

	Page	Table	Title	Base Description	Base
●	1	1	Q.1 Thinking about the BBC generally, what is your overall impression, on a scale of 1 to 10, where 1 means extremely unfavourable and 10 means extremely favourable?	Base: All Adults aged 16+ in UK	2119
	4	2	Q.2 Please tell me if you think it would be a good or bad way of funding the BBC. - SUMMARY TABLE	Base: All Adults aged 16+ in UK	2119
●	5	3	Q.2_01 Please tell me if you think it would be a good or bad way of funding the BBC. - Licence fee as now - set about the same level, paid in same way (those who watch or record live television or who only watch 'catch up' services via BBC iPlayer)	Base: All Adults aged 16+ in UK	2119
●	8	4	Q.2_02 Please tell me if you think it would be a good or bad way of funding the BBC. - The same licence fee as now for most people but a lower or no charge for those on the lowest incomes	Base: All Adults aged 16+ in UK	2119
●	11	5	Q.2_03 Please tell me if you think it would be a good or bad way of funding the BBC. - A universal household levy - rather than having a TV licence, ALL households would have to pay this levy	Base: All Adults aged 16+ in UK	2119
●	14	6	Q.2_04 Please tell me if you think it would be a good or bad way of funding the BBC. - A mixture of a lower licence fee and subscription	Base: All Adults aged 16+ in UK	2119
●	17	7	Q.2_05 Please tell me if you think it would be a good or bad way of funding the BBC. - A mixture of the current licence fee and subscription	Base: All Adults aged 16+ in UK	2119
●	20	8	Q.3 If you had to choose just one of these options, which would you prefer to be used for the future funding of the BBC?	Base: All Adults aged 16+ in UK	2119
●	23	9	Q.4 £3.7 billion is raised through the licence fee each year - currently almost all of this is spent on the BBC's own radio and TV programmes and services, including public service content like these examples Should more of this money be made available to other free-to-air broadcasters and independent producers to commission and make public service content? This might be shown on the BBC or on other networks.	Base: All Adults aged 16+ in UK	2119
●	26	10	Q.5 Should the Government require the BBC to guarantee a minimum level of funding for any of these types of public service broadcasting or should these decisions be left to the BBC?	Base: All Adults aged 16+ in UK	2119
●	29	11	Q.6 Please read out any that you think should be protected.	Base: All who think the Government should require minimum funding	803

	Page	Table	Title	Base Description	Base
	35	12	Q.7 How much you agree or disagree with the following statements. - SUMMARY TABLE	Base: All Adults aged 16+ in UK	2119
●	36	13	Q.7_01 How much you agree or disagree with the following statements. - The BBC does not need to further expand its services	Base: All Adults aged 16+ in UK	2119
●	40	14	Q.7_02 How much you agree or disagree with the following statements. - Continue to expand its services to take full advantage of developments in technology but without adding TV channels	Base: All Adults aged 16+ in UK	2119
●	43	15	Q.7_03 How much you agree or disagree with the following statements. - As the BBC has national, regional and local radio stations it is very hard for commercial providers to get many listeners	Base: All Adults aged 16+ in UK	2119
●	46	16	Q.7_04 How much you agree or disagree with the following statements. - The BBC is not crowding out the competition	Base: All Adults aged 16+ in UK	2119
●	49	17	Q.8 The BBC sometimes promote their television programmes on BBC radio and their radio programmes on BBC television - so for example you may hear information about a new BBC1 drama series on Radio 2 or you may see a promotion for Radio 1's Breakfast show between programmes on BBC1. This is known as 'cross promotion'. Have you seen or heard any of this kind of cross-promotion on the BBC?	Base: All Adults aged 16+ in UK	2119
●	52	18	Q.9 Have you ever then chosen to watch or listen to another BBC programme as a result of any cross promotion?	Base: All who have seen or heard any kind of cross promotion on the BBC	1113
	55	19	Q.10 How much you agree or disagree with the following statements. - SUMMARY TABLE	Base: All Adults aged 16+ in UK	2119
●	56	20	Q.10_01 How much you agree or disagree with the following statements. - Should be able to promote its services across its television channels and radio stations, however it likes	Base: All Adults aged 16+ in UK	2119
●	59	21	Q.10_02 How much you agree or disagree with the following statements. - Can promote for free its television programmes on its radio stations and its radio stations via its television channels - gives it an unfair advantage over other broadcasters.	Base: All Adults aged 16+ in UK	2119
●	62	22	Q.10_03 How much you agree or disagree with the following statements. - Makes sense to tell people about what is available in different ways including cross-promotion	Base: All Adults aged 16+ in UK	2119

	Page	Table	Title	Base Description	Base
●	65	23	Q.10_04 How much you agree or disagree with the following statements. - BBC does too much cross promotion - it wastes air time which should be dedicated to programming	Base: All who have seen or heard any kind of cross promotion on the BBC	1113
●	68	24	Q.10_05 How much you agree or disagree with the following statements. - Like hearing about BBC television programmes on the radio or radio programmes via the television as I learn about new programmes	Base: All who have seen or heard any kind of cross promotion on the BBC	1113
●	71	25	Q.10_06 How much you agree or disagree with the following statements. - The BBC's cross promotion is pointless because it often tells me about programmes I don't want to watch or listen to	Base: All who have seen or heard any kind of cross promotion on the BBC	1113
●	74	26	Q. Break by Break	Base: All Adults aged 16+ in UK	2119

Q.1 Thinking about the BBC generally, what is your overall impression, on a scale of 1 to 10, where 1 means extremely unfavourable and 10 means extremely favourable?  
 Base: All Adults aged 16+ in UK

	Total	GENDER		AGE				SOCIAL GRADE				INTERNET ACCESS		TV PLATFORM				
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-54 (e)	55+ (f)	AB (g)	C1 (h)	C2 (i)	DE (j)	Any (k)	None (l)	Satellite (m)	Freeview (n)	IPTV (o)	Pay TV (p)	FTA (q)
Unweighted Base	2119	1008	1111	318	330	588	883	363	572	422	762	1755	364	807	833	118	1176	894
Weighted Base	2119	1029	1090	298	372	709	740	409	645	438	627	1837	282	834	777	122	1235	836
Extremely unfavourable	(1) 105 5%	68 7% <sup>b</sup>	37 3%	8 3%	27 7% <sup>c</sup>	31 4%	40 5%	9 2%	26 4%	25 6% <sup>g</sup>	46 7% <sup>gh</sup>	87 5%	18 6%	42 5%	35 5%	6 5%	60 5%	37 4%
2	(2) 62 3%	31 3%	31 3%	3 1%	14 4% <sup>c</sup>	24 3% <sup>c</sup>	22 3% <sup>c</sup>	8 2%	11 2%	10 2%	32 5% <sup>ghi</sup>	50 3%	12 4%	30 4%	26 3%	2 2%	38 3%	27 3%
3	(3) 73 3%	42 4%	30 3%	11 4%	12 3%	29 4%	20 3%	8 2%	17 3%	17 4%	31 5% <sup>gh</sup>	63 3%	9 3%	28 3%	28 4%	3 3%	43 3%	29 3%
4	(4) 108 5%	55 5%	53 5%	16 5%	12 3%	46 6%	34 5%	10 3%	39 6% <sup>g</sup>	26 6% <sup>g</sup>	33 5% <sup>g</sup>	97 5%	10 4%	40 5%	46 6%	5 4%	60 5%	47 6%
5	(5) 365 17%	177 17%	188 17%	56 19%	77 21%	114 16%	118 16%	44 11%	111 17% <sup>g</sup>	84 19% <sup>g</sup>	126 20% <sup>g</sup>	301 16%	64 23% <sup>k</sup>	149 18%	128 17%	19 16%	226 18%	136 16%
6	(6) 259 12%	131 13%	128 12%	34 12%	45 12%	99 14%	81 11%	56 14%	88 14%	45 10%	70 11%	226 12%	33 12%	119 14% <sup>nq</sup>	73 9%	16 13%	172 14% <sup>nq</sup>	83 10%
7	(7) 390 18%	172 17%	218 20%	56 19%	72 19%	118 17%	144 20%	89 22% <sup>j</sup>	126 20%	79 18%	96 15%	353 19% <sup>j</sup>	37 13%	149 18%	133 17%	31 25% <sup>nq</sup>	232 19%	144 17%
8	(8) 378 18%	180 18%	198 18%	57 19%	57 15%	136 19%	129 17%	93 23% <sup>j</sup>	115 18% <sup>j</sup>	84 19% <sup>j</sup>	86 14%	330 18%	48 17%	146 18%	153 20%	17 14%	207 17%	167 20%
9	(9) 140 7%	74 7%	66 6%	17 6%	13 4%	45 6%	66 9% <sup>d</sup>	42 10% <sup>j</sup>	50 8% <sup>j</sup>	21 5%	28 4%	126 7%	15 5%	53 6%	60 8%	9 8%	79 6%	65 8%
Extremely favourable	(10) 147 7%	59 6%	88 8% <sup>a</sup>	23 8%	23 6%	41 6%	60 8%	40 10% <sup>h</sup>	39 6%	28 6%	41 7%	128 7%	19 7%	47 6%	64 8% <sup>m</sup>	10 8%	80 6%	71 9% <sup>m</sup>
Don't know	91 4%	40 4%	51 5%	18 6%	22 6%	27 4%	26 3%	8 2%	23 3%	21 5% <sup>g</sup>	39 6% <sup>gh</sup>	76 4%	15 5%	31 4%	30 4%	3 2%	38 3%	32 4%
<b>Average Score</b>	<b>6.288</b>	<b>6.115</b>	<b>6.452a</b>	<b>6.505d</b>	<b>5.966</b>	<b>6.217</b>	<b>6.429d</b>	<b>6.980h</b>	<b>6.401j</b>	<b>6.168j</b>	<b>5.782</b>	<b>6.329i</b>	<b>6.014</b>	<b>6.177</b>	<b>6.393</b>	<b>6.444</b>	<b>6.229</b>	<b>6.433m</b>
<b>Standard Deviation</b>	<b>2.268</b>	<b>2.350</b>	<b>2.176</b>	<b>2.065</b>	<b>2.332</b>	<b>2.235</b>	<b>2.328</b>	<b>2.005</b>	<b>2.123</b>	<b>2.277</b>	<b>2.445</b>	<b>2.248</b>	<b>2.384</b>	<b>2.245</b>	<b>2.332</b>	<b>2.206</b>	<b>2.229</b>	<b>2.317</b>
<b>Error Variance</b>	<b>0.003</b>	<b>0.006</b>	<b>0.004</b>	<b>0.014</b>	<b>0.018</b>	<b>0.009</b>	<b>0.006</b>	<b>0.011</b>	<b>0.008</b>	<b>0.013</b>	<b>0.008</b>	<b>0.003</b>	<b>0.017</b>	<b>0.006</b>	<b>0.007</b>	<b>0.042</b>	<b>0.004</b>	<b>0.006</b>

Fieldwork : 26/02/2016 - 01/03/2016 (Week 08)  
 Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n/o/p/q

Q.1 Thinking about the BBC generally, what is your overall impression, on a scale of 1 to 10, where 1 means extremely unfavourable and 10 means extremely favourable?  
 Base: All Adults aged 16+ in UK

	Total	COUNTRY			GOVERNMENT REGIONS											ETHNIC ORIGIN		
		England (a)	Scotland (b)	Wales (c)	North East (d)	North West (e)	Yorkshire and The Humber (f)	East Midlands (g)	West Midlands (h)	East of England (i)	London (j)	South East (k)	South West (l)	Wales (m)	Scotland (n)	Northern Ireland (o)	White (p)	Minority Ethnic (q)
Unweighted Base	2119	1775	180	104	82	240	184	148	177	200	253	316	175	104	180	60	1836	269
Weighted Base	2119	1785	180	106*	85*	233	185	157	175	208	258	316	168	106*	180	48*	1819	286
Extremely unfavourable	(1) 105 5%	70 4%	27 15%ac	6 5%	6 7%	10 4%	5 3%	9 6%	11 6%	8 4%	10 4%	8 3%	3 2%	6 5%	27 15%efghij km	2 5%	96 5%	8 3%
2	(2) 62 3%	49 3%	7 4%	4 4%	4 4%l	10 4%l	7 4%l	4 3%	5 3%l	6 2%	6 2%	8 3%l	-	4 4%l	7 4%l	1 2%l	52 3%	9 3%
3	(3) 73 3%	56 3%	11 6%ac	-	2 2%	8 4%	4 2%	8 5%am	5 3%	4 2%	8 3%	8 2%	9 5%am	-	11 6%am	5 11%defhij km	66 4%	7 2%
4	(4) 108 5%	85 5%	10 6%	10 9%	2 3%	11 5%	9 5%	14 9%	7 4%	9 4%	11 4%	15 5%	7 4%	10 9%	10 6%	2 5%	93 5%	13 4%
5	(5) 365 17%	306 17%	33 18%	19 18%	16 19%	48 20%	44 24%gijkl	22 14%	31 18%	36 17%	39 15%	49 16%	21 13%	19 18%	33 18%	7 14%	318 17%	44 16%
6	(6) 259 12%	220 12%	16 9%	19 18%	9 11%	31 13%	29 16%	16 10%	19 11%	26 12%	28 11%	44 14%	18 11%	19 18%	16 9%	5 10%	209 11%	49 17%p
7	(7) 390 18%	341 19%	30 16%	13 12%	17 19%	45 19%	31 17%	37 23%km	32 18%	50 24%jmn	40 16%	57 18%	33 20%	13 12%	30 18%	6 12%	342 19%	47 16%
8	(8) 378 18%	333 19%b	19 10%	19 18%	16 19%	37 16%	22 12%	24 15%	37 21%fn	40 19%n	55 21%fn	63 20%fn	39 23%fn	19 18%	19 10%	9 18%	315 17%	61 21%
9	(9) 140 7%	122 7%	8 4%	9 8%	2 3%	11 5%	21 11%klein	11 7%	15 9%	20 4%	21 8%	12 7%	9 7%	8 4%	2 4%	127 7%	12 4%	
Extremely favourable	(10) 147 7%	127 7%	11 6%	7 6%	4 5%	13 6%	8 4%	10 6%	11 6%	14 7%	19 7%	33 10%l	16 9%	7 6%	11 6%	2 5%	130 7%	15 5%
Don't know	91 4%	75 4%	8 5%	2 2%	7 9%fghk m	8 4%	5 3%	3 2%	2 1%	8 4%	22 9%efgh km	9 3%	10 6%ah	2 2%	8 5%	6 13%efgh kmn	70 4%	21 7%p
<b>Average Score</b>	<b>6.288</b>	<b>6.400b</b>	<b>5.333</b>	<b>6.192b</b>	<b>6.031</b>	<b>6.075n</b>	<b>6.220n</b>	<b>6.126n</b>	<b>6.349n</b>	<b>6.434n</b>	<b>6.536e</b>	<b>6.649d</b>	<b>6.844d</b>	<b>6.192n</b>	<b>5.333</b>	<b>5.857</b>	<b>6.277</b>	<b>6.380</b>
<b>Standard Deviation</b>	<b>2.268</b>	<b>2.195</b>	<b>2.688</b>	<b>2.290</b>	<b>2.305</b>	<b>2.207</b>	<b>2.077</b>	<b>2.324</b>	<b>2.322</b>	<b>2.082</b>	<b>2.237</b>	<b>2.153</b>	<b>2.032</b>	<b>2.290</b>	<b>2.688</b>	<b>2.391</b>	<b>2.296</b>	<b>2.055</b>
<b>Error Variance</b>	<b>0.003</b>	<b>0.003</b>	<b>0.043</b>	<b>0.051</b>	<b>0.071</b>	<b>0.021</b>	<b>0.024</b>	<b>0.037</b>	<b>0.031</b>	<b>0.022</b>	<b>0.022</b>	<b>0.015</b>	<b>0.025</b>	<b>0.051</b>	<b>0.043</b>	<b>0.110</b>	<b>0.003</b>	<b>0.017</b>

Fieldwork : 26/02/2016 - 01/03/2016 (Week 09)  
 Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g/h/i/j/k/l/m/n/o - p/q  
 \* small base

Q.1 Thinking about the BBC generally, what is your overall impression, on a scale of 1 to 10, where 1 means extremely unfavourable and 10 means extremely favourable?  
 Base: All Adults aged 16+ in UK

	Total	PREFERRED FUNDING OPTION (Q3)				AWARE OF CROSS PROMOTION (Q8)		
		Current LF (a)	Lower LF (b)	Household levy (c)	Lower LF + subscription (d)	Current LF + subscription (e)	Yes (f)	No (g)
Unweighted Base	2119	628	541	237	279	167	1113	909
Weighted Base	2119	613	538	243	294	174	1155	872
Extremely unfavourable	(1) 105 5%	17 3%	40 7%ace	7 3%	14 5%e	1 1%	45 4%	54 6%f
2	(2) 62 3%	7 1%	29 5%ae	7 3%	9 3%	1 1%	32 3%	28 3%
3	(3) 73 3%	15 2%	29 5%a	9 4%	9 3%	3 2%	35 3%	37 4%
4	(4) 108 5%	26 4%	37 7%e	17 7%e	14 5%	4 2%	59 5%	46 5%
5	(5) 365 17%	101 16%	102 19%e	39 16%	59 20%e	20 12%	166 14%	187 21%f
6	(6) 259 12%	90 15%b	52 10%	30 12%	41 14%	24 14%	143 12%	109 12%
7	(7) 390 18%	117 19%	93 17%	52 21%	58 20%	37 21%	243 21%g	141 16%
8	(8) 378 18%	127 21%b	79 15%	45 18%	54 18%	38 22%b	232 20%g	134 15%
9	(9) 140 7%	41 7%	31 6%	15 6%	18 13%abcd	23 8%	88 8%	49 6%
Extremely favourable	(10) 147 7%	59 10%bd	30 6%	20 8%bd	10 3%	19 11%bd	97 8%g	47 5%
Don't know	91 4%	14 2%	15 3%	3 1%	7 3%	2 1%	16 1%	41 5%f
<b>Average Score</b>	<b>6.288</b>	<b>6.699bd</b>	<b>5.783</b>	<b>6.445b</b>	<b>6.128</b>	<b>7.216abcd</b>	<b>6.538g</b>	<b>5.968</b>
<b>Standard Deviation</b>	<b>2.288</b>	<b>2.047</b>	<b>2.448</b>	<b>2.157</b>	<b>2.119</b>	<b>1.837</b>	<b>2.204</b>	<b>2.292</b>
<b>Error Variance</b>	<b>0.003</b>	<b>0.007</b>	<b>0.011</b>	<b>0.020</b>	<b>0.017</b>	<b>0.020</b>	<b>0.004</b>	<b>0.006</b>

Q.2 Please tell me if you think it would be a good or bad way of funding the BBC. - SUMMARY TABLE  
 Base: All Adults aged 16+ in UK

		Licence fee as now - set about the same level, paid in same way (those who watch or record live television or who only watch 'catch up' services via BBC iPlayer)	The same licence fee as now for most people but a lower or no charge for those on the lowest incomes	A universal household levy - rather than having a TV licence, ALL households would have to pay this levy	A mixture of a lower licence fee and subscription	A mixture of the current licence fee and subscription
Unweighted Base		2119	2119	2119	2119	2119
Weighted Base		2119	2119	2119	2119	2119
Very good	(+2)	282 13%	351 17%	196 9%	121 6%	90 4%
Fairly good	(+1)	718 34%	679 32%	583 28%	597 28%	497 23%
Neither good nor bad	(0)	529 25%	446 21%	489 23%	460 22%	469 22%
Fairly bad	(-1)	255 12%	295 14%	353 17%	451 21%	463 22%
Very bad	(-2)	215 10%	221 10%	360 17%	362 17%	458 22%
<b>SUMMARY CODES</b>						
GOOD		1000 47%	1030 49%	780 37%	718 34%	587 28%
BAD		469 22%	516 24%	713 34%	813 38%	920 43%
Don't know		121 6%	127 6%	136 6%	128 6%	142 7%
Average Score		0.299	0.323	-0.049	-0.169	-0.354
Standard Deviation		1.180	1.238	1.262	1.212	1.212
Error Variance		0.001	0.001	0.001	0.001	0.001

Q.2\_01 Please tell me if you think it would be a good or bad way of funding the BBC -  
 Licence fee as now - set about the same level, paid in same way (those who watch or record live television or who only watch 'catch up' services via BBC iPlayer)  
 Base: All Adults aged 16+ in UK

	Total	GENDER		AGE				SOCIAL GRADE				INTERNET ACCESS		TV PLATFORM				
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-54 (e)	55+ (f)	AB (g)	C1 (h)	C2 (i)	DE (l)	Any (k)	None (l)	Satellite (m)	Freeview (n)	IPTV (o)	Pay TV (p)	FTA (q)
Unweighted Base	2119	1008	1111	318	330	588	883	363	572	422	762	1755	364	807	833	118	1176	894
Weighted Base	2119	1029	1090	298	372	709	740	409	645	438	627	1837	282	834	777	122	1235	836
Very good (+2)	282 13%	137 13%	145 13%	28 9%	41 11%	75 11%	138 19% <sup>cde</sup>	75 18% <sup>ij</sup>	87 14%	54 12%	65 10%	240 13%	42 15%	113 14%	108 14%	21 17%	167 13%	117 14%
Fairly good (+1)	718 34%	347 34%	372 34%	102 34%	115 31%	230 32%	271 37%	135 33%	233 36%	149 34%	201 32%	637 35% <sup>kl</sup>	81 29%	284 34%	272 35%	45 37%	432 35%	292 35%
Neither good nor bad (0)	529 25%	243 24%	287 26%	91 31% <sup>l</sup>	100 27% <sup>l</sup>	184 26% <sup>l</sup>	154 21%	110 27%	160 25%	112 25%	148 24%	456 25%	73 26%	209 25%	189 24%	23 19%	304 25%	208 25%
Fairly bad (-1)	255 12%	132 13%	122 11%	37 12%	54 15%	87 12%	76 10%	38 9%	69 11%	50 11%	97 16% <sup>gh</sup>	226 12%	28 10%	96 11%	91 12%	17 14%	146 12%	94 11%
Very bad (-2)	215 10%	120 12% <sup>b</sup>	94 9%	21 7%	33 9%	99 14% <sup>cdf</sup>	61 8%	30 7%	65 10%	48 11%	71 11%	192 10%	23 8%	95 11%	72 9%	10 8%	134 11%	77 9%
<b>SUMMARY CODES</b>																		
GOOD	1000 47%	483 47%	517 47%	130 44%	157 42%	305 43%	409 55% <sup>cde</sup>	210 51% <sup>j</sup>	321 50% <sup>j</sup>	203 46%	266 42%	877 48%	123 44%	397 48%	380 49%	66 54%	599 48%	409 49%
BAD	469 22%	252 25% <sup>b</sup>	217 20%	58 19%	87 23%	186 26% <sup>cf</sup>	138 19%	69 17%	135 21%	98 22%	168 27% <sup>gh</sup>	418 23%	51 18%	191 23%	163 21%	27 22%	279 23%	171 20%
Don't know	121 6%	51 5%	70 6%	19 6%	28 7%	34 5%	40 5%	20 5%	30 5%	25 6%	45 7%	87 5%	34 12% <sup>kl</sup>	37 4%	45 6%	6 5%	53 4%	48 6%
Average Score	0.299	0.253	0.344	0.285	0.225	0.138	0.497 <sup>c</sup>	0.479 <sup>i</sup>	0.338 <sup>j</sup>	0.271	0.159	0.289	0.370	0.281	0.344	0.440	0.298	0.354
Standard Deviation	1.180	1.215	1.143	1.057	1.144	1.219	1.179	1.142	1.172	1.186	1.193	1.182	1.164	1.202	1.168	1.191	1.190	1.162
Error Variance	0.001	0.002	0.001	0.004	0.004	0.003	0.002	0.004	0.003	0.004	0.002	0.001	0.004	0.002	0.002	0.013	0.001	0.002

Fieldwork : 26/02/2016 - 01/03/2016 (Week 08)  
 Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n/o/p/q

**Q.2\_01 Please tell me if you think it would be a good or bad way of funding the BBC. - Licence fee as now - set about the same level, paid in same way (those who watch or record live television or who only watch 'catch up' services via BBC iPlayer)**  
**Base: All Adults aged 16+ in UK**

	Total	COUNTRY			GOVERNMENT REGIONS											ETHNIC ORIGIN		
		England (a)	Scotland (b)	Wales (c)	North East (d)	North West (e)	Yorkshire and The Humber (f)	East Midlands (g)	West Midlands (h)	East of England (i)	London (j)	South East (k)	South West (l)	Wales (m)	Scotland (n)	Northern Ireland (o)	White (p)	Minority Ethnic (q)
Unweighted Base	2119	1775	180	104	82	240	184	148	177	200	253	316	175	104	180	60	1836	269
Weighted Base	2119	1785	180	106*	85*	233	185	157	175	208	258	316	168	106*	180	48*	1819	286
Very good	(+2) 282 13%	234 13%	20 11%	23 22%ab	10 12%j	28 12%j	36 20%eijn	18 11%j	21 12%j	23 11%j	12 5%	47 15%j	38 22%egh ijn	23 22%eghij n	20 11%j	5 10%	266 15%q	16 5%
Fairly good	(+1) 718 34%	605 34%	61 34%	37 35%	34 40%f	80 35%f	46 29%	61 39%f	67 38%f	65 31%	79 31%	116 37%f	55 33%	37 35%	61 34%	16 33%	625 34%	89 31%
Neither good nor bad	(0) 529 25%	459 26%	39 22%	20 19%	17 19%	60 26%	47 28%	35 23%	47 27%	69 33%dlm n	73 28%	78 25%	33 20%	20 19%	39 22%	12 24%	452 25%	75 26%
Fairly bad	(-1) 255 12%	212 12%	19 11%	11 11%	5 5%	32 14%	21 11%	31 20%dfkl n	25 14%	20 10%	31 12%	34 11%	14 9%	11 11%	19 11%	12 25%defi jklmn	215 12%	40 14%
Very bad	(-2) 215 10%	168 9%	34 19%ac	10 9%	10 12%	25 11%h	20 11%	8 5%	9 5%	20 10%	31 12%gh	30 9%	15 9%	10 9%	34 19%efghik lmo	2 5%	166 9%	44 15%p
<b>SUMMARY CODES</b>																		
GOOD	1000 47%	839 47%	81 45%	60 56%	45 52%j	109 47%j	82 45%	79 50%j	88 50%j	88 42%	91 35%	163 52%j	93 55%ij	60 56%j	81 45%	21 44%	891 49%q	105 37%
BAD	469 22%	381 21%	53 29%a	21 20%	15 17%	57 24%	41 22%	39 25%	33 19%	40 19%	63 24%	64 20%	30 18%	21 20%	53 29%dhikl	14 30%	381 21%	84 29%p
Don't know	121 6%	107 6%	8 4%	5 5%	9 11%eghkn	7 3%	14 8%eg	4 2%	7 4%	11 5%	32 12%eghi kno	11 3%	12 7%	5 5%	8 4%	1 2%	95 5%	23 8%
<b>Average Score</b>	<b>0.299</b>	<b>0.312b</b>	<b>0.078</b>	<b>0.522b</b>	<b>0.404j</b>	<b>0.244</b>	<b>0.335j</b>	<b>0.326j</b>	<b>0.394jn</b>	<b>0.263</b>	<b>0.044</b>	<b>0.384j</b>	<b>0.548e</b>	<b>0.522jn</b>	<b>0.078</b>	<b>0.193</b>	<b>0.353q</b>	<b>-0.030</b>
<b>Standard Deviation</b>	<b>1.180</b>	<b>1.162</b>	<b>1.310</b>	<b>1.234</b>	<b>1.200</b>	<b>1.180</b>	<b>1.270</b>	<b>1.084</b>	<b>1.046</b>	<b>1.118</b>	<b>1.122</b>	<b>1.166</b>	<b>1.232</b>	<b>1.234</b>	<b>1.310</b>	<b>1.097</b>	<b>1.168</b>	<b>1.183</b>
<b>Error Variance</b>	<b>0.001</b>	<b>0.001</b>	<b>0.010</b>	<b>0.016</b>	<b>0.020</b>	<b>0.006</b>	<b>0.010</b>	<b>0.008</b>	<b>0.006</b>	<b>0.007</b>	<b>0.006</b>	<b>0.004</b>	<b>0.009</b>	<b>0.016</b>	<b>0.010</b>	<b>0.021</b>	<b>0.001</b>	<b>0.006</b>

Fieldwork : 26/02/2016 - 01/03/2016 (Week 09)  
 Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g/h/i/j/k/l/m/n/o - p/q  
 \* small base

Q.2\_01 Please tell me if you think it would be a good or bad way of funding the BBC. -

Licence fee as now - set about the same level, paid in same way (those who watch or record live television or who only watch 'catch up' services via BBC iPlayer)

Base: All Adults aged 16+ in UK

	Total	PREFERRED FUNDING OPTION (Q3)				AWARE OF CROSS PROMOTION (Q8)		
		Current LF (a)	Lower LF (b)	Household levy (c)	Lower LF + subscription (d)	Current LF + subscription (e)	Yes (f)	No (g)
Unweighted Base	2119	628	541	237	279	167	1113	909
Weighted Base	2119	613	538	243	294	174	1155	872
Very good	(+2) 282 13%	149 24%bcd	49 9%	28 12%	20 7%	30 17%bd	190 16%g	89 10%
Fairly good	(+1) 718 34%	283 46%bd	146 27%	100 41%bd	89 30%	72 41%bd	450 39%g	254 29%
Neither good nor bad	(0) 529 25%	124 20%	145 27%a	60 25%	87 30%a	45 26%	277 24%	229 26%
Fairly bad	(-1) 255 12%	25 4%	102 19%ace	29 12%a	56 19%ace	20 11%a	126 11%	123 14%f
Very bad	(-2) 215 10%	17 3%	87 16%ace	25 10%ae	33 11%ae	5 3%	93 8%	112 13%f
<b>SUMMARY CODES</b>								
GOOD	1000 47%	432 71%bcde	194 36%	128 53%bd	109 37%	102 59%bd	640 55%g	343 39%
BAD	469 22%	43 7%	188 35%ace	53 22%a	89 30%ace	25 14%a	219 19%	234 27%f
Don't know	121 6%	14 2%	10 2%	2 1%	9 3%	2 1%	18 2%	66 8%f
Average Score	0.299	0.871bcde	-0.060	0.327bd	0.022	0.591bcd	0.455g	0.107
Standard Deviation	1.180	0.933	1.221	1.143	1.007	1.007	1.139	1.205
Error Variance	0.001	0.001	0.003	0.006	0.005	0.006	0.001	0.002

**Q.2\_02 Please tell me if you think it would be a good or bad way of funding the BBC. -  
The same licence fee as now for most people but a lower or no charge for those on the lowest incomes  
Base: All Adults aged 16+ in UK**

	Total	GENDER		AGE				SOCIAL GRADE				INTERNET ACCESS		TV PLATFORM				
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-54 (e)	55+ (f)	AB (g)	C1 (h)	C2 (i)	DE (l)	Any (k)	None (l)	Satellite (m)	Freeview (n)	IPTV (o)	Pay TV (p)	FTA (q)
Unweighted Base	2119	1008	1111	318	330	588	883	363	572	422	762	1755	364	807	833	118	1176	894
Weighted Base	2119	1029	1090	298	372	709	740	409	645	438	627	1837	282	834	777	122	1235	836
Very good	(+2) 351	169	182	56	61	104	129	75	82	68	126	301	50	151	111	22	217	120
		17%	16%	17%	19%	16%	15%	17%	18%h	13%	16%	16%	18%	18%n	14%	18%	18%	14%
Fairly good	(+1) 679	350	329	116	121	229	213	131	210	135	204	604	75	278	227	47	416	246
		32%	34%	30%	39%ef	33%	32%	32%	33%	31%	32%	33%l	26%	33%	29%	39%nq	34%n	29%
Neither good nor bad	(0) 446	214	232	61	81	144	160	85	142	93	126	382	64	164	179	15	252	185
		21%	21%	20%	22%	20%	22%	21%	22%	21%	20%	21%	23%	20%	23%o	12%	20%o	22%o
Fairly bad	(-1) 295	125	171	30	46	103	116	59	93	68	74	257	39	114	119	22	171	131
		14%	12%	16%a	10%	12%	15%	14%	14%	16%	12%	14%	14%	14%	15%	18%	14%	16%
Very bad	(-2) 221	115	106	16	32	89	83	42	84	48	47	196	25	92	89	10	126	98
		10%	11%	5%	9%	13%c	11%c	10%	13%j	11%	8%	11%	9%	11%	11%	8%	10%	12%
<b>SUMMARY CODES</b>																		
GOOD	1030	519	511	172	182	333	342	206	292	203	330	906	124	429	338	69	633	366
		49%	50%	58%def	49%	47%	46%	50%	45%	46%	53%h	49%	44%	51%nq	43%	57%nq	51%nq	44%
BAD	516	239	277	46	79	192	200	101	177	117	122	453	64	206	208	32	297	229
		24%	23%	15%	21%	27%cd	27%cd	25%	27%j	27%j	19%	25%	23%	25%	27%	26%	24%	27%
Don't know	127	57	70	19	30	40	38	17	34	25	50	97	29	35	52	6	52	55
		6%	6%	6%	8%	6%	5%	4%	5%	6%	8%g	5%	10%k	4%	7%mp	5%	4%	7%mp
Average Score	0.323	0.344	0.304	0.598d	0.388	0.233	0.268	0.351	0.184	0.257	0.499hl	0.321	0.339	0.352nq	0.210	0.421	0.361nq	0.206
Standard Deviation	1.238	1.241	1.237	1.098	1.200	1.265	1.269	1.247	1.245	1.248	1.199	1.239	1.235	1.259	1.241	1.241	1.236	1.249
Error Variance	0.001	0.002	0.001	0.004	0.005	0.003	0.002	0.004	0.003	0.004	0.002	0.001	0.005	0.002	0.002	0.014	0.001	0.002

**Q.2\_02 Please tell me if you think it would be a good or bad way of funding the BBC. - The same licence fee as now for most people but a lower or no charge for those on the lowest incomes**  
**Base: All Adults aged 16+ in UK**

	Total	COUNTRY			GOVERNMENT REGIONS											ETHNIC ORIGIN		
		England (a)	Scotland (b)	Wales (c)	North East (d)	North West (e)	Yorkshire and The Humber (f)	East Midlands (g)	West Midlands (h)	East of England (i)	London (j)	South East (k)	South West (l)	Wales (m)	Scotland (n)	Northern Ireland (o)	White (p)	Minority Ethnic (q)
Unweighted Base	2119	1775	180	104	82	240	184	148	177	200	253	316	175	104	180	60	1836	269
Weighted Base	2119	1785	180	106*	85*	233	185	157	175	208	258	316	168	106*	180	48*	1819	286
Very good	(+2) 351 17%	280 16%	38 21%	19 18%	15 17%	47 20% <sup>gj</sup>	26 14%	14 9%	30 17% <sup>g</sup>	31 15%	33 13%	58 18% <sup>g</sup>	25 15%	19 18%	38 21% <sup>gj</sup>	14 29% <sup>djgll</sup>	304 17%	45 16%
Fairly good	(+1) 679 32%	565 32%	54 30%	42 40%	22 26%	81 35%	50 27%	43 28%	61 35%	76 37%	82 32%	104 33%	45 27%	42 40% <sup>ll</sup>	54 30%	19 39%	574 32%	101 35%
Neither good nor bad	(0) 446 21%	383 21%	38 21%	18 17%	19 23%	52 22%	48 26% <sup>hij</sup>	38 24%	29 17%	46 22%	44 17%	73 23%	33 20%	18 17%	38 21%	7 14%	386 21%	58 20%
Fairly bad	(-1) 295 14%	260 15%	19 11%	13 13%	8 9%	24 10%	25 14%	42 27% <sup>defijl</sup> kmno	33 19% <sup>ekno</sup>	25 12%	36 14%	35 11%	33 19% <sup>ekno</sup> o	13 13%	19 11%	3 6%	262 14%	33 12%
Very bad	(-2) 221 10%	178 10%	25 14%	13 12%	12 14%	21 9%	21 12%	18 11%	19 11%	17 8%	25 10%	29 9%	16 10%	13 12%	25 14%	5 10%	196 11%	23 8%
<b>SUMMARY CODES</b>																		
GOOD	1030 49%	845 47%	92 51%	61 57%	37 43%	128 55% <sup>djgll</sup>	76 41%	57 37%	92 52% <sup>fg</sup>	107 51% <sup>g</sup>	116 45%	162 51% <sup>fg</sup>	70 42%	61 57% <sup>djgll</sup>	92 51% <sup>g</sup>	33 68% <sup>djgll</sup> jkin	879 48%	146 51%
BAD	516 24%	438 25%	45 25%	26 24%	20 23%	44 19%	46 25%	60 38% <sup>defij</sup> kmno	52 30% <sup>eko</sup>	43 20%	61 24%	64 20%	49 29% <sup>ek</sup>	26 24%	45 25%	8 16%	458 25%	56 20%
Don't know	127 6%	119 7% <sup>c</sup>	6 3%	1 1%	10 11% <sup>eghmn</sup>	8 3%	14 8% <sup>eghm</sup>	2 2%	3 2%	12 6% <sup>h</sup>	38 15% <sup>efgh</sup> ikmno	16 5%	16 9% <sup>eghmn</sup> n	1 1%	6 3%	1 2%	96 5%	26 9% <sup>p</sup>
<b>Average Score</b>	<b>0.323</b>	<b>0.306</b>	<b>0.340</b>	<b>0.395</b>	<b>0.267</b>	<b>0.491<sup>fgl</sup></b>	<b>0.201</b>	<b>-0.039</b>	<b>0.295<sup>g</sup></b>	<b>0.398<sup>g</sup></b>	<b>0.285<sup>g</sup></b>	<b>0.426<sup>g</sup></b>	<b>0.201</b>	<b>0.395<sup>g</sup></b>	<b>0.340<sup>g</sup></b>	<b>0.724<sup>fg</sup></b>	<b>0.307</b>	<b>0.428</b>
<b>Standard Deviation</b>	<b>1.238</b>	<b>1.226</b>	<b>1.326</b>	<b>1.259</b>	<b>1.323</b>	<b>1.200</b>	<b>1.235</b>	<b>1.175</b>	<b>1.266</b>	<b>1.164</b>	<b>1.233</b>	<b>1.207</b>	<b>1.252</b>	<b>1.259</b>	<b>1.326</b>	<b>1.251<sup>hjl</sup></b>	<b>1.247</b>	<b>1.174</b>
<b>Error Variance</b>	<b>0.001</b>	<b>0.001</b>	<b>0.010</b>	<b>0.015</b>	<b>0.024</b>	<b>0.006</b>	<b>0.009</b>	<b>0.010</b>	<b>0.009</b>	<b>0.007</b>	<b>0.007</b>	<b>0.005</b>	<b>0.010</b>	<b>0.015</b>	<b>0.010</b>	<b>0.027</b>	<b>0.001</b>	<b>0.006</b>

Fieldwork : 26/02/2016 - 01/03/2016 (Week 09)  
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f/g/h/i/j/k/l/m/n/o - p/q  
 \* small base

Q.2\_02 Please tell me if you think it would be a good or bad way of funding the BBC. -  
 The same licence fee as now for most people but a lower or no charge for those on the lowest incomes  
 Base: All Adults aged 16+ in UK

	Total	PREFERRED FUNDING OPTION (Q3)				AWARE OF CROSS PROMOTION (Q8)		
		Current LF (a)	Lower LF (b)	Household levy (c)	Lower LF + subscription (d)	Yes (f)	No (g)	
Unweighted Base	2119	628	541	237	279	167	1113	909
Weighted Base	2119	613	538	243	294	174	1155	872
Very good	(+2) 351 17%	70 11%	161 30%acde	33 14%	51 17%a	18 10%	185 16%	156 18%
Fairly good	(+1) 679 32%	194 32%	216 40%a	82 34%	110 37%	56 32%	404 35%	267 31%
Neither good nor bad	(0) 446 21%	151 25%b	71 13%	59 24%b	56 19%b	35 20%b	227 20%	194 22%
Fairly bad	(-1) 295 14%	111 18%b	34 6%	42 17%b	41 14%b	42 24%bd	186 16%g	108 12%
Very bad	(-2) 221 10%	66 11%	42 8%	27 11%	28 9%	22 13%	127 11%	86 10%
<b>SUMMARY CODES</b>								
GOOD	1030 49%	263 43%	378 70%acde	115 47%	161 55%ae	73 42%	589 51%	423 48%
BAD	516 24%	177 29%b	75 14%	69 28%b	69 23%b	64 37%bd	313 27%g	194 22%
Don't know	127 6%	22 4%c	13 2%c	1 *	9 3%c	1 1%	26 2%	61 7%f
Average Score	0.323	0.153	0.804acde	0.213	0.403ae	0.027	0.295	0.368
Standard Deviation	1.238	1.188	1.175	1.207	1.214	1.228	1.242	1.233
Error Variance	0.001	0.002	0.003	0.006	0.005	0.009	0.001	0.002

**Q.2\_03 Please tell me if you think it would be a good or bad way of funding the BBC -  
A universal household levy - rather than having a TV licence, ALL households would have to pay this levy  
Base: All Adults aged 16+ in UK**

	Total	GENDER		AGE				SOCIAL GRADE				INTERNET ACCESS		TV PLATFORM				
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-54 (e)	55+ (f)	AB (g)	C1 (h)	C2 (i)	DE (l)	Any (k)	None (l)	Satellite (m)	Freeview (n)	IPTV (o)	Pay TV (p)	FTA (q)
Unweighted Base	2119	1008	1111	318	330	588	883	363	572	422	762	1755	364	807	833	118	1176	894
Weighted Base	2119	1029	1090	298	372	709	740	409	645	438	627	1837	282	834	777	122	1235	836
Very good (+2)	196 9%	119 12%b	78 7%	23 8%	35 9%	72 10%	67 9%	55 14%hj	51 8%	46 11%	44 7%	174 9%	22 8%	91 11%	63 8%	9 8%	127 10%	70 8%
Fairly good (+1)	583 28%	284 28%	300 27%	80 27%	93 25%	196 28%	215 29%	133 32%j	174 27%	120 27%	157 25%	513 28%	70 25%	246 30%	204 26%	36 30%	351 28%	227 27%
Neither good nor bad (0)	489 23%	217 21%	272 25%	75 25%	99 27%	150 21%	165 22%	80 20%	161 25%	102 23%	147 23%	418 23%	71 25%	182 22%	184 24%	25 21%	281 23%	194 23%
Fairly bad (-1)	353 17%	173 17%	181 17%	50 17%	62 17%	127 18%	114 15%	66 16%	112 17%	68 15%	107 17%	317 17%	36 13%	137 16%	145 19%	22 18%	205 17%	153 18%
Very bad (-2)	360 17%	178 17%	182 17%	51 17%	55 15%	118 17%	136 18%	59 14%	116 18%	71 16%	115 18%	317 17%	43 15%	140 17%	125 16%	23 19%	214 17%	135 16%
<b>SUMMARY CODES</b>																		
GOOD	780 37%	403 39%b	377 35%	103 35%	127 34%	268 38%	282 38%	188 46%hj	225 35%	166 38%	201 32%	687 37%	93 33%	337 40%n	268 34%	46 37%	478 39%	297 36%
BAD	713 34%	350 34%	363 33%	101 34%	117 32%	245 35%	251 34%	125 31%	228 35%	139 32%	222 35%	634 35%l	79 28%	277 33%	270 35%	45 37%	418 34%	287 34%
Don't know	136 6%	59 6%	78 7%	19 6%	29 8%	46 7%	42 6%	16 4%	32 5%	32 7%	57 9%gh	98 5%	38 14%k	38 5%	56 7%mp	6 5%	58 5%	58 7%mp
<b>Average Score</b>	<b>-0.049</b>	<b>-0.007</b>	<b>-0.090</b>	<b>-0.092</b>	<b>-0.032</b>	<b>-0.035</b>	<b>-0.054</b>	<b>0.152</b>	<b>-0.112</b>	<b>0.006</b>	<b>-0.160</b>	<b>-0.052</b>	<b>-0.030</b>	<b>0.014</b>	<b>-0.088</b>	<b>-0.114</b>	<b>-0.023</b>	<b>-0.071</b>
<b>Standard Deviation</b>	<b>1.262</b>	<b>1.301</b>	<b>1.223</b>	<b>1.233</b>	<b>1.224</b>	<b>1.278</b>	<b>1.280</b>	<b>1.284</b>	<b>1.241</b>	<b>1.272</b>	<b>1.247</b>	<b>1.267</b>	<b>1.233</b>	<b>1.282</b>	<b>1.234</b>	<b>1.273</b>	<b>1.277</b>	<b>1.239</b>
<b>Error Variance</b>	<b>0.001</b>	<b>0.002</b>	<b>0.001</b>	<b>0.005</b>	<b>0.005</b>	<b>0.003</b>	<b>0.002</b>	<b>0.005</b>	<b>0.003</b>	<b>0.004</b>	<b>0.002</b>	<b>0.001</b>	<b>0.005</b>	<b>0.002</b>	<b>0.002</b>	<b>0.014</b>	<b>0.001</b>	<b>0.002</b>

Fieldwork : 26/02/2016 - 01/03/2016 (Week 08)  
Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n/o/p/q

Q.2\_03 Please tell me if you think it would be a good or bad way of funding the BBC -  
 A universal household levy - rather than having a TV licence, ALL households would have to pay this levy  
 Base: All Adults aged 16+ in UK

	Total	COUNTRY			GOVERNMENT REGIONS												ETHNIC ORIGIN	
		England (a)	Scotland (b)	Wales (c)	North East (d)	North West (e)	Yorkshire and The Humber (f)	East Midlands (g)	West Midlands (h)	East of England (i)	London (j)	South East (k)	South West (l)	Wales (m)	Scotland (n)	Northern Ireland (o)	White (p)	Minority Ethnic (q)
Unweighted Base	2119	1775	180	104	82	240	184	148	177	200	253	316	175	104	180	60	1836	269
Weighted Base	2119	1785	180	106*	85*	233	185	157	175	208	258	316	168	106*	180	48*	1819	286
Very good	(+2) 196 9%	175 10%	10 6%	5 5%	8 10%	33 14%ijmn	12 7%	20 7%	11%	15 7%	20 8%	33 10%	24 14%dfjm n	5 5%	10 6%	5 11%	161 9%	35 12%
Fairly good	(+1) 583 28%	486 26%	57 32%	44 42%a	31 36%efi j	55 24%	38 21%	43 27%	67 38%efai jkl	41 20%	60 23%	87 26%	43 26%	44 42%efaj kl	57 32%fi	17 34%fi	519 29%q	62 22%
Neither good nor bad	(0) 489 23%	425 24%c	42 23%c	14 13%	14 16%	63 27%glm	43 24%lm	26 17%	41 23%	70 34%dfg hjkimn o	62 24%lm	78 25%lm	28 17%	14 13%	42 23%lm	8 17%	400 22%	86 30%p
Fairly bad	(-1) 353 17%	302 17%	28 16%	16 15%	8 10%	46 20%d	35 19%	38 24%dij	29 16%	26 12%	34 13%	62 20%di	25 15%	16 15%	28 16%	8 17%	316 17%	36 12%
Very bad	(-2) 360 17%	291 16%	39 22%	20 19%	15 18%h	26 11%	41 22%eh	33 21%eh	13 8%	45 22%eh	41 16%h	46 15%h	31 18%h	20 19%h	39 22%eh	10 21%eh	317 17%	40 14%
<b>SUMMARY CODES</b>																		
GOOD	780 37%	641 36%	68 37%	50 47%a	39 46%ij	88 38%fi	50 27%	54 34%	87 50%efai jkn	56 27%	80 31%	120 38%fi	67 40%fi	50 47%ij	68 37%fi	22 45%fi	680 37%	97 34%
BAD	713 34%	593 33%	67 37%	36 34%	23 27%	72 31%	76 41%dehij kl	71 45%dehij kl	42 24%	70 34%	75 29%	108 34%h	55 33%	36 34%	67 37%h	18 37%	634 35%q	76 26%
Don't know	136 6%	126 7%b	4 2%	6 6%	9 11%eghk no	10 4%	15 8%kn	6 4%	6 3%	12 6%	41 16%efgh ikmno	9 3%	18 11%eghk no	6 6%	4 2%	1 1%	106 6%	28 10%p
Average Score	-0.049	-0.041	-0.157	-0.014	0.118f	0.101fjl	-0.319	-0.255	0.301f gijkn	-0.230	-0.070	-0.006f	0.033	-0.014	-0.157	-0.026	-0.065	0.061
Standard Deviation	1.262	1.259	1.259	1.285	1.320	1.226 n	1.259	1.290	1.122	1.227	1.246	1.236	1.382	1.285	1.259	1.353	1.265	1.242
Error Variance	0.001	0.001	0.009	0.017	0.024	0.007	0.009	0.012	0.007	0.008	0.007	0.005	0.012	0.017	0.009	0.031	0.001	0.006

Fieldwork : 26/02/2016 - 01/03/2016 (Week 09)  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g/h/i/j/k/l/m/n/o - p/q  
 \* small base

Q.2\_03 Please tell me if you think it would be a good or bad way of funding the BBC. -  
 A universal household levy - rather than having a TV licence, ALL households would have to pay this levy  
 Base: All Adults aged 16+ in UK

	Total	PREFERRED FUNDING OPTION (Q3)				AWARE OF CROSS PROMOTION (Q8)		
		Current LF (a)	Lower LF (b)	Household levy (c)	Lower LF + subscription (d)	Yes (f)	No (g)	
Unweighted Base	2119	628	541	237	279	167	1113	909
Weighted Base	2119	613	538	243	294	174	1155	872
Very good	(+2) 196 9%	29 5%	33 6%	77 32%abde	31 10%ab	18 10%a	122 11%	71 8%
Fairly good	(+1) 583 28%	177 29%b	119 22%	131 54%abde	82 28%	53 30%b	360 31%g	214 25%
Neither good nor bad	(0) 489 23%	146 24%c	132 24%c	18 8%	68 23%c	50 29%c	229 20%	235 27%f
Fairly bad	(-1) 353 17%	135 22%c	96 18%c	9 4%	54 18%c	34 19%c	222 19%g	125 14%
Very bad	(-2) 360 17%	104 17%ce	134 25%ace	8 3%	55 19%ce	16 9%c	199 17%	153 18%
<b>SUMMARY CODES</b>								
GOOD	780 37%	206 34%	152 28%	208 85%abde	113 38%b	71 41%b	482 42%g	285 33%
BAD	713 34%	239 39%ce	230 43%ce	17 7%	109 37%c	49 28%c	421 36%g	279 32%
Don't know	136 6%	22 4%c	24 4%c	1 *	5 2%	4 2%	24 2%	73 8%f
Average Score	-0.049	-0.183b	-0.348	1.071abde	-0.072b	0.140ab	-0.014	-0.095
Standard Deviation	1.262	1.184	1.266	0.910	1.288	1.136	1.284	1.241
Error Variance	0.001	0.002	0.003	0.004	0.006	0.008	0.002	0.002

**Q.2\_04 Please tell me if you think it would be a good or bad way of funding the BBC -  
A mixture of a lower licence fee and subscription  
Base: All Adults aged 16+ in UK**

	Total	GENDER		AGE				SOCIAL GRADE				INTERNET ACCESS		TV PLATFORM					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-54 (e)	55+ (f)	AB (g)	C1 (h)	C2 (i)	DE (j)	Any (k)	None (l)	Satellite (m)	Freeview (n)	IPTV (o)	Pay TV (p)	FTA (q)	
Unweighted Base	2119	1008	1111	318	330	588	883	363	572	422	762	1755	364	807	833	118	1176	894	
Weighted Base	2119	1029	1090	298	372	709	740	409	645	438	627	1837	282	834	777	122	1235	836	
Very good (+2)	121 6%	63 6%	58 5%	19 6%	25 7%	47 7% <sup>f</sup>	30 4%	26 6%	36 6%	29 7%	31 5%	106 6%	15 5%	44 5%	41 5%	13 10% <sup>mnq</sup>	76 6%	45 5%	
Fairly good (+1)	597 28%	314 30% <sup>b</sup>	284 26%	100 34% <sup>f</sup>	113 30% <sup>f</sup>	210 30% <sup>f</sup>	174 23%	123 30%	173 27%	104 24%	197 31% <sup>j</sup>	533 29% <sup>j</sup>	64 23%	248 30%	203 26%	30 24%	361 29%	217 26%	
Neither good nor bad (0)	460 22%	207 20%	252 23%	81 27% <sup>ef</sup>	85 23%	137 19%	156 21%	75 18%	148 23%	101 23%	135 22%	392 21%	68 24%	181 22%	174 22%	22 18%	261 21%	181 22%	
Fairly bad (-1)	451 21%	217 21%	233 21%	50 17%	81 22%	142 20%	178 24% <sup>c</sup>	93 23%	143 22%	103 23% <sup>j</sup>	112 18%	402 22%	49 17%	168 20%	184 24%	30 25%	267 22%	197 24%	
Very bad (-2)	362 17%	170 17%	192 18%	28 9%	41 11%	129 18% <sup>cd</sup>	164 22% <sup>cd</sup>	72 18%	115 18%	73 17%	102 16%	309 17%	53 19%	158 19%	124 16%	19 16%	215 17%	144 17%	
<b>SUMMARY CODES</b>																			
GOOD	718 34%	377 37% <sup>b</sup>	342 31%	119 40% <sup>f</sup>	138 37% <sup>f</sup>	257 36% <sup>f</sup>	204 28%	149 36%	209 32%	133 30%	228 36%	639 35% <sup>j</sup>	79 28%	292 35%	245 31%	42 35%	436 35%	262 31%	
BAD	813 38%	388 38%	425 39%	78 26%	123 33%	271 38% <sup>c</sup>	342 46% <sup>cde</sup>	165 40%	258 40% <sup>j</sup>	176 40%	214 34%	711 39%	102 36%	326 39%	309 40%	49 40%	482 39%	341 41%	
Don't know	128 6%	58 6%	71 6%	20 7%	26 7%	44 6%	38 5%	20 5%	30 5%	28 6%	50 8% <sup>h</sup>	96 5%	32 12% <sup>k</sup>	35 4%	50 6%	8 7%	56 5%	53 6%	
Average Score	-0.169	-0.121	-0.214	0.114 <sup>ef</sup>	-0.003 <sup>f</sup>	-0.144 <sup>f</sup>	-0.387	-0.160	-0.208	-0.214	-0.101	-0.158	-0.244	-0.187	-0.202	-0.112	-0.157	-0.227	
Standard Deviation	1.212	1.222	1.202	1.098	1.155	1.252	1.209	1.239	1.206	1.207	1.205	1.211	1.223	1.224	1.185	1.281	1.223	1.201	
Error Variance	0.001	0.002	0.001	0.004	0.004	0.003	0.002	0.004	0.003	0.004	0.002	0.001	0.005	0.002	0.002	0.015	0.001	0.002	

Fieldwork : 26/02/2016 - 01/03/2016 (Week 08)  
Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n/o/p/q

Q.2\_04 Please tell me if you think it would be a good or bad way of funding the BBC. -  
 A mixture of a lower licence fee and subscription  
 Base: All Adults aged 16+ in UK

	Total	COUNTRY			GOVERNMENT REGIONS												ETHNIC ORIGIN		
		England (a)	Scotland (b)	Wales (c)	North East (d)	North West (e)	Yorkshire and The Humber (f)	East Midlands (g)	West Midlands (h)	East of England (i)	London (j)	South East (k)	South West (l)	Wales (m)	Scotland (n)	Northern Ireland (o)	White (p)	Minority Ethnic (q)	
Unweighted Base	2119	1775	180	104	82	240	184	148	177	200	253	316	175	104	180	60	1836	269	
Weighted Base	2119	1785	180	106*	85*	233	185	157	175	208	258	316	168	106*	180	48*	1819	286	
Very good	(+2) 121 6%	104 6%	13 7%	3 3%	6 7%	14 6%	17 9%j	8 5%	11 6%	11 5%	10 4%	19 6%	8 5%	3 3%	13 7%	1 2%	101 6%	19 7%	
Fairly good	(+1) 597 28%	507 28% <sup>c</sup>	51 28%	20 19%	26 30% <sup>f</sup>	70 30% <sup>fm</sup>	33 18%	50 32% <sup>dfm</sup>	61 35% <sup>fk</sup>	71 34% <sup>ikm</sup>	73 28% <sup>fl</sup>	77 24%	47 28% <sup>fl</sup>	20 19%	51 28% <sup>fl</sup>	20 41% <sup>dfm</sup>	509 28%	84 29%	
Neither good nor bad	(0) 460 22%	390 22%	39 21%	23 21%	12 14%	55 24%	34 19%	29 19%	43 25%	58 28% <sup>edf</sup>	59 23%	72 23%	27 16%	23 21%	39 21%	9 18%	388 21%	71 25%	
Fairly bad	(-1) 451 21%	376 21%	38 21%	26 24%	20 23%	46 20%	39 21%	42 27% <sup>uj</sup>	35 20%	35 17%	43 17%	78 25% <sup>uj</sup>	37 22%	26 24%	38 21%	11 23%	406 22% <sup>q</sup>	42 15%	
Very bad	(-2) 362 17%	299 17%	28 16%	27 26% <sup>a</sup>	14 16%	39 17%	48 26% <sup>eghij</sup> n	22 14%	20 12%	23 11%	36 14%	61 19% <sup>hi</sup>	36 21% <sup>hi</sup>	27 26% <sup>ghij</sup>	28 16%	8 16%	313 17%	46 16%	
<b>SUMMARY CODES</b>																			
GOOD	718 34%	611 34% <sup>c</sup>	64 35% <sup>c</sup>	23 22%	31 37% <sup>m</sup>	84 36% <sup>m</sup>	50 27%	58 37% <sup>m</sup>	72 41% <sup>fk</sup>	82 39% <sup>fk</sup>	83 32%	95 30%	56 33%	23 22%	64 35% <sup>m</sup>	20 42% <sup>dfm</sup>	610 34%	104 36%	
BAD	813 38%	675 38%	67 37%	53 50% <sup>a</sup>	34 39%	86 37%	87 47% <sup>ehij</sup>	64 41% <sup>i</sup>	56 32%	58 28%	80 31%	139 44% <sup>hij</sup>	73 43% <sup>hij</sup>	53 50% <sup>ehij</sup>	67 37%	19 39%	718 39% <sup>q</sup>	89 31%	
Don't know	128 6%	109 6%	11 6%	7 7%	9 10% <sup>ehko</sup>	8 3%	13 7% <sup>k</sup>	6 4%	5 3%	10 5%	37 14% <sup>efgh</sup> ikln	9 3%	13 8% <sup>k</sup>	7 7%	11 6%	1 1%	104 6%	23 8%	
<b>Average Score</b>	-0.169	-0.155 <sup>c</sup>	-0.108 <sup>c</sup>	-0.542	-0.129 <sup>m</sup>	-0.122 <sup>fm</sup>	-0.395	-0.131 <sup>m</sup>	0.040 <sup>fk</sup>	0.062 <sup>fk</sup>	-0.105 <sup>fm</sup>	-0.278	-0.290	-0.542	-0.108 <sup>m</sup>	-0.113 <sup>m</sup>	-0.167	-0.045	
<b>Standard Deviation</b>	1.212	1.211	1.224 <sup>c</sup>	1.190	1.270	1.207	1.342	1.179	1.141	1.107	1.166	1.212	1.269	1.190	1.224	1.169	1.209	1.217	
<b>Error Variance</b>	0.001	0.001	0.009	0.015	0.022	0.006	0.011	0.010	0.008	0.006	0.006	0.005	0.010	0.015	0.009	0.023	0.001	0.006	

Fieldwork : 26/02/2016 - 01/03/2016 (Week 09)  
 Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g/h/i/j/k/l/m/n/o - p/q  
 \* small base

Q.2\_04 Please tell me if you think it would be a good or bad way of funding the BBC. -  
A mixture of a lower licence fee and subscription  
Base: All Adults aged 16+ in UK

	Total	PREFERRED FUNDING OPTION (Q3)				AWARE OF CROSS PROMOTION (Q8)		
		Current LF (a)	Lower LF (b)	Household levy (c)	Lower LF + subscription (d)	Current LF + subscription (e)	Yes (f)	No (g)
Unweighted Base	2119	628	541	237	279	167	1113	909
Weighted Base	2119	613	538	243	294	174	1155	872
Very good	(+2) 121 6%	16 3%	31 6%a	12 5%	39 13%abc	17 10%a	69 6%	51 6%
Fairly good	(+1) 597 28%	106 17%	157 29%a	87 36%a	150 51%abc	76 44%ab	345 30%	243 28%
Neither good nor bad	(0) 460 22%	140 23%c	116 22%c	36 15%	51 18%	35 20%	206 18%	224 26% <i>f</i>
Fairly bad	(-1) 451 21%	198 32%bcde	106 20% <i>d</i>	59 24% <i>d</i>	28 9%	31 18% <i>d</i>	296 26% <i>g</i>	147 17%
Very bad	(-2) 362 17%	134 22% <i>de</i>	105 19% <i>de</i>	48 20% <i>de</i>	19 6%	11 6%	212 18%	141 16%
<b>SUMMARY CODES</b>								
GOOD	718 34%	122 20%	188 35%a	99 41%a	189 64%abce	94 54%abc	415 36%	294 34%
BAD	813 38%	332 54%bcde	211 39% <i>de</i>	107 44% <i>de</i>	47 16%	42 24% <i>d</i>	509 44% <i>g</i>	288 33%
Don't know	128 6%	19 3% <i>c</i>	22 4% <i>c</i>	1 1%	7 2%	3 2%	25 2%	66 8% <i>f</i>
Average Score	-0.169	-0.553	-0.190a	-0.179a	0.566abce	0.337abc	-0.209	-0.105
Standard Deviation	1.212	1.102	1.236	1.254	1.052	1.090	1.234	1.194
Error Variance	0.001	0.002	0.003	0.007	0.004	0.007	0.001	0.002

Q.2\_05 Please tell me if you think it would be a good or bad way of funding the BBC -  
 A mixture of the current licence fee and subscription  
 Base: All Adults aged 16+ in UK

	Total	GENDER		AGE				SOCIAL GRADE				INTERNET ACCESS		TV PLATFORM				
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-54 (e)	55+ (f)	AB (g)	C1 (h)	C2 (i)	DE (j)	Any (k)	None (l)	Satellite (m)	Freeview (n)	IPTV (o)	Pay TV (p)	FTA (q)
Unweighted Base	2119	1008	1111	318	330	588	883	363	572	422	762	1755	364	807	833	118	1176	894
Weighted Base	2119	1029	1090	298	372	709	740	409	645	438	627	1837	282	834	777	122	1235	836
Very good	(+2) 90 4%	37 4%	54 5%	16 5%	10 3%	34 5%	31 4%	24 6%	29 4%	17 4%	21 3%	80 4%	10 4%	36 4%	35 5%	10 8%	54 4%	37 4%
Fairly good	(+1) 497 23%	250 24%	247 23%	86 29% <sup>d</sup>	78 21%	162 23%	172 23%	110 27%	149 23%	94 21%	144 23%	444 24% <sup>l</sup>	53 19%	196 24%	170 22%	38 31% <sup>nq</sup>	304 25%	187 22%
Neither good nor bad	(0) 469 22%	228 22%	241 22%	78 26%	88 24%	148 21%	155 21%	74 18%	155 24% <sup>g</sup>	93 21%	147 23%	400 22%	70 25%	179 21%	170 22%	24 20%	272 22%	178 21%
Fairly bad	(-1) 463 22%	219 21%	243 22%	54 18%	90 24%	145 20%	174 24%	86 21%	135 21%	104 24%	138 22%	412 22%	51 18%	198 24%	181 23%	20 16%	270 22%	193 23%
Very bad	(-2) 458 22%	235 23%	223 20%	39 13%	78 21% <sup>c</sup>	177 25% <sup>c</sup>	163 22% <sup>c</sup>	93 23%	145 22%	97 22%	123 20%	398 22%	60 21%	183 22%	168 22%	21 17%	274 22%	185 22%
<b>SUMMARY CODES</b>																		
GOOD	587 28%	286 28%	301 28%	102 34% <sup>def</sup>	88 24%	196 28%	203 27%	134 33% <sup>ij</sup>	178 28%	110 25%	165 26%	524 29% <sup>kl</sup>	63 22%	232 28%	206 26%	48 39% <sup>mnpq</sup>	358 29%	224 27%
BAD	920 43%	454 44%	466 43%	93 31%	168 45% <sup>c</sup>	322 45% <sup>c</sup>	338 46% <sup>c</sup>	179 44%	280 43%	200 46%	261 42%	810 44%	111 39%	381 46% <sup>o</sup>	349 45% <sup>o</sup>	41 33%	544 44% <sup>o</sup>	378 45% <sup>o</sup>
Don't know	142 7%	61 6%	82 7%	25 8%	29 8%	44 6%	44 6%	21 5%	33 5%	34 8%	54 9% <sup>h</sup>	104 6%	38 14% <sup>kl</sup>	42 5%	53 7%	9 8%	61 5%	56 7%
Average Score	-0.354	-0.378	-0.331	-0.054	-0.434	-0.404	-0.384	-0.295	-0.357	-0.420	-0.345	-0.348	-0.398	-0.373	-0.381	-0.042 <sup>m</sup>	-0.346	-0.386
Standard Deviation	1.212	1.210	1.214	1.150	1.152	1.251	1.213	1.278	1.214	1.199	1.175	1.215	1.191	1.211	1.210	1.272 <sup>nq</sup>	1.219	1.216
Error Variance	0.001	0.002	0.001	0.005	0.004	0.003	0.002	0.005	0.003	0.004	0.002	0.001	0.004	0.002	0.002	0.015	0.001	0.002

**Q.2\_05 Please tell me if you think it would be a good or bad way of funding the BBC. -  
A mixture of the current licence fee and subscription  
Base: All Adults aged 16+ in UK**

	Total	COUNTRY			GOVERNMENT REGIONS											ETHNIC ORIGIN		
		England (a)	Scotland (b)	Wales (c)	North East (d)	North West (e)	Yorkshire and The Humber (f)	East Midlands (g)	West Midlands (h)	East of England (i)	London (j)	South East (k)	South West (l)	Wales (m)	Scotland (n)	Northern Ireland (o)	White (p)	Minority Ethnic (q)
Unweighted Base	2119	1775	180	104	82	240	184	148	177	200	253	316	175	104	180	60	1836	269
Weighted Base	2119	1785	180	106*	85*	233	185	157	175	208	258	316	168	106*	180	48*	1819	286
Very good	(+2) 90 4%	73 4%	11 6%	3 3%	5 6%	11 5%	7 4%	7 5%	4 2%	5 3%	10 4%	16 5%	6 4%	3 3%	11 6%	4 7%	80 4%	10 4%
Fairly good	(+1) 497 23%	431 24%	39 22%	16 16%	13 15%	60 26% <sup>f</sup>	28 15%	40 26% <sup>l</sup>	59 34% <sup>dflj</sup> kmn	49 23%	57 22%	76 24% <sup>l</sup>	49 29% <sup>dfm</sup>	16 16%	39 22%	10 21%	421 23%	73 25%
Neither good nor bad	(0) 469 22%	400 22%	34 19%	28 27%	18 21%	54 23% <sup>l</sup>	43 23% <sup>l</sup>	32 20%	38 22%	60 29% <sup>lno</sup>	57 22%	74 24% <sup>l</sup>	24 14%	28 27% <sup>l</sup>	34 19%	7 14%	400 22%	67 23%
Fairly bad	(-1) 463 22%	390 22%	41 23%	19 18%	22 26%	50 21%	44 24%	50 32% <sup>leikl</sup> m	42 24%	36 17%	49 19%	66 21%	31 19%	19 18%	41 23%	12 25%	418 23% <sup>q</sup>	42 15%
Very bad	(-2) 458 22%	373 21%	41 23%	29 27%	15 18%	47 20%	46 25%	25 16%	28 16%	46 22%	49 19%	73 23%	44 26% <sup>gh</sup>	29 27% <sup>gh</sup>	41 23%	15 30% <sup>gh</sup>	385 21%	68 24%
<b>SUMMARY CODES</b>																		
GOOD	587 28%	504 28%	50 28%	20 19%	18 21%	72 31% <sup>fm</sup>	35 19%	48 30% <sup>l</sup>	63 36% <sup>dfjm</sup>	54 26%	67 26%	92 29% <sup>l</sup>	55 33% <sup>fm</sup>	20 19%	50 28%	14 28%	501 28%	83 29%
BAD	920 43%	763 43%	82 46%	48 46%	38 44%	97 42%	90 49% <sup>j</sup>	75 48%	70 40%	82 40%	98 38%	139 44%	75 45%	48 46%	82 46%	27 55% <sup>ij</sup>	803 44%	111 39%
Don't know	142 7%	117 7%	14 8%	9 9%	11 13% <sup>seghk</sup> o	10 4%	17 9% <sup>eghk</sup>	3 2%	4 2%	12 6%	36 14% <sup>seghi</sup> ko	10 3%	13 8% <sup>ghk</sup>	9 9% <sup>ghk</sup>	14 8% <sup>ghk</sup>	1 3%	115 6%	26 9%
<b>Average Score</b>	-0.354	-0.336	-0.371	-0.558	-0.403	-0.274 <sup>f</sup>	-0.558	-0.288	-0.186 <sup>f</sup> m	-0.353	-0.317	-0.338	-0.369	-0.558	-0.371	-0.514	-0.356	-0.329
<b>Standard Deviation</b>	1.212	1.204	1.266	1.189	1.202	1.215	1.175	1.161	1.145	1.169	1.204	1.235	1.298	1.189	1.266	1.336	1.207	1.244
<b>Error Variance</b>	0.001	0.001	0.010	0.015	0.021	0.006	0.008	0.009	0.008	0.007	0.007	0.005	0.011	0.015	0.010	0.031	0.001	0.006

Fieldwork : 26/02/2016 - 01/03/2016 (Week 09)  
Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g/h/i/j/k/l/m/n/o - p/q  
\* small base

Q.2\_05 Please tell me if you think it would be a good or bad way of funding the BBC. -  
A mixture of the current licence fee and subscription  
Base: All Adults aged 16+ in UK

	Total	PREFERRED FUNDING OPTION (Q3)				AWARE OF CROSS PROMOTION (Q8)		
		Current LF (a)	Lower LF (b)	Household levy (c)	Lower LF + subscription (d)	Current LF + subscription (e)	Yes (f)	No (g)
Unweighted Base	2119	628	541	237	279	167	1113	909
Weighted Base	2119	613	538	243	294	174	1155	872
Very good	(+2) 90 4%	17 3%	17 3%	10 4%	19 6%ab	26 15%abcd	53 5%	36 4%
Fairly good	(+1) 497 23%	116 19%	115 21%	70 29%ab	93 32%ab	86 49%abcd	287 25%	200 23%
Neither good nor bad	(0) 469 22%	141 23%	111 21%	45 19%	67 23%	33 19%	220 19%	228 26%ef
Fairly bad	(-1) 463 22%	176 29%bde	122 23%e	60 25%e	58 20%e	18 11%	304 26%g	156 18%
Very bad	(-2) 458 22%	143 23%de	151 28%de	56 23%e	51 17%e	6 3%	269 23%	175 20%
<b>SUMMARY CODES</b>								
GOOD	587 28%	133 22%	132 25%	80 33%ab	112 38%ab	111 64%abcd	341 29%	236 27%
BAD	920 43%	320 52%de	273 51%de	116 48%de	109 37%e	24 14%	573 50%g	331 38%
Don't know	142 7%	19 3%	21 4%c	2 1%	7 2%	5 3%	22 2%	77 9%ef
Average Score	-0.354	-0.526	-0.531	-0.344	-0.098abc	0.635abcd	-0.395	-0.294
Standard Deviation	1.212	1.139	1.218	1.233	1.220	0.981	1.226	1.195
Error Variance	0.001	0.002	0.003	0.006	0.005	0.006	0.001	0.002

Q.3 If you had to choose just one of these options, which would you prefer to be used for the future funding of the BBC?  
 Base: All Adults aged 16+ in UK

	Total	GENDER		AGE				SOCIAL GRADE				INTERNET ACCESS		TV PLATFORM				
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-54 (e)	55+ (f)	AB (g)	C1 (h)	C2 (i)	DE (j)	Any (k)	None (l)	Satellite (m)	Freeview (n)	IPTV (o)	Pay TV (p)	FTA (q)
Unweighted Base	2119	1008	1111	318	330	588	883	363	572	422	762	1755	364	807	833	118	1176	894
Weighted Base	2119	1029	1090	298	372	709	740	409	645	438	627	1837	282	834	777	122	1235	836
Licence fee as now	613	288	325	71	95	165	282	128	207	125	154	522	91	223	271	36	337	297
		28%	30%	24%	25%	23%	38% <sup>cde</sup>	31% <sup>j</sup>	32% <sup>j</sup>	29%	25%	28%	32%	27%	35% <sup>mp</sup>	30%	27%	36% <sup>mp</sup>
Lower licence fee for some exemptions	538	253	284	91	99	183	165	84	137	110	206	465	73	220	171	28	331	182
		25%	26%	31% <sup>f</sup>	27%	26%	22%	21%	21%	25%	33% <sup>ghl</sup>	25%	26%	26% <sup>nq</sup>	22%	23%	27% <sup>nq</sup>	22%
Universal household levy	243	128	115	31	35	94	84	58	78	46	61	218	25	106	83	12	154	89
		12%	11%	10%	9%	13%	11%	14% <sup>j</sup>	12%	10%	10%	12%	9%	13%	11%	10%	12%	11%
Mixture of lower licence and subscription	294	151	143	38	62	127	66	61	94	66	72	271	23	129	91	19	185	96
		14%	13%	13%	17% <sup>f</sup>	18% <sup>f</sup>	9%	15%	15%	15%	12%	15% <sup>l</sup>	8%	15% <sup>nq</sup>	12%	15%	15% <sup>q</sup>	12%
Mixture of current licence fee and subscription	174	83	91	23	26	63	62	44	61	31	37	159	15	70	72	14	106	74
		8%	8%	8%	7%	9%	8%	11% <sup>j</sup>	9% <sup>j</sup>	7%	6%	9%	5%	8%	9%	12%	9%	9%
Don't know	257	125	132	44	56	77	81	32	68	60	97	203	54	86	89	13	122	97
		12%	12%	15%	15%	11%	11%	8%	11%	14% <sup>g</sup>	15% <sup>gh</sup>	11%	19% <sup>k</sup>	10%	11%	11%	10%	12%

Q.3 If you had to choose just one of these options, which would you prefer to be used for the future funding of the BBC?  
 Base: All Adults aged 16+ in UK

	Total	COUNTRY			GOVERNMENT REGIONS											ETHNIC ORIGIN		
		England (a)	Scotland (b)	Wales (c)	North East (d)	North West (e)	Yorkshire and The Humber (f)	East Midlands (g)	West Midlands (h)	East of England (i)	London (j)	South East (k)	South West (l)	Wales (m)	Scotland (n)	Northern Ireland (o)	White (p)	Minority Ethnic (q)
Unweighted Base	2119	1775	180	104	82	240	184	148	177	200	253	316	175	104	180	60	1836	269
Weighted Base	2119	1785	180	106*	85*	233	185	157	175	208	258	316	168	106*	180	48*	1819	286
Licence fee as now	613	516	53	38	28	69	60	49	50	56	38	114	52	38	53	5	562	49
		29%	30%	36%	33%jo	30%jo	33%jo	31%jo	29%jo	27%jo	15%	36%jo	31%jo	36%jo	30%jo	11%	31%q	17%
Lower licence fee for some exemptions	538	448	43	24	12	69	58	41	34	56	74	73	31	24	43	22	443	92
	25%	25%	24%	23%	14%	30%dhf	32%dhf	26%dh	19%	27%dh	29%dhf	23%	18%	23%	24%	46%defg	24%	32%p
Universal household levy	243	202	18	14	9	17	8	16	37	17	31	38	29	14	18	9	209	31
	11%	11%	10%	13%	11%fh	7%	4%	10%fh	21%efghjkn	8%	12%fh	12%fh	17%efhi	13%fh	10%fh	19%efhi	12%	11%
Mixture of lower licence and subscription	294	246	30	11	11	38	17	25	26	36	41	34	18	11	30	6	254	40
	14%	14%	17%	10%	13%	16%fh	9%	16%	15%	17%fh	16%	11%	11%	10%	17%fh	13%	14%	14%
Mixture of current licence fee and subscription	174	148	13	9	4	17	11	20	12	17	20	27	18	9	13	4	153	21
	8%	8%	7%	9%	5%	7%	6%	12%	7%	8%	8%	9%	11%	9%	7%	8%	8%	7%
Don't know	257	226	22	8	21	23	30	8	17	25	54	28	20	8	22	1	198	55
	12%	13%	12%	8%	24%eehklmno	10%	16%gko	5%	10%	12%go	21%eehiklmno	9%	12%go	8%	12%go	2%	11%	19%p

Fieldwork : 26/02/2016 - 01/03/2016 (Week 09)  
 Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g/h/i/j/k/l/m/n/o - p/q  
 \* small base

Q.3 If you had to choose just one of these options, which would you prefer to be used for the future funding of the BBC?  
Base: All Adults aged 16+ in UK

	Total	PREFERRED FUNDING OPTION (Q3)				AWARE OF CROSS PROMOTION (Q8)		
		Current LF (a)	Lower LF (b)	Household levy (c)	Lower LF + subscription (d)	Current LF + subscription (e)	Yes (f)	No (g)
Unweighted Base	2119	628	541	237	279	167	1113	909
Weighted Base	2119	613	538	243	294	174	1155	872
Licence fee as now	613	613	-	-	-	-	389	210
	29%	100%bcde	-	-	-	-	34%g	24%
Lower licence fee for some exemptions	538	-	538	-	-	-	267	261
	25%	-	100%acde	-	-	-	23%	30%f
Universal household levy	243	-	-	243	-	-	149	90
	11%	-	-	100%abde	-	-	13%	10%
Mixture of lower licence and subscription	294	-	-	-	294	-	180	111
	14%	-	-	-	100%abce	-	16%	13%
Mixture of current licence fee and subscription	174	-	-	-	-	174	104	67
	8%	-	-	-	-	100%abcd	9%	8%
Don't know	257	-	-	-	-	-	66	133
	12%	-	-	-	-	-	6%	15%f

Q.4 £3.7 billion is raised through the licence fee each year - currently almost all of this is spent on the BBC's own radio and TV programmes and services, including public service content like these examples Should more of this money be made available to other free-to-air broadcasters and independent producers to commission and make public service content? This might be shown on the BBC or on other networks.  
 Base: All Adults aged 16+ in UK

	Total	GENDER		AGE				SOCIAL GRADE				INTERNET ACCESS		TV PLATFORM				
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-54 (e)	55+ (f)	AB (g)	C1 (h)	C2 (i)	DE (j)	Any (k)	None (l)	Satellite (m)	Freeview (n)	IPTV (o)	Pay TV (p)	FTA (q)
Unweighted Base	2119	1008	1111	318	330	588	883	363	572	422	762	1755	364	807	833	118	1176	894
Weighted Base	2119	1029	1090	298	372	709	740	409	645	438	627	1837	282	834	777	122	1235	836
Yes (funding should be made available to other providers and producers)	1029	500	529	180	203	351	295	189	318	215	307	912	117	408	360	61	618	387
	49%	49%	49%	60%ef	54%f	50%f	40%	46%	49%	49%	49%	50%kl	41%	49%	46%	50%	50%	46%
No, (BBC should keep all of the funding for almost all public service content)	829	417	413	81	115	281	354	182	263	165	220	719	111	333	316	50	483	343
	39%	41%	38%	27%	31%	40%cd	48%cde	44%j	41%j	38%	35%	39%	39%	40%	41%	41%	39%	41%
Don't know	261	113	148	37	55	77	91	38	64	58	100	207	54	94	101	11	133	105
	12%	11%	14%	13%	15%	11%	12%	9%	10%	13%	16%gh	11%	19%k	11%	13%	9%	11%	13%

Q.4 £3.7 billion is raised through the licence fee each year - currently almost all of this is spent on the BBC's own radio and TV programmes and services, including public service content like these examples Should more of this money be made available to other free-to-air broadcasters and independent producers to commission and make public service content? This might be shown on the BBC or on other networks.  
 Base: All Adults aged 16+ in UK

	COUNTRY			GOVERNMENT REGIONS												ETHNIC ORIGIN		
	Total	England (a)	Scotland (b)	Wales (c)	North East (d)	North West (e)	Yorkshire and The Humber (f)	East Midlands (g)	West Midlands (h)	East of England (i)	London (j)	South East (k)	South West (l)	Wales (m)	Scotland (n)	Northern Ireland (o)	White (p)	Minority Ethnic (q)
Unweighted Base	2119	1775	180	104	82	240	184	148	177	200	253	316	175	104	180	60	1836	269
Weighted Base	2119	1785	180	106*	85*	233	185	157	175	208	258	316	168	106*	180	48*	1819	286
Yes (funding should be made available to other providers and producers)	1029	853	86	60	41	115	92	83	114	105	102	141	61	60	86	30	886	139
	49%	48%	47%	57%	48%	49%ij	50%jl	53%jl	65%defg ijkn	50%jl	39%	45%	36%	57%kl	47%l	62%jkl	49%	48%
No, (BBC should keep all of the funding for almost all public service content)	829	710	78	30	26	101	67	62	45	78	105	141	85	30	78	12	724	99
	39%	40%c	43%c	29%	31%	43%hmo	36%h	40%ho	26%	37%h	41%ho	45%dhm o	51%dfh imo	29%	43%hmo	24%	40%	35%
Don't know	261	222	17	15	18	17	26	11	17	26	52	33	22	15	17	7	209	48
	12%	12%	9%	14%	22%eghk n	7%	14%e	7%	9%	12%	20%egh ikn	10%	13%	14%	9%	14%	11%	17%p

Fieldwork : 26/02/2016 - 01/03/2016 (Week 09)  
 Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g/h/i/j/k/l/m/n/o - p/q  
 \* small base

Q.4 £3.7 billion is raised through the licence fee each year - currently almost all of this is spent on the BBC's own radio and TV programmes and services, including public service content like these examples Should more of this money be made available to other free-to-air broadcasters and independent producers to commission and make public service content? This might be shown on the BBC or on other networks.  
 Base: All Adults aged 16+ in UK

	Total	PREFERRED FUNDING OPTION (Q3)				AWARE OF CROSS PROMOTION (Q8)		
		Current LF (a)	Lower LF (b)	Household levy (c)	Lower LF + subscription (d)	Current LF + subscription (e)	Yes (f)	No (g)
Unweighted Base	2119	628	541	237	279	167	1113	909
Weighted Base	2119	613	538	243	294	174	1155	872
Yes (funding should be made available to other providers and producers)	1029 49%	268 44%	295 55%a	138 57%a	169 58%a	91 52%	575 50%	439 50%
No. (BBC should keep all of the funding for almost all public service content)	829 39%	305 50%bcd	200 37%	92 38%	104 35%	72 41%	501 43%g	312 36%
Don't know	261 12%	40 7%	43 8%	13 5%	21 7%	11 6%	79 7%	121 14%h

Q.5 Should the Government require the BBC to guarantee a minimum level of funding for any of these types of public service broadcasting or should these decisions be left to the BBC?

Base: All Adults aged 16+ in UK

Total	GENDER		AGE				SOCIAL GRADE				INTERNET ACCESS		TV PLATFORM					
	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-54 (e)	55+ (f)	AB (g)	C1 (h)	C2 (i)	DE (l)	Any (k)	None (l)	Satellite (m)	Freeview (n)	IPTV (o)	Pay TV (p)	FTA (q)	
Unweighted Base	2119	1008	1111	318	330	588	883	363	572	422	762	1755	364	807	833	118	1176	894
Weighted Base	2119	1029	1090	298	372	709	740	409	645	438	627	1837	282	834	777	122	1235	836
Yes, government should require minimum funding	804	397	408	107	146	293	257	144	239	177	244	713	92	325	294	47	484	315
No. decisions left to BBC	38%	39%	37%	36%	39%	41% <sup>f</sup>	35%	35%	37%	41%	39%	39% <sup>kl</sup>	33%	39%	38%	38%	39%	38%
Don't know	1052	527	526	147	166	346	393	229	343	205	275	916	136	425	392	61	618	423
	50%	51%	48%	49%	45%	49%	53% <sup>d</sup>	56% <sup>ij</sup>	53% <sup>j</sup>	47%	44%	50%	48%	51%	50%	50%	50%	51%
	262	106	157	44	60	69	90	35	64	55	108	209	54	85	92	14	133	97
	12%	10%	14% <sup>a</sup>	15% <sup>e</sup>	16% <sup>e</sup>	10%	12%	9%	10%	13%	17% <sup>ghi</sup>	11%	19% <sup>kl</sup>	10%	12%	11%	11%	12%

Q.5 Should the Government require the BBC to guarantee a minimum level of funding for any of these types of public service broadcasting or should these decisions be left to the BBC?

Base: All Adults aged 16+ in UK

	Total	COUNTRY			GOVERNMENT REGIONS											ETHNIC ORIGIN		
		England (a)	Scotland (b)	Wales (c)	North East (d)	North West (e)	Yorkshire and The Humber (f)	East Midlands (g)	West Midlands (h)	East of England (i)	London (j)	South East (k)	South West (l)	Wales (m)	Scotland (n)	Northern Ireland (o)	White (p)	Minority Ethnic (q)
Unweighted Base	2119	1775	180	104	82	240	184	148	177	200	253	316	175	104	180	60	1836	269
Weighted Base	2119	1785	180	106*	85*	233	185	157	175	208	258	316	168	106*	180	48*	1819	286
Yes, government should require minimum funding	804 38%	675 38%	64 36%	39 37%	29 34%	95 41% <sup>l</sup>	74 40% <sup>l</sup>	53 34%	73 42% <sup>l</sup>	79 38%	92 36%	131 42% <sup>l</sup>	49 29%	39 37%	64 36%	26 54% <sup>ldgj</sup> 1mn	667 37%	134 47% <sup>p</sup>
No, decisions left to BBC	1052 50%	888 50%	95 53%	55 52%	35 41%	114 49% <sup>o</sup>	92 50% <sup>o</sup>	86 55% <sup>o</sup>	88 50% <sup>o</sup>	102 49% <sup>o</sup>	114 44%	160 51% <sup>o</sup>	96 57% <sup>djo</sup>	55 52% <sup>o</sup>	95 53% <sup>o</sup>	15 30%	944 52% <sup>q</sup>	100 35%
Don't know	262 12%	222 12%	21 11%	12 11%	22 25% <sup>efg</sup> hiklm	24 10%	19 10%	18 11%	14 8%	27 13%	52 20% <sup>efgh</sup> kn	24 7%	24 14% <sup>k</sup>	12 11%	21 11%	8 16% <sup>k</sup>	208 11%	52 18% <sup>p</sup>

Fieldwork : 26/02/2016 - 01/03/2016 (Week 09)  
 Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g/h/i/j/k/l/m/n/o - p/q  
 \* small base

Q.5 Should the Government require the BBC to guarantee a minimum level of funding for any of these types of public service broadcasting or should these decisions be left to the BBC?

Base: All Adults aged 16+ in UK

Total	PREFERRED FUNDING OPTION (Q3)					AWARE OF CROSS PROMOTION (Q8)		
	Current LF (a)	Lower LF (b)	Household levy (c)	Lower LF + subscription (d)	Current LF + subscription (e)	Yes (f)	No (g)	
Unweighted Base	2119	628	541	237	279	167	1113	909
Weighted Base	2119	613	538	243	294	174	1155	872
Yes, government should require minimum funding	804	195	243	112	130	69	454	340
38%	32%	45%a	46%a	44%a	40%		39%	39%
No, decisions left to BBC	1052	374	243	113	144	99	625	411
50%	61%bcd	45%	46%	49%	57%b		54%g	47%
Don't know	262	44	51	19	6		76	120
12%	7%	10%e	8%	6%	3%		7%	14%f

**Q.6 Please read out any that you think should be protected.**  
**Base: All who think the Government should require minimum funding**

	Total	GENDER		AGE				SOCIAL GRADE				INTERNET ACCESS		TV PLATFORM				
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-54 (e)	55+ (f)	AB (g)	C1 (h)	C2 (i)	DE (j)	Any (k)	None (l)	Satellite (m)	Freeview (n)	IPTV (o)	Pay TV (p)	FTA (q)
Unweighted Base	803	392	411	117	134	249	303	125	210	169	299	683	120	315	311	44	461	335
Weighted Base	804	397	408	107	146	293	257	144	239	177	244	713	92	325	294	47*	484	315
News (TV and radio)	443	212	231	58	75	156	153	100	134	88	121	397	46	170	173	36	259	189
	55%	54%	57%	54%	51%	53%	60%	69% <sup>hij</sup>	56%	50%	50%	56%	50%	52%	59%	77% <sup>mnpq</sup>	53%	60%
Current affairs programmes like Panorama and Question Time	321	169	152	34	51	109	127	74	99	61	87	287	35	125	125	25	194	136
	40%	43%	37%	32%	35%	37%	49% <sup>cde</sup>	52% <sup>ij</sup>	42%	34%	36%	40%	38%	38%	43%	55%	40%	43%
Local TV (Scotland/Wales/Northern Ireland, English regional TV)	283	131	152	39	39	91	115	68	83	57	74	253	30	110	107	16	173	117
	35%	33%	37%	36%	26%	31%	45% <sup>de</sup>	47% <sup>hij</sup>	35%	32%	30%	36%	32%	34%	36%	34%	36%	37%
Minority language services (S4C, BBC Alba, Northern Irish services)	135	70	65	23	24	38	50	35	40	29	32	125	10	56	50	6	80	58
	17%	18%	16%	21% <sup>e</sup>	17%	13%	20% <sup>ef</sup>	24% <sup>j</sup>	17%	16%	13%	18%	11%	17%	17%	14%	17%	19%
Children's (under 16s)	346	163	183	55	61	133	97	76	116	72	82	319	27	139	126	23	202	139
	43%	41%	45%	51% <sup>f</sup>	42%	45%	38%	52% <sup>j</sup>	49% <sup>j</sup>	40%	34%	45% <sup>kl</sup>	29%	43%	43%	50%	42%	44%
Younger people's - 16-34	217	102	116	44	39	75	59	44	79	42	53	203	15	97	72	14	133	82
	27%	26%	28%	41% <sup>def</sup>	27%	26%	23%	30%	33% <sup>ij</sup>	23%	22%	28% <sup>kl</sup>	16%	30%	24%	31%	27%	26%
Religious programmes including broadcast of worship and documentaries (such as Songs of Praise or Sunday Morning Live)	167	76	91	17	17	47	75	45	61	24	37	146	20	70	62	11	91	72
	21%	19%	22%	26% <sup>de</sup>	12%	16%	29% <sup>de</sup>	31% <sup>ij</sup>	25% <sup>ij</sup>	14%	15%	21%	22%	21%	21%	23%	19%	23%
Arts such as The Culture Show and Italy Unpacked	165	85	80	23	20	58	64	47	65	23	30	146	18	66	59	15	99	67
	20%	21%	20%	21%	13%	20%	25% <sup>d</sup>	32% <sup>ij</sup>	27% <sup>ij</sup>	13%	12%	21%	20%	20%	20%	33%	20%	21%
Music such as Glastonbury and The Proms	194	101	93	23	32	66	73	54	60	37	43	172	22	76	74	14	116	93
	24%	25%	23%	21%	22%	22%	26%	37% <sup>hij</sup>	25% <sup>j</sup>	21%	16%	24%	24%	24%	25%	30%	24%	26%
The World Service (BBC radio broadcasting in many parts of the world, including in local languages)	296	157	139	38	37	110	111	76	118	50	52	272	24	113	114	21	171	127
	37%	40%	34%	35%	25%	37% <sup>d</sup>	43% <sup>d</sup>	53% <sup>ij</sup>	49% <sup>ij</sup>	26%	21%	38% <sup>kl</sup>	26%	35%	39%	44%	35%	40%

Fieldwork : 26/02/2016 - 01/03/2016 (Week 09)  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n/o/p/q  
 \* small base

Q.6 Please read out any that you think should be protected.  
 Base: All who think the Government should require minimum funding

	Total	GENDER		AGE				SOCIAL GRADE				INTERNET ACCESS		TV PLATFORM					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-54 (e)	55+ (f)	AB (g)	C1 (h)	C2 (i)	DE (j)	Any (k)	None (l)	Satellite (m)	Freeview (n)	IPTV (o)	Pay TV (p)	FTA (q)	
Unweighted Base	803	392	411	117	134	249	303	125	210	169	299	683	120	315	311	44	461	335	
Weighted Base	804	397	408	107	146	293	257	144	239	177	244	713	92	325	294	47*	484	315	
<b>SUMMARY CODE</b>																			
ANY	696	343	353	96	120	256	223	137	217	142	200	621	75	274	254	42	415	275	
	87%	86%	87%	89%	82%	87%	87%	95%ij	91%ij	80%	82%	87%	82%	84%	87%	90%	86%	87%	
Don't know	109	54	55	12	26	37	34	7	22	35	44	92	17	50	39	5	69	40	
	13%	14%	13%	11%	18%	13%	13%	5%	9%	20%gh	18%gh	13%	18%	16%	13%	10%	14%	13%	

Fieldwork : 26/02/2016 - 01/03/2016 (Week 09)  
 Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n/o/p/q  
 \* small base

**Q.6 Please read out any that you think should be protected.**  
**Base: All who think the Government should require minimum funding**

	Total	COUNTRY			GOVERNMENT REGIONS												ETHNIC ORIGIN	
		England (a)	Scotland (b)	Wales (c)	North East (d)	North West (e)	Yorkshire and The Humber (f)	East Midlands (g)	West Midlands (h)	East of England (i)	London (j)	South East (k)	South West (l)	Wales (m)	Scotland (n)	Northern Ireland (o)	White (p)	Minority Ethnic (q)
Unweighted Base	803	672	62	36	27	96	73	46	81	73	90	136	50	36	62	33	674	126
Weighted Base	804	675	64*	39**	29**	95*	74*	53*	73*	79*	92*	131	49*	39**	64*	26*	667	134
News (TV and radio)	443	388	27	15	13	50	42	21	47	41	48	86	39	15	27	13	373	70
	55%	57% <sup>ub</sup>	43%	39%	45%	53%	57%	40%	65% <sup>gn</sup>	52%	52%	65% <sup>gn</sup>	80% <sup>eflg</sup>	39%	43%	49%	56%	52%
Current affairs programmes like Panorama and Question Time	321	285	17	11	12	34	33	13	38	33	38	55	29	11	17	8	266	55
	40%	42% <sup>ub</sup>	27%	29%	40%	36%	45% <sup>gn</sup>	24%	52% <sup>egno</sup>	41%	41%	42% <sup>gn</sup>	60% <sup>egj</sup>	29%	27%	29%	40%	41%
Local TV (Scotland/Wales/Northern Ireland, English regional TV)	283	223	26	20	12	32	26	19	23	21	26	45	20	20	26	15	249	33
	35%	33%	40%	51%	40%	34%	35%	35%	31%	27%	28%	34%	41%	51%	40%	56% <sup>ehj</sup>	37% <sup>q</sup>	25%
Minority language services (S4C, BBC Alba, Northern Irish services)	135	112	14	4	6	17	16	4	10	9	15	26	9	4	14	5	110	24
	17%	17%	22%	11%	19%	18%	22%	8%	14%	12%	17%	20%	18%	11%	22%	17%	17%	18%
Children's (under 16s)	346	295	23	13	13	39	33	16	24	44	41	64	21	13	23	15	280	65
	43%	44%	36%	34%	45%	41%	45%	30%	33%	56% <sup>ghn</sup>	44%	48% <sup>gh</sup>	44%	34%	36%	57% <sup>gh</sup>	42%	48%
Younger people's - 16-34	217	183	14	9	9	26	22	9	16	23	26	38	13	9	14	11	171	45
	27%	27%	22%	22%	32%	27%	30%	17%	22%	30%	28%	29%	27%	22%	22%	43% <sup>ghn</sup>	26%	33%
Religious programmes including broadcast of worship and documentaries (such as Songs of Praise or Sunday Morning Live)	167	144	12	7	5	22	19	7	8	20	22	32	9	7	12	4	134	32
	21%	21%	19%	18%	18%	23% <sup>uh</sup>	26% <sup>uh</sup>	13%	11%	25% <sup>uh</sup>	23% <sup>uh</sup>	25% <sup>uh</sup>	19%	18%	19%	14%	20%	23%
Arts such as The Culture Show and Italy Unpacked	165	140	13	8	10	20	26	4	11	12	21	28	9	8	13	3	144	21
	20%	21%	21%	21%	34%	21%	35% <sup>ghiko</sup>	8%	15%	15%	23%	21%	18%	21%	21%	10%	22%	16%
Music such as Glastonbury and The Proms	194	167	16	9	15	19	17	10	27	11	16	37	15	9	16	2	174	20
	24%	25%	24%	23%	51%	20%	23%	19%	37% <sup>egj</sup>	13%	18%	28% <sup>io</sup>	30% <sup>io</sup>	23%	24%	9%	26% <sup>q</sup>	15%
The World Service (BBC radio broadcasting in many parts of the world, including in local languages)	296	268	15	9	8	27	33	10	18	35	47	71	20	9	15	4	241	54
	37%	40% <sup>ub</sup>	23%	23%	28%	28%	44% <sup>eghno</sup>	19%	24%	44% <sup>egh</sup>	51% <sup>egh</sup>	54% <sup>egh</sup>	41% <sup>go</sup>	23%	23%	17%	36%	40%

Fieldwork : 26/02/2016 - 01/03/2016 (Week 09)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f/g/h/i/j/k/l/m/n/o - p/q  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

Q.6 Please read out any that you think should be protected.

Base: All who think the Government should require minimum funding

Total	COUNTRY			GOVERNMENT REGIONS											ETHNIC ORIGIN				
	England (a)	Scotland (b)	Wales (c)	North East (d)	North West (e)	Yorkshire and The Humber (f)	East Midlands (g)	West Midlands (h)	East of England (i)	London (j)	South East (k)	South West (l)	Wales (m)	Scotland (n)	Northern Ireland (o)	White (p)	Minority Ethnic (q)		
Unweighted Base	803	672	62	36	27	96	73	46	81	73	90	136	50	36	62	33	674	126	
Weighted Base	804	675	64*	39**	29**	95*	74*	53*	73*	79*	92*	131	49*	39**	64*	26*	667	134	
<b>SUMMARY CODE</b>																			
ANY	696	587	50	35	25	81	62	42	58	70	83	120	45	35	50	24	576	117	
	87%	87% <sup>b</sup>	77%	92%	86%	85%	84%	80%	79%	89%	90% <sup>n</sup>	91% <sup>hn</sup>	94% <sup>hn</sup>	92%	77%	92%	86%	87%	
Don't know	109	89	15	3	4	14	12	10	15	9	9	12	3	3	15	2	92	17	
	13%	13%	23% <sup>a</sup>	8%	14%	15%	16%	20%	21% <sup>kl</sup>	11%	10%	9%	6%	8%	23% <sup>kl</sup>	8%	14%	13%	

Fieldwork : 26/02/2016 - 01/03/2016 (Week 09)

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g/h/i/j/k/l/m/n/o - p/q

\* small base; \*\* very small base (under 30) ineligible for sig testing

**Q.6 Please read out any that you think should be protected.**  
**Base: All who think the Government should require minimum funding**

	Total	PREFERRED FUNDING OPTION (Q3)				AWARE OF CROSS PROMOTION (Q8)		
		Current LF (a)	Lower LF (b)	Household levy (c)	Lower LF + subscription (d)	Current LF + subscription (e)	Yes (f)	No (g)
Unweighted Base	803	197	247	108	125	71	444	348
Weighted Base	804	195	243	112	130	69	454	340
News (TV and radio)	443	112	114	77	73	50	275	164
	55%	57% <sup>b</sup>	47%	69% <sup>b</sup>	56%	73% <sup>abd</sup>	61% <sup>g</sup>	48%
Current affairs programmes like Panorama and Question Time	321	84	76	57	53	35	210	107
	40%	43% <sup>b</sup>	31%	51% <sup>b</sup>	40%	51% <sup>b</sup>	46% <sup>g</sup>	32%
Local TV (Scotland/Wales/Northern Ireland, English regional TV)	283	82	78	46	32	32	201	78
	35%	42% <sup>bd</sup>	32%	41% <sup>d</sup>	25%	46% <sup>bd</sup>	44% <sup>g</sup>	23%
Minority language services (S4C, BBC Alba, Northern Irish services)	135	35	36	21	20	13	98	37
	17%	18%	15%	19%	15%	18%	22% <sup>g</sup>	11%
Children's (under 16s)	346	85	112	49	54	36	201	144
	43%	44%	46%	43%	41%	51%	44%	42%
Younger people's - 16-34	217	55	70	24	38	19	134	84
	27%	28%	29%	21%	29%	27%	27%	25%
Religious programmes including broadcast of worship and documentaries (such as Songs of Praise or Sunday Morning Live)	167	53	41	24	21	17	109	56
	21%	27% <sup>bd</sup>	17%	21%	16%	25%	24% <sup>g</sup>	17%
Arts such as The Culture Show and Italy Unpacked	165	41	41	20	26	18	123	40
	20%	21%	17%	18%	20%	26%	27% <sup>g</sup>	12%
Music such as Glastonbury and The Proms	194	49	43	41	29	18	136	56
	24%	25%	18%	37% <sup>abd</sup>	22%	26%	30% <sup>g</sup>	17%
The World Service (BBC radio broadcasting in many parts of the world, including in local languages)	296	70	79	38	49	38	196	100
	37%	36%	32%	34%	38%	55% <sup>abcd</sup>	43% <sup>g</sup>	29%

Q.6 Please read out any that you think should be protected.

Base: All who think the Government should require minimum funding

	Total	PREFERRED FUNDING OPTION (Q3)				AWARE OF CROSS PROMOTION (Q8)		
		Current LF (a)	Lower LF (b)	Household levy (c)	Lower LF + subscription (d)	Current LF + subscription (e)	Yes (f)	No (g)
Unweighted Base	803	197	247	108	125	71	444	348
Weighted Base	804	195	243	112 <sup>*</sup>	130	69 <sup>*</sup>	454	340
<b>SUMMARY CODE</b>								
ANY	696	166	208	105	115	65	417	273
	87%	85%	85%	94% <sup>ab</sup>	88%	94%	92% <sup>g</sup>	80%
Don't know	109	29	36	7	16	4	37	67
	13%	15% <sup>c</sup>	15% <sup>c</sup>	6%	12%	6%	8%	20% <sup>d</sup>

**Q.7 How much you agree or disagree with the following statements. - SUMMARY TABLE**  
**Base: All Adults aged 16+ in UK**

		The BBC does not need to further expand its services	Continue to expand its services to take full advantage of developments in technology but without adding TV channels	As the BBC has national, regional and local radio stations it is very hard for commercial providers to get many listeners	The BBC is not crowding out the competition
Unweighted Base		2119	2119	2119	2119
Weighted Base		2119	2119	2119	2119
Completely disagree	(-3)	128 6%	96 5%	138 7%	60 3%
Disagree strongly	(-2)	180 9%	101 5%	251 12%	95 4%
Disagree slightly	(-1)	293 14%	156 7%	299 14%	146 7%
Neither agree nor disagree	(0)	374 18%	364 17%	530 25%	495 23%
Agree slightly	(+1)	419 20%	555 26%	379 18%	530 25%
Agree strongly	(+2)	280 13%	366 17%	177 8%	376 18%
Completely agree	(+3)	285 13%	311 15%	97 5%	185 9%
<b>SUMMARY CODES</b>					
DISAGREE		601 28%	353 17%	688 32%	301 14%
AGREE		994 46%	1231 58%	653 31%	1091 52%
Don't know		159 8%	170 8%	249 12%	231 11%
Average Score		0.406	0.807	-0.102	0.699
Standard Deviation		1.742	1.597	1.549	1.427
Error Variance		0.002	0.001	0.001	0.001

Q.7\_01 How much you agree or disagree with the following statements. -  
 The BBC does not need to further expand its services  
 Base: All Adults aged 16+ in UK

	Total	GENDER		AGE				SOCIAL GRADE				INTERNET ACCESS		TV PLATFORM					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-54 (e)	55+ (f)	AB (g)	C1 (h)	C2 (i)	DE (j)	Any (k)	None (l)	Satellite (m)	Freeview (n)	IPTV (o)	Pay TV (p)	FTA (q)	
Unweighted Base	2119	1008	1111	318	330	588	883	363	572	422	762	1755	364	807	833	118	1176	894	
Weighted Base	2119	1029	1090	298	372	709	740	409	645	438	627	1837	282	834	777	122	1235	836	
Completely disagree	(-3)	128 6%	62 6%	66 6%	19 6%	26 7%	43 6%	40 5%	34 8%hj	30 5%	40 9%hj	24 4%	116 6%	12 4%	49 6%	46 6%	3 2%	73 6%	48 6%
Disagree strongly	(-2)	180 9%	104 10%b	76 7%	19 7%	31 8%	71 10%	59 8%	39 9%	55 9%	33 8%	54 9%	155 8%	26 9%	69 8%	72 9%	7 6%	101 8%	72 9%
Disagree slightly	(-1)	293 14%	142 14%	152 14%	46 15%	47 13%	107 15%	94 13%	80 20%ij	101 16%j	53 12%	59 9%	272 15%l	21 8%	106 13%	121 16%	22 18%	167 14%	133 16%
Neither agree nor disagree	(0)	374 18%	159 15%	215 20%a	53 18%	64 17%	128 18%	129 17%	61 15%	122 19%	69 16%	123 20%	310 17%	64 23%k	162 19%	139 18%	20 17%	215 17%	152 18%
Agree slightly	(+1)	419 20%	202 20%	217 20%	61 20%	71 19%	134 19%	154 21%	78 19%	142 22%	75 17%	125 20%	363 20%	57 21%	163 20%	151 19%	16 13%	239 19%	165 20%
Agree strongly	(+2)	280 13%	128 12%	152 14%	47 16%	60 16%e	79 11%	94 13%	45 11%	90 14%	56 13%	89 14%	255 14%l	25 9%	109 13%	97 12%	24 20%nq	182 15%	104 12%
Completely agree	(+3)	285 13%	159 15%b	126 12%	33 11%	39 10%	104 15%	109 15%	53 13%	74 11%	70 16%	87 14%	253 14%	32 11%	130 16%nq	84 11%	23 19%nq	187 15%nq	92 11%
<b>SUMMARY CODES</b>																			
DISAGREE		601 28%	308 30%	293 27%	84 28%	103 28%	221 31%	193 26%	153 37%hij	186 29%j	126 29%j	137 22%	543 30%l	58 21%	224 27%	239 31%	32 26%	341 28%	253 30%
AGREE		984 46%	490 46%	494 45%	140 47%	170 46%	317 45%	356 48%	176 43%	306 46%	201 46%	301 46%	870 47%l	114 40%	402 46%ln	332 43%	64 52%	607 49%nq	361 43%
Don't know		159 8%	72 7%	87 8%	20 7%	35 10%	43 6%	61 8%	19 5%	31 5%	42 10%gh	67 11%gh	114 6%	45 16%k	46 6%	68 9%mp	6 5%	72 6%	69 8%mp
Average Score		0.406	0.418	0.395	0.397	0.366	0.341	0.494	0.173	0.397	0.401	0.581g	0.406	0.406	0.483nq	0.273	0.771nq	0.494nq	0.297
Standard Deviation		1.742	1.800	1.685	1.697	1.739	1.771	1.733	1.804	1.648	1.889	1.674	1.756	1.641	1.751	1.707	1.686	1.758	1.693
Error Variance		0.002	0.003	0.003	0.010	0.010	0.006	0.004	0.009	0.005	0.009	0.004	0.002	0.009	0.004	0.004	0.025	0.003	0.004

Q.7\_01 How much you agree or disagree with the following statements. -  
 The BBC does not need to further expand its services  
 Base: All Adults aged 16+ in UK

	Total	COUNTRY			GOVERNMENT REGIONS												ETHNIC ORIGIN	
		England (a)	Scotland (b)	Wales (c)	North East (d)	North West (e)	Yorkshire and The Humber (f)	East Midlands (g)	West Midlands (h)	East of England (i)	London (j)	South East (k)	South West (l)	Wales (m)	Scotland (n)	Northern Ireland (o)	White (p)	Minority Ethnic (q)
Unweighted Base	2119	1775	180	104	82	240	184	148	177	200	253	316	175	104	180	60	1836	269
Weighted Base	2119	1785	180	106*	85*	233	185	157	175	208	258	316	168	106*	180	48*	1819	286
Completely disagree	(-3) 128 6%	92 5%	20 11%ac	3 3%	4 4%	10 4%	10 5%	4 3%	13 7%	10 5%	13 5%	21 7%	7 4%	3 3%	20 11%egjll m	12 24%defgh ijklm	115 6%	13 5%
Disagree strongly	(-2) 180 9%	142 8%	16 9%	9 9%	5 6%	22 10%	12 6%	10 6%	14 8%	11 5%	30 12%kl	23 7%	15 9%	9 9%	16 9%	12 25%defah ijklmn	159 9%	20 7%
Disagree slightly	(-1) 293 14%	258 14%	17 9%	17 16%	13 15%o	27 12%o	18 10%	37 24%efhij no	24 14%o	26 13%o	31 12%o	52 16%fno	30 18%fno	17 16%o	17 9%	1 2%	263 14%	30 10%
Neither agree nor disagree	(0) 374 18%	312 17%	39 22%	19 18%	9 10%	48 21%dhlo	38 21%dlo	22 14%	22 12%	45 21%dhl o	50 20%l	59 19%	20 12%	19 18%	39 22%dhlo	4 8%	304 17%	65 23%p
Agree slightly	(+1) 419 20%	376 21%b	21 12%	18 17%	19 22%no	45 19%o	30 16%	47 30%efkl mno	52 30%efk lmno	48 23%lno	47 18%o	64 20%no	24 14%	18 17%	21 12%	3 6%	358 20%	59 21%
Agree strongly	(+2) 280 13%	229 13%	25 14%	18 17%	9 10%	43 18%ijk	22 12%	20 12%	32 18%ijk	23 11%	21 8%	34 11%	27 16%j	18 17%j	25 14%	7 15%	252 14%	28 10%
Completely agree	(+3) 285 13%	235 13%	26 14%	15 14%	16 18%h	27 11%	34 19%ghj	15 9%	14 8%	27 13%	26 10%	47 15%h	29 17%hj	15 14%	26 14%	9 18%h	244 13%	38 13%
<b>SUMMARY CODES</b>																		
DISAGREE	601 28%	493 28%	54 30%	30 28%	22 25%	60 26%	40 22%	52 33%l	51 29%	47 23%	74 29%	96 30%l	52 31%	30 28%	54 30%	25 52%defa hijklm	537 30%q	63 22%
AGREE	984 46%	841 47%	73 40%	51 48%	44 51%j	114 49%j	87 47%j	81 52%j	98 56%jno	97 47%j	94 36%	145 46%j	80 47%j	51 48%	73 40%	19 40%	855 47%	125 44%
Don't know	159 8%	139 8%	15 8%	5 5%	12 14%eghk o	10 4%	20 11%eghko	2 1%	5 3%	19 9%gho	40 15%aghk mno	15 5%	17 10%eghk o	5 5%	15 8%gho	-	124 7%	33 12%p
<b>Average Score</b>	<b>0.406</b>	<b>0.438</b>	<b>0.234</b>	<b>0.525</b>	<b>0.672</b>	<b>0.486o</b>	<b>0.645jo</b>	<b>0.385o</b>	<b>0.402o</b>	<b>0.499o</b>	<b>0.174</b>	<b>0.372o</b>	<b>0.557o</b>	<b>0.525o</b>	<b>0.234</b>	<b>-0.333</b>	<b>0.395</b>	<b>0.463</b>
<b>Standard Deviation</b>	<b>1.742</b>	<b>1.700</b>	<b>1.931</b>	<b>1.686</b>	<b>1.774</b>	<b>1.661</b>	<b>1.775</b>	<b>1.513</b>	<b>1.674</b>	<b>1.618</b>	<b>1.697</b>	<b>1.752</b>	<b>1.824</b>	<b>1.686</b>	<b>1.931</b>	<b>2.354</b>	<b>1.758</b>	<b>1.648</b>

Fieldwork : 26/02/2016 - 01/03/2016 (Week 09)  
 Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g/h/i/j/k/l/m/n/o - p/q  
 \* small base

Q.7\_01 How much you agree or disagree with the following statements. -  
 The BBC does not need to further expand its services  
 Base: All Adults aged 16+ in UK

Total	COUNTRY			GOVERNMENT REGIONS										ETHNIC ORIGIN				
	England (a)	Scotland (b)	Wales (c)	North East (d)	North West (e)	Yorkshire and The Humber (f)	East Midlands (g)	West Midlands (h)	East of England (i)	London (j)	South East (k)	South West (l)	Wales (m)	Scotland (n)	Northern Ireland (o)	White (p)	Minority Ethnic (q)	
Unweighted Base	2119	1775	180	104	82	240	184	148	177	200	253	316	175	104	180	60	1836	269
Weighted Base	2119	1785	180	106*	85*	233	185	157	175	208	258	316	168	106*	180	48*	1819	286
Error Variance	0.002	0.002	0.023	0.029	0.046	0.012	0.019	0.016	0.016	0.015	0.014	0.010	0.021	0.029	0.023	0.092	0.002	0.012

Q.7\_01 How much you agree or disagree with the following statements. -  
The BBC does not need to further expand its services  
Base: All Adults aged 16+ in UK

	Total	PREFERRED FUNDING OPTION (Q3)				AWARE OF CROSS PROMOTION (Q8)			
		Current LF (a)	Lower LF (b)	Household levy (c)	Lower LF + subscription (d)	Current LF + subscription (e)	Yes (f)	No (g)	
Unweighted Base	2119	628	541	237	279	167	1113	909	
Weighted Base	2119	613	538	243	294	174	1155	872	
Completely disagree	(-3)	128 6%	33 5%	42 8%	19 8%	13 5%	12 7%	76 7%	52 6%
Disagree strongly	(-2)	180 9%	50 8%	52 10%	16 6%	38 13%ac	12 7%	104 9%	76 9%
Disagree slightly	(-1)	293 14%	98 16%b	54 10%	49 20%b	41 14%	41 24%abd	198 17%g	93 11%
Neither agree nor disagree	(0)	374 18%	114 19%c	98 18%	30 13%	42 14%	25 14%	164 14%	188 22%df
Agree slightly	(+1)	419 20%	126 20%	96 18%	66 27%b	69 24%	36 21%	254 22%	163 19%
Agree strongly	(+2)	280 13%	92 15%	78 15%	29 12%	41 14%	25 14%	172 15%	103 12%
Completely agree	(+3)	285 13%	74 12%	90 17%ae	30 12%	40 14%	17 10%	162 14%	120 14%
<b>SUMMARY CODES</b>									
DISAGREE	601 28%	182 30%	148 27%	84 34%	93 32%	65 37%b	378 33%g	221 25%	
AGREE	984 46%	291 48%	264 49%	124 51%	150 51%	79 45%	588 51%g	386 44%	
Don't know	159 8%	26 4%	28 5%c	5 2%	9 3%	6 3%	25 2%	78 9%df	
Average Score	0.406	0.396	0.470	0.314	0.392	0.226	0.399	0.412	
Standard Deviation	1.742	1.685	1.852	1.732	1.743	1.691	1.765	1.735	
Error Variance	0.002	0.005	0.007	0.013	0.011	0.018	0.003	0.004	

**Q.7\_02 How much you agree or disagree with the following statements. -**  
**Continue to expand its services to take full advantage of developments in technology but without adding TV channels**  
**Base: All Adults aged 16+ in UK**

	Total	GENDER		AGE				SOCIAL GRADE				INTERNET ACCESS		TV PLATFORM					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-54 (e)	55+ (f)	AB (g)	C1 (h)	C2 (i)	DE (j)	Any (k)	None (l)	Satellite (m)	Freeview (n)	IPTV (o)	Pay TV (p)	FTA (q)	
Unweighted Base	2119	1008	1111	318	330	588	883	363	572	422	762	1755	364	807	833	118	1176	894	
Weighted Base	2119	1029	1090	298	372	709	740	409	645	438	627	1837	282	834	777	122	1235	836	
Completely disagree	(-3)	96 5%	41 4%	55 5%	12 4%	20 5%	35 5%	30 4%	20 5%	30 5%	28 6% <sub>j</sub>	18 3%	87 5%	9 3%	46 5%	33 4%	4 3%	63 5%	35 4%
Disagree strongly	(-2)	101 5%	47 5%	54 5%	11 4%	16 4%	29 4%	46 6%	15 4%	26 4%	21 5%	39 6%	84 5%	17 6%	45 5%	34 4%	8 7%	60 5%	39 5%
Disagree slightly	(-1)	156 7%	88 9%	68 6%	25 8%	20 5%	60 9%	51 7%	31 7%	45 7%	37 8%	44 7%	135 7%	21 7%	60 7%	64 8%	8 6%	90 7%	69 8%
Neither agree nor disagree	(0)	364 17%	150 15%	214 20% <sub>a</sub>	57 19%	63 17%	119 17%	125 17%	48 12%	114 18% <sub>g</sub>	78 18% <sub>g</sub>	125 20% <sub>g</sub>	303 16%	62 22% <sub>k</sub>	156 19%	134 17%	19 16%	210 17%	149 18%
Agree slightly	(+1)	555 26%	259 25%	296 27%	91 30% <sub>f</sub>	113 30% <sub>f</sub>	177 25%	175 24%	115 28% <sub>i</sub>	186 29% <sub>i</sub>	94 22%	159 25%	493 27%	62 22%	217 26%	223 29%	30 24%	315 25%	241 29%
Agree strongly	(+2)	366 17%	198 19% <sub>b</sub>	168 15%	48 16%	56 15%	129 18%	133 18%	73 18%	126 20% <sub>j</sub>	71 16%	95 15%	322 18%	44 16%	133 16%	118 15%	34 28% <sub>mnpq</sub>	228 18% <sub>q</sub>	124 15%
Completely agree	(+3)	311 15%	179 17% <sub>b</sub>	131 12%	33 11%	46 12%	115 16% <sub>c</sub>	117 16%	85 21% <sub>hij</sub>	86 13%	63 14%	76 12%	286 16% <sub>l</sub>	25 9%	121 15%	103 13%	15 13%	187 15%	109 13%
<b>SUMMARY CODES</b>																			
DISAGREE		353 17%	175 17%	178 16%	47 16%	55 15%	124 17%	127 17%	65 16%	101 16%	86 20%	101 16%	306 17%	47 17%	151 18%	131 17%	19 16%	213 17%	143 17%
AGREE		1231 58%	635 62% <sub>b</sub>	596 55%	172 58%	214 58%	421 59%	424 57%	273 67% <sub>ij</sub>	399 62% <sub>ij</sub>	229 52%	330 53%	1101 60% <sub>l</sub>	130 46%	472 57%	444 57%	79 65%	729 59%	474 57%
Don't know		170 8%	68 7%	102 9% <sub>a</sub>	22 7%	40 11% <sub>e</sub>	45 6%	64 9%	22 5%	31 5%	46 10% <sub>gh</sub>	71 11% <sub>gh</sub>	128 7%	42 15% <sub>k</sub>	56 7%	68 9%	4 4%	83 7%	70 8%
<b>Average Score</b>	<b>0.807</b>	<b>0.925<sub>b</sub></b>	<b>0.692</b>	<b>0.741</b>	<b>0.753</b>	<b>0.840</b>	<b>0.827</b>	<b>1.027<sub>i</sub></b>	<b>0.829</b>	<b>0.673</b>	<b>0.723</b>	<b>0.837<sub>i</sub></b>	<b>0.592</b>	<b>0.720</b>	<b>0.758</b>	<b>0.929</b>	<b>0.808</b>	<b>0.738</b>	
<b>Standard Deviation</b>	<b>1.597</b>	<b>1.608</b>	<b>1.580</b>	<b>1.480</b>	<b>1.573</b>	<b>1.624</b>	<b>1.630</b>	<b>1.635</b>	<b>1.549</b>	<b>1.710</b>	<b>1.528</b>	<b>1.606</b>	<b>1.517</b>	<b>1.639</b>	<b>1.554</b>	<b>1.532</b>	<b>1.628</b>	<b>1.551</b>	
<b>Error Variance</b>	<b>0.001</b>	<b>0.003</b>	<b>0.003</b>	<b>0.007</b>	<b>0.008</b>	<b>0.005</b>	<b>0.003</b>	<b>0.008</b>	<b>0.004</b>	<b>0.008</b>	<b>0.003</b>	<b>0.002</b>	<b>0.008</b>	<b>0.004</b>	<b>0.003</b>	<b>0.021</b>	<b>0.002</b>	<b>0.003</b>	

Fieldwork : 26/02/2016 - 01/03/2016 (Week 08)  
 Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n/o/p/q

**Q.7\_02 How much you agree or disagree with the following statements. -**  
**Continue to expand its services to take full advantage of developments in technology but without adding TV channels**  
**Base: All Adults aged 16+ in UK**

	Total	COUNTRY			GOVERNMENT REGIONS											ETHNIC ORIGIN		
		England (a)	Scotland (b)	Wales (c)	North East (d)	North West (e)	Yorkshire and The Humber (f)	East Midlands (g)	West Midlands (h)	East of England (i)	London (j)	South East (k)	South West (l)	Wales (m)	Scotland (n)	Northern Ireland (o)	White (p)	Minority Ethnic (q)
Unweighted Base	2119	1775	180	104	82	240	184	148	177	200	253	316	175	104	180	60	1836	269
Weighted Base	2119	1785	180	106*	85*	233	185	157	175	208	258	316	168	106*	180	48*	1819	286
Completely disagree	(-3) 96 5%	78 4%	9 5%	5 5%	3 4%	3 1%	10 5%e	4 2%	7 4%	15 7%ej	6 2%	22 7%ej	8 5%	5 5%	9 5%	5 10%egj	82 5%	13 4%
Disagree strongly	(-2) 101 5%	79 4%	8 4%	10 9%a	2 2%	16 7%f	4 2%	6 4%	6 4%	7 3%	14 5%	17 5%	7 4%	10 9%f	8 4%	5 10%f	89 5%	12 4%
Disagree slightly	(-1) 156 7%	139 8%b	6 3%	7 6%	12 14%jklm	18 8%	14 8%	23 15%efijk ln	20 11%jln	14 7%	11 4%	20 6%	6 4%	7 6%	6 3%	5 10%	137 8%	19 7%
Neither agree nor disagree	(0) 364 17%	297 17%	44 24%a	17 16%	11 13%	37 16%	34 19%h	26 17%	17 10%	45 21%h	46 18%h	54 17%h	28 16%	17 16%	44 24%eh	7 14%	302 17%	56 19%
Agree slightly	(+1) 555 26%	490 27%b	31 17%	26 25%	21 24%	68 29%fno	32 18%	55 35%dfino	70 40%defi jklmno	48 23%	66 25%	93 29%fno	38 23%	26 25%	31 17%	7 15%	491 27%q	60 21%
Agree strongly	(+2) 366 17%	303 17%	35 19%	22 21%	8 9%	46 20%d	34 18%	21 13%	37 21%d	32 16%	48 19%	48 15%	29 17%	22 21%d	35 19%	7 14%	316 17%	49 17%
Completely agree	(+3) 311 15%	249 14%	34 19%	16 15%	16 19%hj	33 14%h	41 22%eghij k	16 10%	11 6%	28 13%h	26 10%	44 14%h	34 20%ghj	16 15%h	34 19%ghj	12 24%ghj	268 15%	41 14%
<b>SUMMARY CODES</b>																		
DISAGREE	353 17%	296 17%	22 12%	21 20%	17 20%	38 16%	27 15%	33 21%j	33 19%	35 17%	31 12%	59 19%j	21 13%	21 20%	22 12%	14 29%efj n	309 17%	43 15%
AGREE	1231 58%	1043 58%	100 55%	64 60%	45 53%	147 63%i	107 58%	92 59%	117 67%dijn	108 52%	140 54%	185 59%	101 60%	64 60%	100 55%	25 52%	1076 59%	151 53%
Don't know	170 8%	149 8%	14 8%	4 4%	12 14%eghkm	10 4%	16 9%	6 4%	8 4%	20 9%	42 16%efgh kmno	18 6%	18 11%egh	4 4%	14 8%	2 5%	133 7%	37 13%p
<b>Average Score</b>	<b>0.807</b>	<b>0.803</b>	<b>0.938</b>	<b>0.757</b>	<b>0.818</b>	<b>0.898</b>	<b>1.019k</b>	<b>0.660</b>	<b>0.723</b>	<b>0.658</b>	<b>0.843</b>	<b>0.673</b>	<b>1.026k</b>	<b>0.757</b>	<b>0.938</b>	<b>0.577</b>	<b>0.810</b>	<b>0.806</b>
<b>Standard Deviation</b>	<b>1.597</b>	<b>1.573</b>	<b>1.646</b>	<b>1.680</b>	<b>1.663</b>	<b>1.484</b>	<b>1.685</b>	<b>1.408</b>	<b>1.422</b>	<b>1.665</b>	<b>1.465</b>	<b>1.671</b>	<b>1.655</b>	<b>1.680</b>	<b>1.646</b>	<b>2.040</b>	<b>1.597</b>	<b>1.614</b>
<b>Error Variance</b>	<b>0.001</b>	<b>0.002</b>	<b>0.017</b>	<b>0.029</b>	<b>0.040</b>	<b>0.010</b>	<b>0.017</b>	<b>0.014</b>	<b>0.012</b>	<b>0.015</b>	<b>0.010</b>	<b>0.009</b>	<b>0.018</b>	<b>0.029</b>	<b>0.017</b>	<b>0.073</b>	<b>0.002</b>	<b>0.011</b>

Fieldwork : 26/02/2016 - 01/03/2016 (Week 09)  
 Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g/h/i/j/k/l/m/n/o - p/q  
 \* small base

**Q.7\_02 How much you agree or disagree with the following statements. -**  
**Continue to expand its services to take full advantage of developments in technology but without adding TV channels**  
**Base: All Adults aged 16+ in UK**

	Total	PREFERRED FUNDING OPTION (Q3)					AWARE OF CROSS PROMOTION (Q8)		
		Current LF (a)	Lower LF (b)	Household levy (c)	Lower LF + subscription (d)	Current LF + subscription (e)	Yes (f)	No (g)	
Unweighted Base	2119	628	541	237	279	167	1113	909	
Weighted Base	2119	613	538	243	294	174	1155	872	
Completely disagree	(-3)	96 5%	18 3%	30 6%a	12 5%	19 6%ae	3 2%	47 4%	49 6%
Disagree strongly	(-2)	101 5%	32 5%	31 6%	11 4%	14 5%	6 3%	62 5%	38 4%
Disagree slightly	(-1)	156 7%	45 7%	45 8%	23 9%	14 5%	22 13%ad	85 7%	69 8%
Neither agree nor disagree	(0)	364 17%	120 20%ce	103 19%ce	22 9%	41 14%	20 12%	157 14%	191 22%df
Agree slightly	(+1)	555 26%	176 29%	131 24%	92 38%abd	78 26%	48 30%g	345 30%	204 23%
Agree strongly	(+2)	366 17%	99 16%	92 17%	40 16%	62 21%	45 26%abc	235 20%	128 15%
Completely agree	(+3)	311 15%	91 15%	84 16%	37 15%	57 19%	25 14%	200 17%g	109 12%
<b>SUMMARY CODES</b>									
DISAGREE	353 17%	94 15%	106 20%	46 19%	47 16%	31 16%	194 17%	156 16%	
AGREE	1231 58%	366 60%	306 57%	168 69%ab	197 67%b	119 68%b	780 68%g	440 50%	
Don't know	170 8%	33 5%	23 4%	7 3%	9 3%	4 2%	24 2%	85 10%df	
<b>Average Score</b>	<b>0.807</b>	<b>0.835</b>	<b>0.719</b>	<b>0.850</b>	<b>0.961</b>	<b>1.017</b>	<b>0.941g</b>	<b>0.627</b>	
<b>Standard Deviation</b>	<b>1.597</b>	<b>1.510</b>	<b>1.663</b>	<b>1.576</b>	<b>1.693</b>	<b>1.441</b>	<b>1.586</b>	<b>1.612</b>	
<b>Error Variance</b>	<b>0.001</b>	<b>0.004</b>	<b>0.005</b>	<b>0.011</b>	<b>0.011</b>	<b>0.013</b>	<b>0.002</b>	<b>0.003</b>	

**Q.7\_03 How much you agree or disagree with the following statements. -**  
**As the BBC has national, regional and local radio stations it is very hard for commercial providers to get many listeners**  
**Base: All Adults aged 16+ in UK**

	Total	GENDER		AGE				SOCIAL GRADE				INTERNET ACCESS		TV PLATFORM					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-54 (e)	55+ (f)	AB (g)	C1 (h)	C2 (i)	DE (j)	Any (k)	None (l)	Satellite (m)	Freeview (n)	IPTV (o)	Pay TV (p)	FTA (q)	
Unweighted Base	2119	1008	1111	318	330	588	883	363	572	422	762	1755	364	807	833	118	1176	894	
Weighted Base	2119	1029	1090	298	372	709	740	409	645	438	627	1837	282	834	777	122	1235	836	
Completely disagree	(-3)	138 7%	69 7%	69 6%	15 5%	17 5%	55 8%	51 7%	37 9%h	34 5%	27 6%	41 7%	123 7%	16 6%	64 8%	45 6%	8 6%	90 7%	48 6%
Disagree strongly	(-2)	251 12%	133 13%	118 11%	21 7%	37 10%	92 13%cd	101 14%cd	76 19%hij	65 10%	50 11%	60 10%	226 12%	25 9%	108 13%	92 12%	11 9%	155 13%	101 12%
Disagree slightly	(-1)	299 14%	155 15%	144 13%	29 10%	44 12%	118 17%cd	108 15%cd	76 19%j	104 16%j	60 14%j	58 9%	267 15%	32 11%	104 13%	143 18%mp	18 15%	157 13%	151 18%mp
Neither agree nor disagree	(0)	530 25%	222 22%	308 28%a	80 27%	102 27%	180 25%	168 23%	91 22%	171 27%	99 23%	169 27%	456 25%	74 26%	216 26%	173 22%	33 27%	323 26%	186 22%
Agree slightly	(+1)	379 18%	205 20%b	173 16%	76 25%ef	74 20%e	99 14%	130 18%	46 11%	121 19%g	86 20%g	125 20%g	331 18%	48 17%	151 18%	135 17%	24 20%	224 18%	143 17%
Agree strongly	(+2)	177 8%	93 9%	84 8%	36 12%df	25 7%	67 9%	48 7%	27 7%	56 9%	33 7%	61 10%	155 8%	22 8%	70 8%	56 7%	7 6%	103 8%	63 8%
Completely agree	(+3)	97 5%	51 5%	46 4%	12 4%	12 3%	37 5%	36 5%	22 5%	25 4%	21 5%	29 5%	84 5%	13 4%	43 5%nhq	21 3%	8 6%	65 5%nhq	24 3%
<b>SUMMARY CODES</b>																			
DISAGREE		688 32%	357 35%b	331 30%	65 22%	98 26%	265 37%cd	260 35%cd	189 46%hij	203 31%j	137 31%j	159 25%	616 34%l	72 26%	277 33%	280 36%	37 30%	402 33%	300 36%
AGREE		653 31%	349 34%b	303 28%	124 42%def	111 30%	204 29%	214 29%	95 23%	202 31%g	140 32%g	215 34%g	570 31%	82 29%	264 32%	212 27%	39 32%	392 32%n	231 28%
Don't know		249 12%	101 10%	148 14%a	30 10%	62 17%ce	61 9%	97 13%e	34 8%	68 11%	62 14%g	85 14%g	196 11%	53 19%k	77 9%	113 14%mp	13 11%	118 10%	118 14%mp
<b>Average Score</b>	<b>-0.102</b>	<b>-0.091</b>	<b>-0.114</b>	<b>0.253</b>	<b>-0.028</b>	<b>-0.189</b>	<b>-0.200</b>	<b>-0.458</b>	<b>-0.048</b>	<b>-0.068g</b>	<b>0.061g</b>	<b>-0.118</b>	<b>0.008</b>	<b>-0.123</b>	<b>-0.229</b>	<b>-0.018</b>	<b>-0.101</b>	<b>-0.216</b>	
<b>Standard Deviation</b>	<b>1.549</b>	<b>1.587</b>	<b>1.512</b>	<b>1.440</b>	<b>1.420</b>	<b>1.604</b>	<b>1.576</b>	<b>1.620</b>	<b>1.468</b>	<b>1.555</b>	<b>1.545</b>	<b>1.554</b>	<b>1.512</b>	<b>1.593</b>	<b>1.470</b>	<b>1.534</b>	<b>1.585</b>	<b>1.482</b>	
<b>Error Variance</b>	<b>0.001</b>	<b>0.003</b>	<b>0.002</b>	<b>0.007</b>	<b>0.007</b>	<b>0.005</b>	<b>0.003</b>	<b>0.008</b>	<b>0.004</b>	<b>0.007</b>	<b>0.004</b>	<b>0.002</b>	<b>0.008</b>	<b>0.003</b>	<b>0.003</b>	<b>0.022</b>	<b>0.002</b>	<b>0.003</b>	

Fieldwork : 26/02/2016 - 01/03/2016 (Week 08)  
 Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n/o/p/q

**Q.7\_03 How much you agree or disagree with the following statements. -**  
**As the BBC has national, regional and local radio stations it is very hard for commercial providers to get many listeners**  
**Base: All Adults aged 16+ in UK**

	Total	COUNTRY			GOVERNMENT REGIONS												ETHNIC ORIGIN	
		England (a)	Scotland (b)	Wales (c)	North East (d)	North West (e)	Yorkshire and The Humber (f)	East Midlands (g)	West Midlands (h)	East of England (i)	London (j)	South East (k)	South West (l)	Wales (m)	Scotland (n)	Northern Ireland (o)	White (p)	Minority Ethnic (q)
Unweighted Base	2119	1775	180	104	82	240	184	148	177	200	253	316	175	104	180	60	1836	269
Weighted Base	2119	1785	180	106*	85*	233	185	157	175	208	258	316	168	106*	180	48*	1819	286
Completely disagree	(-3) 138 7%	96 5%	28 15%ac	4 3%	6 7%	9 4%	21 12%eghijk	4 2%	5 3%	16 8%ej	5 2%	19 6%j	10 6%j	4 3%	28 15%eghij	10 21%deghijklm	127 7%q	10 3%
Disagree strongly	(-2) 251 12%	190 11%	29 16%a	19 18%a	7 8%	32 14%dfj	11 6%	18 12%i	28 16%fij	9 4%	18 7%	36 12%i	31 18%dfj	19 18%fij	29 16%fij	13 26%defajk	242 13%q	9 3%
Disagree slightly	(-1) 299 14%	274 15%bc	14 8%	7 7%	14 16%lm	34 14%	24 13%	37 24%efijmno	25 14%	28 13%	39 15%mn	49 15%mn	24 14%	7 7%	14 8%	4 7%	255 14%	42 15%
Neither agree nor disagree	(0) 530 25%	444 25%	56 31%	24 23%	14 17%	68 29%dfio	37 20%	31 20%	44 25%o	52 25%o	67 26%o	89 28%odo	41 25%o	24 23%	56 31%dfgo	5 11%	452 25%	71 25%
Agree slightly	(+1) 379 18%	327 18%b	16 9%	29 27%ab	17 20%n	39 17%n	29 16%	38 24%ln	38 22%ln	47 18%n	60 18%n	22 19%n	29 13%	16 27%efln	7 9%	321 14%	56 18%	
Agree strongly	(+2) 177 8%	152 9%	11 6%	11 10%	5 6%	25 11%l	19 10%l	11 7%	15 8%	26 12%klkn	26 10%l	19 6%	7 4%	11 10%	3 6%	135 7%	42 15%p	
Completely agree	(+3) 97 5%	78 4%	13 7%	3 3%	7 9%ijk	9 4%	21 12%eghijk	7 5%	7 4%	3 2%	8 3%	9 3%	6 4%	3 3%	13 7%ijk	3 5%	85 5%	12 4%
<b>SUMMARY CODES</b>																		
DISAGREE	688 32%	560 31%	72 40%a	29 28%	26 31%	75 32%	56 31%	59 38%ij	59 33%	52 25%	63 24%	105 33%j	65 39%ij	29 28%	72 40%aj	26 55%defghijklm	624 34%q	61 21%
AGREE	653 31%	558 31%b	40 22%	43 40%b	29 34%ln	73 31%ln	69 37%klm	57 36%ln	60 34%ln	66 32%ln	80 31%l	88 28%	35 21%	43 40%kin	40 22%	12 26%	541 30%	109 38%p
Don't know	249 12%	222 12%b	12 7%	10 9%	15 18%eghn	17 7%	22 12%	10 6%	13 8%	37 18%eghkn	48 19%eghkmn	33 11%	26 16%eghn	10 9%	12 7%	4 9%	203 11%	45 16%p
<b>Average Score</b>	<b>-0.102</b>	<b>-0.050b</b>	<b>-0.475</b>	<b>0.049b</b>	<b>0.065</b>	<b>-0.045ln</b>	<b>0.126ln</b>	<b>-0.011ln</b>	<b>-0.059ln</b>	<b>0.033i</b>	<b>0.134</b>	<b>-0.190</b>	<b>-0.435</b>	<b>0.049ln</b>	<b>-0.475</b>	<b>-0.890</b>	<b>-0.169</b>	<b>0.359p</b>
<b>Standard Deviation</b>	<b>1.549</b>	<b>1.505</b>	<b>1.772</b>	<b>1.502</b>	<b>1.684</b>	<b>1.466</b>	<b>1.854</b>	<b>1.416</b>	<b>1.456</b>	<b>1.486</b>	<b>1.340</b>	<b>1.435</b>	<b>1.506</b>	<b>1.502</b>	<b>1.772</b>	<b>1.896</b>	<b>1.562</b>	<b>1.388</b>
<b>Error Variance</b>	<b>0.001</b>	<b>0.001</b>	<b>0.019</b>	<b>0.024</b>	<b>0.044</b>	<b>0.010</b>	<b>0.021</b>	<b>0.015</b>	<b>0.013</b>	<b>0.013</b>	<b>0.009</b>	<b>0.007</b>	<b>0.015</b>	<b>0.024</b>	<b>0.019</b>	<b>0.067</b>	<b>0.002</b>	<b>0.009</b>

Fieldwork : 26/02/2016 - 01/03/2016 (Week 09)  
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f/g/h/i/j/k/l/m/n/o - p/q  
 \* small base

Q.7\_03 How much you agree or disagree with the following statements. -  
 As the BBC has national, regional and local radio stations it is very hard for commercial providers to get many listeners  
 Base: All Adults aged 16+ in UK

	Total	PREFERRED FUNDING OPTION (Q3)					AWARE OF CROSS PROMOTION (Q8)		
		Current LF (a)	Lower LF (b)	Household levy (c)	Lower LF + subscription (d)	Current LF + subscription (e)	Yes (f)	No (g)	
Unweighted Base	2119	628	541	237	279	167	1113	909	
Weighted Base	2119	613	538	243	294	174	1155	872	
Completely disagree	(-3)	138 7%	34 6%	43 8%	18 7%	18 6%	11 7%	85 6%	53 6%
Disagree strongly	(-2)	251 12%	97 16%b	54 10%	34 14%	31 11%	23 13%	196 17%g	55 6%
Disagree slightly	(-1)	299 14%	97 16%b	60 11%	54 22%ab	45 15%	26 15%	187 16%g	107 12%
Neither agree nor disagree	(0)	530 25%	160 26%c	161 30%cde	43 18%	66 23%	36 21%	248 21%	266 31%f
Agree slightly	(+1)	379 18%	98 16%	91 17%	57 23%ab	63 22%	38 18%	210 18%	167 19%
Agree strongly	(+2)	177 8%	40 7%	53 10%	18 7%	27 9%	17 10%	106 9%	69 8%
Completely agree	(+3)	97 5%	24 4%	32 6%c	6 2%	19 7%c	8 4%	51 4%	45 5%
<b>SUMMARY CODES</b>									
DISAGREE	688 32%	229 37%b	157 29%	106 44%bd	94 32%	60 35%	468 41%g	215 25%	
AGREE	653 31%	163 27%	176 33%a	81 33%	109 37%a	63 36%a	366 32%	282 32%	
Don't know	249 12%	62 10%c	45 8%	13 5%	25 8%	15 8%	72 6%	110 13%f	
Average Score	-0.102	-0.258	-0.005ac	-0.284	0.054ac	-0.059	-0.241	0.086f	
Standard Deviation	1.549	1.498	1.595	1.500	1.581	1.572	1.599	1.472	
Error Variance	0.001	0.004	0.005	0.010	0.010	0.016	0.002	0.003	

Q.7\_04 How much you agree or disagree with the following statements. -  
 The BBC is not crowding out the competition  
 Base: All Adults aged 16+ in UK

	Total	GENDER		AGE				SOCIAL GRADE				INTERNET ACCESS		TV PLATFORM					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-54 (e)	55+ (f)	AB (g)	C1 (h)	C2 (i)	DE (j)	Any (k)	None (l)	Satellite (m)	Freeview (n)	IPTV (o)	Pay TV (p)	FTA (q)	
Unweighted Base	2119	1008	1111	318	330	588	883	363	572	422	762	1755	364	807	833	118	1176	894	
Weighted Base	2119	1029	1090	298	372	709	740	409	645	438	627	1837	282	834	777	122	1235	836	
Completely disagree	(-3)	60 3%	31 3%	29 3%	5 2%	8 2%	26 4%	22 3%	19 5% <sub>j</sub>	17 3%	11 2%	14 2%	51 3%	9 3%	30 4%	19 2%	4 3%	43 3%	20 2%
Disagree strongly	(-2)	95 4%	49 5%	46 4%	13 4%	9 2%	45 6% <sub>df</sub>	28 4%	20 5%	17 3%	23 5% <sub>h</sub>	35 6% <sub>h</sub>	86 5%	9 3%	35 4%	32 4%	4 3%	57 5%	36 4%
Disagree slightly	(-1)	146 7%	80 8%	67 6%	26 9%	23 6%	50 7%	48 7%	24 6%	39 6%	43 10% <sub>h</sub>	41 7%	133 7%	13 5%	63 8%	59 8%	4 3%	84 7%	62 7%
Neither agree nor disagree	(0)	495 23%	214 21%	281 26% <sub>a</sub>	73 24%	107 29% <sub>ef</sub>	159 22%	157 21%	66 16%	164 25% <sub>g</sub>	107 24% <sub>g</sub>	158 25% <sub>g</sub>	419 23%	76 27%	209 25% <sub>mq</sub>	155 20%	33 27%	307 25% <sub>mq</sub>	168 20%
Agree slightly	(+1)	530 25%	265 26%	266 24%	79 27%	96 26%	171 24%	184 25%	103 25%	173 27%	92 21%	163 26%	467 25%	64 23%	193 23%	214 28% <sub>p</sub>	29 23%	281 23%	232 28% <sub>mp</sub>
Agree strongly	(+2)	376 18%	189 18%	187 17%	46 15%	52 14%	138 19%	140 19%	91 22% <sub>j</sub>	125 19% <sub>j</sub>	73 17%	87 14%	342 19% <sub>j</sub>	34 12%	153 18%	140 18%	29 24%	232 19%	151 18%
Completely agree	(+3)	185 9%	104 10% <sub>b</sub>	80 7%	26 9%	28 7%	61 9%	71 10%	59 14% <sub>hij</sub>	54 8%	30 7%	41 7%	165 9%	20 7%	72 9%	64 8%	10 9%	115 9%	69 8%
<b>SUMMARY CODES</b>																			
DISAGREE		301 14%	160 16%	141 13%	44 15%	40 11%	120 17% <sub>d</sub>	98 13%	62 15%	73 11%	76 17% <sub>h</sub>	90 14%	270 15%	31 11%	127 15%	110 14%	12 10%	184 15%	118 14%
AGREE		1091 52%	558 54% <sub>b</sub>	533 49%	150 51%	177 47%	369 52%	395 53%	252 62% <sub>hij</sub>	352 55% <sub>ij</sub>	195 45%	291 46%	974 53% <sub>kl</sub>	118 42%	418 50%	418 54%	68 56%	629 51%	452 54%
Don't know		231 11%	96 9%	135 12% <sub>a</sub>	31 10%	49 13% <sub>e</sub>	61 9%	90 12% <sub>e</sub>	28 7%	55 9%	60 14% <sub>gh</sub>	88 14% <sub>gh</sub>	174 9%	57 20% <sub>k</sub>	80 10%	95 12%	10 8%	116 9%	98 12%
<b>Average Score</b>		<b>0.699</b>	<b>0.734</b>	<b>0.666</b>	<b>0.679</b>	<b>0.681</b>	<b>0.635</b>	<b>0.781</b>	<b>0.898<sub>l</sub></b>	<b>0.783<sub>i</sub></b>	<b>0.550</b>	<b>0.573</b>	<b>0.714</b>	<b>0.592</b>	<b>0.654</b>	<b>0.743</b>	<b>0.838</b>	<b>0.683</b>	<b>0.741</b>
<b>Standard Deviation</b>		<b>1.427</b>	<b>1.472</b>	<b>1.381</b>	<b>1.362</b>	<b>1.288</b>	<b>1.505</b>	<b>1.438</b>	<b>1.590<sub>j</sub></b>	<b>1.343<sub>i</sub></b>	<b>1.430</b>	<b>1.371</b>	<b>1.432</b>	<b>1.384</b>	<b>1.457</b>	<b>1.398</b>	<b>1.383</b>	<b>1.472</b>	<b>1.395</b>
<b>Error Variance</b>		<b>0.001</b>	<b>0.002</b>	<b>0.002</b>	<b>0.006</b>	<b>0.006</b>	<b>0.004</b>	<b>0.003</b>	<b>0.008</b>	<b>0.003</b>	<b>0.006</b>	<b>0.003</b>	<b>0.001</b>	<b>0.007</b>	<b>0.003</b>	<b>0.003</b>	<b>0.018</b>	<b>0.002</b>	<b>0.002</b>

Fieldwork : 26/02/2016 - 01/03/2016 (Week 08)  
 Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n/o/p/q

Q.7\_04 How much you agree or disagree with the following statements. -  
 The BBC is not crowding out the competition  
 Base: All Adults aged 16+ in UK

	Total	COUNTRY			GOVERNMENT REGIONS												ETHNIC ORIGIN	
		England (a)	Scotland (b)	Wales (c)	North East (d)	North West (e)	Yorkshire and The Humber (f)	East Midlands (g)	West Midlands (h)	East of England (i)	London (j)	South East (k)	South West (l)	Wales (m)	Scotland (n)	Northern Ireland (o)	White (p)	Minority Ethnic (q)
Unweighted Base	2119	1775	180	104	82	240	184	148	177	200	253	316	175	104	180	60	1836	269
Weighted Base	2119	1785	180	106*	85*	233	185	157	175	208	258	316	168	106*	180	48*	1819	286
Completely disagree	(-3) 60 3%	48 3%	3 2%	4 4%	2 2%	3 1%	15 8%eijkln	5 3%	6 4%j	5 2%	2 1%	9 3%	1 1%	4 4%j	3 2%	4 9%deijkln	53 3%	8 3%
Disagree strongly	(-2) 95 4%	77 4%	7 4%	7 7%	- 7%dfgi	17 7%	3 1%	3 2%	13 7%dfgi	2 1%	11 4%kl	13 4%	16 9%dfaijn	7 7%dfi	7 4%	4 8%dfgi	81 4%	13 4%
Disagree slightly	(-1) 146 7%	138 8%bc	5 3%	2 2%	8 9%mn	16 7%	10 5%	20 13%fijmno	15 9%mn	11 5%	16 6%	27 9%mn	16 10%mn	2 2%	5 3%	1 2%	126 7%	19 7%
Neither agree nor disagree	(0) 495 23%	409 23%	52 29%	27 26%	14 16%	63 27%o	44 24%	34 21%	35 20%	50 24%	70 27%o	67 21%	33 20%	27 26%	52 29%do	7 14%	399 22%	88 31%p
Agree slightly	(+1) 530 25%	465 26%	36 20%	21 20%	21 24%	59 25%l	37 20%	50 32%lfnno	59 34%lfnno	64 31%lfn	85 25%kl	86 27%kl	25 15%	21 20%	36 20%	8 17%	460 25%	68 24%
Agree strongly	(+2) 376 18%	304 17%	31 17%	27 25%a	15 18%	46 20%	37 20%	22 14%	27 15%	28 14%	37 14%	58 18%	35 21%	27 25%glj	31 17%	14 29%ghijn	344 19%q	32 11%
Completely agree	(+3) 185 9%	145 8%	29 16%ac	4 3%	10 12%jm	17 7%	20 11%jm	13 8%	12 7%	13 6%	11 4%	31 10%j	19 11%jm	4 3%	29 16%eghijk	6 13%jm	170 9%q	14 5%
<b>SUMMARY CODES</b>																		
DISAGREE	301 14%	263 15%b	16 9%	14 13%	9 11%	36 15%in	27 15%	28 18%in	34 19%ijn	18 8%	29 11%	49 15%in	33 20%ijn	14 13%	16 9%	9 19%in	260 14%	39 14%
AGREE	1091 52%	915 51%	96 53%	51 48%	46 54%	121 52%	93 50%	85 54%	97 56%j	106 51%	112 43%	175 56%j	79 47%	51 48%	96 53%	29 60%j	975 54%q	114 40%
Don't know	231 11%	198 11%	16 9%	14 13%	17 19%eghkn	12 5%	21 11%eh	11 7%	9 5%	35 17%eghkn	47 18%eghkn	25 8%	22 13%eh	14 13%eh	16 9%	3 6%	186 10%	45 16%p
<b>Average Score</b>	<b>0.699</b>	<b>0.678</b>	<b>0.953a</b>	<b>0.597</b>	<b>1.013h</b>	<b>0.646</b>	<b>0.678</b>	<b>0.622</b>	<b>0.529</b>	<b>0.760</b>	<b>0.596</b>	<b>0.742</b>	<b>0.684</b>	<b>0.597</b>	<b>0.953ehj</b>	<b>0.750</b>	<b>0.743q</b>	<b>0.439</b>
<b>Standard Deviation</b>	<b>1.427</b>	<b>1.407</b>	<b>1.437</b>	<b>1.479</b>	<b>1.360</b>	<b>1.375</b>	<b>1.643</b>	<b>1.372</b>	<b>1.449</b>	<b>1.227</b>	<b>1.218</b>	<b>1.433</b>	<b>1.571</b>	<b>1.479</b>	<b>1.437</b>	<b>1.861</b>	<b>1.442</b>	<b>1.307</b>
<b>Error Variance</b>	<b>0.001</b>	<b>0.001</b>	<b>0.013</b>	<b>0.025</b>	<b>0.028</b>	<b>0.008</b>	<b>0.017</b>	<b>0.014</b>	<b>0.012</b>	<b>0.009</b>	<b>0.007</b>	<b>0.007</b>	<b>0.016</b>	<b>0.025</b>	<b>0.013</b>	<b>0.062</b>	<b>0.001</b>	<b>0.008</b>

Fieldwork : 26/02/2016 - 01/03/2016 (Week 09)  
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f/g/h/i/j/k/l/m/n/o - p/q  
 \* small base

Q.7\_04 How much you agree or disagree with the following statements. -  
The BBC is not crowding out the competition  
Base: All Adults aged 16+ in UK

	Total	PREFERRED FUNDING OPTION (Q3)					AWARE OF CROSS PROMOTION (Q8)	
		Current LF (a)	Lower LF (b)	Household levy (c)	Lower LF + subscription (d)	Current LF + subscription (e)	Yes (f)	No (g)
Unweighted Base	2119	628	541	237	279	167	1113	909
Weighted Base	2119	613	538	243	294	174	1155	872
Completely disagree	(-3)	60 3%	21 4%e	6 3%e	12 4%e	-	29 3%	30 3%
Disagree strongly	(-2)	95 4%	31 6%	7 3%	23 8%ace	4 2%	57 5%	38 4%
Disagree slightly	(-1)	146 7%	40 6%	24 10%b	29 10%b	14 8%	79 7%	66 8%
Neither agree nor disagree	(0)	495 23%	145 24%c	36 15%	55 19%	33 19%	221 19%	258 30%f
Agree slightly	(+1)	530 25%	158 26%	74 30%	79 27%	42 24%	320 28%g	202 23%
Agree strongly	(+2)	376 18%	124 20%b	74 23%b	56 19%	51 29%abd	261 23%g	114 13%
Completely agree	(+3)	185 9%	60 10%	38 11%	27 8%	23 13%b	128 11%g	56 6%
<b>SUMMARY CODES</b>								
DISAGREE	301 14%	80 13%	82 15%	38 15%	63 22%abe	18 11%	165 14%	134 15%
AGREE	1091 52%	342 56%b	265 49%	156 64%abd	158 54%	115 66%abd	709 61%g	372 43%
Don't know	231 11%	46 8%	36 7%	13 6%	17 6%	7 4%	60 5%	108 12%f
<b>Average Score</b>	<b>0.699</b>	<b>0.796bd</b>	<b>0.520</b>	<b>0.902bd</b>	<b>0.546</b>	<b>1.136abd</b>	<b>0.865g</b>	<b>0.477</b>
<b>Standard Deviation</b>	<b>1.427</b>	<b>1.402</b>	<b>1.416</b>	<b>1.419</b>	<b>1.538</b>	<b>1.265</b>	<b>1.439</b>	<b>1.392</b>
<b>Error Variance</b>	<b>0.001</b>	<b>0.003</b>	<b>0.004</b>	<b>0.009</b>	<b>0.009</b>	<b>0.010</b>	<b>0.002</b>	<b>0.002</b>

Q.8 The BBC sometimes promote their television programmes on BBC radio and their radio programmes on BBC television - so for example you may hear information about a new BBC1 drama series on Radio 2 or you may see a promotion for Radio 1's Breakfast show between programmes on BBC1. This is known as 'cross promotion'. Have you seen or heard any of this kind of cross-promotion on the BBC?  
Base: All Adults aged 16+ in UK

	Total	GENDER		AGE				SOCIAL GRADE				INTERNET ACCESS		TV PLATFORM				
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-54 (e)	55+ (f)	AB (g)	C1 (h)	C2 (i)	DE (j)	Any (k)	None (l)	Satellite (m)	Freeview (n)	IPTV (o)	Pay TV (p)	FTA (q)
Unweighted Base	2119	1008	1111	318	330	588	883	363	572	422	762	1755	364	807	833	118	1176	894
Weighted Base	2119	1029	1090	298	372	709	740	409	645	438	627	1837	282	834	777	122	1235	836
Yes	1155	585	570	157	172	405	421	295	376	223	261	1055	100	448	439	77	678	482
		54%	52%	53%	46%	57% <sup>d</sup>	57% <sup>d</sup>	72% <sup>hij</sup>	58% <sup>ij</sup>	51% <sup>j</sup>	42%	57% <sup>kl</sup>	35%	54%	56%	63%	55%	58%
No	872	399	473	128	179	278	287	103	241	194	334	709	163	353	302	40	511	316
		41%	39% <sup>a</sup>	43% <sup>a</sup>	48% <sup>ef</sup>	39%	39%	25%	37% <sup>g</sup>	44% <sup>gh</sup>	53% <sup>ghi</sup>	39%	58% <sup>k</sup>	42%	39%	32%	41%	38%
Don't know	92	45	47	12	21	26	32	10	28	21	33	73	19	33	36	5	46	37
		4%	4%	4%	6%	4%	4%	2%	4%	5%	5% <sup>g</sup>	4%	7% <sup>k</sup>	4%	5%	4%	4%	4%

**Q.8 The BBC sometimes promote their television programmes on BBC radio and their radio programmes on BBC television - so for example you may hear information about a new BBC1 drama series on Radio 2 or you may see a promotion for Radio 1's Breakfast show between programmes on BBC1. This is known as 'cross promotion'. Have you seen or heard any of this kind of cross-promotion on the BBC?**  
**Base: All Adults aged 16+ in UK**

	COUNTRY			GOVERNMENT REGIONS												ETHNIC ORIGIN		
	England (a)	Scotland (b)	Wales (c)	North East (d)	North West (e)	Yorkshire and The Humber (f)	East Midlands (g)	West Midlands (h)	East of England (i)	London (j)	South East (k)	South West (l)	Wales (m)	Scotland (n)	Northern Ireland (o)	White (p)	Minority Ethnic (q)	
Unweighted Base	2119	1775	180	104	82	240	184	148	177	200	253	316	175	104	180	60	1836	269
Weighted Base	2119	1785	180	106*	85*	233	185	157	175	208	258	316	168	106*	180	48*	1819	286
Yes	1155	967	90	71	48	129	92	104	104	105	87	184	113	71	90	26	1074	76
	54%	54%	50%	67%ab	57%j	56%j	50%j	66%ljin	59%j	50%j	33%	58%j	68%eflljn	67%ljin	50%j	54%j	59%q	27%
No	872	736	80	34	30	95	89	51	67	88	150	121	45	34	80	21	674	190
	41%	41%	45%	32%	35%	41%l	48%gklm	33%	38%l	42%l	58%defghikimn	38%l	27%	32%	45%gl	44%l	37%	66%p
Don't know	92	81	9	1	7	8	4	2	5	15	22	10	10	1	9	1	71	20
	4%	5%	5%	1%	8%lgm	3%	2%	1%	3%	7%lgm	8%efghkm	3%	6%gm	1%	5%g	2%	4%	7%p

Fieldwork : 26/02/2016 - 01/03/2016 (Week 09)  
 Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g/h/i/j/k/l/m/n/o - p/q  
 \* small base

Q.8 The BBC sometimes promote their television programmes on BBC radio and their radio programmes on BBC television - so for example you may hear information about a new BBC1 drama series on Radio 2 or you may see a promotion for Radio 1's Breakfast show between programmes on BBC1. This is known as 'cross promotion'. Have you seen or heard any of this kind of cross-promotion on the BBC?  
Base: All Adults aged 16+ in UK

	Total	PREFERRED FUNDING OPTION (Q3)				AWARE OF CROSS PROMOTION (Q8)		
		Current LF (a)	Lower LF (b)	Household levy (c)	Lower LF + subscription (d)	Current LF + subscription (e)	Yes (f)	No (g)
Unweighted Base	2119	628	541	237	279	167	1113	909
Weighted Base	2119	613	538	243	294	174	1155	872
Yes	1155	389	267	149	180	104	1155	-
	54%	63% <sup>b</sup>	50%	61% <sup>b</sup>	61% <sup>b</sup>	60% <sup>b</sup>	100% <sup>g</sup>	-
No	872	210	261	90	111	67	-	872
	41%	34%	49% <sup>a,c,d,e</sup>	37%	38%	39%	-	100% <sup>f</sup>
Don't know	92	15	9	4	3	3	-	-
	4%	2%	2%	2%	1%	2%	-	-

Q.9 Have you ever then chosen to watch or listen to another BBC programme as a result of any cross promotion?  
 Base: All who have seen or heard any kind of cross promotion on the BBC

	Total	GENDER		AGE				SOCIAL GRADE				INTERNET ACCESS		TV PLATFORM				
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-54 (e)	55+ (f)	AB (g)	C1 (h)	C2 (i)	DE (j)	Any (k)	None (l)	Satellite (m)	Freeview (n)	IPTV (o)	Pay TV (p)	FTA (q)
Unweighted Base	1113	555	558	166	143	325	479	260	332	206	315	987	126	415	453	73	619	496
Weighted Base	1155	585	570	157	172	405	421	295	376	223	261	1055	100	448	439	77*	678	482
Yes	686	330	356	90	100	235	261	186	222	143	135	631	55	279	268	55	399	300
	59%	56%	62%	57%	58%	58%	62%	63% <sup>j</sup>	59%	64% <sup>j</sup>	52%	60%	55%	62%	61%	71%	59%	62%
No	445	240	205	65	63	164	152	103	145	77	120	402	43	162	161	21	264	171
	39%	41%	36%	41%	37%	41%	36%	35%	38%	35%	46% <sup>kl</sup>	38%	43%	36%	37%	27%	39%	35%
Don't know	24	15	9	3	8	5	8	6	10	3	5	21	2	7	10	1	15	11
	2%	2%	2%	2%	5% <sup>e</sup>	1%	2%	2%	3%	1%	2%	2%	3%	1%	2%	2%	2%	2%

Fieldwork : 26/02/2016 - 01/03/2016 (Week 09)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n/o/p/q  
 \* small base

Q.9 Have you ever then chosen to watch or listen to another BBC programme as a result of any cross promotion?  
 Base: All who have seen or heard any kind of cross promotion on the BBC

	Total	COUNTRY			GOVERNMENT REGIONS											ETHNIC ORIGIN		
		England (a)	Scotland (b)	Wales (c)	North East (d)	North West (e)	Yorkshire and The Humber (f)	East Midlands (g)	West Midlands (h)	East of England (i)	London (j)	South East (k)	South West (l)	Wales (m)	Scotland (n)	Northern Ireland (o)	White (p)	Minority Ethnic (q)
Unweighted Base	1113	933	85	64	43	129	89	92	102	102	79	181	116	64	85	31	1033	75
Weighted Base	1155	967	90*	71*	48*	129	92*	104*	104*	105*	87*	184	113	71*	90*	26**	1074	76*
Yes	686	572	52	48	22	68	54	67	69	59	59	102	72	48	52	14	641	43
	59%	59%	57%	67%	45%	53%	59%	64% <sup>d</sup>	67% <sup>d</sup>	56%	68% <sup>d</sup>	55%	64% <sup>d</sup>	67% <sup>d</sup>	57%	54%	60%	56%
No	445	372	39	22	27	58	36	32	30	45	25	80	38	22	39	12	409	33
	39%	38%	43%	31%	55% <sup>ghj</sup>	45% <sup>hj</sup>	39%	31%	29%	43%	29%	43% <sup>ghj</sup>	33%	31%	43%	46%	38%	44%
Don't know	24	23	-	1	-	3	1	5	4	1	3	2	3	1	-	-	24	-
	2%	2%	-	2%	-	2%	1%	4%	4%	1%	3%	1%	3%	2%	-	-	2%	-

Q.9 Have you ever then chosen to watch or listen to another BBC programme as a result of any cross promotion?  
 Base: All who have seen or heard any kind of cross promotion on the BBC

	Total	PREFERRED FUNDING OPTION (Q3)				AWARE OF CROSS PROMOTION (Q8)		
		Current LF (a)	Lower LF (b)	Household levy (c)	Lower LF + subscription (d)	Current LF + subscription (e)	Yes (f)	No (g)
Unweighted Base	1113	380	264	140	168	94	1113	-
Weighted Base	1155	389	267	149	180	104*	1155	**
Yes	686	226	149	98	108	72	686	-
	59%	58%	56%	66%	60%	69% <sup>b</sup>	59%	-
No	445	155	115	45	72	30	445	-
	39%	40%	43% <sup>ce</sup>	30%	40%	28%	39%	-
Don't know	24	8	3	6	1	3	24	-
	2%	2%	1%	4% <sup>d</sup>	*	2%	2%	-

**Q.10 How much you agree or disagree with the following statements. - SUMMARY TABLE**  
**Base: All Adults aged 16+ in UK**

		Should be able to promote its services across its television channels and radio stations, however it likes	Can promote for free its television programmes on its radio stations and its radio stations via its television channels gives it an unfair advantage over other broadcasters	Makes sense to tell people about what is available in different ways including cross-promotion	BBC does too much cross promotion - it wastes air time which should be dedicated to programming	Like hearing about BBC television programmes on the radio or radio programmes via the television as I learn about new programmes	The BBC's cross promotion is pointless because it often tells me about programmes I don't want to watch or listen to
Unweighted Base		2119	2119	2119	1113	1113	1113
Weighted Base		2119	2119	2119	1155	1155	1155
Completely disagree	(-3)	53 2%	222 10%	45 2%	151 13%	34 3%	157 14%
Disagree strongly	(-2)	63 3%	283 13%	38 2%	235 20%	35 3%	250 22%
Disagree slightly	(-1)	94 4%	321 15%	57 3%	239 21%	57 5%	248 21%
Neither agree nor disagree	(0)	363 17%	489 23%	389 18%	244 21%	230 20%	296 20%
Agree slightly	(+1)	489 23%	351 17%	557 26%	136 12%	300 26%	125 11%
Agree strongly	(+2)	459 22%	168 8%	481 23%	63 5%	276 24%	59 5%
Completely agree	(+3)	438 21%	114 5%	371 18%	64 6%	205 18%	63 5%
<b>SUMMARY CODES</b>							
DISAGREE		210 10%	825 39%	140 7%	625 54%	127 11%	655 57%
AGREE		1386 65%	631 30%	1410 67%	263 23%	781 68%	246 21%
Don't know		160 8%	173 8%	180 8%	23 2%	17 1%	18 2%
<b>Average Score</b>		<b>1.196</b>	<b>-0.270</b>	<b>1.220</b>	<b>-0.625</b>	<b>1.087</b>	<b>-0.693</b>
<b>Standard Deviation</b>		<b>1.478</b>	<b>1.658</b>	<b>1.354</b>	<b>1.646</b>	<b>1.456</b>	<b>1.636</b>
<b>Error Variance</b>		<b>0.001</b>	<b>0.001</b>	<b>0.001</b>	<b>0.002</b>	<b>0.002</b>	<b>0.002</b>

**Q.10\_01 How much you agree or disagree with the following statements. -  
Should be able to promote its services across its television channels and radio stations, however it likes  
Base: All Adults aged 16+ in UK**

	Total	GENDER		AGE				SOCIAL GRADE				INTERNET ACCESS		TV PLATFORM					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-54 (e)	55+ (f)	AB (g)	C1 (h)	C2 (i)	DE (j)	Any (k)	None (l)	Satellite (m)	Freeview (n)	IPTV (o)	Pay TV (p)	FTA (q)	
Unweighted Base	2119	1008	1111	318	330	588	883	363	572	422	762	1755	364	807	833	118	1176	894	
Weighted Base	2119	1029	1090	298	372	709	740	409	645	438	627	1837	282	834	777	122	1235	836	
Completely disagree	(-3)	53 2%	27 3%	26 2%	7 2%	4 1%	17 2%	25 3% <sup>d</sup>	8 2%	19 3%	13 3%	13 2%	40 5% <sup>k</sup>	13 3%	25 3%	17 2%	1 1%	36 3%	20 2%
Disagree strongly	(-2)	63 3%	29 3%	33 3%	5 2%	10 3%	29 4% <sup>c</sup>	19 3%	13 3%	17 3%	19 4%	14 2%	58 3%	5 2%	34 4%	20 3%	4 3%	41 3%	24 3%
Disagree slightly	(-1)	94 4%	40 4%	55 5%	11 4%	12 3%	26 4%	46 6% <sup>de</sup>	21 5%	26 4%	21 5%	27 4%	81 4%	13 5%	33 4%	43 6%	4 3%	51 4%	45 5%
Neither agree nor disagree	(0)	363 17%	178 17%	185 17%	49 16%	61 16%	127 18%	126 17%	42 10%	103 16% <sup>g</sup>	80 18% <sup>g</sup>	139 22% <sup>g,h</sup>	300 16%	63 22% <sup>k</sup>	143 17%	121 16%	20 17%	218 18%	128 15%
Agree slightly	(+1)	489 23%	216 21%	273 25% <sup>a</sup>	72 24%	96 26%	154 22%	167 23%	71 17%	163 25% <sup>g</sup>	89 20%	166 26% <sup>g,i</sup>	427 23%	62 22%	191 23%	196 25%	23 19%	278 23%	214 26%
Agree strongly	(+2)	459 22%	213 21%	246 23%	68 23%	86 23%	156 22%	149 20%	109 27% <sup>j</sup>	135 21%	95 22%	121 19%	414 23% <sup>j</sup>	45 16%	158 19%	185 24% <sup>m</sup>	34 28% <sup>m</sup>	249 20%	198 24% <sup>m</sup>
Completely agree	(+3)	438 21%	252 24% <sup>b</sup>	186 17%	60 20%	68 18%	158 22%	152 21%	122 30% <sup>h,j</sup>	144 22% <sup>j</sup>	83 19%	89 14%	395 21% <sup>j</sup>	43 15%	189 23% <sup>n,q</sup>	138 18%	31 25%	278 22% <sup>n,q</sup>	146 17%
<b>SUMMARY CODES</b>																			
DISAGREE		210 10%	96 9%	113 10%	22 7%	25 7%	72 10%	90 12% <sup>cd</sup>	42 10%	61 9%	52 12%	54 9%	179 10%	31 11%	92 11%	80 10%	9 8%	128 10%	89 11%
AGREE		1386 65%	681 66%	705 65%	200 67%	250 67%	467 66%	468 63%	302 74% <sup>i,j</sup>	442 69% <sup>i,j</sup>	266 61%	376 60%	1237 67% <sup>j</sup>	150 53%	538 65%	520 67%	88 72%	805 65%	559 67%
Don't know		160 8%	73 7%	86 8%	26 9%	36 10%	42 6%	55 7%	23 6%	39 6%	40 9%	58 9% <sup>gh</sup>	122 7%	38 13% <sup>k</sup>	61 7%	56 7%	5 4%	83 7%	60 7%
<b>Average Score</b>		<b>1.196</b>	<b>1.275<sup>b</sup></b>	<b>1.121</b>	<b>1.289</b>	<b>1.276</b>	<b>1.207</b>	<b>1.111</b>	<b>1.511<sup>h</sup></b>	<b>1.236<sup>j</sup></b>	<b>1.079</b>	<b>1.023</b>	<b>1.239<sup>i</sup></b>	<b>0.896</b>	<b>1.161</b>	<b>1.175</b>	<b>1.436</b>	<b>1.189</b>	<b>1.156</b>
<b>Standard Deviation</b>		<b>1.478</b>	<b>1.512</b>	<b>1.443</b>	<b>1.397</b>	<b>1.323</b>	<b>1.511</b>	<b>1.547</b>	<b>1.507<sup>i</sup></b>	<b>1.482</b>	<b>1.554</b>	<b>1.363</b>	<b>1.464</b>	<b>1.546</b>	<b>1.560</b>	<b>1.426</b>	<b>1.395</b>	<b>1.527</b>	<b>1.440</b>
<b>Error Variance</b>		<b>0.001</b>	<b>0.002</b>	<b>0.002</b>	<b>0.007</b>	<b>0.006</b>	<b>0.004</b>	<b>0.003</b>	<b>0.007</b>	<b>0.004</b>	<b>0.006</b>	<b>0.003</b>	<b>0.001</b>	<b>0.008</b>	<b>0.003</b>	<b>0.003</b>	<b>0.017</b>	<b>0.002</b>	<b>0.003</b>

Fieldwork : 26/02/2016 - 01/03/2016 (Week 08)  
Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n/o/p/q

**Q.10\_01 How much you agree or disagree with the following statements. -  
Should be able to promote its services across its television channels and radio stations, however it likes  
Base: All Adults aged 16+ in UK**

	Total	COUNTRY			GOVERNMENT REGIONS											ETHNIC ORIGIN		
		England (a)	Scotland (b)	Wales (c)	North East (d)	North West (e)	Yorkshire and The Humber (f)	East Midlands (g)	West Midlands (h)	East of England (i)	London (j)	South East (k)	South West (l)	Wales (m)	Scotland (n)	Northern Ireland (o)	White (p)	Minority Ethnic (q)
Unweighted Base	2119	1775	180	104	82	240	184	148	177	200	253	316	175	104	180	60	1836	269
Weighted Base	2119	1785	180	106*	85*	233	185	157	175	208	258	316	168	106*	180	48*	1819	286
Completely disagree	(-3) 53 2%	42 2%	6 4%	4 3%	2 2%	3 1%	8 4%j	4 3%j	7 4%j	2 1%	1 *	12 4%j	3 2%	4 3%j	6 4%j	-	45 2%	8 3%
Disagree strongly	(-2) 63 3%	47 3%	5 3%	9 9%ab	2 3%	5 2%	3 2%	3 2%	2 1%	5 3%	11 4%k	4 1%	11 7%efhk	9 9%efghik	5 3%	2 4%	57 3%	6 2%
Disagree slightly	(-1) 94 4%	83 5%	4 2%	4 3%	6 7%	12 5%	6 3%	6 4%	7 4%	9 4%	12 5%	15 5%	8 3%	4 2%	4 3%	85 8%ln	9 5%	9 3%
Neither agree nor disagree	(0) 363 17%	319 18%	25 14%	15 14%	13 16%	44 19%h	50 27%ghikl mno	27 17%h	16 9%	37 18%h	54 21%hlo	56 18%h	21 13%	15 14%	25 14%	4 8%	283 16%	75 28%p
Agree slightly	(+1) 489 23%	429 24%	37 21%	16 15%	21 25%f	51 22%f	24 13%	56 36%efkl mno	67 38%efij klmno	54 26%fl	53 20%	77 24%fl	27 16%	16 15%	37 21%	7 14%	421 23%	64 22%
Agree strongly	(+2) 459 22%	379 21%	38 21%	25 23%	8 10%	64 28%df	29 16%	31 20%	33 19%	45 21%d	65 25%df	65 21%d	37 22%d	25 23%d	38 21%d	17 36%dfgh ikln	409 22%	50 17%
Completely agree	(+3) 438 21%	349 20%	43 24%	33 31%a	19 22%j	45 19%j	52 28%egij	26 17%j	37 21%j	39 19%j	19 7%	69 22%j	43 26%j	33 31%egij	43 24%j	14 28%j	392 22%q	43 15%
<b>SUMMARY CODES</b>																		
DISAGREE	210 10%	172 10%	15 8%	17 16%	10 12%	21 9%	17 9%	13 9%	15 9%	16 8%	24 9%	32 10%	23 14%	17 16%	15 8%	6 12%	186 10%	23 8%
AGREE	1386 65%	1157 65%	119 66%	73 69%	48 57%	160 69%ij	106 57%	113 72%dfj	137 78%defi jkl	137 66%j	137 53%	211 67%ij	107 64%j	73 69%j	119 66%j	38 78%dfj	1222 67%q	157 55%
Don't know	160 8%	137 8%c	21 12%c	1 1%	13 15%efgh kmo	8 3%	12 6%lm	3 2%	7 4%	17 8%egm	44 17%efgh ikmo	16 5%	17 10%eghm o	1 1%	21 12%eghkmo	1 2%	127 7%	32 11%p
<b>Average Score</b>	1.196	1.171	1.319	1.234	1.075	1.255j	1.169	1.116	1.278j	1.231	0.949	1.183	1.252	1.234	1.319j	1.571gj	1.231q	0.970
<b>Standard Deviation</b>	1.478	1.453	1.552	1.760	1.550	1.373	1.647	1.354	1.412	1.341	1.286	1.514	1.649	1.760	1.552	1.410	1.486	1.421
<b>Error Variance</b>	0.001	0.001	0.015	0.030	0.035	0.008	0.016	0.013	0.012	0.010	0.008	0.008	0.017	0.030	0.015	0.034	0.001	0.009

Fieldwork : 26/02/2016 - 01/03/2016 (Week 09)  
Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f/g/h/i/j/k/l/m/n/o - p/q  
\* small base

**Q.10\_01 How much you agree or disagree with the following statements. -  
Should be able to promote its services across its television channels and radio stations, however it likes  
Base: All Adults aged 16+ in UK**

	Total	PREFERRED FUNDING OPTION (Q3)					AWARE OF CROSS PROMOTION (Q8)	
		Current LF (a)	Lower LF (b)	Household levy (c)	Lower LF + subscription (d)	Current LF + subscription (e)	Yes (f)	No (g)
Unweighted Base	2119	628	541	237	279	167	1113	909
Weighted Base	2119	613	538	243	294	174	1155	872
Completely disagree	(-3)	53 2%	16 3%	7 3%	8 3%	3 1%	28 2%	24 3%
Disagree strongly	(-2)	63 3%	14 2%	25 5%a	7 3%	9 3%	5 3%	25 3%
Disagree slightly	(-1)	94 4%	37 6%b	16 3%	11 5%	17 6%	5 5%	39 5%
Neither agree nor disagree	(0)	363 17%	97 16%c	105 20%ce	23 9%	43 15%	20 12%	115 10%
Agree slightly	(+1)	489 23%	145 24%	118 22%	81 33%abd	67 23%	43 25%	277 24%
Agree strongly	(+2)	459 22%	128 21%	119 22%	58 24%	75 25%	50 28%	313 27%g
Completely agree	(+3)	438 21%	155 25%b	108 20%	49 20%	68 23%	42 24%	317 27%g
<b>SUMMARY CODES</b>								
DISAGREE	210 10%	66 11%	56 10%	26 11%	35 12%	12 7%	120 10%	88 10%
AGREE	1386 65%	427 70%	345 64%	188 77%ab	210 71%	135 78%ub	907 79%g	465 53%
Don't know	160 8%	23 4%	32 6%d	7 3%	7 2%	7 4%	13 1%	87 10%f
<b>Average Score</b>	<b>1.196</b>	<b>1.278</b>	<b>1.122</b>	<b>1.254</b>	<b>1.252</b>	<b>1.477b</b>	<b>1.437g</b>	<b>0.863</b>
<b>Standard Deviation</b>	<b>1.478</b>	<b>1.491</b>	<b>1.529</b>	<b>1.434</b>	<b>1.512</b>	<b>1.347</b>	<b>1.474</b>	<b>1.424</b>
<b>Error Variance</b>	<b>0.001</b>	<b>0.004</b>	<b>0.005</b>	<b>0.009</b>	<b>0.008</b>	<b>0.011</b>	<b>0.002</b>	<b>0.002</b>

**Q.10\_02 How much you agree or disagree with the following statements. -  
Can promote for free its television programmes on its radio stations and its radio stations via its television channels - gives it an unfair advantage over other broadcasters.**  
Base: All Adults aged 16+ in UK

	Total	GENDER		AGE				SOCIAL GRADE				INTERNET ACCESS		TV PLATFORM					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-54 (e)	55+ (f)	AB (g)	C1 (h)	C2 (i)	DE (j)	Any (k)	None (l)	Satellite (m)	Freeview (n)	IPTV (o)	Pay TV (p)	FTA (q)	
Unweighted Base	2119	1008	1111	318	330	588	883	363	572	422	762	1755	364	807	833	118	1176	894	
Weighted Base	2119	1029	1090	298	372	709	740	409	645	438	627	1837	282	834	777	122	1235	836	
Completely disagree	(-3)	222 10%	132 13% <sup>b</sup>	90 8%	24 8%	36 10%	74 10%	88 12%	59 14% <sup>ij</sup>	74 11% <sup>j</sup>	42 10%	48 8%	195 11%	27 9%	87 10%	76 10%	17 14%	126 10%	88 11%
Disagree strongly	(-2)	283 13%	131 13%	151 14%	24 8%	39 11%	110 15% <sup>cd</sup>	109 15% <sup>c</sup>	81 20% <sup>hij</sup>	81 13%	57 13%	64 10%	247 13%	36 13%	118 14%	100 13%	16 13%	176 14%	109 13%
Disagree slightly	(-1)	321 15%	167 16%	154 14%	63 21% <sup>def</sup>	47 13%	94 13%	117 16%	72 18% <sup>i</sup>	118 18% <sup>ij</sup>	46 11%	84 13%	292 16% <sup>j</sup>	28 10%	114 14%	128 17%	17 14%	171 14%	135 16%
Neither agree nor disagree	(0)	489 23%	237 23%	252 23%	70 24%	110 29% <sup>ef</sup>	164 23%	144 20%	76 19%	157 24%	109 25% <sup>g</sup>	147 23%	420 23%	69 25%	188 23%	179 23%	31 25%	294 24%	189 23%
Agree slightly	(+1)	351 17%	150 15%	201 18% <sup>a</sup>	51 17%	68 18%	103 15%	130 18%	50 12%	94 15%	81 18% <sup>g</sup>	126 20% <sup>gh</sup>	303 16%	48 17%	138 17%	147 19%	16 14%	203 16%	152 18%
Agree strongly	(+2)	166 8%	83 8%	84 8%	23 8%	28 8%	57 8%	58 8%	30 7%	40 6%	40 9%	56 9%	141 8%	25 9%	64 8%	53 7%	11 9%	98 8%	61 7%
Completely agree	(+3)	114 5%	57 6%	57 5%	16 5%	12 3%	49 7% <sup>d</sup>	37 5%	17 4%	34 5%	22 5%	40 6%	103 6%	11 4%	57 7% <sup>nq</sup>	28 4%	8 7%	76 6% <sup>nq</sup>	30 4%
<b>SUMMARY CODES</b>																			
DISAGREE	825 39%	430 42% <sup>b</sup>	395 36%	111 37%	122 33%	277 39%	314 42% <sup>d</sup>	212 52% <sup>hij</sup>	273 42% <sup>ij</sup>	144 33%	195 31%	735 40% <sup>j</sup>	91 32%	319 38%	304 39%	50 41%	473 38%	333 40%	
AGREE	631 30%	290 28%	342 31%	90 30%	108 29%	209 30%	225 30%	97 24%	169 26%	143 33% <sup>gh</sup>	223 35% <sup>gh</sup>	547 30%	84 30%	259 31%	227 29%	36 29%	377 31%	243 29%	
Don't know	173 8%	72 7%	101 9%	26 9%	33 9%	58 8%	57 8%	23 6%	46 7%	42 9%	62 10% <sup>g</sup>	136 7%	37 13% <sup>k</sup>	67 8%	66 9%	5 4%	90 7%	71 8%	
<b>Average Score</b>	<b>-0.270</b>	<b>-0.354</b>	<b>-0.190</b>	<b>-0.146</b>	<b>-0.217</b>	<b>-0.262</b>	<b>-0.355</b>	<b>-0.646</b>	<b>-0.375</b>	<b>-0.146g</b>	<b>0.009gh</b>	<b>-0.281</b>	<b>-0.197</b>	<b>-0.227</b>	<b>-0.309</b>	<b>-0.321</b>	<b>-0.239</b>	<b>-0.333</b>	
<b>Standard Deviation</b>	<b>1.658</b>	<b>1.699</b>	<b>1.615</b>	<b>1.561</b>	<b>1.534</b>	<b>1.723</b>	<b>1.692</b>	<b>1.687</b>	<b>1.628</b>	<b>1.651</b>	<b>1.620</b>	<b>1.662</b>	<b>1.633</b>	<b>1.712</b>	<b>1.572</b>	<b>1.762</b>	<b>1.679</b>	<b>1.599</b>	
<b>Error Variance</b>	<b>0.001</b>	<b>0.003</b>	<b>0.003</b>	<b>0.008</b>	<b>0.008</b>	<b>0.006</b>	<b>0.004</b>	<b>0.008</b>	<b>0.005</b>	<b>0.007</b>	<b>0.004</b>	<b>0.002</b>	<b>0.008</b>	<b>0.004</b>	<b>0.003</b>	<b>0.028</b>	<b>0.003</b>	<b>0.003</b>	

Fieldwork : 26/02/2016 - 01/03/2016 (Week 08)  
Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n/o/p/q

**Q.10\_02 How much you agree or disagree with the following statements. - Can promote for free its television programmes on its radio stations and its radio stations via its television channels - gives it an unfair advantage over other broadcasters.**  
**Base: All Adults aged 16+ in UK**

	Total	COUNTRY			GOVERNMENT REGIONS												ETHNIC ORIGIN		
		England (a)	Scotland (b)	Wales (c)	North East (d)	North West (e)	Yorkshire and The Humber (f)	East Midlands (g)	West Midlands (h)	East of England (i)	London (j)	South East (k)	South West (l)	Wales (m)	Scotland (n)	Northern Ireland (o)	White (p)	Minority Ethnic (q)	
Unweighted Base	2119	1775	180	104	82	240	184	148	177	200	253	316	175	104	180	60	1836	269	
Weighted Base	2119	1785	180	106*	85*	233	185	157	175	208	258	316	168	106*	180	48*	1819	286	
Completely disagree	(-3) 222 10%	174 10%	31 17%a	10 10%	4 5%	20 9%j	19 10%j	17 11%j	20 11%j	21 10%j	6 2%	41 13%dj	25 15%dj	10 10%j	31 17%dej	7 14%dj	205 11%q	17 6%	
Disagree strongly	(-2) 283 13%	228 13%	25 14%	18 17%	9 11%	32 14%	20 11%	18 12%	29 17%ij	16 8%	24 9%	43 14%	37 22%def gijk	18 17%j	25 14%	11 22%dij	259 14%q	23 8%	
Disagree slightly	(-1) 321 15%	281 16%	21 12%	14 13%	19 22%fjn	41 17%f	17 9%	33 21%fjn	34 20%fjn	35 17%f	28 11%	50 16%f	24 14%	14 13%	21 12%	5 10%	284 16%	36 12%	
Neither agree nor disagree	(0) 489 23%	407 23%	44 24%	29 28%	20 23%	57 24%h	46 25%h	31 20%	25 14%	49 24%h	72 28%hl	78 25%hl	28 16%	29 28%hl	44 24%h	9 19%	392 22%	90 31%p	
Agree slightly	(+1) 351 17%	320 18%abc	17 10%	10 9%	16 19%n	30 13%	25 14%	41 28%efk no	43 25%efkl mno	44 21%em o	50 19%mn	49 15%	22 13%	10 9%	17 10%	4 9%	299 16%	51 18%	
Agree strongly	(+2) 166 8%	134 7%	11 6%	16 16%ab	3 4%	26 11%ik	25 13%dhikn	11 7%	11 6%	11 5%	20 8%	17 5%	11 7%	16 16%cdhijk ln	11 6%	5 11%	145 8%	20 7%	
Completely agree	(+3) 114 5%	90 5%	14 8%	4 4%	3 4%	16 7%g	20 11%ghijl	3 2%	6 4%	11 5%	8 3%	18 6%	5 3%	4 4%	14 8%aj	6 13%cdghj klm	98 5%	15 5%	
<b>SUMMARY CODES</b>																			
DISAGREE	825 39%	683 38%	77 43%	43 40%	32 38%j	92 40%j	56 30%	68 43%j	83 48%ij	72 34%j	59 23%	135 43%j	86 51%efi j	43 40%j	77 43%j	23 47%j	748 41%q	76 27%	
AGREE	631 30%	543 30%	42 23%	30 28%	23 27%	72 31%	70 38%kln	54 34%ln	60 34%ln	66 32%	78 30%	84 27%	38 23%	30 28%	42 23%	16 33%	542 30%	86 30%	
Don't know	173 8%	151 8%	18 10%	4 3%	11 13%egh mo	12 5%	13 7%	4 2%	6 3%	21 10%gho	49 19%efgh iklmno	19 6%	16 10%gh	4 3%	18 10%gh	1 2%	138 8%	34 12%p	
Average Score	-0.270	-0.247	-0.511	-0.259	-0.230 i	-0.159l	0.118gh kl	-0.328l	-0.405	-0.172l	0.090 ghikn	-0.418	-0.759	-0.259l	-0.511	-0.276	-0.318	0.012p	
Standard Deviation	1.658	1.627	1.833	1.678	1.409	1.677	1.820	1.516	1.631	1.585	1.355	1.668	1.671	1.678	1.833	2.013	1.682	1.478	
Error Variance	0.001	0.002	0.021	0.028	0.028	0.012	0.019	0.016	0.015	0.014	0.009	0.009	0.018	0.028	0.021	0.069	0.002	0.009	

Fieldwork : 26/02/2016 - 01/03/2016 (Week 09)  
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f/g/h/i/j/k/l/m/n/o - p/q  
 \* small base

**Q.10\_02 How much you agree or disagree with the following statements. -  
Can promote for free its television programmes on its radio stations and its radio stations via its television channels - gives it an unfair advantage over other broadcasters.**  
Base: All Adults aged 16+ in UK

	Total	PREFERRED FUNDING OPTION (Q3)					AWARE OF CROSS PROMOTION (Q8)		
		Current LF (a)	Lower LF (b)	Household levy (c)	Lower LF + subscription (d)	Current LF + subscription (e)	Yes (f)	No (g)	
Unweighted Base	2119	628	541	237	279	167	1113	909	
Weighted Base	2119	613	538	243	294	174	1155	872	
Completely disagree	(-3)	222 10%	84 14%bd	50 9%	29 12%	25 9%	18 10%	167 14%g	53 6%
Disagree strongly	(-2)	283 13%	101 16%b	58 11%	41 17%b	41 14%	32 19%b	218 19%g	62 7%
Disagree slightly	(-1)	321 15%	88 14%	86 16%	49 20%a	52 18%	33 19%	220 19%g	98 11%
Neither agree nor disagree	(0)	489 23%	142 23%c	131 24%c	39 16%	62 21%	32 18%	185 16%	290 33%f
Agree slightly	(+1)	351 17%	103 17%	84 16%	58 24%ab	50 17%	31 18%	192 17%	154 18%
Agree strongly	(+2)	166 8%	45 7%	55 10%	14 6%	30 10%	14 8%	96 8%	70 8%
Completely agree	(+3)	114 5%	20 3%	43 8%ac	7 3%	25 9%ac	6 4%	63 5%	50 6%
<b>SUMMARY CODES</b>									
DISAGREE	825 39%	273 44%b	193 36%	119 49%b	118 40%	84 48%b	604 52%g	213 24%	
AGREE	631 30%	168 27%	182 34%a	80 33%	105 36%a	51 29%	351 30%	274 31%	
Don't know	173 8%	30 5%	31 6%	7 3%	9 3%	8 4%	15 1%	95 11%f	
<b>Average Score</b>	<b>-0.270</b>	<b>-0.492</b>	<b>-0.055ace</b>	<b>-0.458</b>	<b>-0.085ace</b>	<b>-0.448</b>	<b>-0.511</b>	<b>0.081f</b>	
<b>Standard Deviation</b>	<b>1.658</b>	<b>1.643</b>	<b>1.696</b>	<b>1.596</b>	<b>1.718</b>	<b>1.627</b>	<b>1.737</b>	<b>1.480</b>	
<b>Error Variance</b>	<b>0.001</b>	<b>0.005</b>	<b>0.006</b>	<b>0.011</b>	<b>0.011</b>	<b>0.017</b>	<b>0.003</b>	<b>0.003</b>	

Q.10\_03 How much you agree or disagree with the following statements. -  
 Makes sense to tell people about what is available in different ways including cross-promotion  
 Base: All Adults aged 16+ in UK

	Total	GENDER		AGE				SOCIAL GRADE				INTERNET ACCESS		TV PLATFORM					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-54 (e)	55+ (f)	AB (g)	C1 (h)	C2 (i)	DE (j)	Any (k)	None (l)	Satellite (m)	Freeview (n)	IPTV (o)	Pay TV (p)	FTA (q)	
Unweighted Base	2119	1008	1111	318	330	588	883	363	572	422	762	1755	364	807	833	118	1176	894	
Weighted Base	2119	1029	1090	298	372	709	740	409	645	438	627	1837	282	834	777	122	1235	836	
Completely disagree	(-3)	45 2%	25 2%	20 2%	5 2%	9 2%	10 1%	21 3%	11 2%	9 2%	13 2%	35 2%	10 4%	21 3%	17 2%	1 1%	29 2%	18 2%	
Disagree strongly	(-2)	38 2%	15 1%	23 2%	3 1%	7 2%	12 2%	17 2%	9 2%	7 1%	12 3%	10 2%	29 2%	12 1%	16 2%	4 4%	22 2%	18 2%	
Disagree slightly	(-1)	57 3%	32 3%	25 2%	7 2%	5 1%	23 3%	22 3%	9 2%	16 2%	11 2%	21 3%	45 2%	13 4%	17 3%	24 4%	5 3%	32 3%	
Neither agree nor disagree	(0)	389 18%	176 17%	213 20%	52 18%	78 21%	127 18%	132 18%	41 10%	113 18%	86 20%	149 24%	322 18%	67 24%	154 18%	120 15%	17 14%	243 20%	127 15%
Agree slightly	(+1)	557 26%	263 26%	294 27%	87 29%	98 26%	179 25%	194 26%	91 22%	179 28%	118 27%	169 27%	497 27%	60 21%	222 29%	222 24%	30 25%	311 29%	242 29%
Agree strongly	(+2)	481 23%	233 23%	248 23%	68 23%	91 24%	162 23%	160 22%	130 32%	145 hij	81 19%	124 20%	435 24%	47 17%	179 21%	194 25%	37 30%	268 mp	207 25%
Completely agree	(+3)	371 18%	203 20%	169 15%	46 15%	50 13%	142 20%	134 18%	96 23%	127 ij	70 16%	78 13%	332 18%	39 14%	153 18%	119 15%	23 19%	234 19%	126 15%
<b>SUMMARY CODES</b>																			
DISAGREE		140 7%	73 7%	68 6%	14 5%	21 6%	45 6%	60 8%	30 7%	34 5%	32 7%	44 7%	109 6%	31 11%	50 6%	57 7%	10 9%	82 7%	62 7%
AGREE		1410 67%	699 68%	711 65%	201 67%	239 64%	484 69%	487 66%	317 78%	451 70%	270 62%	372 59%	1264 69%	145 52%	554 66%	534 69%	90 73%	814 66%	575 69%
Don't know		180 8%	81 8%	98 9%	30 10%	34 9%	54 8%	61 8%	21 5%	47 7%	50 12%	62 10%	142 8%	38 13%	76 9%	66 9%	5 4%	96 8%	71 9%
<b>Average Score</b>		<b>1.220</b>	<b>1.265</b>	<b>1.177</b>	<b>1.249</b>	<b>1.133</b>	<b>1.305</b>	<b>1.170</b>	<b>1.484i</b>	<b>1.312i</b>	<b>1.112</b>	<b>1.015</b>	<b>1.272i</b>	<b>0.858</b>	<b>1.233</b>	<b>1.208</b>	<b>1.327</b>	<b>1.218</b>	<b>1.200</b>
<b>Standard Deviation</b>		<b>1.354</b>	<b>1.389</b>	<b>1.319</b>	<b>1.251</b>	<b>1.323</b>	<b>1.326</b>	<b>1.430</b>	<b>1.415j</b>	<b>1.303j</b>	<b>1.380</b>	<b>1.309</b>	<b>1.322</b>	<b>1.510</b>	<b>1.366</b>	<b>1.335</b>	<b>1.325</b>	<b>1.382</b>	<b>1.336</b>
<b>Error Variance</b>		<b>0.001</b>	<b>0.002</b>	<b>0.002</b>	<b>0.005</b>	<b>0.006</b>	<b>0.003</b>	<b>0.003</b>	<b>0.006</b>	<b>0.003</b>	<b>0.005</b>	<b>0.003</b>	<b>0.001</b>	<b>0.007</b>	<b>0.003</b>	<b>0.002</b>	<b>0.016</b>	<b>0.002</b>	<b>0.002</b>

Fieldwork : 26/02/2016 - 01/03/2016 (Week 08)  
 Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n/o/p/q

**Q.10\_03 How much you agree or disagree with the following statements. -  
 Makes sense to tell people about what is available in different ways including cross-promotion  
 Base: All Adults aged 16+ in UK**

	Total	COUNTRY			GOVERNMENT REGIONS											ETHNIC ORIGIN		
		England (a)	Scotland (b)	Wales (c)	North East (d)	North West (e)	Yorkshire and The Humber (f)	East Midlands (g)	West Midlands (h)	East of England (i)	London (j)	South East (k)	South West (l)	Wales (m)	Scotland (n)	Northern Ireland (o)	White (p)	Minority Ethnic (q)
Unweighted Base	2119	1775	180	104	82	240	184	148	177	200	253	316	175	104	180	60	1836	269
Weighted Base	2119	1785	180	106*	85*	233	185	157	175	208	258	316	168	106*	180	48*	1819	286
Completely disagree	(-3) 45 2%	35 2%	6 3%	4 3%	1 1%	1 *	9 5%ej	2 2%	3 2%	3 2%	1 *	11 3%ej	5 3%j	4 3%ej	6 3%ej	-	39 2%	6 2%
Disagree strongly	(-2) 38 2%	33 2%	1 1%	2 2%	5 6%efhj kn	3 1%	-	6 4%l	2 1%	4 2%	4 1%	4 1%	5 3%l	2 2%	1 1%	2 3%l	33 2%	5 2%
Disagree slightly	(-1) 57 3%	55 3%	1 1%	-	2 2%	12 5%imn	6 3%	8 5%imn	5 3%	2 1%	8 3%	8 2%	5 3%	-	1 1%	1 3%	52 3%	6 2%
Neither agree nor disagree	(0) 389 18%	333 19%	31 17%	17 16%	16 19%	49 21%hl	46 25%ghkl	24 15%	19 11%	44 21%hl	61 24%hl	54 17%	20 12%	17 16%	31 17%	7 16%	313 17%	72 25%p
Agree slightly	(+1) 557 26%	485 27%b	33 18%	29 28%	26 30%ln	64 27%ln	33 18%	57 36%ljno	62 35%ijn	60 29%ln	54 21%	89 28%ln	41 24%	29 28%	33 18%	10 20%	487 27%	66 23%
Agree strongly	(+2) 481 23%	393 22%	46 25%	28 27%	11 12%	55 24%l	29 16%	35 22%	39 22%	49 24%l	58 22%	80 25%df	38 23%	28 27%df	46 25%df	14 30%df	423 23%	58 20%
Completely agree	(+3) 371 18%	295 17%	40 22%	23 22%	14 16%	37 16%j	43 23%gij	19 12%	41 23%gij	25 12%	21 8%	56 18%j	39 23%gij	23 22%j	40 22%gij	13 27%gij	331 18%q	37 13%
<b>SUMMARY CODES</b>																		
DISAGREE	140 7%	123 7%	9 5%	6 6%	8 9%	16 7%	15 8%	17 11%j	10 6%	10 5%	12 5%	22 7%	14 8%	6 6%	9 5%	3 6%	123 7%	17 6%
AGREE	1410 67%	1172 66%	119 66%	81 77%a	50 59%	156 67%lj	105 57%	111 71%l	142 81%defij jkn	134 64%j	133 51%	224 71%dlj	117 70%l	81 77%dfij	119 66%j	37 77%dfj	1240 68%q	161 56%
Don't know	180 8%	156 9%c	21 12%c	2 2%	11 13%eohk mo	12 5%	19 10%ghkmo	6 4%	5 3%	20 10%ghm	52 20%efgh iklmo	16 5%	16 10%ghm	2 2%	21 12%eghkmo	1 2%	143 8%	37 13%p
<b>Average Score</b>	<b>1.220</b>	<b>1.185</b>	<b>1.398</b>	<b>1.354</b>	<b>0.994</b>	<b>1.190</b>	<b>1.133</b>	<b>1.039</b>	<b>1.434dg</b>	<b>1.139</b>	<b>1.045</b>	<b>1.230</b>	<b>1.349j</b>	<b>1.354</b>	<b>1.398gj</b>	<b>1.540dg</b>	<b>1.247q</b>	<b>1.033</b>
<b>Standard Deviation</b>	<b>1.354</b>	<b>1.341</b>	<b>1.440</b>	<b>1.410</b>	<b>1.436</b>	<b>1.237</b>	<b>1.568</b>	<b>1.322</b>	<b>1.271</b>	<b>1.243</b>	<b>1.172</b>	<b>1.383</b>	<b>1.477</b>	<b>1.410</b>	<b>1.440</b>	<b>1.308</b>	<b>1.356</b>	<b>1.332</b>
<b>Error Variance</b>	<b>0.001</b>	<b>0.001</b>	<b>0.013</b>	<b>0.020</b>	<b>0.029</b>	<b>0.007</b>	<b>0.015</b>	<b>0.012</b>	<b>0.009</b>	<b>0.008</b>	<b>0.007</b>	<b>0.006</b>	<b>0.014</b>	<b>0.020</b>	<b>0.013</b>	<b>0.029</b>	<b>0.001</b>	<b>0.008</b>

Fieldwork : 26/02/2016 - 01/03/2016 (Week 09)  
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f/g/h/i/j/k/l/m/n/o - p/q  
 \* small base

Q.10\_03 How much you agree or disagree with the following statements. -  
 Makes sense to tell people about what is available in different ways including cross-promotion  
 Base: All Adults aged 16+ in UK

	Total	PREFERRED FUNDING OPTION (Q3)				AWARE OF CROSS PROMOTION (Q8)		
		Current LF (a)	Lower LF (b)	Household levy (c)	Lower LF + subscription (d)	Current LF + subscription (e)	Yes (f)	No (g)
Unweighted Base	2119	628	541	237	279	167	1113	909
Weighted Base	2119	613	538	243	294	174	1155	872
Completely disagree (-3)	45 2%	14 2%	12 2%	7 3%	5 2%	1 -	21 2%	24 3%
Disagree strongly (-2)	38 2%	10 2%	8 1%	5 2%	8 3%e	-	20 2%	18 2%
Disagree slightly (-1)	57 3%	24 4%	11 2%	4 2%	10 4%	4 2%	25 2%	32 4%
Neither agree nor disagree (0)	389 18%	115 19%ce	104 19%ce	24 10%	46 16%	20 12%	119 10%	250 29%df
Agree slightly (+1)	557 26%	161 26%	149 28%	89 37%abe	88 30%	43 25%	360 31%g	193 22%
Agree strongly (+2)	481 23%	148 24%	117 22%	56 23%	80 27%	55 31%b	330 29%g	147 17%
Completely agree (+3)	371 18%	110 18%	100 19%	53 22%	47 16%	44 25%d	263 23%g	106 12%
<b>SUMMARY CODES</b>								
DISAGREE	140 7%	49 8%e	31 6%	15 6%	24 8%e	5 3%	66 6%	75 9%f
AGREE	1410 67%	420 68%	367 68%	198 81%abd	215 73%	141 81%ab	954 83%g	446 51%
Don't know	180 8%	29 5%	35 7%c	6 2%	10 3%	8 4%	16 1%	101 12%f
Average Score	1.220	1.201	1.236	1.374	1.216	1.663abcd	1.478g	0.861
Standard Deviation	1.354	1.374	1.342	1.337	1.324	1.112	1.276	1.389
Error Variance	0.001	0.003	0.004	0.008	0.007	0.008	0.001	0.002

**Q.10\_04 How much you agree or disagree with the following statements. -  
 BBC does too much cross promotion - it wastes air time which should be dedicated to programming  
 Base: All who have seen or heard any kind of cross promotion on the BBC**

	Total	GENDER		AGE				SOCIAL GRADE				INTERNET ACCESS		TV PLATFORM					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-54 (e)	55+ (f)	AB (g)	C1 (h)	C2 (i)	DE (j)	Any (k)	None (l)	Satellite (m)	Freeview (n)	IPTV (o)	Pay TV (p)	FTA (q)	
Unweighted Base	1113	555	558	166	143	325	479	260	332	206	315	987	126	415	453	73	619	496	
Weighted Base	1155	585	570	157	172	405	421	295	376	223	261	1055	100	448	439	77*	678	482	
Completely disagree	(-3)	151 13%	77 13%	75 13%	12 8%	20 12%	52 13%	67 16% <sup>c</sup>	46 16% <sup>j</sup>	45 12%	36 16% <sup>j</sup>	24 9%	137 13%	14 14%	70 16%	58 13%	13 17%	87 13%	66 14%
Disagree strongly	(-2)	235 20%	119 20%	116 20%	27 17%	42 25%	84 21%	81 19%	73 25% <sup>i</sup>	83 22% <sup>i</sup>	30 14%	49 19%	215 20%	20 20%	87 19%	87 20%	17 23%	140 21%	97 20%
Disagree slightly	(-1)	239 21%	111 19%	127 22%	32 21%	30 18%	90 22%	86 20%	58 20%	74 20%	56 25%	51 20%	222 21%	17 17%	92 21%	95 22%	16 21%	140 21%	103 18%
Neither agree nor disagree	(0)	244 21%	136 23%	108 19%	43 28% <sup>f</sup>	44 26% <sup>f</sup>	90 22% <sup>f</sup>	66 16%	62 21%	92 24%	38 17%	51 20%	232 22% <sup>i</sup>	12 12%	83 19%	81 18%	12 16%	151 22%	87 18%
Agree slightly	(+1)	136 12%	62 11%	74 13%	27 17% <sup>e</sup>	19 11%	42 10%	47 11%	26 9%	49 13%	24 11%	37 14% <sup>g</sup>	127 12%	8 8%	53 12%	59 13%	9 11%	72 11%	65 13%
Agree strongly	(+2)	63 5%	33 6%	31 5%	5 3%	8 5%	18 4%	33 8%	8 3%	17 4%	19 9% <sup>g</sup>	19 7% <sup>g</sup>	49 5%	14 14% <sup>k</sup>	28 6%	21 5%	5 6%	39 6%	24 5%
Completely agree	(+3)	64 6%	38 7%	26 5%	5 3%	5 3%	22 5%	32 8% <sup>d</sup>	18 6%	15 4%	12 5%	19 7%	54 5%	10 10% <sup>k</sup>	24 5%	30 7%	4 6%	37 5%	31 6%
<b>SUMMARY CODES</b>																			
DISAGREE	625 54%	308 53%	318 56%	72 46%	93 54%	227 56% <sup>c</sup>	234 56% <sup>c</sup>	177 60% <sup>j</sup>	202 54%	122 55%	124 48%	573 54%	52 52%	249 56%	240 55%	46 60%	366 54%	266 55%	
AGREE	263 23%	133 23%	131 23%	38 24%	32 18%	82 20%	112 27%	112 18%	81 22%	55 25%	75 29% <sup>gh</sup>	231 22%	33 33% <sup>k</sup>	105 23%	110 25%	18 23%	148 22%	120 25%	
Don't know	23 2%	8 1%	14 2%	4 3%	3 2%	6 1%	10 2%	10 1%	1 *	8 4% <sup>h</sup>	10 4% <sup>h</sup>	19 2%	4 4%	11 2%	8 2%	1 1%	14 2%	8 2%	
Average Score	-0.625	-0.589	-0.664	-0.453	-0.756	-0.682	-0.581	-0.846	-0.656	-0.588	-0.356 <sup>gh</sup>	-0.651	-0.353	-0.678	-0.582	-0.765	-0.629	-0.605	
Standard Deviation	1.646	1.676	1.616	1.442	1.503	1.604	1.805	1.632	1.555	1.726	1.696	1.611	1.979	1.694	1.694	1.722	1.636	1.690	
Error Variance	0.002	0.005	0.005	0.013	0.016	0.008	0.007	0.010	0.007	0.015	0.009	0.003	0.032	0.007	0.006	0.041	0.004	0.006	

Fieldwork : 26/02/2016 - 01/03/2016 (Week 09)  
 Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n/o/p/q  
 \* small base

**Q.10\_04 How much you agree or disagree with the following statements. - BBC does too much cross promotion - it wastes air time which should be dedicated to programming**  
**Base: All who have seen or heard any kind of cross promotion on the BBC**

	Total	COUNTRY			GOVERNMENT REGIONS												ETHNIC ORIGIN	
		England (a)	Scotland (b)	Wales (c)	North East (d)	North West (e)	Yorkshire and The Humber (f)	East Midlands (g)	West Midlands (h)	East of England (i)	London (j)	South East (k)	South West (l)	Wales (m)	Scotland (n)	Northern Ireland (o)	White (p)	Minority Ethnic (q)
Unweighted Base	1113	933	85	64	43	129	89	92	102	102	79	181	116	64	85	31	1033	75
Weighted Base	1155	967	90*	71*	48*	129	92*	104*	104*	105*	87*	184	113	71*	90*	26**	1074	76*
Completely disagree	(-3) 151 13%	122 13%	18 20%	8 11%	3 7%	14 11%	17 19%g]	8 8%	14 13%j	12 12%	3 4%	32 17%k]	18 16%l]	8 11%	18 20%g]	3 11%	141 13%	9 12%
Disagree strongly	(-2) 235 20%	192 20%	14 15%	20 28%	10 21%	33 26%l]	14 16%	17 16%	23 23%	15 14%	20 23%	33 18%	26 23%	20 28%l]	14 15%	9 35%	224 21%	11 15%
Disagree slightly	(-1) 239 21%	210 22%	12 13%	13 18%	16 34%fin	25 20%	10 11%	38 37%efhij kimm	19 18%	17 16%	17 19%	44 24%l]	24 21%	13 18%	12 13%	4 14%	222 21%	16 21%
Neither agree nor disagree	(0) 244 21%	206 21%	17 19%	17 25%	7 14%	28 22%	24 26%	16 16%	25 24%	25 24%	25 29%l]	38 21%	17 15%	17 25%	17 19%	3 12%	222 21%	19 25%
Agree slightly	(+1) 136 12%	111 11%	14 16%	7 9%	4 8%	11 9%	9 10%	15 15%	13 13%	21 20%ek	10 11%	17 9%	11 10%	7 9%	14 16%	4 15%	124 12%	11 14%
Agree strongly	(+2) 63 5%	50 5%	7 7%	3 4%	1 2%	8 6%	7 8%	4 4%	5 5%	6 6%	5 5%	10 4%	5 4%	3 4%	7 7%	3 12%	61 6%	2 3%
Completely agree	(+3) 64 6%	56 6%	5 5%	4 6%	6 13%g]	8 6%	10 11%g]	3 3%	4 4%	6 6%	1 2%	9 5%	8 7%	4 6%	5 5%	-	58 5%	5 7%
<b>SUMMARY CODES</b>																		
DISAGREE	625 54%	525 54%	44 49%	40 57%	30 62%l]	72 56%	41 45%	63 61%l]	56 54%	45 42%	40 46%	110 59%fl]	68 60%fl]	40 57%	44 49%	16 61%	588 55%	37 49%
AGREE	263 23%	217 22%	25 28%	13 19%	11 22%	27 21%	26 29%	22 21%	22 21%	34 32%k	16 19%	36 19%	24 21%	13 19%	25 28%	7 28%	243 23%	18 23%
Don't know	23 2%	19 2%	4 4%	-	1 2%	2 1%	-	3 3%	1 1%	2 2%	6 7%fhk	1 -	4 4%	-	4 4%k	-	20 2%	2 3%
<b>Average Score</b>	<b>-0.625</b>	<b>-0.614</b>	<b>-0.619</b>	<b>-0.725</b>	<b>-0.474</b>	<b>-0.635</b>	<b>-0.398</b>	<b>-0.650</b>	<b>-0.707</b>	<b>-0.313</b>	<b>-0.515</b>	<b>-0.778</b>	<b>-0.796</b>	<b>-0.725</b>	<b>-0.619</b>	<b>-0.781</b>	<b>-0.640</b>	<b>-0.498</b>
<b>Standard Deviation</b>	1.646	1.636	1.820	1.594	1.738	1.651	1.932	1.385	1.573	1.653	1.356	1.645	1.720	1.594	1.820	1.642	1.645	1.634
<b>Error Variance</b>	0.002	0.003	0.041	0.040	0.072	0.021	0.042	0.022	0.025	0.027	0.025	0.015	0.026	0.040	0.041	0.067	0.003	0.037

Fieldwork : 26/02/2016 - 01/03/2016 (Week 09)  
 Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g/h/i/j/k/l/m/n/o - p/q  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

**Q.10\_04 How much you agree or disagree with the following statements. - BBC does too much cross promotion - it wastes air time which should be dedicated to programming**  
**Base: All who have seen or heard any kind of cross promotion on the BBC**

	Total	PREFERRED FUNDING OPTION (Q3)				AWARE OF CROSS PROMOTION (Q8)		
		Current LF (a)	Lower LF (b)	Household levy (c)	Lower LF + subscription (d)	Current LF + subscription (e)	Yes (f)	No (g)
Unweighted Base	1113	380	264	140	168	94	1113	-
Weighted Base	1155	389	267	149	180	104*	1155	-**
Completely disagree (-3)	151 13%	53 14%	36 13%	26 17% <sup>d</sup>	13 7%	17 16% <sup>d</sup>	151 13%	-
Disagree strongly (-2)	235 20%	79 20%	45 17%	36 24%	45 25%	23 22%	235 20%	-
Disagree slightly (-1)	239 21%	88 23%	56 21%	28 19%	31 17%	29 28%	239 21%	-
Neither agree nor disagree (0)	244 21%	81 21%	55 21%	35 24%	39 22%	16 15%	244 21%	-
Agree slightly (+1)	136 12%	41 11%	30 11%	12 8%	32 18% <sup>ac</sup>	9 9%	136 12%	-
Agree strongly (+2)	63 5%	23 6%	16 6%	7 5%	7 4%	7 7%	63 5%	-
Completely agree (+3)	64 6%	21 5%	16 6%	4 2%	11 6%	2 2%	64 6%	-
<b>SUMMARY CODES</b>								
DISAGREE	625 54%	220 57%	137 51%	89 60%	90 50%	69 66% <sup>bd</sup>	625 54%	-
AGREE	263 23%	85 22%	62 23%	22 15%	50 28% <sup>c</sup>	19 18%	263 23%	-
Don't know	23 2%	2 1%	14 5% <sup>ad</sup>	2 2%	2 1%	1 1%	23 2%	-
<b>Average Score</b>	<b>-0.625</b>	<b>-0.663</b>	<b>-0.564<sup>c</sup></b>	<b>-0.953</b>	<b>-0.463<sup>ce</sup></b>	<b>-0.919</b>	<b>-0.625</b>	<b>-</b>
<b>Standard Deviation</b>	<b>1.646</b>	<b>1.638</b>	<b>1.678</b>	<b>1.528</b>	<b>1.602</b>	<b>1.541</b>	<b>1.646</b>	<b>-</b>
<b>Error Variance</b>	<b>0.002</b>	<b>0.007</b>	<b>0.011</b>	<b>0.017</b>	<b>0.015</b>	<b>0.026</b>	<b>0.002</b>	<b>-</b>

Fieldwork : 26/02/2016 - 01/03/2016 (Week 09)  
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

**Q.10\_05 How much you agree or disagree with the following statements. -  
Like hearing about BBC television programmes on the radio or radio programmes via the television as I learn about new programmes**  
Base: All who have seen or heard any kind of cross promotion on the BBC

	Total	GENDER		AGE				SOCIAL GRADE				INTERNET ACCESS		TV PLATFORM					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-54 (e)	55+ (f)	AB (g)	C1 (h)	C2 (i)	DE (j)	Any (k)	None (l)	Satellite (m)	Freeview (n)	IPTV (o)	Pay TV (p)	FTA (q)	
Unweighted Base	1113	555	558	166	143	325	479	260	332	206	315	987	126	415	453	73	619	496	
Weighted Base	1155	585	570	157	172	405	421	295	376	223	261	1055	100	448	439	77*	678	482	
Completely disagree	(-3)	34 3%	15 3%	19 3%	2 1%	4 2%	15 4%	13 3%	7 2%	8 2%	9 4%	10 4%	29 3%	5 5%	16 4%	15 3%	1 2%	20 3%	16 3%
Disagree strongly	(-2)	35 3%	17 3%	19 3%	7 4%e	7 4%e	3 1%	18 4%e	7 2%	9 2%	8 4%	12 5%	28 3%	7 7%k	11 2%	15 4%	3 4%	20 3%	17 4%
Disagree slightly	(-1)	57 5%	34 6%	23 4%	12 7%e	7 4%	13 3%	26 6%	14 5%	11 3%	15 7%	18 7%h	55 5%	3 3%	23 5%	21 5%	7 9%	33 5%	24 5%
Neither agree nor disagree	(0)	230 20%	130 22%	100 18%	40 26%f	45 26%f	81 20%	64 15%	45 15%	83 22%	39 17%	63 24%g	209 20%	20 20%	83 19%	89 20%	9 11%	134 20%	95 20%
Agree slightly	(+1)	300 26%	140 24%	161 28%	45 28%	42 24%	105 26%	109 26%	69 23%	108 29%	50 22%	73 28%	274 26%	27 27%	107 24%	121 28%	17 22%	170 25%	133 28%
Agree strongly	(+2)	276 24%	132 23%	143 25%	30 19%	41 24%	111 27%	95 22%	85 29%j	88 23%	55 25%	48 18%	258 24%	18 18%	111 25%	99 23%	26 33%	170 25%	110 23%
Completely agree	(+3)	205 18%	110 19%	95 17%	21 13%	23 14%	72 18%	90 21%c	68 23%j	65 17%	41 18%	32 12%	189 18%	16 16%	89 20%	72 16%	15 19%	125 18%	80 17%
<b>SUMMARY CODES</b>																			
DISAGREE	127 11%	66 11%	61 11%	20 13%	18 11%	32 8%	57 14%e	28 9%	28 7%	32 14%h	40 15%gh	112 11%	15 15%	50 11%	52 12%	11 15%	73 11%	57 12%	
AGREE	781 68%	382 65%	399 70%	95 60%	106 62%	287 71%c	293 70%c	222 75%j	261 69%j	146 65%	153 59%	720 68%	61 61%	307 68%	292 66%	57 74%	464 68%	322 67%	
Don't know	17 1%	7 1%	10 2%	2 1%	2 1%	5 1%	7 2%	-	5 1%	7 3%g	5 2%g	13 1%	4 4%k	8 2%	6 1%	-	7 1%	8 2%	
<b>Average Score</b>	<b>1.067</b>	<b>1.077</b>	<b>1.097</b>	<b>0.878</b>	<b>0.939</b>	<b>1.190c</b>	<b>1.126</b>	<b>1.334i</b>	<b>1.147j</b>	<b>1.037</b>	<b>0.757</b>	<b>1.110</b>	<b>0.834</b>	<b>1.141</b>	<b>1.008</b>	<b>1.220</b>	<b>1.118</b>	<b>1.025</b>	
<b>Standard Deviation</b>	<b>1.456</b>	<b>1.458</b>	<b>1.456</b>	<b>1.353</b>	<b>1.420</b>	<b>1.408</b>	<b>1.544</b>	<b>1.430</b>	<b>1.345</b>	<b>1.573</b>	<b>1.484</b>	<b>1.437</b>	<b>1.634</b>	<b>1.500</b>	<b>1.479</b>	<b>1.492</b>	<b>1.457</b>	<b>1.473</b>	
<b>Error Variance</b>	<b>0.002</b>	<b>0.004</b>	<b>0.004</b>	<b>0.011</b>	<b>0.014</b>	<b>0.006</b>	<b>0.005</b>	<b>0.008</b>	<b>0.006</b>	<b>0.012</b>	<b>0.007</b>	<b>0.002</b>	<b>0.022</b>	<b>0.006</b>	<b>0.005</b>	<b>0.030</b>	<b>0.003</b>	<b>0.004</b>	

Fieldwork : 26/02/2016 - 01/03/2016 (Week 09)  
Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n/o/p/q  
\* small base

**Q.10\_05 How much you agree or disagree with the following statements. - Like hearing about BBC television programmes on the radio or radio programmes via the television as I learn about new programmes**  
**Base: All who have seen or heard any kind of cross promotion on the BBC**

	Total	COUNTRY			GOVERNMENT REGIONS											ETHNIC ORIGIN		
		England (a)	Scotland (b)	Wales (c)	North East (d)	North West (e)	Yorkshire and The Humber (f)	East Midlands (g)	West Midlands (h)	East of England (i)	London (j)	South East (k)	South West (l)	Wales (m)	Scotland (n)	Northern Ireland (o)	White (p)	Minority Ethnic (q)
Unweighted Base	1113	933	85	64	43	129	89	92	102	102	79	181	116	64	85	31	1033	75
Weighted Base	1155	967	90*	71*	48*	129	92*	104*	104*	105*	87*	184	113	71*	90*	26**	1074	76*
Completely disagree	(-3) 34 3%	26 3%	6 7%a	1 1%	4 9%gj	4 3%	4 4%	- -	2 2%	1 1%	- -	8 5%	3 3%	1 1%	6 7%gj	1 3%	31 3%	2 3%
Disagree strongly	(-2) 35 3%	29 3%	2 2%	4 5%	2 4%	6 4%	4 4%	5 5%	1 1%	2 2%	1 2%	4 4%	4 4%	4 5%	2 2%	1 2%	34 3%	2 2%
Disagree slightly	(-1) 57 5%	46 5%	5 6%	5 7%	1 2%	6 4%	6 6%	2 2%	9 9%	6 6%	3 4%	7 4%	7 6%	5 7%	5 6%	1 5%	54 5%	3 4%
Neither agree nor disagree	(0) 230 20%	189 20%	17 19%	13 19%	9 19%	34 26%hl	20 22%	17 17%	14 13%	20 19%	20 23%	38 20%	17 15%	13 19%	17 19%	9 36%	216 20%	13 17%
Agree slightly	(+1) 300 26%	261 27%	22 25%	11 16%	14 29%l	26 20%	11 12%	40 38%elfkm	39 38%elfkl	37 35%elfm	25 29%l	44 24%l	27 24%l	11 16%	22 25%l	5 19%	276 26%	22 30%
Agree strongly	(+2) 276 24%	231 24%	17 19%	23 33%	8 17%	33 25%	24 26%	22 21%	22 21%	20 19%	22 25%	52 28%	29 26%	23 33%	17 19%	4 16%	254 24%	22 28%
Completely agree	(+3) 205 18%	173 18%	14 16%	13 18%	9 19%	22 17%	24 26%j	16 16%	17 16%	17 17%	10 12%	32 17%	24 22%	13 18%	14 16%	5 19%	192 18%	12 15%
<b>SUMMARY CODES</b>																		
DISAGREE	127 11%	102 11%	13 15%	9 13%	7 14%	15 12%	13 14%	8 7%	12 12%	10 9%	5 5%	19 10%	14 12%	9 13%	13 15%	3 10%	119 11%	7 9%
AGREE	781 68%	665 69%	54 60%	48 67%	32 65%	80 62%	58 63%	78 75%	78 75%n	75 71%	57 66%	127 69%	81 71%	48 67%	54 60%	14 54%	723 67%	56 73%
Don't know	17 1%	11 1%	5 6%a	1 1%	1 2%	- -	- -	1 1%	- -	1 1%	5 6%efhk	1 -	2 2%	1 1%	5 6%efhk	- -	16 2%	1 1%
<b>Average Score</b>	<b>1.087</b>	<b>1.106</b>	<b>0.857</b>	<b>1.177</b>	<b>0.869</b>	<b>1.000</b>	<b>1.140</b>	<b>1.165</b>	<b>1.119</b>	<b>1.107</b>	<b>1.142</b>	<b>1.109</b>	<b>1.207</b>	<b>1.177</b>	<b>0.857</b>	<b>0.890</b>	<b>1.085</b>	<b>1.164</b>
<b>Standard Deviation</b>	<b>1.456</b>	<b>1.436</b>	<b>1.646</b>	<b>1.480</b>	<b>1.735</b>	<b>1.492</b>	<b>1.678</b>	<b>1.252</b>	<b>1.323</b>	<b>1.301</b>	<b>1.153</b>	<b>1.496</b>	<b>1.510</b>	<b>1.480</b>	<b>1.646</b>	<b>1.490</b>	<b>1.458</b>	<b>1.372</b>
<b>Error Variance</b>	<b>0.002</b>	<b>0.002</b>	<b>0.034</b>	<b>0.035</b>	<b>0.072</b>	<b>0.017</b>	<b>0.032</b>	<b>0.017</b>	<b>0.017</b>	<b>0.017</b>	<b>0.018</b>	<b>0.012</b>	<b>0.020</b>	<b>0.035</b>	<b>0.034</b>	<b>0.072</b>	<b>0.002</b>	<b>0.025</b>

Fieldwork : 26/02/2016 - 01/03/2016 (Week 09)  
 Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g/h/i/j/k/l/m/n/o - p/q  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

**Q.10\_05 How much you agree or disagree with the following statements. -  
Like hearing about BBC television programmes on the radio or radio programmes via the television as I learn about new programmes**  
Base: All who have seen or heard any kind of cross promotion on the BBC

	Total	PREFERRED FUNDING OPTION (Q3)					AWARE OF CROSS PROMOTION (Q8)	
		Current LF (a)	Lower LF (b)	Household levy (c)	Lower LF + subscription (d)	Current LF + subscription (e)	Yes (f)	No (g)
Unweighted Base	1113	380	264	140	168	94	1113	-
Weighted Base	1155	389	267	149	180	104*	1155	**
Completely disagree	(-3)	34	7	6	6	-	34	-
		3%	3%	4%	3%	-	3%	-
Disagree strongly	(-2)	35	10	3	13	1	35	-
		3%	4%	2%	7%ac	1%	3%	-
Disagree slightly	(-1)	57	22	2	12	4	57	-
		5%	5%	2%	7%ac	4%	5%	-
Neither agree nor disagree	(0)	230	66	23	35	15	230	-
		20%	25%ac	15%	19%	15%	20%	-
Agree slightly	(+1)	300	100	39	62	20	300	-
		26%	23%	26%	34%be	19%	26%	-
Agree strongly	(+2)	276	101	36	32	33	276	-
		24%	24%	24%	18%	32%d	24%	-
Completely agree	(+3)	205	74	38	22	30	205	-
		18%	13%	25%bd	12%	29%bd	18%	-
<b>SUMMARY CODES</b>								
DISAGREE	127	41	32	11	30	6	127	-
		11%	12%	7%	17%ce	6%	11%	-
AGREE	781	275	162	113	115	83	781	-
		68%	61%	76%bd	64%	80%bd	68%	-
Don't know	17	3	8	2	-	-	17	-
		1%	3%ad	2%	-	-	1%	-
<b>Average Score</b>	<b>1.087</b>	<b>1.173bd</b>	<b>0.924</b>	<b>1.364bd</b>	<b>0.755</b>	<b>1.630abd</b>	<b>1.087</b>	<b>-</b>
<b>Standard Deviation</b>	<b>1.456</b>	<b>1.441</b>	<b>1.432</b>	<b>1.473</b>	<b>1.485</b>	<b>1.232</b>	<b>1.456</b>	<b>-</b>
<b>Error Variance</b>	<b>0.002</b>	<b>0.006</b>	<b>0.008</b>	<b>0.016</b>	<b>0.013</b>	<b>0.016</b>	<b>0.002</b>	<b>-</b>

Fieldwork : 26/02/2016 - 01/03/2016 (Week 09)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g

\* small base; \*\* very small base (under 30) ineligible for sig testing

**Q.10\_06 How much you agree or disagree with the following statements. -  
The BBC's cross promotion is pointless because it often tells me about programmes I don't want to watch or listen to  
Base: All who have seen or heard any kind of cross promotion on the BBC**

	Total	GENDER		AGE				SOCIAL GRADE				INTERNET ACCESS		TV PLATFORM					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-54 (e)	55+ (f)	AB (g)	C1 (h)	C2 (i)	DE (j)	Any (k)	None (l)	Satellite (m)	Freeview (n)	IPTV (o)	Pay TV (p)	FTA (q)	
Unweighted Base	1113	555	558	166	143	325	479	260	332	206	315	987	126	415	453	73	619	496	
Weighted Base	1155	585	570	157	172	405	421	295	376	223	261	1055	100	448	439	77*	678	482	
Completely disagree	(-3)	157 14%	78 13%	79 14%	13 8%	14 8%	61 15%cd	70 17%cd	49 16%	52 14%	26 12%	30 12%	137 13%	20 20%k	72 16%	52 12%	16 20%	99 15%	57 12%
Disagree strongly	(-2)	250 22%	122 21%	128 22%	25 16%	42 24%	84 21%	98 23%	86 29%hij	78 21%	44 20%	42 16%	229 22%	21 21%	100 22%	93 21%	18 23%	145 21%	106 22%
Disagree slightly	(-1)	248 21%	115 20%	133 23%	42 27%cd	28 16%	89 22%	88 21%	65 22%	89 24%	45 20%	50 19%	238 23%l	10 10%	93 21%	96 22%	14 19%	143 21%	107 22%
Neither agree nor disagree	(0)	236 20%	132 23%	104 18%	40 25%ef	56 32%ef	82 20%ef	58 14%	46 16%	91 24%g	45 20%	54 21%	222 21%	14 14%	84 19%	86 20%	15 20%	149 22%	90 19%
Agree slightly	(+1)	125 11%	62 11%	63 11%	16 10%	19 11%	44 11%	45 11%	23 8%	25 7%	36 16%gh	41 16%gh	111 11%	14 14%	47 11%	54 12%	6 7%	69 10%	58 12%
Agree strongly	(+2)	59 5%	31 5%	27 5%	9 6%	6 4%	16 4%	27 6%	7 3%	22 6%	10 4%	20 8%g	49 5%	10 10%k	22 5%	24 6%	5 7%	34 5%	26 5%
Completely agree	(+3)	63 5%	37 6%	25 4%	9 6%	5 3%	23 6%	25 6%	16 6%	15 4%	12 6%	19 7%	56 5%	7 7%	21 5%	27 6%	3 4%	33 5%	29 6%
<b>SUMMARY CODES</b>																			
DISAGREE	655 57%	315 54%	340 60%	80 51%	83 49%	235 59%	256 61%cd	199 67%hij	219 58%j	115 51%	122 47%	604 57%	51 51%	265 59%	241 55%	48 62%	386 57%	270 56%	
AGREE	246 21%	131 22%	116 20%	34 22%	31 18%	83 21%	98 23%	46 16%	62 16%	58 26%gh	80 31%gh	215 20%	31 31%k	90 20%	105 24%	14 18%	136 20%	113 23%	
Don't know	19 2%	6 1%	11 2%	3 2%	2 1%	5 1%	8 2%	4 1%	4 1%	5 2%	4 2%	14 1%	4 4%k	9 2%	6 1%	- -	7 1%	9 2%	
<b>Average Score</b>	<b>-0.693</b>	<b>-0.618</b>	<b>-0.772</b>	<b>-0.452</b>	<b>-0.618</b>	<b>-0.740</b>	<b>-0.768</b>	<b>-1.014</b>	<b>-0.778</b>	<b>-0.541</b>	<b>-0.334gh</b>	<b>-0.704</b>	<b>-0.581</b>	<b>-0.811</b>	<b>-0.592</b>	<b>-0.931</b>	<b>-0.733</b>	<b>-0.621</b>	
<b>Standard Deviation</b>	<b>1.636</b>	<b>1.671</b>	<b>1.596</b>	<b>1.535</b>	<b>1.429</b>	<b>1.641</b>	<b>1.740</b>	<b>1.601</b>	<b>1.553</b>	<b>1.632</b>	<b>1.719</b>	<b>1.605</b>	<b>1.948</b>	<b>1.636</b>	<b>1.652</b>	<b>1.672</b>	<b>1.618</b>	<b>1.649</b>	
<b>Error Variance</b>	<b>0.002</b>	<b>0.005</b>	<b>0.005</b>	<b>0.014</b>	<b>0.014</b>	<b>0.008</b>	<b>0.006</b>	<b>0.010</b>	<b>0.007</b>	<b>0.013</b>	<b>0.010</b>	<b>0.003</b>	<b>0.031</b>	<b>0.007</b>	<b>0.006</b>	<b>0.038</b>	<b>0.004</b>	<b>0.006</b>	

Fieldwork : 26/02/2016 - 01/03/2016 (Week 09)  
Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n/o/p/q  
\* small base

**Q.10\_06 How much you agree or disagree with the following statements. - The BBC's cross promotion is pointless because it often tells me about programmes I don't want to watch or listen to**  
**Base: All who have seen or heard any kind of cross promotion on the BBC**

	Total	COUNTRY			GOVERNMENT REGIONS											ETHNIC ORIGIN		
		England (a)	Scotland (b)	Wales (c)	North East (d)	North West (e)	Yorkshire and The Humber (f)	East Midlands (g)	West Midlands (h)	East of England (i)	London (j)	South East (k)	South West (l)	Wales (m)	Scotland (n)	Northern Ireland (o)	White (p)	Minority Ethnic (q)
Unweighted Base	1113	933	85	64	43	129	89	92	102	102	79	181	116	64	85	31	1033	75
Weighted Base	1155	967	90*	71*	48*	129	92*	104*	104*	105*	87*	184	113	71*	90*	26**	1074	76*
Completely disagree	(-3) 157 14%	132 14%	10 11%	9 13%	4 8%	16 13%	14 15%	8 8%	17 17%	18 17%	6 7%	30 17%j	19 17%j	9 13%	10 11%	5 21%	147 14%	10 13%
Disagree strongly	(-2) 250 22%	203 21%	17 19%	25 35%a	12 24%	38 29%il	18 19%	19 18%	26 25%	17 16%	18 21%	36 19%	19 17%	25 35%gkl	17 19%	5 19%	239 22%	11 14%
Disagree slightly	(-1) 248 21%	217 22%c	17 19%	7 10%	10 20%	18 14%	13 14%	40 39%defhjkimn	22 21%	26 25%am	16 19%	47 25%em	25 22%	7 10%	17 19%	6 24%	235 22%	13 17%
Neither agree nor disagree	(0) 236 20%	195 20%	24 27%	12 16%	12 26%	27 21%	26 28%g	12 12%	22 21%	17 16%	18 21%	37 20%	23 20%	12 16%	24 27%g	5 21%	215 20%	18 24%
Agree slightly	(+1) 125 11%	108 11%	5 5%	11 16%b	2 5%	13 10%l	2 3%	18 17%lkn	12 11%l	21 20%dkn	10 12%l	13 7%	17 15%ln	11 16%ln	5 5%	1 3%	115 11%	10 13%
Agree strongly	(+2) 59 5%	50 5%	4 4%	3 4%	1 2%	10 8%g	8 9%g	1 1%	3 3%	5 5%	9 10%ghk	6 3%	5 5%	3 4%	4 4%	2 9%	54 5%	4 6%
Completely agree	(+3) 63 5%	53 5%	7 7%	3 4%	7 14%ghijl	7 5%	11 12%hij	4 4%	3 2%	1 1%	2 2%	14 8%i	5 4%	3 4%	7 7%	1 3%	55 5%	6 8%
<b>SUMMARY CODES</b>																		
DISAGREE	655 57%	552 57%	45 50%	41 58%	25 52%	72 56%	44 49%	68 65%j	65 63%j	60 57%	40 47%	113 61%k	64 56%	41 58%	45 50%	17 64%	620 58%q	34 45%
AGREE	246 21%	210 22%	15 17%	17 24%	10 20%	30 23%	21 23%	23 22%	23 16%	27 26%	21 24%	34 18%	26 23%	17 24%	15 17%	4 15%	225 21%	21 27%
Don't know	19 2%	11 1%	6 7%a	1 1%	1 2%	-	-	-	1 1%	-	7 8%efghikl	-	1 1%	1 1%	6 7%efhikl	-	14 1%	3 4%p
<b>Average Score</b>	<b>-0.693</b>	<b>-0.683</b>	<b>-0.612</b>	<b>-0.838</b>	<b>-0.417</b>	<b>-0.682</b>	<b>-0.417h</b>	<b>-0.692</b>	<b>-0.974</b>	<b>-0.742</b>	<b>-0.465</b>	<b>-0.761</b>	<b>-0.709</b>	<b>-0.838</b>	<b>-0.612</b>	<b>-0.934</b>	<b>-0.720</b>	<b>-0.375</b>
<b>Standard Deviation</b>	<b>1.636</b>	<b>1.633</b>	<b>1.649</b>	<b>1.662</b>	<b>1.786</b>	<b>1.699</b>	<b>1.888</b>	<b>1.395</b>	<b>1.497</b>	<b>1.548</b>	<b>1.528</b>	<b>1.693</b>	<b>1.630</b>	<b>1.662</b>	<b>1.649</b>	<b>1.671</b>	<b>1.624</b>	<b>1.752</b>
<b>Error Variance</b>	<b>0.002</b>	<b>0.003</b>	<b>0.034</b>	<b>0.044</b>	<b>0.076</b>	<b>0.022</b>	<b>0.040</b>	<b>0.022</b>	<b>0.022</b>	<b>0.024</b>	<b>0.032</b>	<b>0.016</b>	<b>0.023</b>	<b>0.044</b>	<b>0.034</b>	<b>0.090</b>	<b>0.003</b>	<b>0.043</b>

Fieldwork : 26/02/2016 - 01/03/2016 (Week 09)  
 Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g/h/i/j/k/l/m/n/o - p/q  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

Q.10\_06 How much you agree or disagree with the following statements. -  
 The BBC's cross promotion is pointless because it often tells me about programmes I don't want to watch or listen to  
 Base: All who have seen or heard any kind of cross promotion on the BBC

	Total	PREFERRED FUNDING OPTION (Q3)				AWARE OF CROSS PROMOTION (Q8)		
		Current LF (a)	Lower LF (b)	Household levy (c)	Lower LF + subscription (d)	Current LF + subscription (e)	Yes (f)	No (g)
Unweighted Base	1113	380	264	140	168	94	1113	-
Weighted Base	1155	389	267	149	180	104*	1155	-**
Completely disagree	(-3) 157 14%	48 12%	38 14%	28 19% <sup>d</sup>	16 9%	16 16%	157 14%	-
Disagree strongly	(-2) 250 22%	93 24%	48 18%	38 26%	42 23%	25 24%	250 22%	-
Disagree slightly	(-1) 248 21%	96 25% <sup>b</sup>	46 17%	33 22%	31 17%	30 29% <sup>bd</sup>	248 21%	-
Neither agree nor disagree	(0) 236 20%	68 17%	68 25% <sup>ac</sup>	24 16%	42 23%	16 15%	236 20%	-
Agree slightly	(+1) 125 11%	43 11%	26 10%	13 9%	27 15%	11 10%	125 11%	-
Agree strongly	(+2) 59 5%	21 5%	14 5%	10 6%	8 4%	4 3%	59 5%	-
Completely agree	(+3) 63 5%	19 5%	19 7% <sup>c</sup>	2 1%	15 8% <sup>c</sup>	2 2%	63 5%	-
<b>SUMMARY CODES</b>								
DISAGREE	655 57%	236 61% <sup>bd</sup>	132 49%	99 66% <sup>bd</sup>	89 49%	71 69% <sup>bd</sup>	655 57%	-
AGREE	246 21%	82 21%	59 22%	25 17%	50 28% <sup>c</sup>	17 16%	246 21%	-
Don't know	18 2%	3 1%	8 3% <sup>ad</sup>	2 1%	-	-	18 2%	-
Average Score	-0.693	-0.734	-0.556 <sup>ce</sup>	-1.051	-0.425 <sup>ce</sup>	-1.004	-0.693	-
Standard Deviation	1.636	1.597	1.702	1.538	1.673	1.465	1.636	-
Error Variance	0.002	0.007	0.011	0.017	0.017	0.023	0.002	-

Fieldwork : 26/02/2016 - 01/03/2016 (Week 09)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

**Q. Break by Break**  
**Base: All Adults aged 16+ in UK**

	GENDER		AGE				SOCIAL GRADE				INTERNET ACCESS		TV PLATFORM					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-54 (e)	55+ (f)	AB (g)	C1 (h)	C2 (i)	DE (j)	Any (k)	None (l)	Satellite (m)	Freeview (n)	IPTV (o)	Pay TV (p)	FTA (q)
Unweighted Base	2119	1008	1111	318	330	588	883	363	572	422	762	1755	364	807	833	118	1176	894
Weighted Base	2119	1029	1090	298	372	709	740	409	645	438	627	1837	282	834	777	122	1235	836
<b>GENDER</b>																		
Male	1029	1029	-	151	182	353	344	203	311	235	280	914	115	410	360	55	595	391
	49%	100%b	-	51%	49%	50%	46%	50%	48%	54%j	45%	50%j	41%	49%	46%	45%	48%	47%
Female	1090	-	1090	147	191	356	396	206	334	203	347	924	166	424	417	67	640	445
	51%	-	100%a	49%	51%	50%	54%	50%	52%	46%	55%i	50%	59%k	51%	54%	55%	52%	53%
<b>AGE</b>																		
16-24	298	151	147	298	-	-	-	30	119	63	86	290	8	109	83	20	159	94
	14%	15%	13%	100%def	-	-	-	7%	19%gj	14%g	14%g	16%j	3%	13%	11%	17%	13%	11%
25-34	372	182	191	-	372	-	-	63	123	86	100	362	10	161	101	24	245	106
	18%	18%	17%	-	100%cef	-	-	15%	19%	20%	16%	20%j	4%	19%nq	13%	20%q	20%nq	13%
35-54	709	353	356	-	-	709	-	153	232	153	171	669	40	322	224	29	462	241
	33%	34%	33%	-	-	100%cdf	-	37%j	36%j	35%j	27%	36%j	14%	39%noq	29%	24%	37%noq	29%
55+	740	344	396	-	-	-	740	163	170	136	271	517	223	242	369	48	369	395
	35%	33%	36%	-	-	-	100%cde	40%hi	26%	31%	43%hi	28%	79%k	29%	48%mp	39%mp	30%	47%mp
<b>SOCIAL GRADE</b>																		
AB	409	203	206	30	63	153	163	409	-	-	-	391	18	174	145	29	253	161
	19%	20%	19%	10%	17%c	22%c	22%c	100%hij	-	-	-	21%j	6%	21%	19%	24%	21%	19%
C1	645	311	334	119	123	232	170	-	645	-	-	600	45	245	220	31	377	234
	30%	30%	31%	40%ef	33%f	33%f	23%	-	100%gj	-	-	33%j	16%	29%	28%	25%	30%	28%
C2	438	235	203	63	86	153	136	-	-	438	-	386	52	189	142	29	288	158
	21%	23%b	19%	21%	23%	22%	18%	-	-	100%ghj	-	21%	18%	23%n	18%	24%	23%nq	19%
DE	627	280	347	86	100	171	271	-	-	-	627	461	167	226	270	33	318	284
	30%	27%	32%a	29%	27%	24%	37%cde	-	-	-	100%ghi	25%	59%k	27%	35%mp	27%	26%	34%mp
<b>INTERNET ACCESS</b>																		
Any	1837	914	924	290	362	669	517	391	600	386	461	1837	-	771	600	119	1148	652
	87%	89%b	85%	97%ef	97%ef	94%f	70%	96%ij	93%ij	88%j	73%	100%j	-	92%nq	77%	97%nq	93%nq	78%
None	282	115	166	8	10	40	223	18	45	52	167	-	282	63	177	3	87	184
	13%	11%	15%a	3%	3%	6%cd	30%cde	4%	7%	12%gh	27%ghi	-	100%k	8%	23%mp	3%	7%	22%mp

Fieldwork : 26/02/2016 - 01/03/2016 (Week 08)  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n/o/p/q

**Q. Break by Break**  
**Base: All Adults aged 16+ in UK**

	Total	GENDER		AGE				SOCIAL GRADE				INTERNET ACCESS		TV PLATFORM				
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-54 (e)	55+ (f)	AB (g)	C1 (h)	C2 (i)	DE (j)	Any (k)	None (l)	Satellite (m)	Freeview (n)	IPTV (o)	Pay TV (p)	FTA (q)
Unweighted Base	2119	1008	1111	318	330	588	883	363	572	422	762	1755	364	807	833	118	1176	894
Weighted Base	2119	1029	1090	298	372	709	740	409	645	438	627	1837	282	834	777	122	1235	836
<b>TV PLATFORM</b>																		
Satellite	834	410	424	109	161	322	242	174	245	189	226	771	63	834	75	6	773	133
	39%	40%	39%	37%	43% <i>f</i>	45% <i>c</i> <i>f</i>	33%	43% <i>j</i>	38%	43% <i>j</i>	36%	42% <i>l</i>	22%	100% <i>n</i> <i>o</i> <i>p</i> <i>q</i>	10%	5%	63% <i>n</i> <i>o</i> <i>q</i>	16% <i>n</i> <i>o</i>
Freeview	777	360	417	83	101	224	369	145	220	142	270	600	177	75	777	11	103	777
	37%	35%	38%	28%	27%	32%	50% <i>c</i> <i>d</i> <i>e</i>	36%	34%	33%	43% <i>g</i> <i>h</i> <i>i</i>	33%	63% <i>k</i>	9%	100% <i>m</i> <i>o</i> <i>p</i> <i>q</i>	9%	8%	93% <i>m</i> <i>o</i> <i>p</i>
IPTV	122	55	67	20	24	29	48	29	31	29	33	119	3	6	11	122	122	13
	6%	5%	6%	7%	7%	4%	6%	7%	5%	7%	5%	6% <i>l</i>	1%	1%	100% <i>m</i> <i>n</i> <i>p</i> <i>q</i>	10% <i>m</i> <i>n</i> <i>q</i>	2%	
Pay TV	1235	595	640	159	245	462	369	253	377	288	318	1148	87	773	103	122	1235	107
	58%	58%	59%	54%	66% <i>c</i> <i>f</i>	65% <i>c</i> <i>f</i>	50%	62% <i>j</i>	58% <i>j</i>	66% <i>h</i> <i>j</i>	51%	62% <i>l</i>	31%	93% <i>n</i> <i>q</i>	13%	100% <i>m</i> <i>n</i> <i>q</i>	100% <i>m</i> <i>n</i> <i>q</i>	13%
FTA	836	391	445	94	106	241	395	161	234	158	284	652	184	133	777	13	107	836
	39%	38%	41%	31%	29%	34%	53% <i>c</i> <i>d</i> <i>e</i>	39%	36%	36%	45% <i>h</i> <i>i</i>	35%	65% <i>k</i>	16% <i>p</i>	100% <i>m</i> <i>o</i> <i>p</i>	11%	9%	100% <i>m</i> <i>o</i> <i>p</i>
<b>COUNTRY</b>																		
England	1785	872	913	246	313	594	632	360	550	354	522	1556	229	684	672	104	1044	719
	84%	85%	84%	83%	84%	84%	85%	88% <i>j</i>	85%	81%	83%	85%	81%	82%	87% <i>m</i>	85%	85%	86% <i>m</i>
Scotland	180	82	99	31	40	59	50	24	57	48	51	154	26	80	51	10	103	56
	9%	8%	9%	11% <i>f</i>	11% <i>f</i>	8%	7%	6%	9%	11% <i>g</i>	8%	8%	9%	10% <i>n</i> <i>q</i>	7%	8%	8%	7%
Wales	106	52	53	11	12	36	47	18	29	25	34	86	20	44	36	7	58	43
	5%	5%	5%	4%	3%	5%	6% <i>d</i>	4%	5%	6%	5%	5%	7%	5%	5%	6%	5%	5%
<b>GOVERNMENT REGIONS</b>																		
North East	85	39	46	15	18	24	29	21	22	16	27	73	13	34	26	3	62	27
	4%	4%	4%	5%	5%	3%	4%	5%	3%	4%	4%	4%	4%	4%	3%	3%	5%	3%
North West	233	119	114	30	36	77	90	37	62	43	90	192	40	98	112	12	135	115
	11%	12%	10%	10%	10%	11%	12%	9%	10%	10%	14% <i>g</i> <i>h</i> <i>i</i>	10%	14% <i>k</i>	12%	14% <i>p</i>	10%	11%	14%
Yorkshire and The Humber	185	90	95	23	33	50	78	44	41	39	60	157	28	61	63	17	114	69
	9%	9%	9%	8%	9%	7%	11% <i>e</i>	11% <i>h</i>	6%	9%	10% <i>h</i>	9%	10%	7%	8%	14% <i>m</i> <i>n</i>	9%	8%
East Midlands	157	77	80	19	23	51	64	29	46	38	45	135	22	51	66	16	90	69
	7%	8%	7%	6%	6%	7%	9%	7%	7%	9%	7%	7%	8%	6%	8%	13% <i>i</i> <i>m</i> <i>p</i>	7%	8%
West Midlands	175	92	84	32	33	51	60	35	50	37	53	151	25	68	56	4	108	59
	8%	9%	8%	11%	9%	7%	8%	9%	8%	9%	8%	8%	9%	8%	7%	3%	9%	7%

Fieldwork : 26/02/2016 - 01/03/2016 (Week 08)  
 Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n/o/p/q

**Q. Break by Break**  
**Base: All Adults aged 16+ in UK**

	Total	GENDER		AGE				SOCIAL GRADE				INTERNET ACCESS		TV PLATFORM				
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-54 (e)	55+ (f)	AB (g)	C1 (h)	C2 (i)	DE (j)	Any (k)	None (l)	Satellite (m)	Freeview (n)	IPTV (o)	Pay TV (p)	FTA (q)
Unweighted Base	2119	1008	1111	318	330	588	883	363	572	422	762	1755	364	807	833	118	1176	894
Weighted Base	2119	1029	1090	298	372	709	740	409	645	438	627	1837	282	834	777	122	1235	836
East of England	208	93	115	26	42	67	73	31	72	44	62	181	27	84	69	11	128	77
London	258	119	139	35	55	116	52	57	85	45	71	235	23	106	85	7	147	90
South East	316	161	155	47	56	112	100	74	122	52	67	292	24	118	123	21	173	131
South West	168	83	85	20	17	45	85	33	49	39	47	141	27	64	72	12	87	81
Wales	106	52	53	11	12	36	47	18	29	25	34	86	20	44	36	7	58	43
Scotland	180	82	99	31	40	59	50	24	57	48	51	154	26	80	51	10	103	56
Northern Ireland	48	23	25	9	7	21	11	7	9	12	21	42	6	26	17	1	31	17
<b>ETHNIC ORIGIN</b>																		
White	1819	865	954	240	301	574	704	359	535	386	539	1555	264	706	707	110	1054	763
Minority Ethnic	286	158	128	56	70	126	34	48	107	52	78	270	17	122	67	12	174	68
<b>PREFERRED FUNDING OPTION (Q3)</b>																		
Current LF	613	288	325	71	95	165	282	128	207	125	154	522	91	223	271	36	337	297
Lower LF	538	253	284	91	99	183	165	84	137	110	206	465	73	220	171	28	331	182
Household levy	243	128	115	31	35	94	84	58	78	46	61	218	25	106	83	12	154	89
Lower LF + subscription	294	151	143	38	62	127	66	61	94	66	72	271	23	129	91	19	185	96

Fieldwork : 26/02/2016 - 01/03/2016 (Week 08)  
 Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n/o/p/q

**Q. Break by Break**  
**Base: All Adults aged 16+ in UK**

	Total	GENDER		AGE				SOCIAL GRADE				INTERNET ACCESS		TV PLATFORM				
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-54 (e)	55+ (f)	AB (g)	C1 (h)	C2 (i)	DE (j)	Any (k)	None (l)	Satellite (m)	Freeview (n)	IPTV (o)	Pay TV (p)	FTA (q)
Unweighted Base	2119	1008	1111	318	330	588	883	363	572	422	762	1755	364	807	833	118	1176	894
Weighted Base	2119	1029	1090	298	372	709	740	409	645	438	627	1837	282	834	777	122	1235	836
Current LF + subscription	174	83	91	23	26	63	62	44	61	31	37	159	15	70	72	14	106	74
<b>AWARE OF CROSS PROMOTION (Q8)</b>	8%	8%	8%	8%	7%	9%	8%	11% <sub>j</sub>	9% <sub>j</sub>	7%	6%	9%	5%	8%	9%	12%	9%	9%
Yes	1155	585	570	157	172	405	421	295	376	223	261	1055	100	448	439	77	678	482
	54%	57%	52%	53%	46%	57% <sub>d</sub>	57% <sub>d</sub>	72% <sub>hij</sub>	58% <sub>ij</sub>	51% <sub>j</sub>	42%	57% <sub>kl</sub>	35%	54%	56%	63%	55%	58%
No	872	399	473	128	179	278	287	103	241	194	334	709	163	353	302	40	511	316
	41%	39%	43% <sub>ka</sub>	43%	48% <sub>klf</sub>	39%	39%	25%	37% <sub>g</sub>	44% <sub>gh</sub>	53% <sub>ghi</sub>	39%	58% <sub>kl</sub>	42%	39%	32%	41%	38%

**Q. Break by Break**  
**Base: All Adults aged 16+ in UK**

	Total	COUNTRY			GOVERNMENT REGIONS											ETHNIC ORIGIN		
		England (a)	Scotland (b)	Wales (c)	North East (d)	North West (e)	Yorkshire and The Humber (f)	East Midlands (g)	West Midlands (h)	East of England (i)	London (j)	South East (k)	South West (l)	Wales (m)	Scotland (n)	Northern Ireland (o)	White (p)	Minority Ethnic (q)
Unweighted Base	2119	1775	180	104	82	240	184	148	177	200	253	316	175	104	180	60	1836	269
Weighted Base	2119	1785	180	106*	85*	233	185	157	175	208	258	316	168	106*	180	48*	1819	286
<b>GENDER</b>																		
Male	1029	872	82	52	39	119	90	77	92	93	119	161	83	52	82	23	865	158
	49%	49%	45%	49%	46%	51%	49%	49%	52%	45%	46%	51%	49%	49%	45%	48%	48%	55% <sup>p</sup>
Female	1090	913	99	53	46	114	95	80	84	115	139	155	85	53	99	25	954	128
	51%	51%	55%	51%	54%	49%	51%	51%	48%	55%	54%	49%	51%	51%	55%	52%	52% <sup>q</sup>	45%
<b>AGE</b>																		
16-24	298	246	31	11	15	30	23	19	32	26	35	47	20	11	31	9	240	56
	14%	14%	17%	11%	18%	13%	12%	12%	18%	13%	13%	15%	12%	11%	17%	18%	13%	20% <sup>p</sup>
25-34	372	313	40	12	18	36	33	23	33	42	55	56	17	12	40	7	301	70
	18%	18%	22% <sup>c</sup>	12%	21% <sup>d</sup>	16%	18%	15%	19% <sup>d</sup>	20% <sup>d</sup>	21% <sup>d</sup>	18% <sup>d</sup>	10%	12%	22% <sup>d</sup>	15%	17%	25% <sup>p</sup>
35-54	709	594	59	36	24	77	50	51	51	67	116	112	45	36	59	21	574	126
	33%	33%	33%	34%	28%	33%	27%	33%	29%	32%	45% <sup>d</sup>	36% <sup>d</sup>	27%	34%	33%	44% <sup>d</sup>	32%	44% <sup>p</sup>
55+	740	632	50	47	29	90	78	64	60	73	52	100	85	47	50	11	704	34
	35%	35% <sup>b</sup>	28%	44% <sup>b</sup>	34% <sup>j</sup>	38% <sup>j</sup>	42% <sup>j</sup>	41% <sup>j</sup>	34% <sup>j</sup>	35% <sup>j</sup>	20%	32% <sup>j</sup>	51% <sup>d</sup>	44% <sup>j</sup>	28%	23%	39% <sup>q</sup>	12%
<b>SOCIAL GRADE</b>																		
AB	409	360	24	18	21	37	44	29	35	31	57	74	33	18	24	7	359	48
	19%	20% <sup>b</sup>	14%	17%	24% <sup>n</sup>	16%	24% <sup>e</sup>	18%	20%	15%	22% <sup>n</sup>	23% <sup>e</sup>	19%	17%	14%	14%	20%	17%
C1	645	550	57	29	22	62	41	46	50	72	85	122	49	29	57	9	535	107
	30%	31%	32%	28%	26%	27%	22%	29%	28%	35% <sup>f</sup>	33% <sup>f</sup>	39% <sup>d</sup>	29%	28%	32%	19%	29%	37% <sup>p</sup>
C2	438	354	48	25	16	43	39	38	37	44	45	52	39	25	48	12	386	52
	21%	20%	27% <sup>a</sup>	24%	18%	19%	21%	24%	21%	21%	18%	17%	23%	24%	27% <sup>j</sup>	24%	21%	18%
DE	627	522	51	34	27	90	60	45	53	62	71	67	47	34	51	21	539	78
	30%	29%	28%	32%	32%	39% <sup>j</sup>	33% <sup>k</sup>	28%	30% <sup>k</sup>	30% <sup>k</sup>	28%	21%	28%	32% <sup>k</sup>	28%	43% <sup>j</sup>	30%	27%

Fieldwork : 26/02/2016 - 01/03/2016 (Week 09)  
 Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g/h/i/j/k/l/m/n/o - p/q  
 \* small base

**Q. Break by Break**  
**Base: All Adults aged 16+ in UK**

	Total	COUNTRY			GOVERNMENT REGIONS											ETHNIC ORIGIN		
		England (a)	Scotland (b)	Wales (c)	North East (d)	North West (e)	Yorkshire and The Humber (f)	East Midlands (g)	West Midlands (h)	East of England (i)	London (j)	South East (k)	South West (l)	Wales (m)	Scotland (n)	Northern Ireland (o)	White (p)	Minority Ethnic (q)
Unweighted Base	2119	1775	180	104	82	240	184	148	177	200	253	316	175	104	180	60	1836	269
Weighted Base	2119	1785	180	106*	85*	233	185	157	175	208	258	316	168	106*	180	48*	1819	286
<b>INTERNET ACCESS</b>																		
Any	1837 87%	1556 87%	154 85%	86 81%	73 85%	192 83%	157 85%	135 86%	151 86%	181 87%	235 91%elm	292 92%eflg himn	141 84%	86 81%	154 85%	42 87%	1555 85%	270 94%p
None	282 13%	229 13%	26 15%	20 19%	13 15%	40 17%jk	28 15%k	22 14%k	25 14%k	27 13%	23 9%	24 8%	27 16%jk	20 19%k	26 15%k	6 13%	264 15%q	17 6%
<b>TV PLATFORM</b>																		
Satellite	834 39%	684 38%	80 44%	44 41%	34 39%	98 42%	61 33%	51 33%	68 39%	84 40%	106 41%	118 37%	64 38%	44 41%	80 44%fg	26 55%fghk l	706 39%	122 43%
Freeview	777 37%	672 38%b	51 28%	36 34%	26 31%	112 48%dfhijk mn	63 34%	66 42%n	56 32%	69 33%	85 33%	123 39%n	72 43%hjn	36 34%	51 28%	17 36%	707 39%q	67 23%
IPTV	122 6%	104 6%	10 6%	7 7%	3 4%	12 5%	17 9%hj	16 10%hj	4 2%	11 5%	7 3%	21 7%j	12 7%j	7 7%	10 6%	1 2%	110 6%	12 4%
Pay TV	1235 58%	1044 58%	103 57%	58 54%	62 72%egj kilmn	135 58%	114 62%	90 57%	108 62%	128 61%	147 57%	173 55%	87 52%	58 54%	103 57%	31 64%	1054 58%	174 61%
FTA	836 39%	719 40%b	56 31%	43 41%	27 32%	115 50%dfhijn	69 37%	69 44%n	59 34%	77 37%	90 35%	131 42%n	81 48%dhi jn	43 41%	56 31%	17 36%	763 42%q	68 24%
<b>COUNTRY</b>																		
England	1785 84%	1785 100%bc	-	-	85 100%mn	233 100%mno	185 100%mno	157 100%mno	175 100%mno	208 100%mn o	258 100%mn o	316 100%mn o	168 100%mn o	-	-	-	1493 82%	280 98%p
Scotland	180 9%	-	180 100%ac	-	-	-	-	-	-	-	-	-	-	-	180 100%defghi klmo	-	177 10%q	3 1%

Fieldwork : 26/02/2016 - 01/03/2016 (Week 09)  
 Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g/h/i/j/k/l/m/n/o - p/q  
 \* small base

**Q. Break by Break**  
**Base: All Adults aged 16+ in UK**

	Total	COUNTRY			GOVERNMENT REGIONS											ETHNIC ORIGIN		
		England (a)	Scotland (b)	Wales (c)	North East (d)	North West (e)	Yorkshire and The Humber (f)	East Midlands (g)	West Midlands (h)	East of England (i)	London (j)	South East (k)	South West (l)	Wales (m)	Scotland (n)	Northern Ireland (o)	White (p)	Minority Ethnic (q)
Unweighted Base	2119	1775	180	104	82	240	184	148	177	200	253	316	175	104	180	60	1836	269
Weighted Base	2119	1785	180	106*	85*	233	185	157	175	208	258	316	168	106*	180	48*	1819	286
Wales	106 5%	-	-	106	-	-	-	-	-	-	-	-	-	106	-	-	104	2
		-	-	100%ab	-	-	-	-	-	-	-	-	-	100%defghi jkno	-	-	6%q	1%
<b>GOVERNMENT REGIONS</b>																		
North East	85 4%	85	-	-	85	-	-	-	-	-	-	-	-	-	-	-	83	3
		5%bc	-	-	100%efgh ijklmno	-	-	-	-	-	-	-	-	-	-	-	5%q	1%
North West	233 11%	233	-	-	-	233	-	-	-	-	-	-	-	-	-	-	215	16
		13%bc	-	-	-	100%defghijk lmno	-	-	-	-	-	-	-	-	-	-	12%q	6%
Yorkshire and The Humber	185 9%	185	-	-	-	-	185	-	-	-	-	-	-	-	-	-	167	16
		10%bc	-	-	-	-	100%deahij klmno	-	-	-	-	-	-	-	-	-	9%	6%
East Midlands	157 7%	157	-	-	-	-	-	157	-	-	-	-	-	-	-	-	151	6
		9%bc	-	-	-	-	-	100%defhij klmno	-	-	-	-	-	-	-	-	8%q	2%
West Midlands	175 8%	175	-	-	-	-	-	-	175	-	-	-	-	-	-	-	149	26
		10%bc	-	-	-	-	-	-	100%defgi jklmno	-	-	-	-	-	-	-	8%	9%
East of England	208 10%	208	-	-	-	-	-	-	-	208	-	-	-	-	-	-	176	31
		12%bc	-	-	-	-	-	-	-	100%defg hijklmno	-	-	-	-	-	-	10%	11%
London	258 12%	258	-	-	-	-	-	-	-	-	258	-	-	-	-	-	134	119
		14%bc	-	-	-	-	-	-	-	-	100%defg hijklmno	-	-	-	-	-	7%	42%p
South East	316 15%	316	-	-	-	-	-	-	-	-	-	316	-	-	-	-	257	57
		18%bc	-	-	-	-	-	-	-	-	-	100%defg hijmno	-	-	-	-	14%	20%p
South West	168 8%	168	-	-	-	-	-	-	-	-	-	-	168	-	-	-	162	6
		9%bc	-	-	-	-	-	-	-	-	-	-	100%defg hijklmno	-	-	-	9%q	2%

Fieldwork : 26/02/2016 - 01/03/2016 (Week 09)  
 Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g/h/i/j/k/l/m/n/o - p/q  
 \* small base

**Q. Break by Break**  
**Base: All Adults aged 16+ in UK**

	Total	COUNTRY			GOVERNMENT REGIONS											ETHNIC ORIGIN		
		England (a)	Scotland (b)	Wales (c)	North East (d)	North West (e)	Yorkshire and The Humber (f)	East Midlands (g)	West Midlands (h)	East of England (i)	London (j)	South East (k)	South West (l)	Wales (m)	Scotland (n)	Northern Ireland (o)	White (p)	Minority Ethnic (q)
Unweighted Base	2119	1775	180	104	82	240	184	148	177	200	253	316	175	104	180	60	1836	269
Weighted Base	2119	1785	180	106*	85*	233	185	157	175	208	258	316	168	106*	180	48*	1819	286
Wales	106	-	-	106	-	-	-	-	-	-	-	-	-	106	-	-	104	2
5%	-	-	100%ab	-	-	-	-	-	-	-	-	-	-	100%defghi jkno	-	-	6%q	1%
Scotland	180	-	180	-	-	-	-	-	-	-	-	-	-	-	180	-	177	3
9%	-	100%ac	-	-	-	-	-	-	-	-	-	-	-	100%defghi jkmo	-	-	10%q	1%
Northern Ireland	48	-	-	-	-	-	-	-	-	-	-	-	-	-	-	48	45	2
2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100%defghi ijklmn	-	2%	1%
<b>ETHNIC ORIGIN</b>																		
White	1819	1493	177	104	83	215	167	151	149	176	134	257	162	104	177	45	1819	-
86%	84%	98%a	98%a	97%hij k	92%hijk	91%jkl	96%hijk	85%j	85%j	52%	81%j	96%fhi jk	98%efhij k	98%efhij k	94%jkl	100%q	-	-
Minority Ethnic	286	280	3	2	3	16	16	6	26	31	119	57	6	2	3	2	-	286
14%	16%bc	2%	2%	3%	7%n	9%mn	4%	15%degl mno	15%deg lmno	46%def ghiklm no	18%defg lmno	4%	2%	2%	5%	-	100%p	
<b>PREFERRED FUNDING OPTION (Q3)</b>																		
Current LF	613	516	53	38	28	69	60	49	50	56	38	114	52	38	53	5	562	49
29%	29%	30%	36%	33%jo	30%jo	33%jo	31%jo	29%jo	27%jo	15%	36%ijo	31%jo	36%jo	36%jo	30%jo	11%	31%q	17%
Lower LF	538	448	43	24	12	69	58	41	34	56	74	73	31	24	43	22	443	92
25%	25%	24%	23%	14%	30%dhl	32%dhl	26%d	19%	27%d	29%dhl	23%	18%	23%	24%	46%defg hijklmn	24%	32%p	
Household levy	243	202	18	14	9	17	8	16	37	17	31	38	29	14	18	9	209	31
11%	11%	10%	13%	11%f	7%	4%	10%f	21%efgij kn	8%	12%f	12%f	17%efi	13%f	10%f	19%efi	12%	11%	
Lower LF + subscription	294	246	30	11	11	38	17	25	26	36	41	34	18	11	30	6	254	40
14%	14%	17%	10%	13%	16%f	9%	16%	15%	17%f	16%	11%	11%	10%	17%f	13%	14%	14%	
Current LF + subscription	174	148	13	9	4	17	11	20	12	17	20	27	18	9	13	4	153	21
8%	8%	7%	9%	5%	7%	6%	12%	7%	8%	8%	9%	11%	9%	7%	8%	8%	7%	

Fieldwork : 26/02/2016 - 01/03/2016 (Week 09)  
 Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g/h/i/j/k/l/m/n/o - p/q  
 \* small base

**Q. Break by Break**  
**Base: All Adults aged 16+ in UK**

Total	COUNTRY			GOVERNMENT REGIONS											ETHNIC ORIGIN		
	England (a)	Scotland (b)	Wales (c)	North East (d)	North West (e)	Yorkshire and The Humber (f)	East Midlands (g)	West Midlands (h)	East of England (i)	London (j)	South East (k)	South West (l)	Wales (m)	Scotland (n)	Northern Ireland (o)	White (p)	Minority Ethnic (q)
Unweighted Base	1775	180	104	82	240	184	148	177	200	253	316	175	104	180	60	1836	269
Weighted Base	1785	180	106*	85*	233	185	157	175	208	258	316	168	106*	180	48*	1819	286
<b>AWARE OF CROSS PROMOTION (Q8)</b>																	
Yes	1155	90	71	48	129	92	104	104	105	87	184	113	71	90	26	1074	76
	54%	54%	50%	57% <sub>j</sub>	56% <sub>j</sub>	50% <sub>j</sub>	66% <sub>fijn</sub>	59% <sub>j</sub>	50% <sub>j</sub>	33%	58% <sub>j</sub>	68% <sub>efl jn</sub>	67% <sub>fijn</sub>	50% <sub>j</sub>	54% <sub>j</sub>	59% <sub>q</sub>	27%
No	872	80	34	30	95	89	51	67	88	150	121	45	34	80	21	674	190
	41%	41%	45%	35%	41% <sub>l</sub>	48% <sub>gklm</sub>	33%	38% <sub>l</sub>	42% <sub>l</sub>	58% <sub>def qhikm n</sub>	38% <sub>l</sub>	27%	32%	45% <sub>gl</sub>	44% <sub>l</sub>	37%	66% <sub>p</sub>

**Q. Break by Break**  
**Base: All Adults aged 16+ in UK**

	Total	PREFERRED FUNDING OPTION (Q3)				AWARE OF CROSS PROMOTION (Q8)		
		Current LF (a)	Lower LF (b)	Household levy (c)	Lower LF + subscription (d)	Current LF + subscription (e)	Yes (f)	No (g)
Unweighted Base	2119	628	541	237	279	167	1113	909
Weighted Base	2119	613	538	243	294	174	1155	872
<b>GENDER</b>								
Male	1029	288	253	128	151	83	585	399
	49%	47%	47%	53%	51%	47%	51%g	46%
Female	1090	325	284	115	143	91	570	473
	51%	53%	53%	47%	49%	53%	49%	54%f
<b>AGE</b>								
16-24	298	71	91	31	38	23	157	128
	14%	12%	17%a	13%	13%	13%	14%	15%
25-34	372	95	99	35	62	26	172	179
	18%	15%	18%	15%	21%	15%	15%	21%f
35-54	709	165	183	94	127	63	405	278
	33%	27%	34%a	39%a	43%ab	36%a	35%	32%
55+	740	282	165	84	66	62	421	287
	35%	46%bcde	31%d	34%d	22%	36%d	36%	33%
<b>SOCIAL GRADE</b>								
AB	409	128	84	58	61	44	295	103
	19%	21%b	16%	24%b	21%	26%b	26%g	12%
C1	645	207	137	78	94	61	376	241
	30%	34%b	26%	32%	32%	35%b	33%g	28%
C2	438	125	110	46	66	31	223	194
	21%	20%	20%	19%	22%	18%	19%	22%
DE	627	154	206	61	72	37	261	334
	30%	25%	38%acde	25%	25%	21%	23%	38%f
<b>INTERNET ACCESS</b>								
Any	1837	522	465	218	271	159	1055	709
	87%	85%	86%	90%	92%ab	91%	91%g	81%

**Q. Break by Break**  
**Base: All Adults aged 16+ in UK**

	Total	PREFERRED FUNDING OPTION (Q3)				AWARE OF CROSS PROMOTION (Q8)		
		Current LF (a)	Lower LF (b)	Household levy (c)	Lower LF + subscription (d)	Current LF + subscription (e)	Yes (f)	No (g)
Unweighted Base	2119	628	541	237	279	167	1113	909
Weighted Base	2119	613	538	243	294	174	1155	872
None	282 13%	91 15% <sup>d</sup>	73 14% <sup>d</sup>	25 10%	23 8%	15 9%	100 9%	163 19% <sup>f</sup>
<b>TV PLATFORM</b>								
Satellite	834 39%	223 36%	220 41%	106 44%	129 44% <sup>a</sup>	70 40%	448 39%	353 41%
Freeview	777 37%	271 44% <sup>bcd</sup>	171 32%	83 34%	91 31%	72 41% <sup>bd</sup>	439 38%	302 35%
IPTV	122 6%	36 6%	28 5%	12 5%	19 6%	14 8%	77 7%	40 5%
Pay TV	1235 58%	337 55%	331 61% <sup>a</sup>	154 63% <sup>a</sup>	185 63% <sup>a</sup>	106 61%	678 59%	511 59%
FTA	836 39%	297 48% <sup>bcd</sup>	182 34%	89 36%	96 33%	74 43% <sup>d</sup>	482 42% <sup>g</sup>	316 36%
<b>COUNTRY</b>								
England	1785 84%	516 84%	448 83%	202 83%	246 84%	148 85%	967 84%	736 84%
Scotland	180 9%	53 9%	43 8%	18 7%	30 10%	13 7%	90 8%	80 9%
Wales	106 5%	38 6%	24 5%	14 6%	11 4%	9 5%	71 6% <sup>g</sup>	34 4%
<b>GOVERNMENT REGIONS</b>								
North East	85 4%	28 5% <sup>b</sup>	12 2%	9 4%	11 4%	4 3%	48 4%	30 3%
North West	233 11%	69 11%	69 13% <sup>c</sup>	17 7%	38 13% <sup>c</sup>	17 10%	129 11%	95 11%
Yorkshire and The Humber	185 9%	60 10% <sup>c</sup>	58 11% <sup>cd</sup>	8 3%	17 6%	11 6%	92 8%	89 10%

**Q. Break by Break**  
**Base: All Adults aged 16+ in UK**

	Total	PREFERRED FUNDING OPTION (Q3)				AWARE OF CROSS PROMOTION (Q8)		
		Current LF (a)	Lower LF (b)	Household levy (c)	Lower LF + subscription (d)	Current LF + subscription (e)	Yes (f)	No (g)
Unweighted Base	2119	628	541	237	279	167	1113	909
Weighted Base	2119	613	538	243	294	174	1155	872
East Midlands	157 7%	49 8%	41 8%	16 6%	25 8%	20 11%	104 9%g	51 6%
West Midlands	175 8%	50 8%	34 6%	37 15%abde	26 9%	12 7%	104 9%	67 8%
East of England	208 10%	56 9%	56 10%	17 7%	36 12%	17 10%	105 9%	88 10%
London	258 12%	38 6%	74 14%a	31 13%a	41 14%a	20 11%a	87 7%	150 17%f
South East	316 15%	114 19%bd	73 14%	38 16%	34 12%	27 16%	184 16%	121 14%
South West	168 8%	52 9%	31 6%	29 12%bd	18 6%	18 11%b	113 10%g	45 5%
Wales	106 5%	38 6%	24 5%	14 6%	11 4%	9 5%	71 6%g	34 4%
Scotland	180 9%	53 9%	43 8%	18 7%	30 10%	13 7%	90 8%	80 9%
Northern Ireland	48 2%	5 1%	22 4%a	9 4%a	9 2%	4 2%	26 2%	21 2%
<b>ETHNIC ORIGIN</b>								
White	1819 86%	562 92%bcd	443 82%	209 86%	254 86%	153 88%	1074 93%g	674 77%
Minority Ethnic	286 14%	49 8%	92 17%a	31 13%a	40 13%a	21 12%	76 7%	190 22%f
<b>PREFERRED FUNDING OPTION (Q3)</b>								
Current LF	613 29%	613 100%bcde	-	-	-	-	389 34%g	210 24%
Lower LF	538 25%	-	538 100%acde	-	-	-	267 23%	261 30%f

**Q. Break by Break**  
**Base: All Adults aged 16+ in UK**

	Total	PREFERRED FUNDING OPTION (Q3)				AWARE OF CROSS PROMOTION (Q8)		
		Current LF (a)	Lower LF (b)	Household levy (c)	Lower LF + subscription (d)	Current LF + subscription (e)	Yes (f)	No (g)
Unweighted Base	2119	628	541	237	279	167	1113	909
Weighted Base	2119	613	538	243	294	174	1155	872
Household levy	243	-	-	243	-	-	149	90
	17%	-	-	100%abde	-	-	13%	10%
Lower LF + subscription	294	-	-	-	294	-	180	111
	14%	-	-	-	100%abce	-	16%	13%
Current LF + subscription	174	-	-	-	-	174	104	67
	8%	-	-	-	-	100%abcd	9%	8%
<b>AWARE OF CROSS PROMOTION (Q8)</b>								
Yes	1155	389	267	149	180	104	1155	-
	54%	63%b	50%	61%b	61%b	60%b	100%g	-
No	872	210	261	90	111	67	-	872
	41%	34%	49%acde	37%	38%	39%	-	100%d