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# Appendices

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## Statistical Reliability

It should be remembered that a sample, not all members of the public, took part in this survey. Consequently, all results are subject to margins of error, which means that not all differences are statistically significant.

The sample tolerances that apply to the percentage results in this report are given in the table below. This table shows the possible variation that might be anticipated because a sample, rather than the entire population, was interviewed. As indicated, sampling tolerances vary with the size of the sample and the size of the percentage results.

<b>Approximate sampling tolerances applicable to percentages at or near these levels</b>			
	<b>10% or 90%</b>	<b>30% or 70%</b>	<b>50%</b>
<i>Base:</i>	<b>±</b>	<b>±</b>	<b>±</b>
<b>Size of sample on which survey result is based</b>			
100	6	9	10
200	4	6	7
500	3	4	4
1,000	2	3	3
2,000	1	2	2

*Source: MORI*

For example, on a question where 50% of the people in a sample of 2,000 respond with a particular answer, the chances are 95 in 100 that this result would not vary more than two percentage points, plus or minus, from a complete coverage of the entire population using the same procedures. But on a question where 50% of the people in a sample of 200 respond with a particular answer, the chances are 95 in 100 that this result would not vary more than seven percentage points, from the 'true' population value.

Tolerances are also involved in the **comparison of results** from different parts of the sample. A difference, in other words, must be of at least a certain size to be considered statistically significant. The following table is a guide to the sampling tolerances applicable to comparisons.

<b>Differences required for significance at or near these percentages</b>			
	<b>10% or 90%</b>	<b>30% or 70%</b>	<b>50%</b>
<i>Base:</i>			
<b>Size of sample on which survey result is based</b>			
100 and 100	8	13	14
250 and 250	5	8	9
500 and 100	6	10	11
500 and 500	4	6	6
1,000 and 500	3	5	5
1,000 and 1,000	3	4	4
2,000 and 500	3	4	5
2,000 and 2,000	2	3	3

*Source: MORI*

## Social Class Definitions

- A Professionals such as doctors, surgeons or dentists; chartered people like architects; fully qualified people with a large degree of responsibility such as senior editors, senior civil servants, town clerks, senior business executives and managers, and high ranking grades of the Services.
- B People with very responsible jobs such as university lecturers, matrons of hospitals, heads of local government departments; middle management in business; qualified scientists, bank managers, and upper grades of the Services, police inspectors.
- C1 All others doing non-manual jobs: nurses, technicians, pharmacists, salesmen, publicans, people in clerical positions and middle ranks of the Services, police sergeants.
- C2 Skilled manual workers/craftsmen who have served apprenticeships; foremen, manual workers with special qualifications such as long distance lorry drivers, security officers and lower grades of Services, police constables.
- D Semi-skilled and unskilled manual workers, including labourers and mates of occupations in the C2 grade and serving apprenticeships; machine minders, farm labourers, bus and railway conductors, laboratory assistants, postmen, waiter/waitress, door-to-door and van salesmen.
- E Those of lowest levels of subsistence including pensioners, casual workers, the unemployed and other with minimum levels of income.

## Sample Profile

Sample Profile				
	Unweighted		Weighted	
	<i>n</i>	%	<i>n</i>	%
<b>Age</b>				
16-30	402	19	494	24
31-45	604	29	579	28
46-60	501	24	481	23
61+	561	27	514	25
<b>Sex</b>				
Male	979	47	993	48
Female	1089	53	1075	52
<b>Work Status</b>				
Working	1080	52	1220	59
Not working	988	48	848	41
<b>COI Region</b>				
North West	251	12	236	11
North East	265	13	263	13
Midlands	258	13	522	25
South East	257	12	534	26
South West	259	13	176	9
Scotland	268	13	180	9
Wales	251	12	101	5
Northern Ireland	259	12	56	3
<b>Social Class</b>				
AB	461	22	519	25
C1	588	28	609	29
C2	431	21	446	22
DE	581	28	487	24
<b>Access to multi-Channel television</b>				
Yes	1239	60	1234	60
No	807	39	806	39
Not sure	22	1	28	1

*Source: MORI*

<b>Sample Profile</b>											
	Total	North West	North East	Mid-lands	South East	South West	Scotland	Wales	N. Ireland	Young Black	Young Asian
<i>Weighted total</i>	2068	236	263	522	534	176	180	101	56	202	217
	%	%	%	%	%	%	%	%	%	%	%
<b>Age</b>											
16-30	24	31	22	20	25	18	26	26	36	100	100
31-45	28	31	30	29	25	29	28	26	27	-	-
46-60	23	19	25	26	23	22	22	21	20	-	-
61+	25	19	23	24	27	31	24	27	17	-	-
<b>Sex</b>											
Male	48	49	49	46	51	43	48	53	48	47	53
Female	52	51	51	54	49	57	52	47	52	52	47
<b>Work Status</b>											
Working	59	58	60	63	61	56	53	49	52	53	51
Not working	41	42	40	37	39	44	47	51	48	47	49
<b>Social Class</b>											
AB	25	24	21	25	34	24	17	16	16	7	14
C1	29	27	31	30	30	32	26	27	29	31	28
C2	22	21	23	24	19	25	17	25	16	16	19
DE	24	28	25	20	17	19	40	32	38	44	38
<b>Access to multi-Channel television</b>											
Yes	60	63	67	57	56	57	59	75	49	53	71
No	39	37	33	42	41	41	40	24	49	43	27
Not sure	1	0	0	*	1	0	*	1	0	1	*

*Source: MORI*

<b>Sample Profile</b>			
	Total	Have access to multi- channel	Do not have access to multi- channel
Weighted base:	2068	1234	806
	%	%	%
<b>Age</b>			
16-30	24	26	22
31-45	28	33	21
46-60	23	24	22
61+	25	18	35
<b>Sex</b>			
Male	48	49	45
Female	52	51	55
<b>Work Status</b>			
Working	59	63	52
Not working	41	37	48
<b>COI Region</b>			
North West	11	12	11
North East	13	14	11
Midlands	25	24	27
South East	26	24	27
South West	9	8	9
Scotland	9	9	9
Wales	5	6	3
Northern Ireland	3	2	3
<b>Social Class</b>			
AB	25	26	24
C1	29	30	29
C2	22	24	18
DE	24	20	29

Source: MORI

## Viewing and listening profile

### Access to multi-channel television

Three in five (60%) say they have access to multi-channel television. Those aged 61+, in the DE social group, and young black people are less likely to have multi-channel access, whereas young people of Asian origin, those aged 31 to 45, C2s and those with young children are more likely.

<b>Access to multi-channel television</b>											
	Total	16-30	31-45	46-60	61+	AB	C1	C2	DE	Young Black	Young Asian
<i>Unweighted base</i>	2,068	402	604	501	561	461	588	431	581	195	210
	%	%	%	%	%	%	%	%	%	%	%
Access to Multi-channel TV	60	64	69	61	44	61	60	67	51	53	71

*Source: MORI*

Just over half (53%) of those with access to multi-channel television receive it via a satellite dish. Twenty-five per cent receive it via Freeview or a digibox and 24% have cable. As would be expected, penetration of satellite is highest in rural areas, and cable highest in urban areas. Penetration of freeview/digibox is almost equal in rural and mixed areas and slightly lower in urban areas.

## Television consumption

The amount of television watched in a day ranges from less than one hour to over five. Those aged 61+, DEs, and those who live in Scotland, Wales and the North West are the heaviest viewers. Young people of Asian origin and those who live in the South East are relatively light viewers.

For reporting purposes, the weight of television watching has been split as follows: those who watch television for an hour or less are considered “light viewers”, those who watch for more than one hour up to about three hours are considered “medium viewers” and those who watch television for four hours or more are considered “heavy viewers”.

<b>Television Consumption</b>											
	Total	16-30	31-45	46-60	61+	AB	C1	C2	DE	Young Black	Young Asian
<i>Unweighted base</i>	2,068 %	402 %	604 %	501 %	561 %	461 %	588 %	431 %	581 %	195 %	210 %
Light (1 hour or less per day)	15	14	17	19	8	26	14	9	9	15	21
Medium (2-3 hours per day)	45	49	52	44	35	46	54	47	32	50	51
Light (4 or more hours per day)	39	36	29	36	55	25	31	43	59	33	26

*Source: MORI*

<b>Television Consumption</b>										
	Total	North West	North East	Mid-lands	South East	South West	Scot-land	Wales	N. Ire-land	
<i>Unweighted base</i>	2068 %	251 %	265 %	258 %	257 %	259 %	268 %	251 %	259 %	
Light (1 hour or less per day)	15	13	11	17	18	15	10	8	13	
Medium (2-3 hours per day)	45	40	45	49	48	49	37	38	44	
Light (4 or more hours per day)	39	47	44	34	31	35	53	53	41	

*Source: MORI*

## Radio Consumption

Just over three-quarters (76%) ever listen to the radio. Young black people are the least likely group to ever listen, with 51% doing so. 63% of young people of Asian origin listen to the radio. Those in the DE social group are less likely than ABs, C1s or C2s to be radio listeners.

<b>Radio Consumption</b>											
	Total	16-30	31-45	46-60	61+	AB	C1	C2	DE	Young Black	Young Asian
<i>Unweighted base</i>	2,068	402	604	501	561	461	588	431	581	195	210
	%	%	%	%	%	%	%	%	%	%	%
Never	23	29	19	17	28	14	19	21	39	46	36
Light (less than 1 hour per day)	19	19	23	17	15	22	20	21	11	12	20
Medium (1-2 hours per day)	30	30	30	32	27	37	34	23	23	13	24
Light (3 or more hours per day)	28	21	28	34	30	26	26	35	27	26	19

*Source: MORI*

<b>Radio Consumption</b>										
	Total	North West	North East	Mid-lands	South East	South West	Scot-land	Wales	N. Ire-land	
<i>Unweighted base</i>	2068	251	265	258	257	259	268	251	259	
	%	%	%	%	%	%	%	%	%	
Never	23	26	20	23	21	23	31	20	22	
Light (less than 1 hour per day)	19	17	22	18	18	18	15	21	19	
Medium (1-2 hours per day)	30	24	29	30	34	28	25	28	34	
Light (3 or more hours per day)	28	32	27	28	26	31	28	31	25	

*Source: MORI*

## Access to the Internet

60% of the population has access to the Internet, either at home, in their workplace or elsewhere. Those aged 16 to 45, (73% of this group), ABC1s (77%) and those with multi-channel television access (68%) are the most likely groups to have Internet access. Internet access is lowest in Northern Ireland (44%), Wales (54%) and Scotland (55%).

<b>Internet access</b>											
	Total	16-30	31-45	46-60	61+	AB	C1	C2	DE	Young Black	Young Asian
<i>Unweighted base</i>	2,068	402	604	501	561	461	588	431	581	195	210
	%	%	%	%	%	%	%	%	%	%	%
Have access to the Internet	60	72	74	64	30	83	72	52	30	57	57
Do not have access to the Internet	40	18	16	36	70	17	18	48	70	43	43

*Source: MORI*

<b>Internet access</b>										
	Total	North West	North East	Mid-lands	South East	South West	Scot-land	Wales	N. Ire-land	
<i>Unweighted base</i>	2068	251	265	258	257	259	268	251	259	
	%	%	%	%	%	%	%	%	%	
Have access to the Internet	60	61	65	59	65	58	55	54	44	
Do not have access to the Internet	40	39	35	41	35	42	45	46	56	

*Source: MORI*

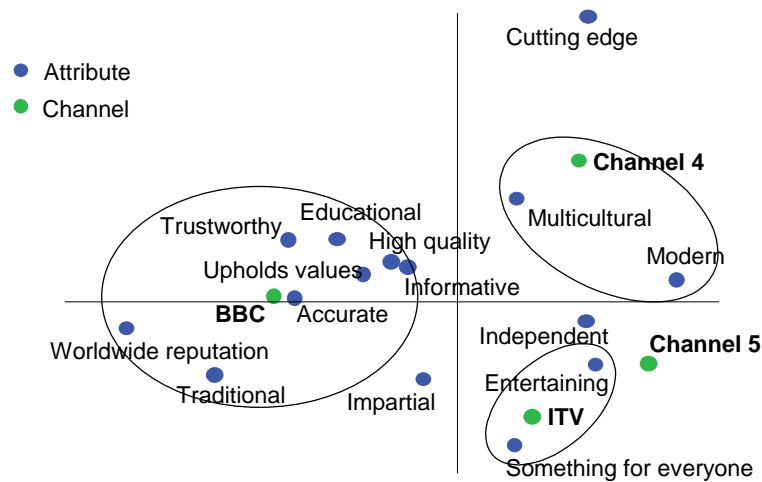
## Perceptual Maps

### Relative image of the four terrestrial channels

The perceptual map below shows the relative strengths of each of the four channels. The advantage of this type of analysis is that it shows relative (not absolute) strengths. In other words, it illustrates what is distinct about each broadcaster relative to the others. The BBC can be seen to occupy a unique sector of the map, being rated more highly than the other channels on several attributes. The BBC is distinct from other channels on accuracy, worldwide reputation, being traditional, upholding social values, being trustworthy, informative, educational and informative.

### Perceptual map – Channel image

Q Which of these descriptions applies to.....?



Base: All respondents

Source: MORI

The BBC, ITV and Channel 4 are all rated almost equally on independence, hence this attribute's middle position. ITV's greatest strength is being entertaining. Channel 4 is seen as being more cutting-edge, multi-cultural and modern.

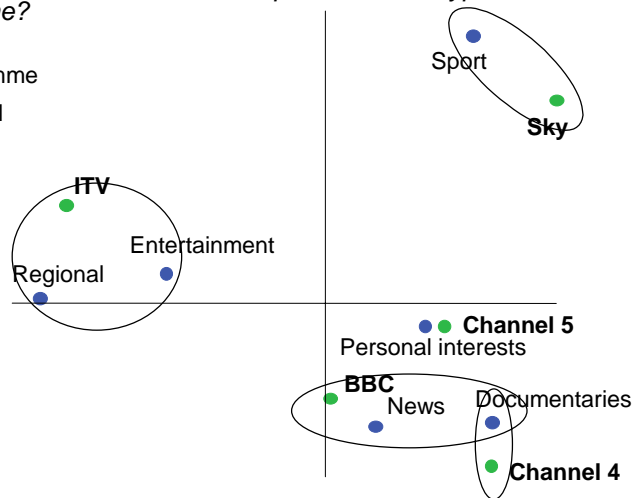
## Comparative attitudes to different genres

The perceptual map below shows that the BBC is particularly strong (relative to other broadcasters) on providing the best news and documentaries, ITV is most strongly associated with providing good regional information and entertainment programmes, and Sky is best for sports programmes.

### Perceptual map – Best programmes

Q Which of these broadcasters best provides each type of television programme?

- Programme
- Channel



Base: All respondents

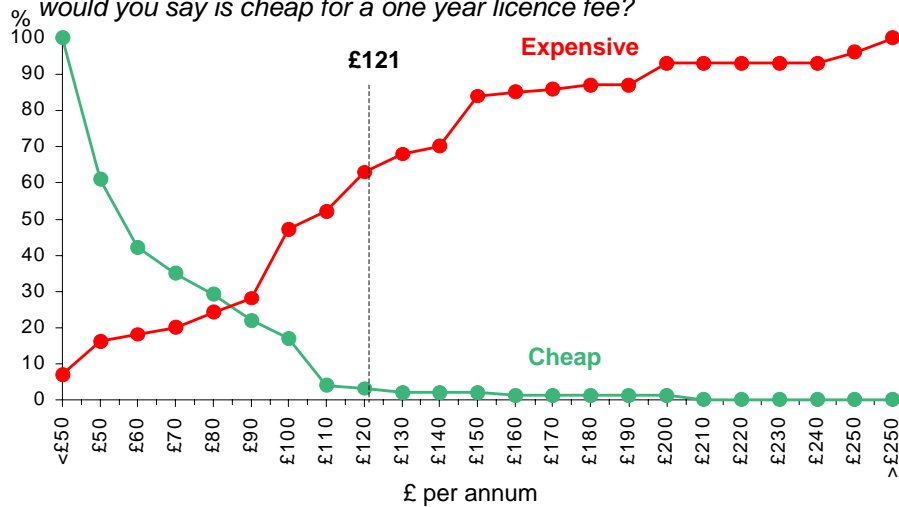
Source: MORI

## Pricing Analysis

Respondents were asked above which price they thought was “expensive” and below which price they thought was “cheap” for a television licence. The chart below shows that the current fee of £121 is considered to be expensive by more people than think this amount cheap.

### Pricing analysis

Q Above which amount would you say is expensive/below which amount would you say is cheap for a one year licence fee?



Base: All respondents giving an answer to each question (1,871)

Source: MORI

## Identifying Typologies

Information collected in the survey was used to identify to what extent the population naturally groups into like-minded segments, who share similar attitudes towards the BBC. If we can identify who these different groups are, in terms of their demographic characteristics, this information can then be used to increase our understanding of what is having an impact on attitudes to people's views, and allow us to target particular clusters of the population.

A wide range of questions were selected to segment the population, including the image of the BBC, what people value about the BBC, attitudes towards the BBC's public services role, attitudes towards commercial services and funding issues, and views towards the governance and accountability of the BBC.

The analysis was conducted in three stages:

**1 Factor Analysis** This is a statistical data reduction tool that enables us to simplify the selected questions into thirteen manageable themes, by grouping together questions that are answered in similar ways. The 'factors' that emerged from this analysis were as follows:

- *Having a strong image of the BBC*
- *Being in favour of the licence fee and worried about the impact of advertising*
- *Thinking the BBC produces high quality programmes and fulfils a public service role*
- *Supporting the BBC's commercial activities*
- *Thinking the BBC listens to and takes account of its listeners and viewers*
- *Thinking the Government and Parliament has a lot of influence over the BBC*
- *Supporting pay-per-view, subscriptions and giving people the choice over whether to pay for BBC services*
- *Thinking that OFCOM, and not the BBC, should be responsible for holding the BBC to account when things go wrong*
- *Similarly, being in favour of an independent regulator or watchdog (unspecified) holding the BBC to account*
- *Opposing the idea of using sponsorship to pay for the BBC's programmes*
- *Valuing the BBC's independence and lack of bias*
- *Valuing the BBC's reliability and factual nature, and also supporting general taxation as a means of funding*
- *Appreciating the lack of advertising on the BBC*

**2 Segmentation Analysis** Using these thirteen themes, the sample was segmented and six typologies identified, according to their rating on these thirteen ‘factors’:

- ‘Licence fee supporters’
- ‘Commercial champions’
- ‘BBC Sceptics’
- ‘Believe the BBC’
- ‘Average ratings, pro-sponsorship’
- ‘Strong BBC brand’

**3 Profiling** Analysis of the demographic profile of each of these six segments provides a visual picture of each typology, as illustrated and described in the main report.

## **Ethnic minority and regional summaries**

The qualitative research indicated that the opinions of young black people and young people of Asian origin relating to the BBC differ from those of the population as a whole. There was also some evidence of regional differences in opinion. In order to further explore the existence of such differences in opinions it was necessary to ensure that sufficient numbers of people in each region and sufficient members of the two ethnic origin sub-groups were included in the survey. The main sample was split evenly across the eight UK regions. Boost samples of young black people and young people of Asian origin were also interviewed to bring the total number of each of these two groups to around 200.

### **Ethnic minorities**

As was found in the qualitative work, the views of young people of Asian origin and young black people do differ significantly from those of the population as a whole (and also from the views of the population aged 16-30 as a whole) on some points.

In this section the comparative figures shown in brackets are made between young black people/young people of Asian origin and the UK population as a whole.

## Young black people

This group is the least satisfied with the BBC and the least likely to watch BBC One. When they watch television, they watch chat shows more and film less than do other groups.

They are more likely than average to think that the BBC does not offer anything for people like themselves (53% as opposed to 60%), and that the BBC does not show enough of the type of programmes they want to watch (8% as opposed to 4%). They are less likely to think the BBC provides high quality programmes (57% as opposed to 76%), or the BBC is good at providing cultural diversity (50% as opposed to 63%). They are less likely to agree that the BBC does not take notice of the views of its viewers and listeners (46% vs 59%).

They are less in favour of paying for the BBC via the television licence fee (15% vs 34%) and less likely to think that the licence fee provides good value for money (22% vs 43%). They are less likely than average to miss the BBC if it was not there (42% vs 72%). They are more likely to think that the money raised from selling products and programmes should be used to reduce the licence fee (40% vs 30%).

## Young people of Asian origin

This group is the most likely to have access to multi-channel television (71% as opposed to 60% of the population as a whole). They are relatively light television viewers and watch films slightly more than do other groups. They are the least likely group to watch BBC Two (37% vs 77%).

They think that the BBC provides the best news coverage (65% vs 56%). They are more likely to think the BBC does not show enough of the types of programmes they want to watch (10% vs 4%) and are more likely to think the television licence fee does not provide very good value for money (53% vs 35%). They are more likely to think that money raised from selling programmes and products should be used to reduce the licence fee (43% vs 30%). They are less likely to think that the BBC does not take notice of the views of its viewers and listeners (50% vs 59%).

They are less in favour of paying for the BBC via the television licence fee

Just over a third (38%) of young people of Asian origin who listen to the radio listen to the BBC Asian network, slightly more than listen to BBC Radio 1 (32%, which in turn is higher than the national level of 27% who ever listen to BBC Radio 1).

## Regions

In this section the comparative figures shown in brackets are made between the region in question and the UK population as a whole.

### Wales

People living in Wales tend to have a stronger image of the BBC than do those living in Scotland or Northern Ireland. They have slightly higher levels of satisfaction with the BBC (81% vs 75%). They are relatively heavy television viewers and are twice as likely to watch BBC Wales than those living in Scotland are to watch BBC Scotland or those living in Northern Ireland are to watch BBC Northern Ireland. However, they spend relatively less of their television viewing time watching any BBC channel. They are more likely than average to say they would miss the BBC if it was not there (78% vs 72%).

They are more likely to think that the BBC produces high quality programmes, has strong regional programmes and has the best news coverage. They do not think that the BBC advertises its own products and services too much or is elitist. They are less likely to favour funding the BBC via the television licence fee (29% vs 34%). They are more likely to favour funding via advertising or sponsorship.

They are more likely than average to think that television and radio programmes, both in general and those provided by the BBC have improved over the years.

A quarter spontaneously mentioned BBC Radio Wales but more listen to BBC Radio 1 and BBC Radio 2 than to BBC Radio Wales.

### Scotland

People living in Scotland tend to be heavier television viewers than the population as a whole. They are more likely to be dissatisfied with the BBC than average (16% vs 12%) and the least likely group to value anything about the BBC (23% vs 13%). They are more likely than average to disagree that the BBC provides strong regional programmes (26% vs 19%) and more likely to agree that the BBC advertises its own programmes and services too much (41% vs 35%). They are more likely to agree that the BBC does not offer anything for people like them (20% vs 15%). They spend relatively less of their viewing time watching BBC programmes. A fifth ever watch BBC Scotland.

A quarter spontaneously mentioned BBC Radio Scotland. More people in Scotland listen to BBC Radio 1 (30%) and BBC Radio 2 (31%) than listen to BBC Radio Scotland (22%).

People living in Scotland are more likely than the population as a whole to think that the quality of television programmes in general and those produced by the BBC have improved over the years.

Sixty percent of those living in Scotland cannot think of any service, other than television and radio provided by the BBC, compared with 49% of the population as a whole. They are less likely to know how the BBC is run and are less likely to think that the BBC takes account of the opinions of its viewers and listeners.

They are more likely to resent having to pay the licence fee and are less likely to favour the television licence fee as a means of funding the BBC (27% vs 34%).

## **Northern Ireland**

Those living in Northern Ireland tend to have a less strong image of the BBC. They are less likely to agree that the BBC is distinct from other broadcasters (44% vs 55%). However they do think that the BBC provides strong regional programmes (71% vs 59%) and think it has good news coverage (64% vs 56%). They have an average level of satisfaction with the BBC.

People living in Northern Ireland are more likely to resent having to pay the television licence fee (20% vs 8%) and to think the BBC shows too many repeats (25% vs 12%) and too much sex, swearing or violence (9% vs 3%). People in Northern Ireland are less likely to be aware of other services provided by the BBC (60% vs 49% unaware).

Just over a fifth ever watch BBC Northern Ireland and just over a third listen to BBC Radio Ulster. Similarly to those in Scotland and Wales, they are more likely than average to think that television in general and programmes provided by the BBC have improved over time and are also more likely to think that the radio programmes provided by the BBC have improved.

They are less likely to think that the television licence represents good value for money (28% vs 43%). They are the most likely group to spontaneously mention having to pay the television licence fee as a dislike of the BBC (20% vs 8%) and are more likely to think that money raised by the BBC through selling its programmes and other products should be used to reduce the licence fee (40% vs 30%) rather than be used to re-invest in programme making (35% vs 48%). They are less likely to favour the licence fee as a method of funding the BBC (23% vs 34%) and more likely to favour funding from advertising (36%) or sponsorship (34%). They are more likely to think that people should be able to choose whether to receive BBC services or not (64% vs 58%).

They are less likely to know how the BBC is run and are less likely to know where they would look if they did want to find out more about the BBC. They are less likely to know who is responsible for the day-to-day running of the BBC and more likely to think the BBC does not take account of the opinions of viewers and listeners (52% vs 36%).

## **South East England**

Those living in the South East of England tend to be the most positive about the BBC. They are relatively light television viewers and spend a higher than average proportion of their television viewing time watching the BBC. They have a high level of satisfaction with the BBC (80% vs 75%). They are more likely to think the BBC provides the best information about their own area/region (49 vs 42%) and the best features about their interests and pastimes (40% vs 34%).

They are more likely than other groups to be aware of other products and services provided by the BBC. They are in favour of the BBC continuing to be funded by the television licence fee (43% vs 34%) and more likely to think that money raised by the BBC through selling its programmes and products should be re-invested in programme making (55%) than used to reduce the licence fee (24% vs 30%).

Those in the South East are most likely to say they know a great deal or a fair amount about how the BBC is run and more likely to be able to say who is responsible for the day-to-day running of the BBC.

## **North East England**

Those living in the North East tend to be less satisfied with the BBC (68% vs 75%). They are less likely to think that the BBC has good news coverage (45% vs 56%). They are less likely to agree that they would miss the BBC if it was not there (62% vs 72%) and less likely to agree the BBC is distinct from other broadcasters (43% vs 55%). However, they are more likely than average to value the BBC not showing any commercials (17% vs 11%).

They do not think that the television licence fee represents good value for money and are less likely to think that the BBC should continue to be funded by the licence fee (28% vs 34%). They are slightly less likely than average to think that money raised by the BBC from selling its programmes and products should be re-invested in programme making (42% vs 48%) and slightly more likely to think such money should be used to reduce the licence fee (36% vs 30%). They are more likely to think that people should be able to choose whether to receive the BBC or not (64% vs 58%).

## **North West England**

The views of those in the North West of England tend to differ little from the views of the population as a whole. They are heavier television viewers and have an average level of satisfaction with the BBC. They are slightly more likely to think that the BBC does not offer anything for people like them (19% vs 15%) and slightly less likely to know who is responsible for running the BBC. They are more likely to think that people should be able to choose whether to receive the BBC or not (66% vs 58%). They are slightly more likely than average to say there is nothing they value about the BBC (18% vs 13%).

## **South West England**

Those living in the South West do not show many great differences from the views of the population as a whole. However, they are more likely to think the BBC provides good entertainment programmes (43% vs 37%). They are more likely to think that television programmes in general and those provided by the BBC have got worse.

## **Midlands**

As with the South West, those living in the Midlands do not show many great differences from the views of the population as a whole the only difference being they are more likely than average to think that the BBC provides the best sports programmes (29% vs 23%).

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# Marked Up Questionnaire

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### BBC Charter Review- Topline Results

- This research was conducted on behalf of the COI and Department for Culture, Media and Sport
- Results are based on a stratified sample of 2,068 adults aged 16+ from across the UK who were interviewed face-to face in their homes using CAPI
- Data are weighted to age, gender, working status and region to the correct profile across the UK
- Fieldwork was conducted between 10<sup>th</sup> May and 6<sup>th</sup> June 2004
- Where results do not sum to 100, this may be due to multiple responses, computer rounding or the exclusion of don't knows/not stated
- Results are based on all respondents unless otherwise stated
- An asterisk (\*) represents a value of less than one half or one percent, but not zero

**Good morning, afternoon, evening. My name is.....from MORI, the independent research organisation, and we are conducting a survey about the media, such as television and radio. Your views are very important to us. Could you spare around 25 minutes of your time?**

**I would like to assure you that your views will be kept in the strictest confidence, and used for research purposes only. It will not be possible to identify any particular individual or address in the results.**

**Q1a. Are any of the televisions in your household connected to a system (such as satellite, cable or Freeview) that allows you to watch additional channels, other than BBC1, BBC2, ITV/Channel3, Channel 4/S4C and Channel 5?**

	%
Yes	60
No	39
Not sure	*
Do not have a television set	1

**Q1b. From which of the following systems do you receive your additional channels?**

	%
<b>Satellite</b>	53
<b>Cable</b>	24
<b>Freeview/digibox</b>	25
Don't know/not sure	1

Base: All who get additional channels (1,239)

**Q2. For how many hours, if any, in an average day do you personally watch television?**

	%
Never watch television	1
Less than 1 hour	6
About 1 hour	9
About 2 hours	24
About 3 hours	22
About 4 hours	16
About 5 hours or more	23
Don't know	*

Q3a. Which television channels, if any, can you think of? Which BBC channels can you think of?

Q3b. Which television channels do you ever watch? And which others?

Q3c. And which one television channel do you tend to watch most often nowadays?

		Q3a Aware of %	Q3b Ever watch %	Q3c Watch most often %
A	BBC 1	92	91	31
B	BBC 2	81	77	6
C	BBC 3	29	25	1
D	BBC 4	24	21	1
E	BBC News 24	7	17	*
F	BBC Northern Ireland	1	1	*
G	BBC Parliament	1	2	0
H	BBC Scotland	*	2	*
I	BBC Wales	1	3	*
J	C BBC	3	5	*
K	C Beebies	6	8	1
L	Channel 4	66	68	7
M	Channel 5	57	52	3
N	Discovery	11	20	2
O	Hallmark	3	6	1
P	ITV 1	79	78	24
Q	ITV 2	24	27	*
R	Sky Movies	11	15	1
S	Sky News	12	15	1
T	Sky One	20	21	2
U	Sky Sports	17	18	4
V	UK Gold	8	16	1
W	UK Living	7	13	1
	S4C	1	-	-
	E4	3	-	-
	MTV	2	-	-
	QVC	1	-	-
	Disney Channel	*	-	-
	UK History	1	-	-
	National Geographic	1	-	-
	Animal Planet	*	-	-
	Cartoon Network	*	-	-
	History Channel	2	-	-
	Bravo	1	-	-
	Fox Kids	*	-	-
	Paramount	*	-	-
	Eurosport	1	-	-

Q3a. Which television channels, if any, can you think of? Which BBC channels can you think of?

Q3b. Which television channels do you ever watch? And which others?

Q3c. And which one television channel do you tend to watch most often nowadays?

	Q3a Aware of %	Q3b Ever watch %	Q3c Watch most often %
	(cont.)		
Sci-Fi Channel	*	-	-
Bloomberg	*	-	-
UK Bright Ideas	*	-	-
CNN	*	-	-
Home & Leisure	*	-	-
Sky Travel	*	-	-
UK Style	1	-	-
Sky Mix	*	-	-
Music channels	1	-	-
Shopping Channel	*	-	-
TFM	*	-	-
Health Channel	*	-	-
Bid-up TV	*	-	-
TCM	*	-	-
The Hits	*	-	-
Living	*	-	-
Challenge	*	-	-
UK Drama	*	-	-
Nickelodeon	*	-	-
UK Food	*	-	-
Biography Channel	*	-	-
RTE 1	*	-	-
RTE 2	*	-	-
Other RTE	*	-	-
Other Sky channels	1	-	-
Any other cable or satellite channel	5	7	5
Not sure/don't know	*	*	7
None	*	*	1

Base Q3a-c: All who watch Television (2,045)

Q4. **Thinking about the total amount of time you spend watching television in an average week, approximately how much of that time would you say you spend watching a BBC channel?**

	%
Nearly all of the time	6
About three quarters of the time	15
About half the time	36
About a quarter of the time	30
Hardly any of the time	11
Don't know	1

Base: All who watch any BBC channel at all (1,931)

Q5a **Thinking about when you watch television, which of these types of programmes, if any, do you personally watch nowadays?**

Q5b. **Which types of programmes, if any, would you like to see more of?**

Q5c. **And which types of programmes, if any, do you think there are too many of?**

	Q5a Watch nowadays	Q5b Would like to see more of	Q5c Too many
	%	%	%
A Arts, culture and music programmes	28	9	1
B Chat shows	23	2	14
C Children's programmes	10	1	2
D Comedy	56	20	1
E Drama	53	21	2
F Features about my personal interests and pastimes	22	5	*
G Films	63	20	*
H Games shows	20	1	17
I Information about your own area or region	18	4	*
J Documentaries about science, nature, history etc	53	24	1
K Lifestyle programmes (eg cookery, travel, DIY)	32	5	20
L National events (e.g. The Queen's Golden Jubilee Celebrations)	16	1	1
M News about the UK and the world	59	4	2
N Reality television (e.g. Big Brother, Fame Academy, I'm a Celebrity)	17	1	42
O Religious programmes	7	2	3
P Soap Operas	49	4	28
Q Sports programmes	39	12	14
Other	2	4	4
None of these	0	14	10
Don't know	0	3	4

Base 5a-c: All who watch Television (2,045)

Q6. For how many hours in an average day, if any, do you personally listen to the radio?

	%
Never listen to the radio	23
Less than 1 hour	19
About 1 hour	16
About 2 hours	13
About 3 hours	7
About 4 hours	5
About 5 hours	3
About 6 hours	2
About 7 hours	2
About 8 hours	3
9 hours or more	5
Don't know	*

Q7a. Which radio stations can you think of?

Q7b. Which radio stations do you ever listen to? And which others?

Q7c. And which one radio station do you tend to listen to most often nowadays?

		Q7a Aware of %	Q7b Listen to at all %	Q7c Listen to most often %
A	BBC Radio 1	51	27	12
B	BBC Radio 2	50	34	17
C	BBC Radio 3	25	8	2
D	BBC Radio 4	38	27	15
E	BBC Radio Five Live	17	13	4
F	BBC Five Live Sports Extra	3	5	*
G	BBC Radio 6 Music	1	1	*
H	BBC 7	1	2	*
I	BBC Asian Network	1	2	*
J	1 Xtra	*	1	*
K	BBC World Service	2	4	*
L	BBC local radio	16	15	5
M	Radio Wales	2	2	1
N	RadioCymru	*	*	*
O	Radio Ulster	2	1	1
P	Radio Foyle	*	*	0
Q	Radio Scotland	2	2	1
R	Radio Nan Gaidheal	0	0	0
S	National commercial stations e.g. Virgin, Classic FM, Talk Sport	31	23	8
T	Local commercial stations	57	46	23
	Other	2	1	8
	Not sure	1	1	1
	None	1	2	*

Base Q7a-c: All who listen to the radio (1,585)

Q8a. Thinking about when you listen to the radio, which of these types of programmes, if any, do you personally listen to nowadays?

Q8b. Which types of programmes, if any, would you like to hear more of?

Q8c. And which types of programmes, if any, do you think there are too many of?

		Q8a Listen to nowadays %	Q8b Would like to hear more of %	Q8c Too many %
A	Arts, and culture programmes	10	3	1
B	Children's programmes	1	*	1
C	Comedy	12	8	1
D	Drama	11	7	1
E	Features about my personal interests and pastimes	7	2	*
F	Games shows	3	1	4
G	Information about your own area or region	11	3	1
H	Documentaries about science, nature, history etc	11	7	1
I	Lifestyle programmes (eg cooking and gardening shows)	5	1	3
J	Music – classical	25	5	1
K	Music – jazz	13	4	1
L	Music – pop/rock	49	11	8
M	Music - other	33	8	2
N	National events (e.g. The Queen's Golden Jubilee Celebrations)	3	1	1
O	News about the UK and the world	33	5	1
P	Phone-ins and discussion shows	18	5	8
Q	Religious programmes	4	2	2
R	Soap Operas (e.g. The Archers)	5	1	3
S	Sports programmes	16	3	6
	Other	3	3	3
	None of these	1	38	43
	Don't know	1	7	24

Base Q8a-c: All who listen to the radio (1,585)

Q9a Thinking now just about the BBC, what services other than television and radio can you think of that the BBC provides?

Q9b And which of these BBC services or products do you ever use or buy?

		Q9a Aware of %	Q9b Ever used/bought %
<b>Internet:</b>	bbc.co.uk/ BBC Website/ BBC Internet/ BBCi	22	28
<b>Commercial Publications:</b>	Books	8	13
	Magazines	8	15
	Videos/DVDs	6	24
	Other	6	1
	None/can't think of any	49	51
	Don't know	18	1

Please note: At Q10 and Q11 everybody was asked about the BBC and one other broadcaster randomly selected from the other three.

**Q10 Overall, how satisfied or dissatisfied are you with....?**

			Very satisfied	Fairly satisfied	Neither	Fairly dissatisfied	Very dissatisfied	No opinion/ Don't know	Base
A	<b>BBC</b>	%	20	55	13	8	3	1	2,068
B	<b>ITV</b>	%	10	51	23	9	4	3	690
C	<b>Channel 4</b>	%	11	47	24	9	1	7	813
D	<b>Channel 5</b>	%	7	43	25	10	5	9	565

**Q11a Thinking about the BBC, which of the descriptions on this card do you think apply to the BBC? Any others?**

**Q11b Now thinking about [OTHER BROADCASTER], which of the descriptions on this card do you think apply to [OTHER BROADCASTER]? Any others?**

		BBC	ITV	Channel 4	Channel 5
Base		2,068	690	813	565
		%	%	%	%
A	Accurate	23	8	7	3
B	Cutting edge	13	6	23	7
C	Educational	47	15	20	8
D	Entertaining	44	54	45	37
E	Has a good reputation worldwide	49	10	5	2
F	High quality	33	15	17	7
G	Impartial	16	9	6	6
H	Independent	17	18	18	13
I	Informative	45	23	25	10
J	Modern	17	30	36	23
K	Multicultural	22	14	22	9
L	Offers something for everyone	41	43	22	22
M	Traditional	33	12	5	2
N	Trustworthy	23	6	8	3
O	Upholds social values	13	6	6	2
	Other	2	*	1	2
	None of these	4	7	8	9
	Don't know	2	5	11	21

Q12

I am going to read out some different types of television programmes. Using this card, please tell me which of these broadcasters best provides each type of television programme.

**a Entertainment (eg chat shows, soap operas, drama)**

	%
BBC	37
ITV	36
Channel 4	6
Channel 5	2
Sky	9
Other	*
None of them	1
Don't know	8

**b News and current affairs about Britain and the World**

	%
BBC	62
ITV	11
Channel 4	8
Channel 5	2
Sky	13
Other	*
None of them	*
Don't know	4

**c Features about my personal interests and pastimes**

	%
BBC	34
ITV	14
Channel 4	14
Channel 5	4
Sky	18
Other	1
None of them	5
Don't know	10

**d Information about my area/region**

	%
BBC	42
ITV	42
Channel 4	1
Channel 5	1
Sky	1
Other	1
None of them	5
Don't know	8

e Documentaries about science, nature, history etc.

	%
BBC	52
ITV	3
Channel 4	13
Channel 5	3
Sky	18
Other	1
None of them	1
Don't know	8

f Sports programmes

	%
BBC	23
ITV	16
Channel 4	2
Channel 5	2
Sky	36
Other	*
None of them	3
Don't know	17

### Future of television broadcasting

Q13. Thinking back over time, do you think the programmes provided by television broadcasters in general have improved, remained the same or got worse?

	%
Improved	35
Remained the same	26
Got worse	36
Don't know	2

Q14. Now thinking about the *television* programmes provided by the *BBC*, do you think these have improved, remained the same or got worse over the years?

	%
Improved	30
Remained the same	37
Got worse	30
Don't know	3

Q15. Thinking back over time, do you think the programmes provided by radio broadcasters in general have improved, remained the same or got worse?

	%
Improved	36
Remained the same	33
Got worse	8
Don't know	23

Q16. Now thinking about the *radio* programmes provided by the BBC, do you think these have improved, remained the same or got worse over the years?

	%
Improved	33
Remained the same	33
Got worse	8
Don't know	27

Q17. Thinking about the BBC in general, what do you personally value most about the BBC? What else?

	%
Independence generally	7
Independent of government	2
Free from commercial pressures	6
High quality programmes	15
Variety/broad range of programmes	7
Lack of advertising	11
High quality news programmes	16
High standards	8
Factual	7
Unbiased	6
Good website	1
Reliable	11
Good sports coverage	3
Entertainment programmes	5
Good regional programmes	2
Educational programmes	3
Honest/trustworthy/Integrity	2
Informative	1
Traditional/a British institution	2
Its diversity	*
The soaps/Eastenders	2
Its reputation	*
Documentaries/Current affairs/debates	1
Value for money	*
Accuracy	*
Professionalism	*
Drama	1
Comedy	*
Up-to-date/Modern	*
Radio programmes	1
Good presenters/reporters	*
World-wide coverage	*
Weather	*
Availability/accessibility	*
Nature/wildlife programmes	*
Moral stance/social conscience	*
Other	5
Nothing/don't value anything about it	13
Don't know	11

Q18. **And what do you dislike most about the BBC? What else?**

	%
Having to pay a licence fee at all	8
The licence fee is too high	6
My licence fee pays for digital/extra services that I don't use	1
Decline in programme standards	3
Too much promotion of its own programmes	1
Too safe	1
Old-fashioned/out-dated/not cutting edge enough	3
Too many repeats	13
Not enough choice	2
Too many trailers/adverts	2
Not enough variety in the different types of programme shown	3
Programmes have "dumbed down" too much	5
Too much sex/violence/swearing	4
Too biased	3
Not accurate enough	1
Not enough of the types of programmes I want to see	4
Presenters/newsreaders/interviewers	1
Political correctness	*
Too many soaps/Eastenders	3
Sport/too much sport/sport overriding regular programmes	2
Not enough sport/lost a lot of sport to other channels	1
News/too many news programmes	1
Dull/stuffy/boring	1
Too many reality programmes	1
Chat shows	*
Game shows	*
Too many lifestyle programmes	*
Too many DIY/gardening programmes	*
Too many cookery programmes	*
Too many documentaries	*
Too political	*
Poor scheduling/changes of schedule	1
Too much background music	*
Government controlled/lack of independence from government	1
Daytime TV	*
Too many American imports	*
Not enough comedy	*
Cheap/rubbish programmes	*
Religion/Songs of Praise	*
Other	8
Nothing/don't dislike anything	34
Don't know	6

Q19. I am now going to read out some statements that could apply to the BBC. Please can you think about ALL the services that the BBC provides including television, radio, the BBC website and BBC publications. For each description I read out, please can you tell me to what extent you agree or disagree that it applies to the BBC?

		Agree strongly	Tend to agree	Neither agree nor dis- agree	Tend to dis- agree	Strongly disagree	No opinion / Don't know
A	<b>BBC has a good reputation around the world</b>	% 27	59	6	3	1	4
B	<b>The BBC doesn't offer anything for people like me</b>	% 3	12	9	58	18	1
C	<b>BBC is rather elitist in its attitude</b>	% 4	27	21	38	4	6
D	<b>BBC produces high quality programmes</b>	% 13	63	15	7	1	1
E	<b>BBC advertises its own programmes and services too much</b>	% 7	28	19	41	3	2
F	<b>BBC has strong regional programmes</b>	% 7	52	17	18	1	5
G	<b>Parents can rely on the quality of the BBC's childrens programmes</b>	% 14	50	13	5	1	17
H	<b>BBC has the best news coverage</b>	% 12	44	19	21	2	2
I	<b>BBC is good at representing cultural diversity in the UK</b>	% 7	56	22	7	1	7
J	<b>The BBC is too powerful</b>	% 4	21	24	44	4	4
K	<b>BBC has poor sports coverage</b>	% 5	25	20	33	4	14
L	<b>The BBC makes sure it only broadcasts accurate and true information</b>	% 5	50	23	16	2	4
M	<b>The BBC is independent of government</b>	% 5	37	20	24	3	12
N	<b>BBC offers a service which is distinct from the service offered by other broadcasters</b>	% 7	48	19	20	2	3
O	<b>BBC has an important role in keeping the public informed about what is going on in the UK</b>	% 19	66	9	4	*	2
P	<b>I would miss the BBC if it wasn't there</b>	% 29	43	8	15	5	1

## Licence fee

Q20a Now I would like you to think about the television licence fee. Above which amount shown on this card would you say is expensive for a one year licence fee?

Q20b And below which of these amounts would you say is cheap for a one year licence fee?

Amount per year	Too expensive %	Too cheap %
More than £250	4	*
£250	2	*
£240	*	0
£230	*	0
£220	*	0
£210	*	0
£200	6	*
£190	*	*
£180	1	0
£170	1	0
£160	1	0
£150	13	*
£140	2	*
£130	4	*
£120	10	1
£110	4	1
£100	17	12
£90	3	4
£80	3	6
£70	2	6
£60	2	6
£50	8	18
Less than £50	7	37
Don't know	8	7

Q21. Do you know how much a television licence costs? How much does it cost? Is that per month or per year?

### Yearly Cost

£ MEAN

123.79

Base: All who know the cost of a licence (1,563)

Q22. What do you think the money raised by the television licence fee pays for? What else?

	%
BBC (No further details)	16
BBC television/programmes	52
BBC Radio/programmes	22
BBC website	3
BBC Videos and DVDs	2
BBC publications	3
Other television broadcasters	5
Other radio broadcasters	3
Other services provided by the government	1
For TV technology/infrastructure (eg aerials etc)	7
BBC staff costs/salaries	28
BBC bureaucracy	6
Other	9
Don't know	19

Q23. The television licence fee is now £121 per year and funds BBC television, radio, website and publications. Bearing this in mind, what value for money does this represent ...?

- a. for your own household  
b. in general

	Own Household %	In general %
Very good value for money	9	8
Good value for money	35	38
Nether good nor poor value for money	18	19
Poor value for money	24	23
Very poor value for money	11	10
Don't know/not sure	3	3

Q24. **Various methods of funding the BBC have been considered over the years. Which of these methods , if any, do you personally think is the best way to fund the BBC in the future?**

Q25. **By which combination of these methods should the BBC be funded?**

Base: All who say the BBC should be funded by a combination of methods (209)

	Q24	Q25
	%	%
A The BBC should be funded by selling advertising (like ITV)	20	53
B The BBC should be funded by sponsorship of its programmes (eg like Coronation Street is sponsored by Cadburys)	19	68
C The BBC should be funded by subscriptions (like Sky and Cable)	9	14
D The BBC should be funded through general taxation	7	14
E The BBC should continue to be funded by the licence fee, paid by all households with a television	29	42
NOT ON CARD A combination of two or more of these methods	11	-
None of these	1	0
Don't know	4	2

Q26. To what extent do you agree or disagree with each of the following statements about funding the BBC?

		Agree strongly	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	No opinion
<input type="checkbox"/>	A People who can receive digital BBC channels should pay an extra fee to do so	% 2	23	11	48	12	4
	B People should be able to choose whether to pay to receive BBC services or not	% 12	46	11	25	4	3
	C If the BBC relied on income from advertising and sponsorship the range and quality of its programmes would deteriorate	% 8	31	14	37	5	4
<input type="checkbox"/>	D If the BBC was not funded by the licence fee it would lose its unique identity	% 9	38	11	34	5	3
	E If the BBC relied on income from advertising and sponsorship it would lose its independence	% 11	41	10	31	4	2
	F If the BBC showed advertising it would interfere with my enjoyment of programmes	% 24	35	8	27	4	1
<input type="checkbox"/>	G If the BBC was funded by subscriptions (like Sky and Cable) it would be unfair on those who could not afford to pay	% 17	54	11	14	2	2
	H The BBC should pay for some its programmes by pay-per-view	% 2	22	10	48	14	4

## Commercial involvement

Q27. As you may already know, the BBC raises money by selling programmes to other broadcasters both in the UK and abroad, and by selling books, videos and so on. I am now going to read out a number of statements about this, and I would like you to tell me to what extent you agree or disagree with each?

			Agree strongly	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	No opinion
<input type="checkbox"/>	A	The BBC should continue to sell programmes to other broadcasters in the UK and abroad	% 27	65	5	1	*	1
	B	The BBC should continue to sell books, videos, DVDs magazines and other products	% 29	64	5	1	*	1
<input type="checkbox"/>	C	The BBC should raise as much money as it can from selling its programmes and other products	% 28	62	6	2	*	2

Q28. By selling its programmes, books, magazines, DVDs etc, the BBC raises a significant amount of money each year. Do you think this money should be used to re-invest in programme making or should it be used to reduce the cost of the licence fee? SINGLE CODE ONLY

	%
Re-invest in programme making	48
Reduce licence fee	30
Both	20
Don't know	3

## Governance of the BBC

Q29. How much, if anything, do you feel you personally know about how the BBC is run?

	%
A great deal	1
A fair amount	13
Not very much	60
Nothing at all	25
Don't know	1

Q30. If you wanted to find out more information about how the BBC is run, do you know where you could find such information, or not?

	%
Know where to find information	49
Don't know where to find information	38
Not interested in finding information	12

Q31. Where would you look for information about how the BBC is run?

Q32. And from which of these, if any, would you look for information about how the BBC is run?

	Q31 %	Q32 %
A BBC radio programmes	2	7
B BBC television programmes	2	10
C Government/My MP	*	3
D Internet	61	67
E Library	6	21
F Ofcom	1	4
G Press	2	15
H Radio programmes	1	5
I Television programmes	1	7
J The BBC itself, e.g. Head Office	9	25
K The BBC's website	34	59
The ITC (Independent Television Commission)	*	1
Other	5	2
Don't know	1	2

Base Q31-32: All who know where to find information (974)

Q33. Do you know who, if anyone, is responsible for the day-to-day running of the BBC?

	%
Ofcom	1
Parliament	1
The BBC governors/Board of Governors	9
The BBC's Director General/management board	32
Other	5
Don't know	55

## Accountability

Q34. How much influence, if any, do you think each of the following bodies has over the types of services the BBC provides?

		A great deal	A fair amount	Not very much	None at all	Don't know/ Not heard of
A	<b>Ofcom (the independent regulator)</b>	% 7	42	20	3	27
B	<b>The government</b>	% 12	40	31	7	11
C	<b>Parliament</b>	% 7	32	38	10	13
D	<b>BBC listeners and viewers</b>	% 9	45	31	8	7
E	<b>The BBC governors</b>	% 44	39	7	1	9

Q35. To what extent, if at all, do you feel that the BBC takes account of the views of its viewers and listeners when deciding what it broadcasts?

	%
A great deal	10
A fair amount	49
Not very much	29
None at all	8
Don't know	5

Q36. Do you know who, if anyone, is responsible for making sure that the services provided by the BBC are of an acceptable standard?

Q37. And who of these, if anyone, do you think **SHOULD** be responsible for holding the BBC to account when things go wrong?

	Who is Responsible	Who should be responsible	
	%	%	
A	Ofcom (the independent regulator)	20	39
B	Parliament	*	4
C	The BBC itself	14	46
D	The government	3	9
E	The public/licence fee payers	2	24
	The ITC (Independent Television Commission)	6	7
	A 'watchdog' organisation (unspec)	7	5
	Other organisation	6	1
	No-one	3	*
	Don't know	48	6

Q38. Which of these things, if any, do you think would help the BBC to decide what sort of programmes to make and show?

Q39. And which, if any, of these things would you personally like to be involved in?

	The BBC Should do %	Would like to be involved in %
A	Comments from viewers and listeners	63   31
B	Complaints from viewers and listeners	39   10
C	Public meetings held by the BBC	21   9
D	Surveys such as this one, asking the public's opinions of the BBC	66   55
	Other	*   *
	None of these	1   19
	Don't know	2   2

Q40. How much notice, if at all, do you think the BBC takes of complaints made to it by listeners?

	%
A great deal	9
A fair amount	49
Not very much	30
None at all	4
Don't know	7

Q41. Have you ever done any of the following?

	%	
A	Been part of the audience in a television or radio show	14
B	Made a complaint about the BBC or another broadcaster to another authority, for example the Independent Television Commission,	2
C	Made a complaint to the BBC or another broadcaster	6
D	Taken part in a television or radio programme – in person, by phone, e-mail or SMS text	15
E	Thought about making a complaint, either direct to the BBC, to another broadcaster or to another authority, but not actually done so	15
	None of these	62
	Don't know	1

Now just a few questions about yourself to help ensure that we interview a cross section of the population

Q42 Using this card, please tell me which, if any, is the highest educational or professional qualification you have obtained so far. Just read out the letter or letters which apply.

		%
A	GCSE/O-LEVEL/CSE	19
B	Vocational qualifications (=NVQ1+2)	7
C	A-Level or equivalent (=NVQ3)	15
D	Bachelor Degree or equivalent (=NVQ4)	16
E	Masters/PhD or equivalent	5
F	Other	9
G	No formal qualifications	23
H	Still studying	5
	Don't know	*

Q43 Which daily newspapers, if any, have you read in the past week?

	%
Daily Express	6
Daily Mail	19
The Mirror	12
Daily Record	3
Daily Telegraph	8
Financial Times	1
The Guardian	6
The Herald (Glasgow)	1
The Independent	5
Metro	2
The Scotsman	1
Daily Star	4
The Sun	18
The Times	6
Evening Standard	1
Other	13
None	26

Q44 Which Sunday newspapers, if any, have you read in the past fortnight?

	%
Daily Star Sunday	1
News of the World	15
Sunday Express	3
Sunday Mail (Scotland only)	4
Sunday Mirror	6
Sunday Post	2
The Sunday Telegraph	5
The Mail on Sunday	13
The Observer	4
Sunday People	3
The Sunday Times	8
Scotland on Sunday	1
The Independent on Sunday	3
Sunday Business	0
Sunday Herald	*
Other	2
None	45



**Q45 Gender**

	%
Male	48
Female	52

**Q46 Age**

	%
16-20	8
21-30	16
31-45	28
46-60	23
61-74	15
75+	9

**Q47 Working Status of Respondent:**

	%
Working - Full time (30+)	44
- Part-time (9-29)	15
Unemployed	3
Not working - retired	23
- looking after house/children	6
- looking after invalid/disabled	3
Student	6
Other	*

**Q48 Is that in the public or private sector?**

	%
Public	37
Private	61
Don't know	1

Base: All who are working (1,080)

**Q49 Class**

	%
A	4
B	21
C1	29
C2	22
D	13
E	11
Refused/Don't Know	*

**Q50 Respondent is:**

Chief Income Earner	61
Not Chief Income Earner	39

**Q51 Ethnicity**

		%
	<b>WHITE</b>	95
A	British	90
B	Irish	1
C	Any other white background	4
	<b>MIXED</b>	1
D	White and Black Caribbean	*
E	White and Black African	*
F	White and Asian	*
G	Any other mixed background	*
	<b>ASIAN OR ASIAN BRITISH</b>	3
H	Indian	3
I	Pakistani	*
J	Bangladeshi	*
K	Any other Asian background	*
	<b>BLACK OR BLACK BRITISH</b>	1
L	Caribbean	1
M	African	1
N	Any other black background	*
	<b>CHINESE OR OTHER ETHNIC GROUP</b>	*
O	Chinese	*
	Any other background	*
	Refused	0

**Q52 Are you:**

	%
Single	24
Married/co-habiting	59
Divorced/separated/widowed	17

**Q53 TOTAL NO. OF PEOPLE IN HOUSEHOLD (INCL RESPONDENT AND ANY CHILDREN)**

	1	2	3	4	5	6+
	%	%	%	%	%	%
	19	34	18	19	7	3

**Q54 Is there anyone in the household aged...?**

	%
0 - 4	15
5 - 9	18
10 - 15	22
16 - 21	24
None	47

Base: All with two or more in household (1,671)

**Q55 Do you have any adult children who live away from home?**

	%
Yes	62
No	37
Don't Know	1

Base: All aged 31+ saying no-one in household aged 0-21 (1,059)

**Q56 Which of the following do you have or use, either at home or elsewhere . . . . Which others?**

	%
E-mail	55
Dial-up Internet access (modem)	37
Broadband Internet access	24
A PC, laptop or notebook	48
Digital TV – via satellite	29
Digital TV via cable	13
Digital TV via Freeview or digital set-top box	16
Radio via Digital means	13
None of these	23
Don't know	*

**Q57 How often do you use the Internet nowadays, that includes use for work and non-work purposes?**

	%
Daily/almost daily	57
Several times per week	20
A few times per month	11
Less frequently	5
Never	6
Don't know	*

Base: All who have access to the internet (1,150)

**Q58 In which would you place your total household income from all sources before tax and other deductions? Please read out the letter that applies**

	Per Week	Per Year	%
A	Up to £86	Under £4,500	2
B	£87 - £144	£4,500 - £7,499	7
C	£145 - £221	£7,500 -	7
D	£222 - £298	£11,500 -	7
E	£299 - £480	£15,500 -	13
F	£481 - £576	£25,000 -	8
G	£577 - £769	£30,000 -	8
H	£770 - £961	£40,000 -	7
I	£962 - £1,441	£50,000 -	6
J	£1,442 -	£75,000 -	3
K	£1,923 or over	£100,000 +	2
	Refused	Refused	16
	Don't know	Don't know	13

**Q59 Do you or any other household members have any long-term illness, health problem or disability which limits your or their daily activities or the work you or they can do?**

	%
Yes – me	12
Yes – other household member	7
Yes – both	2
No	78
Don't know	*

**Q60 Which of these, if any, limit your or their daily activities or the work you or they can do?**

	%
1 Breathlessness/chest pains	27
2 Poor/restricted eye sight/blindness	10
3 Speech problems/difficulty speaking	5
4 Deafness/hearing problems	10
5 Loss of/restricted use of legs or arms	42
6 Mental difficulties/mental health problems	9
Other	27
Don't know	3

Base: All with anyone in their household with a health problem or disability (513)