
Don't know	15	8	12	18	10	15	17	11	19	22	21	14	8	15	15	17	13	18	17	10	13	14	19	10

The BBC is run more for the benefit of the elite rather than normal folk

Fair criticism	37	36	36	25	45	37	24	38	37	21	31	39	49	32	45	35	36	32	41	49	41	41	29	28
Unfair criticism	47	52	52	66	43	51	63	50	44	56	48	48	42	55	37	50	48	49	44	42	41	47	59	63
Don't know	15	13	12	9	12	12	14	12	19	24	21	13	9	13	18	15	15	19	15	9	18	12	12	9

The BBC is stuck in the past and not forward-looking enough

Fair criticism	33	34	33	18	40	32	19	32	33	17	29	32	44	28	39	27	34	30	32	46	37	34	25	21
Unfair criticism	53	53	56	76	47	58	67	54	52	60	51	58	46	59	44	58	53	54	51	48	49	53	63	72
Don't know	14	13	11	6	13	10	14	13	15	23	20	11	10	13	17	15	13	16	17	5	14	13	12	7

The BBC has failed to respond adequately to the Jimmy Savile scandal

Fair criticism	59	62	63	50	64	63	53	58	61	40	51	60	75	56	64	54	61	55	62	64	61	60	55	53
Unfair criticism	24	25	25	35	22	24	31	29	20	30	27	25	18	29	18	22	22	29	23	26	23	25	28	36
Don't know	17	12	12	15	14	14	16	13	20	31	22	15	8	15	18	24	17	16	15	10	15	15	17	11

Which of these statements about the BBC comes closest to your view?

As every television owner has to pay the licence fee, the BBC should continue to broadcast the range of programmes it does now, so that it can appeal to the widest audience	55	61	57	62	55	57	62	56	53	59	54	58	49	59	49	55	56	55	56	46	48	56	65	57
The BBC should concentrate on providing the kinds of programmes that ITV, Sky and other commercial broadcasters don't do much or don't do well, and stop spending money on the kinds of programmes that its rivals do well.	33	32	33	36	35	34	30	33	33	23	27	33	43	31	35	30	33	31	34	41	36	34	26	33
Don't know	12	7	10	3	10	9	8	10	14	18	18	9	8	10	15	15	11	14	11	13	16	10	9	9

Fieldwork: 3rd - 4th February 2013

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					Gross Household Income					
	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	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	
Weighted Sample	1712	386	580	145	516	411	377	832	880	207	437	586	483	976	736	219	556	366	421	149	382	436	283	85	
Unweighted Sample	1712	408	564	117	555	420	358	766	946	114	464	637	497	1159	553	311	555	322	444	80	337	454	326	106	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And which of these statements about the BBC comes closest to your view?

The licence fee should remain, so the BBC is free from commercial pressure and doesn't have to interrupt programmes with advertising breaks	48	56	50	59	47	50	59	51	46	49	44	50	49	55	39	51	50	49	45	46	39	44	58	70
The licence fee should be dropped, and BBC's main source of income should be subscriptions, so that only people who want the BBC should pay for it – but there should still be no advertising breaks	13	12	12	17	12	10	13	14	11	17	15	10	12	13	12	13	12	11	14	11	12	15	14	14
The licence fee should be dropped and the main source of BBC income should be advertising, like ITV	27	23	28	16	30	31	18	24	31	20	25	29	31	21	36	26	26	24	31	34	34	31	16	7
The licence fee should be dropped and replaced with a mixture of advertising and subscriptions, like Sky	6	5	5	4	8	5	4	7	5	3	7	7	5	6	6	3	6	7	6	6	9	5	6	3
Not sure	6	4	5	4	4	4	4	5	7	11	9	4	3	5	7	6	6	9	4	4	6	4	5	7

Assuming that the licence fee remains the main source of income, which of these options would you prefer?

Keep the licence fee at its present level and main the same range of BBC TV and radio channels and online services	53	52	57	68	46	58	66	54	51	55	46	56	53	59	45	59	55	50	48	55	43	57	63	75
Reduce the licence fee and reduce the number of TV and radio channels and cut back the BBC's online services	38	40	34	27	45	33	28	39	37	33	41	37	37	34	43	31	36	37	43	41	47	36	29	20
Not sure	10	7	8	5	9	9	6	7	12	12	12	7	9	8	12	9	9	13	10	4	11	7	7	5

Fieldwork: 3rd - 4th February 2013

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					Gross Household Income				
	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	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+
Weighted Sample	1712	386	580	145	516	411	377	832	880	207	437	586	483	976	736	219	556	366	421	149	382	436	283	85
Unweighted Sample	1712	408	564	117	555	420	358	766	946	114	464	637	497	1159	553	311	555	322	444	80	337	454	326	106
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If it were decided to reduce the amount that the BBC spends on television, which three or four of these should bear the brunt of the cuts?

"Reality' shows/contests	69	73	66	75	73	70	73	72	67	45	60	74	82	73	65	68	76	66	61	78	63	71	70	77
Lifestyle/makeover shows	55	62	53	61	56	55	57	61	50	37	48	58	67	56	55	54	58	54	54	55	57	55	59	53
Chat shows	38	35	40	39	41	40	35	38	38	20	32	38	52	39	37	37	41	37	36	39	38	40	32	37
"Soap' serials	32	30	32	41	33	32	35	40	24	27	32	35	29	35	27	27	34	29	29	44	26	30	37	39
Quiz shows/game shows	29	30	30	38	26	30	36	30	29	23	28	33	29	34	24	32	30	32	25	28	27	28	33	38
Classical music	24	25	24	11	24	23	16	21	26	37	25	23	19	20	30	16	25	18	28	36	27	24	26	15
Pop music	20	22	21	17	24	21	18	17	24	15	19	18	28	21	20	22	22	22	18	17	23	21	22	20
Sport	19	19	18	17	20	18	16	13	25	20	13	19	24	17	21	18	20	15	22	16	18	19	15	20
Children's programmes	7	9	7	8	8	5	7	7	7	13	9	7	3	6	8	4	7	6	12	0	8	7	5	7
News and current affairs	4	4	3	4	4	3	5	3	4	5	4	4	2	3	4	4	2	4	4	5	3	5	3	2
Nature programmes	4	3	4	8	3	3	4	3	5	7	7	3	2	3	6	6	3	3	7	0	4	4	4	1
Drama	2	2	2	3	2	1	3	3	2	7	3	1	1	2	2	4	1	2	3	2	4	1	3	0
Comedy	2	1	2	4	3	2	2	2	2	2	4	1	2	3	1	4	2	2	3	0	4	3	2	0
Documentaries	2	2	3	2	2	2	2	3	1	7	3	1	1	2	3	4	1	2	3	3	3	2	3	2
Not sure	7	6	6	2	6	6	7	7	7	15	11	6	2	6	9	9	4	11	8	2	6	7	6	6