

## **Poll on TV Licence Fee**

**Fieldwork:** 20<sup>th</sup> December – 23<sup>rd</sup> December 2019

**Interview method:** Online survey

**Population represented:** UK adults

**Sample size:** 1000

### **Methodology:**

All results are weighted using Iterative Proportional Fitting, or 'Raking'. The results are weighted by age, gender, region, Social Grade, 2019 General Election vote and 2016 EU Referendum vote. Target proportions are derived from census data and election results. Averages for estimated cost of TV Licence fee are calculated without weighting applied.

Public First is a member of the BPC and abides by its rules. For more information please contact Seb Wride ([seb@publicfirst.co.uk](mailto:seb@publicfirst.co.uk))

Do you agree or disagree with the following: "The BBC licence fee should be abolished"

|                            | Total       | Gender     |            | Age        |            |            |            |            |            | Social Grade |            | Region     |            |            |                 |               |               |                          |            |            |           |           |                  |
|----------------------------|-------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|------------|------------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|-----------|-----------|------------------|
|                            |             | Male       | Female     | 18-24      | 25-34      | 35-44      | 45-54      | 55-64      | 65+        | ABC1         | C2DE       | London     | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland  | Wales     | Northern Ireland |
| Unweighted                 | 1000        | 506        | 489        | 142        | 179        | 154        | 163        | 156        | 206        | 516          | 478        | 125        | 139        | 78         | 86              | 73            | 93            | 75                       | 41         | 112        | 95        | 50        | 33               |
| <b>Weighted</b>            | <b>1000</b> | <b>488</b> | <b>507</b> | <b>140</b> | <b>170</b> | <b>170</b> | <b>170</b> | <b>140</b> | <b>210</b> | <b>526</b>   | <b>468</b> | <b>140</b> | <b>135</b> | <b>80</b>  | <b>90</b>       | <b>70</b>     | <b>90</b>     | <b>80</b>                | <b>40</b>  | <b>110</b> | <b>85</b> | <b>50</b> | <b>30</b>        |
| Strongly Agree             | 46%         | 48%        | 44%        | 41%        | 45%        | 50%        | 54%        | 48%        | 39%        | 38%          | 55%        | 43%        | 42%        | 44%        | 44%             | 44%           | 46%           | 42%                      | 51%        | 51%        | 47%       | 52%       | 57%              |
| Moderately Agree           | 16%         | 14%        | 17%        | 22%        | 20%        | 14%        | 12%        | 13%        | 15%        | 17%          | 13%        | 19%        | 15%        | 14%        | 13%             | 16%           | 16%           | 17%                      | 18%        | 14%        | 14%       | 14%       | 8%               |
| Agree a little             | 12%         | 11%        | 13%        | 15%        | 14%        | 12%        | 10%        | 10%        | 10%        | 13%          | 10%        | 12%        | 10%        | 7%         | 10%             | 11%           | 18%           | 13%                      | 13%        | 14%        | 12%       | 6%        | 12%              |
| Neither Agree nor Disagree | 13%         | 8%         | 17%        | 16%        | 12%        | 17%        | 10%        | 6%         | 14%        | 14%          | 11%        | 12%        | 20%        | 9%         | 20%             | 14%           | 8%            | 13%                      | 7%         | 8%         | 8%        | 18%       | 10%              |
| Disagree a little          | 6%          | 8%         | 5%         | 6%         | 5%         | 4%         | 6%         | 5%         | 10%        | 7%           | 5%         | 7%         | 7%         | 10%        | 6%              | 9%            | 6%            | 6%                       | 5%         | 3%         | 5%        | 3%        | 6%               |
| Moderately Disagree        | 2%          | 3%         | 2%         | 0%         | 1%         | 0%         | 5%         | 4%         | 4%         | 3%           | 2%         | 2%         | 1%         | 7%         | 2%              | 2%            | 3%            | 1%                       | 0%         | 3%         | 4%        | 3%        | 0%               |
| Strongly Disagree          | 6%          | 8%         | 3%         | 2%         | 3%         | 4%         | 4%         | 13%        | 8%         | 7%           | 4%         | 4%         | 5%         | 9%         | 4%              | 5%            | 4%            | 9%                       | 6%         | 3%         | 10%       | 3%        | 6%               |

Fieldwork: 20th-23rd December 2019

Data weighted to UK population by gender, age, region, social grade, 2019 vote, 2016 referendum vote

**Do you agree or disagree with the following: "The BBC licence fee should be abolished"**

|                            | Total       | EU 2016 Vote |            |                   | 2017         |            |                  |                   | 2019         |            |                  |                   |
|----------------------------|-------------|--------------|------------|-------------------|--------------|------------|------------------|-------------------|--------------|------------|------------------|-------------------|
|                            |             | Leave        | Remain     | I did not vote/DK | Conservative | Labour     | Liberal Democrat | I did not vote/DK | Conservative | Labour     | Liberal Democrat | I did not vote/DK |
| Unweighted                 | 1000        | 413          | 428        | 159               | 338          | 314        | 58               | 174               | 349          | 292        | 88               | 143               |
| <b>Weighted</b>            | <b>1000</b> | <b>390</b>   | <b>360</b> | <b>250</b>        | <b>317</b>   | <b>267</b> | <b>53</b>        | <b>266</b>        | <b>327</b>   | <b>242</b> | <b>86</b>        | <b>250</b>        |
| Strongly Agree             | 46%         | 55%          | 34%        | 49%               | 45%          | 43%        | 24%              | 50%               | 47%          | 43%        | 21%              | 53%               |
| Moderately Agree           | 16%         | 14%          | 19%        | 13%               | 17%          | 17%        | 20%              | 12%               | 14%          | 18%        | 29%              | 11%               |
| Agree a little             | 12%         | 12%          | 11%        | 13%               | 14%          | 13%        | 5%               | 10%               | 14%          | 12%        | 7%               | 8%                |
| Neither Agree nor Disagree | 13%         | 9%           | 13%        | 19%               | 11%          | 11%        | 21%              | 17%               | 11%          | 12%        | 14%              | 18%               |
| Disagree a little          | 6%          | 5%           | 10%        | 3%                | 7%           | 6%         | 13%              | 5%                | 8%           | 4%         | 15%              | 4%                |
| Moderately Disagree        | 2%          | 3%           | 3%         | 0%                | 3%           | 2%         | 6%               | 1%                | 3%           | 1%         | 5%               | 1%                |
| Strongly Disagree          | 6%          | 2%           | 10%        | 4%                | 4%           | 9%         | 12%              | 4%                | 3%           | 9%         | 8%               | 5%                |

Fieldwork: 20th-23rd December 2019

Data weighted to UK population by gender, age, region, social grade, 2019 vote, 2016 referendum vote

At the moment, non-payment of the licence fee can result in a fine, and potentially a prison sentence. Would you support or oppose decriminalising non-payment of the licence fee?

|                            | Total | Gender |        | Age   |       |       |       |       |     | Social Grade |      | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|----------------------------|-------|--------|--------|-------|-------|-------|-------|-------|-----|--------------|------|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|                            |       | Male   | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | ABC1         | C2DE | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted                 | 1000  | 506    | 489    | 142   | 179   | 154   | 163   | 156   | 206 | 516          | 478  | 125    | 139        | 78         | 86              | 73            | 93            | 75                       | 41         | 112        | 95       | 50    | 33               |
| Weighted                   | 1000  | 488    | 507    | 140   | 170   | 170   | 170   | 140   | 210 | 526          | 468  | 140    | 135        | 80         | 90              | 70            | 90            | 80                       | 40         | 110        | 85       | 50    | 30               |
| Strongly Support           | 35%   | 40%    | 31%    | 33%   | 37%   | 37%   | 36%   | 38%   | 33% | 33%          | 39%  | 34%    | 31%        | 31%        | 34%             | 42%           | 29%           | 28%                      | 46%        | 48%        | 39%      | 33%   | 36%              |
| Moderately Support         | 14%   | 14%    | 15%    | 19%   | 16%   | 16%   | 9%    | 11%   | 16% | 15%          | 14%  | 18%    | 14%        | 11%        | 10%             | 15%           | 14%           | 17%                      | 5%         | 14%        | 13%      | 27%   | 17%              |
| Support a little           | 12%   | 11%    | 14%    | 16%   | 14%   | 16%   | 13%   | 7%    | 9%  | 13%          | 11%  | 16%    | 10%        | 16%        | 11%             | 14%           | 17%           | 12%                      | 16%        | 11%        | 12%      | 5%    | 2%               |
| Neither Support nor Oppose | 16%   | 11%    | 21%    | 19%   | 18%   | 18%   | 19%   | 13%   | 11% | 15%          | 18%  | 12%    | 20%        | 10%        | 27%             | 14%           | 21%           | 15%                      | 13%        | 13%        | 9%       | 21%   | 23%              |
| Oppose a little            | 7%    | 7%     | 6%     | 5%    | 6%    | 4%    | 6%    | 10%   | 10% | 8%           | 5%   | 7%     | 14%        | 9%         | 3%              | 7%            | 4%            | 8%                       | 6%         | 5%         | 4%       | 3%    | 5%               |
| Moderately Oppose          | 3%    | 4%     | 2%     | 1%    | 1%    | 1%    | 3%    | 8%    | 5%  | 4%           | 2%   | 2%     | 2%         | 5%         | 2%              | 0%            | 3%            | 5%                       | 4%         | 0%         | 9%       | 3%    | 4%               |
| Strongly Oppose            | 12%   | 13%    | 10%    | 8%    | 7%    | 8%    | 15%   | 14%   | 18% | 12%          | 11%  | 12%    | 9%         | 18%        | 12%             | 9%            | 12%           | 15%                      | 10%        | 9%         | 14%      | 8%    | 12%              |

Fieldwork: 20th-23rd December 2019

Data weighted to UK population by gender, age, region, social grade, 2019 vote, 2016 referendum vote

**At the moment, non-payment of the licence fee can result in a fine, and potentially a prison sentence. Would you support or oppose decriminalising non-payment of the licence fee?**

|                            | Total       | EU 2016 Vote |            |                   | 2017         |            |                  |                   | 2019         |            |                  |                   |
|----------------------------|-------------|--------------|------------|-------------------|--------------|------------|------------------|-------------------|--------------|------------|------------------|-------------------|
|                            |             | Leave        | Remain     | I did not vote/DK | Conservative | Labour     | Liberal Democrat | I did not vote/DK | Conservative | Labour     | Liberal Democrat | I did not vote/DK |
| Unweighted                 | 1000        | 413          | 428        | 159               | 338          | 314        | 58               | 174               | 349          | 292        | 88               | 143               |
| <b>Weighted</b>            | <b>1000</b> | <b>390</b>   | <b>360</b> | <b>250</b>        | <b>317</b>   | <b>267</b> | <b>53</b>        | <b>266</b>        | <b>327</b>   | <b>242</b> | <b>86</b>        | <b>250</b>        |
| Strongly Support           | 35%         | 42%          | 30%        | 34%               | 37%          | 35%        | 17%              | 35%               | 41%          | 35%        | 17%              | 35%               |
| Moderately Support         | 14%         | 10%          | 16%        | 19%               | 16%          | 15%        | 10%              | 14%               | 13%          | 19%        | 10%              | 13%               |
| Support a little           | 12%         | 11%          | 15%        | 11%               | 11%          | 16%        | 25%              | 9%                | 12%          | 15%        | 21%              | 6%                |
| Neither Support nor Oppose | 16%         | 14%          | 16%        | 20%               | 16%          | 12%        | 11%              | 21%               | 12%          | 14%        | 19%              | 23%               |
| Oppose a little            | 7%          | 5%           | 8%         | 7%                | 8%           | 7%         | 13%              | 6%                | 7%           | 5%         | 12%              | 7%                |
| Moderately Oppose          | 3%          | 2%           | 4%         | 3%                | 2%           | 3%         | 7%               | 2%                | 3%           | 2%         | 7%               | 2%                |
| Strongly Oppose            | 12%         | 15%          | 11%        | 7%                | 10%          | 12%        | 17%              | 12%               | 12%          | 10%        | 14%              | 14%               |

Fieldwork: 20th-23rd December 2019

Data weighted to UK population by gender, age, region, social grade, 2019 vote, 2016 referendum vote

How much do you think the TV Licence fee is? Please enter what you think it costs PER YEAR. If you don't know then you may leave this blank

|            | Total   | Gender  |         | Age     |         |         |         |         |         | Social Grade |         | Region  |            |            |                 |               |               |                          |            |            |          |         |                  |
|------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|--------------|---------|---------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|---------|------------------|
|            |         | Male    | Female  | 18-24   | 25-34   | 35-44   | 45-54   | 55-64   | 65+     | ABC1         | C2DE    | London  | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales   | Northern Ireland |
| Unweighted | 1000    | 506     | 489     | 142     | 179     | 154     | 163     | 156     | 206     | 516          | 478     | 125     | 139        | 78         | 86              | 73            | 93            | 75                       | 41         | 112        | 95       | 50      | 33               |
| Weighted   | 1000    | 488     | 507     | 140     | 170     | 170     | 170     | 140     | 210     | 526          | 468     | 140     | 135        | 80         | 90              | 70            | 90            | 80                       | 40         | 110        | 85       | 50      | 30               |
|            | £179.78 | £169.66 | £180.03 | £265.81 | £236.39 | £143.95 | £158.30 | £142.53 | £146.78 | £157.91      | £203.55 | £220.07 | £136.63    | £183.15    | £136.64         | £139.09       | £237.48       | £155.35                  | £245.74    | £167.39    | £197.31  | £203.54 | £160.31          |

Fieldwork: 20th-23rd December 2019

Data weighted to UK population by gender, age, region, social grade, 2019 vote, 2016 referendum vote

| How much do you think the TV Licence fee is? Please enter what you think it costs PER YEAR. If you don't know then you may leave this blank

|                 | Total       | EU 2016 Vote |            |                   | 2017         |            |                  |                   | 2019         |            |                  |                   |
|-----------------|-------------|--------------|------------|-------------------|--------------|------------|------------------|-------------------|--------------|------------|------------------|-------------------|
|                 |             | Leave        | Remain     | I did not vote/DK | Conservative | Labour     | Liberal Democrat | I did not vote/DK | Conservative | Labour     | Liberal Democrat | I did not vote/DK |
| Unweighted      | 1000        | 413          | 428        | 159               | 338          | 314        | 58               | 174               | 349          | 292        | 88               | 143               |
| <b>Weighted</b> | <b>1000</b> | <b>390</b>   | <b>360</b> | <b>250</b>        | <b>317</b>   | <b>267</b> | <b>53</b>        | <b>266</b>        | <b>327</b>   | <b>242</b> | <b>86</b>        | <b>250</b>        |
|                 | £179.78     | £167.08      | £157.88    | £281.22           | £174.95      | £183.89    | £255.72          | £179.47           | £152.27      | £180.80    | £229.77          | £167.67           |

Fieldwork: 20th-23rd December 2019

Data weighted to UK population by gender, age, region, social grade, 2019 vote, 2016 referendum vote

Do you subscribe to any of the following subscription TV or streaming services? Select any which apply

|                   | Total | Gender |        | Age   |       |       |       |       |     | Social Grade |      | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|-------------------|-------|--------|--------|-------|-------|-------|-------|-------|-----|--------------|------|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|                   |       | Male   | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | ABC1         | C2DE | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted        | 1000  | 506    | 489    | 142   | 179   | 154   | 163   | 156   | 206 | 516          | 478  | 125    | 139        | 78         | 86              | 73            | 93            | 75                       | 41         | 112        | 95       | 50    | 33               |
| Weighted          | 1000  | 488    | 507    | 140   | 170   | 170   | 170   | 140   | 210 | 526          | 468  | 140    | 135        | 80         | 90              | 70            | 90            | 80                       | 40         | 110        | 85       | 50    | 30               |
| Netflix           | 43%   | 38%    | 47%    | 72%   | 61%   | 46%   | 38%   | 34%   | 18% | 44%          | 42%  | 51%    | 42%        | 45%        | 32%             | 40%           | 43%           | 41%                      | 46%        | 43%        | 50%      | 40%   | 34%              |
| Amazon Prime      | 37%   | 35%    | 39%    | 51%   | 48%   | 41%   | 33%   | 31%   | 24% | 41%          | 34%  | 45%    | 41%        | 40%        | 22%             | 39%           | 36%           | 37%                      | 47%        | 34%        | 33%      | 39%   | 29%              |
| Sky               | 30%   | 33%    | 26%    | 23%   | 35%   | 29%   | 26%   | 33%   | 30% | 30%          | 29%  | 28%    | 31%        | 28%        | 26%             | 25%           | 24%           | 37%                      | 22%        | 36%        | 31%      | 36%   | 22%              |
| BBC iPlayer       | 22%   | 23%    | 21%    | 31%   | 22%   | 23%   | 18%   | 22%   | 20% | 26%          | 17%  | 22%    | 21%        | 30%        | 21%             | 17%           | 20%           | 25%                      | 22%        | 22%        | 30%      | 15%   | 16%              |
| Now TV            | 10%   | 8%     | 12%    | 18%   | 14%   | 12%   | 11%   | 5%    | 3%  | 8%           | 12%  | 12%    | 7%         | 16%        | 6%              | 11%           | 11%           | 16%                      | 13%        | 7%         | 10%      | 7%    | 0%               |
| BT/BT Sport       | 8%    | 11%    | 5%     | 7%    | 10%   | 7%    | 7%    | 13%   | 5%  | 9%           | 6%   | 8%     | 6%         | 8%         | 6%              | 8%            | 7%            | 13%                      | 15%        | 7%         | 9%       | 8%    | 2%               |
| YouTube TV        | 7%    | 5%     | 8%     | 16%   | 14%   | 6%    | 3%    | 1%    | 1%  | 5%           | 8%   | 12%    | 3%         | 3%         | 2%              | 9%            | 8%            | 11%                      | 13%        | 6%         | 4%       | 6%    | 0%               |
| Disney +          | 3%    | 1%     | 4%     | 10%   | 7%    | 2%    | 0%    | 0%    | 0%  | 2%           | 4%   | 7%     | 0%         | 1%         | 2%              | 1%            | 6%            | 6%                       | 7%         | 3%         | 1%       | 2%    | 0%               |
| HBO Now/HBO Go    | 2%    | 1%     | 2%     | 6%    | 6%    | 1%    | 0%    | 0%    | 0%  | 2%           | 2%   | 3%     | 2%         | 0%         | 2%              | 1%            | 2%            | 4%                       | 8%         | 1%         | 2%       | 3%    | 0%               |
| Hulu              | 1%    | 1%     | 1%     | 3%    | 3%    | 1%    | 0%    | 0%    | 0%  | 1%           | 1%   | 1%     | 1%         | 0%         | 2%              | 1%            | 1%            | 3%                       | 2%         | 0%         | 1%       | 0%    | 0%               |
| Britbox           | 1%    | 1%     | 1%     | 3%    | 3%    | 0%    | 1%    | 0%    | 0%  | 1%           | 0%   | 2%     | 1%         | 2%         | 0%              | 1%            | 0%            | 2%                       | 2%         | 0%         | 0%       | 0%    | 0%               |
| Other             | 1%    | 1%     | 1%     | 1%    | 0%    | 0%    | 0%    | 2%    | 2%  | 0%           | 2%   | 0%     | 2%         | 1%         | 0%              | 1%            | 0%            | 1%                       | 0%         | 1%         | 3%       | 1%    | 0%               |
| None of the above | 24%   | 24%    | 24%    | 9%    | 10%   | 21%   | 29%   | 31%   | 39% | 21%          | 27%  | 21%    | 19%        | 17%        | 38%             | 24%           | 30%           | 24%                      | 21%        | 25%        | 21%      | 20%   | 37%              |

Fieldwork: 20th-23rd December 2019

Data weighted to UK population by gender, age, region, social grade, 2019 vote, 2016 referendum vote



**Do you subscribe to any of the following subscription TV or streaming services? Select any which apply**

|                   | Total       | EU 2016 Vote |            |                   | 2017         |            |                  |                   | 2019         |            |                  |                   |
|-------------------|-------------|--------------|------------|-------------------|--------------|------------|------------------|-------------------|--------------|------------|------------------|-------------------|
|                   |             | Leave        | Remain     | I did not vote/DK | Conservative | Labour     | Liberal Democrat | I did not vote/DK | Conservative | Labour     | Liberal Democrat | I did not vote/DK |
| Unweighted        | 1000        | 413          | 428        | 159               | 338          | 314        | 58               | 174               | 349          | 292        | 88               | 143               |
| <b>Weighted</b>   | <b>1000</b> | <b>390</b>   | <b>360</b> | <b>250</b>        | <b>317</b>   | <b>267</b> | <b>53</b>        | <b>266</b>        | <b>327</b>   | <b>242</b> | <b>86</b>        | <b>250</b>        |
| Netflix           | 43%         | 39%          | 46%        | 45%               | 37%          | 54%        | 44%              | 39%               | 38%          | 59%        | 37%              | 36%               |
| Amazon Prime      | 37%         | 33%          | 40%        | 41%               | 36%          | 42%        | 39%              | 37%               | 36%          | 47%        | 33%              | 34%               |
| Sky               | 30%         | 34%          | 30%        | 21%               | 37%          | 31%        | 30%              | 20%               | 37%          | 29%        | 28%              | 21%               |
| BBC iPlayer       | 22%         | 19%          | 27%        | 21%               | 21%          | 29%        | 32%              | 18%               | 20%          | 30%        | 29%              | 16%               |
| Now TV            | 10%         | 8%           | 11%        | 11%               | 8%           | 12%        | 8%               | 11%               | 9%           | 14%        | 7%               | 10%               |
| BT/BT Sport       | 8%          | 7%           | 12%        | 3%                | 9%           | 12%        | 15%              | 3%                | 8%           | 12%        | 13%              | 2%                |
| YouTube TV        | 7%          | 5%           | 9%         | 6%                | 6%           | 12%        | 6%               | 3%                | 5%           | 13%        | 6%               | 2%                |
| Disney +          | 3%          | 1%           | 5%         | 3%                | 3%           | 5%         | 4%               | 1%                | 2%           | 7%         | 4%               | 0%                |
| HBO Now/HBO Go    | 2%          | 1%           | 2%         | 3%                | 1%           | 3%         | 6%               | 1%                | 1%           | 2%         | 5%               | 1%                |
| Hulu              | 1%          | 1%           | 1%         | 1%                | 1%           | 1%         | 2%               | 0%                | 1%           | 2%         | 3%               | 0%                |
| Britbox           | 1%          | 1%           | 1%         | 1%                | 1%           | 1%         | 2%               | 1%                | 1%           | 1%         | 3%               | 1%                |
| Other             | 1%          | 1%           | 1%         | 0%                | 1%           | 1%         | 0%               | 0%                | 1%           | 1%         | 0%               | 0%                |
| None of the above | 24%         | 27%          | 21%        | 24%               | 24%          | 16%        | 20%              | 31%               | 26%          | 13%        | 25%              | 33%               |

Fieldwork: 20th-23rd December 2019

Data weighted to UK population by gender, age, region, social grade, 2019 vote, 2016 referendum vote

Do you think the BBC has got better or worse in the last decade?

|                       | Total | Gender |        | Age   |       |       |       |       |     | Social Grade |      | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|-----------------------|-------|--------|--------|-------|-------|-------|-------|-------|-----|--------------|------|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|                       |       | Male   | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | ABC1         | C2DE | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted            | 1000  | 506    | 489    | 142   | 179   | 154   | 163   | 156   | 206 | 516          | 478  | 125    | 139        | 78         | 86              | 73            | 93            | 75                       | 41         | 112        | 95       | 50    | 33               |
| Weighted              | 1000  | 488    | 507    | 140   | 170   | 170   | 170   | 140   | 210 | 526          | 468  | 140    | 135        | 80         | 90              | 70            | 90            | 80                       | 40         | 110        | 85       | 50    | 30               |
| Much Better           | 6%    | 5%     | 6%     | 9%    | 9%    | 6%    | 6%    | 2%    | 4%  | 6%           | 6%   | 10%    | 7%         | 2%         | 4%              | 12%           | 8%            | 6%                       | 7%         | 1%         | 5%       | 2%    | 0%               |
| Better                | 16%   | 17%    | 15%    | 22%   | 17%   | 19%   | 9%    | 13%   | 16% | 17%          | 15%  | 15%    | 11%        | 18%        | 13%             | 17%           | 15%           | 11%                      | 14%        | 25%        | 15%      | 21%   | 21%              |
| Stayed about the same | 38%   | 34%    | 41%    | 37%   | 36%   | 39%   | 42%   | 41%   | 33% | 38%          | 37%  | 46%    | 33%        | 33%        | 42%             | 28%           | 38%           | 51%                      | 26%        | 31%        | 38%      | 38%   | 47%              |
| Worse                 | 21%   | 21%    | 21%    | 10%   | 17%   | 19%   | 21%   | 25%   | 29% | 20%          | 22%  | 17%    | 27%        | 26%        | 19%             | 17%           | 17%           | 18%                      | 29%        | 20%        | 23%      | 20%   | 16%              |
| Much Worse            | 15%   | 20%    | 11%    | 10%   | 13%   | 17%   | 16%   | 17%   | 17% | 14%          | 17%  | 6%     | 13%        | 17%        | 18%             | 20%           | 12%           | 13%                      | 24%        | 22%        | 19%      | 14%   | 16%              |
| Don't Know            | 5%    | 2%     | 6%     | 12%   | 8%    | 1%    | 5%    | 2%    | 1%  | 5%           | 4%   | 6%     | 8%         | 4%         | 4%              | 6%            | 10%           | 1%                       | 0%         | 2%         | 0%       | 5%    | 0%               |

Fieldwork: 20th-23rd December 2019

Data weighted to UK population by gender, age, region, social grade, 2019 vote, 2016 referendum vote

**Do you think the BBC has got better or worse in the last decade?**

|                       | Total       | EU 2016 Vote |            |                   | 2017         |            |                  |                   | 2019         |            |                  |                   |
|-----------------------|-------------|--------------|------------|-------------------|--------------|------------|------------------|-------------------|--------------|------------|------------------|-------------------|
|                       |             | Leave        | Remain     | I did not vote/DK | Conservative | Labour     | Liberal Democrat | I did not vote/DK | Conservative | Labour     | Liberal Democrat | I did not vote/DK |
| Unweighted            | 1000        | 413          | 428        | 159               | 338          | 314        | 58               | 174               | 349          | 292        | 88               | 143               |
| <b>Weighted</b>       | <b>1000</b> | <b>390</b>   | <b>360</b> | <b>250</b>        | <b>317</b>   | <b>267</b> | <b>53</b>        | <b>266</b>        | <b>327</b>   | <b>242</b> | <b>86</b>        | <b>250</b>        |
| Much Better           | 6%          | 5%           | 7%         | 4%                | 7%           | 8%         | 6%               | 2%                | 6%           | 10%        | 5%               | 2%                |
| Better                | 16%         | 16%          | 20%        | 11%               | 17%          | 21%        | 20%              | 9%                | 15%          | 21%        | 22%              | 10%               |
| Stayed about the same | 38%         | 34%          | 37%        | 44%               | 36%          | 36%        | 39%              | 44%               | 35%          | 37%        | 42%              | 40%               |
| Worse                 | 21%         | 23%          | 21%        | 17%               | 21%          | 19%        | 23%              | 20%               | 24%          | 18%        | 20%              | 19%               |
| Much Worse            | 15%         | 19%          | 12%        | 13%               | 16%          | 12%        | 12%              | 14%               | 17%          | 9%         | 11%              | 17%               |
| Don't Know            | 5%          | 2%           | 3%         | 11%               | 3%           | 3%         | 0%               | 11%               | 2%           | 3%         | 0%               | 13%               |

Fieldwork: 20th-23rd December 2019

Data weighted to UK population by gender, age, region, social grade, 2019 vote, 2016 referendum vote

How much do you agree or disagree with the following: The BBC should be a subscription service, like Netflix or Sky

|                            | Total | Gender |        | Age   |       |       |       |       |     | Social Grade |      | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|----------------------------|-------|--------|--------|-------|-------|-------|-------|-------|-----|--------------|------|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|                            |       | Male   | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | ABC1         | C2DE | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted                 | 1000  | 506    | 489    | 142   | 179   | 154   | 163   | 156   | 206 | 516          | 478  | 125    | 139        | 78         | 86              | 73            | 93            | 75                       | 41         | 112        | 95       | 50    | 33               |
| Weighted                   | 1000  | 488    | 507    | 140   | 170   | 170   | 170   | 140   | 210 | 526          | 468  | 140    | 135        | 80         | 90              | 70            | 90            | 80                       | 40         | 110        | 85       | 50    | 30               |
| Strongly Agree             | 14%   | 15%    | 12%    | 12%   | 16%   | 17%   | 16%   | 10%   | 11% | 12%          | 16%  | 11%    | 9%         | 12%        | 15%             | 19%           | 13%           | 7%                       | 22%        | 17%        | 20%      | 18%   | 9%               |
| Agree                      | 17%   | 17%    | 17%    | 26%   | 32%   | 13%   | 16%   | 10%   | 9%  | 16%          | 19%  | 22%    | 20%        | 13%        | 12%             | 18%           | 19%           | 20%                      | 20%        | 19%        | 13%      | 14%   | 7%               |
| Neither Agree nor Disagree | 21%   | 17%    | 25%    | 24%   | 21%   | 26%   | 19%   | 20%   | 17% | 22%          | 20%  | 22%    | 18%        | 18%        | 22%             | 25%           | 22%           | 13%                      | 20%        | 22%        | 19%      | 29%   | 29%              |
| Disagree                   | 18%   | 18%    | 19%    | 17%   | 11%   | 19%   | 19%   | 20%   | 23% | 19%          | 17%  | 13%    | 18%        | 19%        | 26%             | 25%           | 19%           | 11%                      | 16%        | 14%        | 15%      | 22%   | 35%              |
| Strongly Disagree          | 26%   | 29%    | 22%    | 15%   | 16%   | 19%   | 26%   | 38%   | 37% | 28%          | 23%  | 21%    | 29%        | 38%        | 19%             | 12%           | 22%           | 35%                      | 29%        | 29%        | 27%      | 22%   | 18%              |
| Don't Know                 | 4%    | 3%     | 5%     | 6%    | 5%    | 6%    | 4%    | 3%    | 3%  | 4%           | 5%   | 10%    | 6%         | 1%         | 5%              | 4%            | 3%            | 4%                       | 0%         | 1%         | 3%       | 5%    | 2%               |

Fieldwork: 20th-23rd December 2019

Data weighted to UK population by gender, age, region, social grade, 2019 vote, 2016 referendum vote

**How much do you agree or disagree with the following: The BBC should be a subscription service, like Netflix or Sky**

|                            | Total       | EU 2016 Vote |            |                   | 2017         |            |                  |                   | 2019         |            |                  |                   |
|----------------------------|-------------|--------------|------------|-------------------|--------------|------------|------------------|-------------------|--------------|------------|------------------|-------------------|
|                            |             | Leave        | Remain     | I did not vote/DK | Conservative | Labour     | Liberal Democrat | I did not vote/DK | Conservative | Labour     | Liberal Democrat | I did not vote/DK |
| Unweighted                 | 1000        | 413          | 428        | 159               | 338          | 314        | 58               | 174               | 349          | 292        | 88               | 143               |
| <b>Weighted</b>            | <b>1000</b> | <b>390</b>   | <b>360</b> | <b>250</b>        | <b>317</b>   | <b>267</b> | <b>53</b>        | <b>266</b>        | <b>327</b>   | <b>242</b> | <b>86</b>        | <b>250</b>        |
| Strongly Agree             | 14%         | 17%          | 11%        | 12%               | 14%          | 14%        | 14%              | 12%               | 15%          | 13%        | 8%               | 13%               |
| Agree                      | 17%         | 17%          | 16%        | 20%               | 17%          | 18%        | 21%              | 17%               | 16%          | 18%        | 18%              | 17%               |
| Neither Agree nor Disagree | 21%         | 22%          | 17%        | 25%               | 23%          | 18%        | 8%               | 24%               | 23%          | 17%        | 12%              | 25%               |
| Disagree                   | 18%         | 17%          | 19%        | 19%               | 18%          | 15%        | 21%              | 21%               | 19%          | 18%        | 22%              | 16%               |
| Strongly Disagree          | 26%         | 25%          | 32%        | 17%               | 25%          | 31%        | 33%              | 18%               | 24%          | 30%        | 38%              | 20%               |
| Don't Know                 | 4%          | 2%           | 4%         | 7%                | 3%           | 3%         | 2%               | 8%                | 3%           | 3%         | 3%               | 9%                |

Fieldwork: 20th-23rd December 2019

Data weighted to UK population by gender, age, region, social grade, 2019 vote, 2016 referendum vote

How much do you agree or disagree with the following: The BBC should be a commercial service, like ITV

|                            | Total | Gender |        | Age   |       |       |       |       |     | Social Grade |      | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|----------------------------|-------|--------|--------|-------|-------|-------|-------|-------|-----|--------------|------|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|                            |       | Male   | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | ABC1         | C2DE | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted                 | 1000  | 506    | 489    | 142   | 179   | 154   | 163   | 156   | 206 | 516          | 478  | 125    | 139        | 78         | 86              | 73            | 93            | 75                       | 41         | 112        | 95       | 50    | 33               |
| Weighted                   | 1000  | 488    | 507    | 140   | 170   | 170   | 170   | 140   | 210 | 526          | 468  | 140    | 135        | 80         | 90              | 70            | 90            | 80                       | 40         | 110        | 85       | 50    | 30               |
| Strongly Agree             | 27%   | 28%    | 26%    | 24%   | 28%   | 28%   | 30%   | 27%   | 26% | 23%          | 32%  | 23%    | 23%        | 26%        | 35%             | 28%           | 21%           | 27%                      | 31%        | 33%        | 30%      | 24%   | 30%              |
| Agree                      | 24%   | 23%    | 26%    | 29%   | 28%   | 27%   | 23%   | 19%   | 20% | 23%          | 26%  | 33%    | 22%        | 19%        | 22%             | 20%           | 27%           | 31%                      | 25%        | 24%        | 21%      | 17%   | 23%              |
| Neither Agree nor Disagree | 22%   | 19%    | 25%    | 28%   | 26%   | 22%   | 21%   | 15%   | 19% | 21%          | 22%  | 21%    | 20%        | 25%        | 21%             | 26%           | 20%           | 20%                      | 26%        | 19%        | 17%      | 31%   | 36%              |
| Disagree                   | 11%   | 12%    | 11%    | 9%    | 8%    | 12%   | 11%   | 14%   | 14% | 14%          | 8%   | 8%     | 14%        | 14%        | 13%             | 16%           | 10%           | 10%                      | 7%         | 10%        | 11%      | 12%   | 6%               |
| Strongly Disagree          | 13%   | 17%    | 9%     | 7%    | 3%    | 10%   | 13%   | 22%   | 20% | 17%          | 8%   | 12%    | 15%        | 16%        | 8%              | 8%            | 14%           | 12%                      | 11%        | 12%        | 21%      | 11%   | 4%               |
| Don't Know                 | 3%    | 1%     | 4%     | 4%    | 6%    | 2%    | 1%    | 3%    | 0%  | 2%           | 4%   | 3%     | 8%         | 0%         | 1%              | 2%            | 8%            | 0%                       | 0%         | 1%         | 0%       | 3%    | 0%               |

Fieldwork: 20th-23rd December 2019

Data weighted to UK population by gender, age, region, social grade, 2019 vote, 2016 referendum vote

**How much do you agree or disagree with the following: The BBC should be a commercial service, like ITV**

|                            | Total       | EU 2016 Vote |            |                   | 2017         |            |                  |                   | 2019         |            |                  |                   |
|----------------------------|-------------|--------------|------------|-------------------|--------------|------------|------------------|-------------------|--------------|------------|------------------|-------------------|
|                            |             | Leave        | Remain     | I did not vote/DK | Conservative | Labour     | Liberal Democrat | I did not vote/DK | Conservative | Labour     | Liberal Democrat | I did not vote/DK |
| Unweighted                 | 1000        | 413          | 428        | 159               | 338          | 314        | 58               | 174               | 349          | 292        | 88               | 143               |
| <b>Weighted</b>            | <b>1000</b> | <b>390</b>   | <b>360</b> | <b>250</b>        | <b>317</b>   | <b>267</b> | <b>53</b>        | <b>266</b>        | <b>327</b>   | <b>242</b> | <b>86</b>        | <b>250</b>        |
| Strongly Agree             | 27%         | 35%          | 20%        | 26%               | 29%          | 24%        | 8%               | 28%               | 32%          | 23%        | 9%               | 30%               |
| Agree                      | 24%         | 28%          | 24%        | 19%               | 28%          | 26%        | 21%              | 19%               | 25%          | 25%        | 23%              | 21%               |
| Neither Agree nor Disagree | 22%         | 18%          | 18%        | 33%               | 19%          | 18%        | 16%              | 29%               | 20%          | 20%        | 20%              | 28%               |
| Disagree                   | 11%         | 9%           | 16%        | 8%                | 10%          | 12%        | 19%              | 11%               | 11%          | 13%        | 19%              | 7%                |
| Strongly Disagree          | 13%         | 9%           | 20%        | 8%                | 13%          | 16%        | 36%              | 8%                | 11%          | 17%        | 28%              | 8%                |
| Don't Know                 | 3%          | 2%           | 2%         | 5%                | 1%           | 3%         | 0%               | 6%                | 1%           | 2%         | 1%               | 6%                |

Fieldwork: 20th-23rd December 2019

Data weighted to UK population by gender, age, region, social grade, 2019 vote, 2016 referendum vote

How much do you agree or disagree with the following: The BBC should continue to be funded through the licence fee

|                            | Total | Gender |        | Age   |       |       |       |       |     | Social Grade |      | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|----------------------------|-------|--------|--------|-------|-------|-------|-------|-------|-----|--------------|------|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|                            |       | Male   | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | ABC1         | C2DE | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted                 | 1000  | 506    | 489    | 142   | 179   | 154   | 163   | 156   | 206 | 516          | 478  | 125    | 139        | 78         | 86              | 73            | 93            | 75                       | 41         | 112        | 95       | 50    | 33               |
| Weighted                   | 1000  | 488    | 507    | 140   | 170   | 170   | 170   | 140   | 210 | 526          | 468  | 140    | 135        | 80         | 90              | 70            | 90            | 80                       | 40         | 110        | 85       | 50    | 30               |
| Strongly Agree             | 11%   | 13%    | 9%     | 8%    | 15%   | 11%   | 7%    | 17%   | 9%  | 14%          | 8%   | 12%    | 9%         | 15%        | 7%              | 5%            | 14%           | 12%                      | 21%        | 10%        | 15%      | 9%    | 0%               |
| Agree                      | 19%   | 19%    | 18%    | 23%   | 15%   | 22%   | 12%   | 16%   | 23% | 20%          | 16%  | 19%    | 14%        | 23%        | 16%             | 29%           | 15%           | 22%                      | 8%         | 16%        | 20%      | 25%   | 10%              |
| Neither Agree nor Disagree | 23%   | 20%    | 27%    | 32%   | 26%   | 20%   | 24%   | 18%   | 22% | 24%          | 23%  | 26%    | 28%        | 11%        | 25%             | 24%           | 24%           | 23%                      | 21%        | 22%        | 17%      | 25%   | 41%              |
| Disagree                   | 17%   | 14%    | 20%    | 21%   | 16%   | 14%   | 18%   | 16%   | 17% | 18%          | 16%  | 17%    | 20%        | 19%        | 16%             | 20%           | 14%           | 22%                      | 11%        | 18%        | 14%      | 9%    | 18%              |
| Strongly Disagree          | 26%   | 32%    | 21%    | 11%   | 22%   | 28%   | 35%   | 32%   | 28% | 20%          | 33%  | 20%    | 23%        | 28%        | 33%             | 19%           | 29%           | 21%                      | 39%        | 28%        | 32%      | 26%   | 29%              |
| Don't Know                 | 4%    | 3%     | 5%     | 6%    | 6%    | 5%    | 4%    | 1%    | 2%  | 4%           | 4%   | 6%     | 6%         | 4%         | 3%              | 2%            | 4%            | 0%                       | 0%         | 5%         | 2%       | 6%    | 2%               |

Fieldwork: 20th-23rd December 2019

Data weighted to UK population by gender, age, region, social grade, 2019 vote, 2016 referendum vote



**How much do you agree or disagree with the following: The BBC should continue to be funded through the licence fee**

|                            | Total       | EU 2016 Vote |            |                   | 2017         |            |                  |                   | 2019         |            |                  |                   |
|----------------------------|-------------|--------------|------------|-------------------|--------------|------------|------------------|-------------------|--------------|------------|------------------|-------------------|
|                            |             | Leave        | Remain     | I did not vote/DK | Conservative | Labour     | Liberal Democrat | I did not vote/DK | Conservative | Labour     | Liberal Democrat | I did not vote/DK |
| Unweighted                 | 1000        | 413          | 428        | 159               | 338          | 314        | 58               | 174               | 349          | 292        | 88               | 143               |
| <b>Weighted</b>            | <b>1000</b> | <b>390</b>   | <b>360</b> | <b>250</b>        | <b>317</b>   | <b>267</b> | <b>53</b>        | <b>266</b>        | <b>327</b>   | <b>242</b> | <b>86</b>        | <b>250</b>        |
| Strongly Agree             | 11%         | 8%           | 17%        | 7%                | 11%          | 17%        | 22%              | 6%                | 11%          | 16%        | 14%              | 6%                |
| Agree                      | 19%         | 14%          | 26%        | 14%               | 18%          | 23%        | 30%              | 14%               | 17%          | 21%        | 33%              | 14%               |
| Neither Agree nor Disagree | 23%         | 21%          | 21%        | 32%               | 23%          | 22%        | 14%              | 28%               | 20%          | 25%        | 19%              | 28%               |
| Disagree                   | 17%         | 18%          | 15%        | 19%               | 16%          | 15%        | 18%              | 19%               | 17%          | 17%        | 16%              | 19%               |
| Strongly Disagree          | 26%         | 37%          | 16%        | 24%               | 28%          | 20%        | 16%              | 27%               | 32%          | 19%        | 16%              | 28%               |
| Don't Know                 | 4%          | 2%           | 5%         | 4%                | 3%           | 3%         | 0%               | 6%                | 3%           | 3%         | 2%               | 6%                |

Fieldwork: 20th-23rd December 2019

Data weighted to UK population by gender, age, region, social grade, 2019 vote, 2016 referendum vote

How much do you agree or disagree with the following: The BBC licence fee should be means tested, and individuals required to pay if they are able to do so

|                            | Total | Gender |        | Age   |       |       |       |       |     | Social Grade |      | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|----------------------------|-------|--------|--------|-------|-------|-------|-------|-------|-----|--------------|------|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|                            |       | Male   | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | ABC1         | C2DE | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted                 | 1000  | 506    | 489    | 142   | 179   | 154   | 163   | 156   | 206 | 516          | 478  | 125    | 139        | 78         | 86              | 73            | 93            | 75                       | 41         | 112        | 95       | 50    | 33               |
| Weighted                   | 1000  | 488    | 507    | 140   | 170   | 170   | 170   | 140   | 210 | 526          | 468  | 140    | 135        | 80         | 90              | 70            | 90            | 80                       | 40         | 110        | 85       | 50    | 30               |
| Strongly Agree             | 15%   | 12%    | 18%    | 16%   | 19%   | 20%   | 19%   | 10%   | 8%  | 14%          | 16%  | 20%    | 14%        | 13%        | 12%             | 17%           | 9%            | 18%                      | 26%        | 15%        | 15%      | 12%   | 9%               |
| Agree                      | 24%   | 26%    | 22%    | 32%   | 27%   | 21%   | 20%   | 25%   | 23% | 24%          | 24%  | 24%    | 15%        | 39%        | 21%             | 29%           | 38%           | 18%                      | 24%        | 27%        | 20%      | 19%   | 17%              |
| Neither Agree nor Disagree | 26%   | 24%    | 28%    | 27%   | 33%   | 23%   | 27%   | 27%   | 21% | 26%          | 26%  | 25%    | 31%        | 16%        | 34%             | 29%           | 27%           | 26%                      | 12%        | 16%        | 27%      | 38%   | 36%              |
| Disagree                   | 14%   | 15%    | 14%    | 13%   | 6%    | 12%   | 13%   | 20%   | 22% | 15%          | 14%  | 15%    | 16%        | 13%        | 13%             | 9%            | 11%           | 14%                      | 18%        | 15%        | 15%      | 9%    | 32%              |
| Strongly Disagree          | 17%   | 20%    | 13%    | 8%    | 9%    | 19%   | 18%   | 19%   | 24% | 18%          | 15%  | 11%    | 19%        | 16%        | 15%             | 15%           | 10%           | 22%                      | 19%        | 23%        | 21%      | 16%   | 5%               |
| Don't Know                 | 3%    | 2%     | 4%     | 4%    | 6%    | 3%    | 3%    | 0%    | 3%  | 3%           | 4%   | 6%     | 4%         | 2%         | 4%              | 1%            | 5%            | 2%                       | 0%         | 3%         | 1%       | 6%    | 2%               |

Fieldwork: 20th-23rd December 2019

Data weighted to UK population by gender, age, region, social grade, 2019 vote, 2016 referendum vote

How much do you agree or disagree with the following: The BBC licence fee should be means tested, and individuals required to pay if they are able to do so

|                            | Total       | EU 2016 Vote |            |                   | 2017         |            |                  |                   | 2019         |            |                  |                   |
|----------------------------|-------------|--------------|------------|-------------------|--------------|------------|------------------|-------------------|--------------|------------|------------------|-------------------|
|                            |             | Leave        | Remain     | I did not vote/DK | Conservative | Labour     | Liberal Democrat | I did not vote/DK | Conservative | Labour     | Liberal Democrat | I did not vote/DK |
| Unweighted                 | 1000        | 413          | 428        | 159               | 338          | 314        | 58               | 174               | 349          | 292        | 88               | 143               |
| <b>Weighted</b>            | <b>1000</b> | <b>390</b>   | <b>360</b> | <b>250</b>        | <b>317</b>   | <b>267</b> | <b>53</b>        | <b>266</b>        | <b>327</b>   | <b>242</b> | <b>86</b>        | <b>250</b>        |
| Strongly Agree             | 15%         | 13%          | 18%        | 15%               | 12%          | 17%        | 22%              | 17%               | 11%          | 19%        | 19%              | 15%               |
| Agree                      | 24%         | 22%          | 28%        | 23%               | 23%          | 27%        | 28%              | 22%               | 21%          | 29%        | 27%              | 21%               |
| Neither Agree nor Disagree | 26%         | 24%          | 23%        | 34%               | 23%          | 22%        | 32%              | 33%               | 22%          | 25%        | 34%              | 32%               |
| Disagree                   | 14%         | 15%          | 16%        | 12%               | 18%          | 16%        | 11%              | 10%               | 18%          | 12%        | 11%              | 10%               |
| Strongly Disagree          | 17%         | 23%          | 13%        | 12%               | 23%          | 14%        | 5%               | 13%               | 26%          | 12%        | 5%               | 15%               |
| Don't Know                 | 3%          | 3%           | 3%         | 4%                | 2%           | 4%         | 2%               | 6%                | 2%           | 2%         | 3%               | 7%                |

Fieldwork: 20th-23rd December 2019

Data weighted to UK population by gender, age, region, social grade, 2019 vote, 2016 referendum vote

**How much do you agree or disagree with the following: All news stations should be privately owned**

|                            | Total       | Gender     |            | Age        |            |            |            |            |            | Social Grade |            | Region     |            |            |                 |               |               |                          |            |            |           |           |                  |
|----------------------------|-------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|------------|------------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|-----------|-----------|------------------|
|                            |             | Male       | Female     | 18-24      | 25-34      | 35-44      | 45-54      | 55-64      | 65+        | ABC1         | C2DE       | London     | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland  | Wales     | Northern Ireland |
| Unweighted                 | 1000        | 506        | 489        | 142        | 179        | 154        | 163        | 156        | 206        | 516          | 478        | 125        | 139        | 78         | 86              | 73            | 93            | 75                       | 41         | 112        | 95        | 50        | 33               |
| <b>Weighted</b>            | <b>1000</b> | <b>488</b> | <b>507</b> | <b>140</b> | <b>170</b> | <b>170</b> | <b>170</b> | <b>140</b> | <b>210</b> | <b>526</b>   | <b>468</b> | <b>140</b> | <b>135</b> | <b>80</b>  | <b>90</b>       | <b>70</b>     | <b>90</b>     | <b>80</b>                | <b>40</b>  | <b>110</b> | <b>85</b> | <b>50</b> | <b>30</b>        |
| Strongly Agree             | 10%         | 11%        | 9%         | 10%        | 12%        | 13%        | 9%         | 7%         | 10%        | 10%          | 10%        | 10%        | 11%        | 3%         | 15%             | 11%           | 8%            | 9%                       | 16%        | 10%        | 12%       | 9%        | 9%               |
| Agree                      | 16%         | 16%        | 14%        | 20%        | 18%        | 17%        | 13%        | 13%        | 13%        | 15%          | 17%        | 23%        | 14%        | 15%        | 11%             | 14%           | 15%           | 19%                      | 24%        | 12%        | 13%       | 13%       | 10%              |
| Neither Agree nor Disagree | 36%         | 33%        | 38%        | 34%        | 36%        | 34%        | 43%        | 36%        | 32%        | 34%          | 38%        | 29%        | 40%        | 44%        | 38%             | 37%           | 30%           | 34%                      | 31%        | 40%        | 27%       | 38%       | 49%              |
| Disagree                   | 15%         | 16%        | 15%        | 18%        | 9%         | 18%        | 11%        | 17%        | 20%        | 16%          | 15%        | 16%        | 19%        | 11%        | 18%             | 18%           | 20%           | 11%                      | 13%        | 14%        | 12%       | 12%       | 14%              |
| Strongly Disagree          | 14%         | 17%        | 11%        | 8%         | 10%        | 9%         | 14%        | 23%        | 20%        | 17%          | 11%        | 12%        | 9%         | 22%        | 9%              | 8%            | 13%           | 22%                      | 13%        | 16%        | 25%       | 11%       | 11%              |
| Don't Know                 | 9%          | 6%         | 12%        | 9%         | 15%        | 8%         | 10%        | 5%         | 6%         | 9%           | 9%         | 10%        | 7%         | 4%         | 9%              | 12%           | 14%           | 5%                       | 2%         | 8%         | 10%       | 18%       | 7%               |

Fieldwork: 20th-23rd December 2019

Data weighted to UK population by gender, age, region, social grade, 2019 vote, 2016 referendum vote

**How much do you agree or disagree with the following: All news stations should be privately owned**

|                            | Total       | EU 2016 Vote |            |                   | 2017         |            |                  |                   | 2019         |            |                  |                   |
|----------------------------|-------------|--------------|------------|-------------------|--------------|------------|------------------|-------------------|--------------|------------|------------------|-------------------|
|                            |             | Leave        | Remain     | I did not vote/DK | Conservative | Labour     | Liberal Democrat | I did not vote/DK | Conservative | Labour     | Liberal Democrat | I did not vote/DK |
| Unweighted                 | 1000        | 413          | 428        | 159               | 338          | 314        | 58               | 174               | 349          | 292        | 88               | 143               |
| <b>Weighted</b>            | <b>1000</b> | <b>390</b>   | <b>360</b> | <b>250</b>        | <b>317</b>   | <b>267</b> | <b>53</b>        | <b>266</b>        | <b>327</b>   | <b>242</b> | <b>86</b>        | <b>250</b>        |
| Strongly Agree             | 10%         | 12%          | 11%        | 6%                | 12%          | 12%        | 4%               | 5%                | 13%          | 11%        | 8%               | 5%                |
| Agree                      | 16%         | 18%          | 12%        | 16%               | 18%          | 19%        | 14%              | 11%               | 14%          | 18%        | 12%              | 15%               |
| Neither Agree nor Disagree | 36%         | 34%          | 33%        | 43%               | 36%          | 28%        | 33%              | 43%               | 36%          | 32%        | 31%              | 42%               |
| Disagree                   | 15%         | 16%          | 17%        | 13%               | 17%          | 17%        | 18%              | 13%               | 19%          | 14%        | 19%              | 14%               |
| Strongly Disagree          | 14%         | 13%          | 19%        | 10%               | 11%          | 17%        | 28%              | 12%               | 12%          | 18%        | 23%              | 9%                |
| Don't Know                 | 9%          | 7%           | 8%         | 12%               | 7%           | 7%         | 3%               | 17%               | 7%           | 7%         | 8%               | 16%               |

Fieldwork: 20th-23rd December 2019

Data weighted to UK population by gender, age, region, social grade, 2019 vote, 2016 referendum vote

**How much do you agree or disagree with the following: There should be a publicly owned news service**

|                            | Total | Gender |        | Age   |       |       |       |       |     | Social Grade |      | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|----------------------------|-------|--------|--------|-------|-------|-------|-------|-------|-----|--------------|------|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|                            |       | Male   | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | ABC1         | C2DE | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted                 | 1000  | 506    | 489    | 142   | 179   | 154   | 163   | 156   | 206 | 516          | 478  | 125    | 139        | 78         | 86              | 73            | 93            | 75                       | 41         | 112        | 95       | 50    | 33               |
| Weighted                   | 1000  | 488    | 507    | 140   | 170   | 170   | 170   | 140   | 210 | 526          | 468  | 140    | 135        | 80         | 90              | 70            | 90            | 80                       | 40         | 110        | 85       | 50    | 30               |
| Strongly Agree             | 12%   | 12%    | 12%    | 13%   | 17%   | 13%   | 10%   | 9%    | 11% | 11%          | 13%  | 13%    | 11%        | 9%         | 14%             | 10%           | 8%            | 12%                      | 25%        | 11%        | 16%      | 11%   | 9%               |
| Agree                      | 21%   | 21%    | 21%    | 25%   | 28%   | 21%   | 16%   | 14%   | 21% | 22%          | 21%  | 26%    | 17%        | 33%        | 16%             | 18%           | 24%           | 21%                      | 30%        | 17%        | 19%      | 12%   | 18%              |
| Neither Agree nor Disagree | 35%   | 32%    | 37%    | 36%   | 31%   | 32%   | 39%   | 39%   | 32% | 33%          | 37%  | 28%    | 36%        | 26%        | 45%             | 37%           | 38%           | 41%                      | 20%        | 33%        | 28%      | 40%   | 50%              |
| Disagree                   | 12%   | 14%    | 10%    | 12%   | 5%    | 14%   | 12%   | 17%   | 14% | 13%          | 11%  | 10%    | 14%        | 15%        | 11%             | 14%           | 9%            | 12%                      | 10%        | 15%        | 12%      | 12%   | 13%              |
| Strongly Disagree          | 9%    | 12%    | 6%     | 3%    | 6%    | 5%    | 11%   | 16%   | 14% | 11%          | 8%   | 9%     | 10%        | 8%         | 8%              | 8%            | 9%            | 9%                       | 7%         | 14%        | 11%      | 5%    | 6%               |
| Don't Know                 | 11%   | 8%     | 14%    | 11%   | 13%   | 15%   | 12%   | 6%    | 8%  | 10%          | 11%  | 15%    | 12%        | 8%         | 6%              | 13%           | 12%           | 7%                       | 9%         | 9%         | 12%      | 20%   | 2%               |

Fieldwork: 20th-23rd December 2019

Data weighted to UK population by gender, age, region, social grade, 2019 vote, 2016 referendum vote

**How much do you agree or disagree with the following: There should be a publicly owned news service**

|                            | Total       | EU 2016 Vote |            |                   | 2017         |            |                  |                   | 2019         |            |                  |                   |
|----------------------------|-------------|--------------|------------|-------------------|--------------|------------|------------------|-------------------|--------------|------------|------------------|-------------------|
|                            |             | Leave        | Remain     | I did not vote/DK | Conservative | Labour     | Liberal Democrat | I did not vote/DK | Conservative | Labour     | Liberal Democrat | I did not vote/DK |
| Unweighted                 | 1000        | 413          | 428        | 159               | 338          | 314        | 58               | 174               | 349          | 292        | 88               | 143               |
| <b>Weighted</b>            | <b>1000</b> | <b>390</b>   | <b>360</b> | <b>250</b>        | <b>317</b>   | <b>267</b> | <b>53</b>        | <b>266</b>        | <b>327</b>   | <b>242</b> | <b>86</b>        | <b>250</b>        |
| Strongly Agree             | 12%         | 14%          | 11%        | 11%               | 12%          | 16%        | 5%               | 9%                | 12%          | 15%        | 6%               | 11%               |
| Agree                      | 21%         | 22%          | 21%        | 20%               | 20%          | 21%        | 37%              | 19%               | 18%          | 23%        | 29%              | 19%               |
| Neither Agree nor Disagree | 35%         | 35%          | 32%        | 38%               | 33%          | 34%        | 21%              | 38%               | 36%          | 35%        | 21%              | 37%               |
| Disagree                   | 12%         | 12%          | 15%        | 10%               | 15%          | 12%        | 26%              | 8%                | 13%          | 11%        | 25%              | 9%                |
| Strongly Disagree          | 9%          | 10%          | 11%        | 6%                | 11%          | 8%         | 5%               | 7%                | 12%          | 7%         | 10%              | 7%                |
| Don't Know                 | 11%         | 9%           | 10%        | 15%               | 8%           | 9%         | 7%               | 19%               | 8%           | 9%         | 8%               | 18%               |

Fieldwork: 20th-23rd December 2019

Data weighted to UK population by gender, age, region, social grade, 2019 vote, 2016 referendum vote

Which of the following statements do you agree with more:

|  | Total | Gender |        | Age   |       |       |       |       |     | Social Grade |      | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|--|-------|--------|--------|-------|-------|-------|-------|-------|-----|--------------|------|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|  |       | Male   | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | ABC1         | C2DE | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted   | 1000  | 506    | 489    | 142   | 179   | 154   | 163   | 156   | 206 | 516          | 478  | 125    | 139        | 78         | 86              | 73            | 93            | 75                       | 41         | 112        | 95       | 50    | 33               |
| Weighted   | 1000  | 488    | 507    | 140   | 170   | 170   | 170   | 140   | 210 | 526          | 468  | 140    | 135        | 80         | 90              | 70            | 90            | 80                       | 40         | 110        | 85       | 50    | 30               |
| We should keep the licence fee so that the BBC maintains levels of funding to produce high quality news and entertainment programmes | 31%   | 36%    | 27%    | 30%   | 30%   | 25%   | 28%   | 36%   | 37% | 37%          | 24%  | 34%    | 28%        | 37%        | 22%             | 34%           | 33%           | 33%                      | 33%        | 31%        | 35%      | 30%   | 19%              |
| We should not have a licence fee as the BBC will be able to secure funding for its programmes in the same way other broadcasters do  | 56%   | 55%    | 57%    | 52%   | 54%   | 62%   | 60%   | 56%   | 54% | 51%          | 63%  | 50%    | 54%        | 57%        | 61%             | 52%           | 56%           | 58%                      | 61%        | 62%        | 55%      | 51%   | 75%              |
| Don't Know   | 12%   | 9%     | 16%    | 18%   | 15%   | 13%   | 12%   | 8%    | 9%  | 12%          | 12%  | 16%    | 18%        | 6%         | 17%             | 14%           | 11%           | 9%                       | 6%         | 7%         | 10%      | 19%   | 6%               |

Fieldwork: 20th-23rd December 2019

Data weighted to UK population by gender, age, region, social grade, 2019 vote, 2016 referendum vote



**Which of the following statements do you agree with more:**

|  | Total       | EU 2016 Vote |            |                   | 2017         |            |                  |                   | 2019         |            |                  |                   |
|--|-------------|--------------|------------|-------------------|--------------|------------|------------------|-------------------|--------------|------------|------------------|-------------------|
|  |             | Leave        | Remain     | I did not vote/DK | Conservative | Labour     | Liberal Democrat | I did not vote/DK | Conservative | Labour     | Liberal Democrat | I did not vote/DK |
| Unweighted   | 1000        | 413          | 428        | 159               | 338          | 314        | 58               | 174               | 349          | 292        | 88               | 143               |
| <b>Weighted</b>  | <b>1000</b> | <b>390</b>   | <b>360</b> | <b>250</b>        | <b>317</b>   | <b>267</b> | <b>53</b>        | <b>266</b>        | <b>327</b>   | <b>242</b> | <b>86</b>        | <b>250</b>        |
| We should keep the licence fee so that the BBC maintains levels of funding to produce high quality news and entertainment programmes | 31%         | 26%          | 45%        | 21%               | 33%          | 42%        | 52%              | 18%               | 33%          | 41%        | 50%              | 15%               |
| We should not have a licence fee as the BBC will be able to secure funding for its programmes in the same way other broadcasters do  | 56%         | 66%          | 44%        | 60%               | 57%          | 48%        | 44%              | 62%               | 58%          | 48%        | 38%              | 64%               |
| Don't Know   | 12%         | 8%           | 12%        | 20%               | 9%           | 11%        | 4%               | 21%               | 9%           | 11%        | 12%              | 21%               |

Fieldwork: 20th-23rd December 2019

Data weighted to UK population by gender, age, region, social grade, 2019 vote, 2016 referendum vote

How much do you agree or disagree with the following: The BBC is neutral

|                            | Total | Gender |        | Age   |       |       |       |       |     | Social Grade |      | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|----------------------------|-------|--------|--------|-------|-------|-------|-------|-------|-----|--------------|------|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|                            |       | Male   | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | ABC1         | C2DE | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted                 | 1000  | 506    | 489    | 142   | 179   | 154   | 163   | 156   | 206 | 516          | 478  | 125    | 139        | 78         | 86              | 73            | 93            | 75                       | 41         | 112        | 95       | 50    | 33               |
| Weighted                   | 1000  | 488    | 507    | 140   | 170   | 170   | 170   | 140   | 210 | 526          | 468  | 140    | 135        | 80         | 90              | 70            | 90            | 80                       | 40         | 110        | 85       | 50    | 30               |
| Strongly Agree             | 6%    | 7%     | 6%     | 7%    | 9%    | 4%    | 6%    | 8%    | 5%  | 8%           | 5%   | 8%     | 5%         | 4%         | 4%              | 6%            | 12%           | 5%                       | 6%         | 5%         | 8%       | 4%    | 6%               |
| Agree                      | 21%   | 23%    | 19%    | 27%   | 19%   | 24%   | 17%   | 24%   | 19% | 20%          | 23%  | 21%    | 12%        | 27%        | 25%             | 24%           | 19%           | 23%                      | 18%        | 20%        | 27%      | 23%   | 22%              |
| Neither Agree nor Disagree | 28%   | 25%    | 32%    | 32%   | 28%   | 27%   | 35%   | 26%   | 24% | 28%          | 28%  | 26%    | 29%        | 26%        | 25%             | 28%           | 33%           | 37%                      | 36%        | 27%        | 19%      | 40%   | 19%              |
| Disagree                   | 20%   | 20%    | 20%    | 17%   | 19%   | 22%   | 16%   | 21%   | 25% | 20%          | 20%  | 22%    | 26%        | 19%        | 18%             | 20%           | 16%           | 10%                      | 10%        | 28%        | 17%      | 14%   | 39%              |
| Strongly Disagree          | 16%   | 21%    | 11%    | 12%   | 10%   | 16%   | 16%   | 17%   | 22% | 16%          | 16%  | 13%    | 16%        | 16%        | 18%             | 14%           | 12%           | 19%                      | 22%        | 16%        | 21%      | 9%    | 14%              |
| Don't Know                 | 8%    | 4%     | 12%    | 5%    | 15%   | 8%    | 10%   | 5%    | 5%  | 8%           | 9%   | 10%    | 13%        | 7%         | 12%             | 7%            | 7%            | 6%                       | 7%         | 4%         | 8%       | 9%    | 0%               |

Fieldwork: 20th-23rd December 2019

Data weighted to UK population by gender, age, region, social grade, 2019 vote, 2016 referendum vote

**How much do you agree or disagree with the following: The BBC is neutral**

|                            | Total       | EU 2016 Vote |            |                   | 2017         |            |                  |                   | 2019         |            |                  |                   |
|----------------------------|-------------|--------------|------------|-------------------|--------------|------------|------------------|-------------------|--------------|------------|------------------|-------------------|
|                            |             | Leave        | Remain     | I did not vote/DK | Conservative | Labour     | Liberal Democrat | I did not vote/DK | Conservative | Labour     | Liberal Democrat | I did not vote/DK |
| Unweighted                 | 1000        | 413          | 428        | 159               | 338          | 314        | 58               | 174               | 349          | 292        | 88               | 143               |
| <b>Weighted</b>            | <b>1000</b> | <b>390</b>   | <b>360</b> | <b>250</b>        | <b>317</b>   | <b>267</b> | <b>53</b>        | <b>266</b>        | <b>327</b>   | <b>242</b> | <b>86</b>        | <b>250</b>        |
| Strongly Agree             | 6%          | 6%           | 11%        | 1%                | 7%           | 10%        | 15%              | 1%                | 7%           | 11%        | 7%               | 1%                |
| Agree                      | 21%         | 18%          | 27%        | 19%               | 21%          | 26%        | 39%              | 18%               | 17%          | 22%        | 43%              | 18%               |
| Neither Agree nor Disagree | 28%         | 26%          | 28%        | 33%               | 25%          | 27%        | 26%              | 32%               | 26%          | 28%        | 27%              | 32%               |
| Disagree                   | 20%         | 23%          | 18%        | 18%               | 24%          | 21%        | 8%               | 18%               | 25%          | 20%        | 13%              | 18%               |
| Strongly Disagree          | 16%         | 20%          | 12%        | 14%               | 17%          | 12%        | 11%              | 13%               | 19%          | 12%        | 9%               | 14%               |
| Don't Know                 | 8%          | 7%           | 5%         | 15%               | 6%           | 4%         | 2%               | 17%               | 6%           | 7%         | 1%               | 17%               |

Fieldwork: 20th-23rd December 2019

Data weighted to UK population by gender, age, region, social grade, 2019 vote, 2016 referendum vote

**How much do you agree or disagree with the following: The BBC is biased towards the Labour party**

|                            | Total       | Gender     |            | Age        |            |            |            |            |            | Social Grade |            | Region     |            |            |                 |               |               |                          |            |            |           |           |                  |
|----------------------------|-------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|------------|------------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|-----------|-----------|------------------|
|                            |             | Male       | Female     | 18-24      | 25-34      | 35-44      | 45-54      | 55-64      | 65+        | ABC1         | C2DE       | London     | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland  | Wales     | Northern Ireland |
| Unweighted                 | 1000        | 506        | 489        | 142        | 179        | 154        | 163        | 156        | 206        | 516          | 478        | 125        | 139        | 78         | 86              | 73            | 93            | 75                       | 41         | 112        | 95        | 50        | 33               |
| <b>Weighted</b>            | <b>1000</b> | <b>488</b> | <b>507</b> | <b>140</b> | <b>170</b> | <b>170</b> | <b>170</b> | <b>140</b> | <b>210</b> | <b>526</b>   | <b>468</b> | <b>140</b> | <b>135</b> | <b>80</b>  | <b>90</b>       | <b>70</b>     | <b>90</b>     | <b>80</b>                | <b>40</b>  | <b>110</b> | <b>85</b> | <b>50</b> | <b>30</b>        |
| Strongly Agree             | 9%          | 10%        | 7%         | 9%         | 9%         | 10%        | 7%         | 6%         | 10%        | 9%           | 8%         | 8%         | 6%         | 11%        | 5%              | 7%            | 9%            | 12%                      | 22%        | 10%        | 6%        | 11%       | 10%              |
| Agree                      | 16%         | 18%        | 13%        | 22%        | 19%        | 12%        | 8%         | 16%        | 18%        | 17%          | 14%        | 18%        | 12%        | 10%        | 9%              | 19%           | 18%           | 21%                      | 22%        | 16%        | 18%       | 13%       | 6%               |
| Neither Agree nor Disagree | 34%         | 32%        | 36%        | 36%        | 32%        | 35%        | 35%        | 33%        | 34%        | 32%          | 36%        | 35%        | 32%        | 28%        | 41%             | 24%           | 40%           | 37%                      | 29%        | 37%        | 25%       | 39%       | 47%              |
| Disagree                   | 18%         | 20%        | 16%        | 10%        | 14%        | 24%        | 16%        | 27%        | 18%        | 19%          | 17%        | 19%        | 16%        | 27%        | 16%             | 23%           | 18%           | 11%                      | 9%         | 20%        | 23%       | 9%        | 16%              |
| Strongly Disagree          | 10%         | 12%        | 8%         | 10%        | 8%         | 5%         | 15%        | 10%        | 12%        | 12%          | 8%         | 10%        | 14%        | 10%        | 8%              | 8%            | 5%            | 10%                      | 9%         | 11%        | 15%       | 5%        | 11%              |
| Don't Know                 | 13%         | 7%         | 20%        | 13%        | 18%        | 15%        | 19%        | 8%         | 8%         | 11%          | 16%        | 10%        | 19%        | 14%        | 20%             | 19%           | 10%           | 8%                       | 9%         | 7%         | 13%       | 23%       | 10%              |

Fieldwork: 20th-23rd December 2019

Data weighted to UK population by gender, age, region, social grade, 2019 vote, 2016 referendum vote

**How much do you agree or disagree with the following: The BBC is biased towards the Labour party**

|                            | Total       | EU 2016 Vote |            |                   | 2017         |            |                  |                   | 2019         |            |                  |                   |
|----------------------------|-------------|--------------|------------|-------------------|--------------|------------|------------------|-------------------|--------------|------------|------------------|-------------------|
|                            |             | Leave        | Remain     | I did not vote/DK | Conservative | Labour     | Liberal Democrat | I did not vote/DK | Conservative | Labour     | Liberal Democrat | I did not vote/DK |
| Unweighted                 | 1000        | 413          | 428        | 159               | 338          | 314        | 58               | 174               | 349          | 292        | 88               | 143               |
| <b>Weighted</b>            | <b>1000</b> | <b>390</b>   | <b>360</b> | <b>250</b>        | <b>317</b>   | <b>267</b> | <b>53</b>        | <b>266</b>        | <b>327</b>   | <b>242</b> | <b>86</b>        | <b>250</b>        |
| Strongly Agree             | 9%          | 11%          | 8%         | 6%                | 14%          | 8%         | 1%               | 4%                | 14%          | 8%         | 8%               | 4%                |
| Agree                      | 16%         | 19%          | 15%        | 10%               | 23%          | 12%        | 17%              | 8%                | 24%          | 13%        | 13%              | 7%                |
| Neither Agree nor Disagree | 34%         | 38%          | 27%        | 39%               | 31%          | 33%        | 31%              | 39%               | 31%          | 32%        | 23%              | 45%               |
| Disagree                   | 18%         | 13%          | 28%        | 12%               | 17%          | 21%        | 34%              | 14%               | 16%          | 19%        | 39%              | 13%               |
| Strongly Disagree          | 10%         | 8%           | 14%        | 8%                | 6%           | 20%        | 11%              | 4%                | 7%           | 20%        | 8%               | 3%                |
| Don't Know                 | 13%         | 11%          | 8%         | 25%               | 9%           | 6%         | 6%               | 30%               | 8%           | 9%         | 9%               | 28%               |

Fieldwork: 20th-23rd December 2019

Data weighted to UK population by gender, age, region, social grade, 2019 vote, 2016 referendum vote

**How much do you agree or disagree with the following: The BBC is biased towards the Conservative party**

|                            | Total | Gender |        | Age   |       |       |       |       |     | Social Grade |      | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|----------------------------|-------|--------|--------|-------|-------|-------|-------|-------|-----|--------------|------|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|                            |       | Male   | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | ABC1         | C2DE | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted                 | 1000  | 506    | 489    | 142   | 179   | 154   | 163   | 156   | 206 | 516          | 478  | 125    | 139        | 78         | 86              | 73            | 93            | 75                       | 41         | 112        | 95       | 50    | 33               |
| Weighted                   | 1000  | 488    | 507    | 140   | 170   | 170   | 170   | 140   | 210 | 526          | 468  | 140    | 135        | 80         | 90              | 70            | 90            | 80                       | 40         | 110        | 85       | 50    | 30               |
| Strongly Agree             | 10%   | 12%    | 9%     | 17%   | 11%   | 10%   | 8%    | 7%    | 9%  | 8%           | 12%  | 14%    | 9%         | 6%         | 9%              | 8%            | 10%           | 6%                       | 5%         | 10%        | 18%      | 12%   | 13%              |
| Agree                      | 14%   | 12%    | 15%    | 20%   | 18%   | 19%   | 12%   | 5%    | 8%  | 16%          | 11%  | 18%    | 10%        | 10%        | 11%             | 18%           | 12%           | 23%                      | 8%         | 12%        | 13%      | 13%   | 6%               |
| Neither Agree nor Disagree | 33%   | 30%    | 36%    | 31%   | 33%   | 31%   | 31%   | 36%   | 36% | 31%          | 35%  | 28%    | 28%        | 30%        | 43%             | 37%           | 39%           | 36%                      | 42%        | 33%        | 22%      | 40%   | 36%              |
| Disagree                   | 20%   | 26%    | 14%    | 13%   | 13%   | 18%   | 20%   | 34%   | 22% | 22%          | 17%  | 20%    | 20%        | 32%        | 15%             | 12%           | 24%           | 17%                      | 18%        | 24%        | 21%      | 7%    | 23%              |
| Strongly Disagree          | 10%   | 13%    | 7%     | 3%    | 5%    | 8%    | 11%   | 11%   | 16% | 12%          | 7%   | 7%     | 12%        | 9%         | 4%              | 9%            | 8%            | 10%                      | 17%        | 14%        | 13%      | 5%    | 11%              |
| Don't Know                 | 14%   | 7%     | 20%    | 16%   | 19%   | 14%   | 18%   | 7%    | 9%  | 10%          | 17%  | 13%    | 21%        | 13%        | 18%             | 17%           | 7%            | 8%                       | 9%         | 7%         | 13%      | 23%   | 10%              |

Fieldwork: 20th-23rd December 2019

Data weighted to UK population by gender, age, region, social grade, 2019 vote, 2016 referendum vote

**How much do you agree or disagree with the following: The BBC is biased towards the Conservative party**

|                            | Total       | EU 2016 Vote |            |                   | 2017         |            |                  |                   | 2019         |            |                  |                   |
|----------------------------|-------------|--------------|------------|-------------------|--------------|------------|------------------|-------------------|--------------|------------|------------------|-------------------|
|                            |             | Leave        | Remain     | I did not vote/DK | Conservative | Labour     | Liberal Democrat | I did not vote/DK | Conservative | Labour     | Liberal Democrat | I did not vote/DK |
| Unweighted                 | 1000        | 413          | 428        | 159               | 338          | 314        | 58               | 174               | 349          | 292        | 88               | 143               |
| <b>Weighted</b>            | <b>1000</b> | <b>390</b>   | <b>360</b> | <b>250</b>        | <b>317</b>   | <b>267</b> | <b>53</b>        | <b>266</b>        | <b>327</b>   | <b>242</b> | <b>86</b>        | <b>250</b>        |
| Strongly Agree             | 10%         | 8%           | 13%        | 9%                | 8%           | 17%        | 7%               | 6%                | 7%           | 18%        | 11%              | 3%                |
| Agree                      | 14%         | 12%          | 18%        | 10%               | 11%          | 25%        | 12%              | 7%                | 11%          | 27%        | 11%              | 5%                |
| Neither Agree nor Disagree | 33%         | 36%          | 29%        | 34%               | 29%          | 33%        | 30%              | 35%               | 32%          | 30%        | 26%              | 40%               |
| Disagree                   | 20%         | 20%          | 23%        | 15%               | 29%          | 11%        | 38%              | 15%               | 26%          | 11%        | 38%              | 15%               |
| Strongly Disagree          | 10%         | 14%          | 8%         | 5%                | 15%          | 6%         | 7%               | 6%                | 18%          | 5%         | 4%               | 7%                |
| Don't Know                 | 14%         | 10%          | 8%         | 27%               | 7%           | 8%         | 5%               | 31%               | 7%           | 10%        | 9%               | 29%               |

Fieldwork: 20th-23rd December 2019

Data weighted to UK population by gender, age, region, social grade, 2019 vote, 2016 referendum vote

How much do you agree or disagree with the following: The BBC is biased towards Remaining in the EU

|                            | Total | Gender |        | Age   |       |       |       |       |     | Social Grade |      | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|----------------------------|-------|--------|--------|-------|-------|-------|-------|-------|-----|--------------|------|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|                            |       | Male   | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | ABC1         | C2DE | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted                 | 1000  | 506    | 489    | 142   | 179   | 154   | 163   | 156   | 206 | 516          | 478  | 125    | 139        | 78         | 86              | 73            | 93            | 75                       | 41         | 112        | 95       | 50    | 33               |
| Weighted                   | 1000  | 488    | 507    | 140   | 170   | 170   | 170   | 140   | 210 | 526          | 468  | 140    | 135        | 80         | 90              | 70            | 90            | 80                       | 40         | 110        | 85       | 50    | 30               |
| Strongly Agree             | 14%   | 21%    | 8%     | 12%   | 13%   | 14%   | 12%   | 19%   | 16% | 12%          | 17%  | 13%    | 9%         | 9%         | 15%             | 14%           | 14%           | 13%                      | 26%        | 20%        | 20%      | 10%   | 14%              |
| Agree                      | 19%   | 21%    | 16%    | 27%   | 21%   | 14%   | 15%   | 17%   | 20% | 22%          | 15%  | 22%    | 15%        | 19%        | 14%             | 21%           | 20%           | 27%                      | 24%        | 21%        | 15%      | 14%   | 7%               |
| Neither Agree nor Disagree | 32%   | 29%    | 35%    | 32%   | 30%   | 29%   | 34%   | 30%   | 36% | 31%          | 33%  | 32%    | 29%        | 38%        | 40%             | 22%           | 34%           | 36%                      | 27%        | 27%        | 27%      | 39%   | 38%              |
| Disagree                   | 15%   | 16%    | 14%    | 11%   | 12%   | 19%   | 12%   | 18%   | 16% | 16%          | 13%  | 18%    | 15%        | 20%        | 7%              | 19%           | 15%           | 8%                       | 7%         | 17%        | 20%      | 7%    | 18%              |
| Strongly Disagree          | 6%    | 6%     | 5%     | 4%    | 5%    | 8%    | 5%    | 6%    | 5%  | 7%           | 3%   | 3%     | 11%        | 2%         | 5%              | 4%            | 3%            | 6%                       | 7%         | 4%         | 6%       | 5%    | 13%              |
| Don't Know                 | 15%   | 7%     | 22%    | 14%   | 19%   | 16%   | 22%   | 10%   | 8%  | 12%          | 18%  | 11%    | 21%        | 12%        | 18%             | 20%           | 13%           | 11%                      | 9%         | 11%        | 12%      | 25%   | 10%              |

Fieldwork: 20th-23rd December 2019

Data weighted to UK population by gender, age, region, social grade, 2019 vote, 2016 referendum vote



**How much do you agree or disagree with the following: The BBC is biased towards Remaining in the EU**

|                            | Total       | EU 2016 Vote |            |                   | 2017         |            |                  |                   | 2019         |            |                  |                   |
|----------------------------|-------------|--------------|------------|-------------------|--------------|------------|------------------|-------------------|--------------|------------|------------------|-------------------|
|                            |             | Leave        | Remain     | I did not vote/DK | Conservative | Labour     | Liberal Democrat | I did not vote/DK | Conservative | Labour     | Liberal Democrat | I did not vote/DK |
| Unweighted                 | 1000        | 413          | 428        | 159               | 338          | 314        | 58               | 174               | 349          | 292        | 88               | 143               |
| <b>Weighted</b>            | <b>1000</b> | <b>390</b>   | <b>360</b> | <b>250</b>        | <b>317</b>   | <b>267</b> | <b>53</b>        | <b>266</b>        | <b>327</b>   | <b>242</b> | <b>86</b>        | <b>250</b>        |
| Strongly Agree             | 14%         | 24%          | 9%         | 8%                | 21%          | 12%        | 3%               | 7%                | 23%          | 10%        | 4%               | 7%                |
| Agree                      | 19%         | 23%          | 15%        | 17%               | 25%          | 20%        | 21%              | 10%               | 27%          | 17%        | 18%              | 11%               |
| Neither Agree nor Disagree | 32%         | 29%          | 37%        | 29%               | 30%          | 34%        | 29%              | 32%               | 28%          | 35%        | 33%              | 35%               |
| Disagree                   | 15%         | 9%           | 21%        | 15%               | 10%          | 17%        | 28%              | 16%               | 10%          | 17%        | 27%              | 14%               |
| Strongly Disagree          | 6%          | 4%           | 7%         | 5%                | 5%           | 8%         | 9%               | 4%                | 5%           | 8%         | 9%               | 3%                |
| Don't Know                 | 15%         | 11%          | 11%        | 26%               | 8%           | 10%        | 9%               | 31%               | 8%           | 13%        | 9%               | 30%               |

Fieldwork: 20th-23rd December 2019

Data weighted to UK population by gender, age, region, social grade, 2019 vote, 2016 referendum vote

How much do you agree or disagree with the following: The BBC is biased towards Leaving the EU

|                            | Total | Gender |        | Age   |       |       |       |       |     | Social Grade |      | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|----------------------------|-------|--------|--------|-------|-------|-------|-------|-------|-----|--------------|------|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|                            |       | Male   | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | ABC1         | C2DE | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted                 | 1000  | 506    | 489    | 142   | 179   | 154   | 163   | 156   | 206 | 516          | 478  | 125    | 139        | 78         | 86              | 73            | 93            | 75                       | 41         | 112        | 95       | 50    | 33               |
| Weighted                   | 1000  | 488    | 507    | 140   | 170   | 170   | 170   | 140   | 210 | 526          | 468  | 140    | 135        | 80         | 90              | 70            | 90            | 80                       | 40         | 110        | 85       | 50    | 30               |
| Strongly Agree             | 8%    | 10%    | 6%     | 12%   | 6%    | 7%    | 8%    | 8%    | 7%  | 7%           | 9%   | 7%     | 6%         | 3%         | 12%             | 5%            | 6%            | 7%                       | 15%        | 10%        | 10%      | 9%    | 11%              |
| Agree                      | 12%   | 12%    | 13%    | 20%   | 20%   | 10%   | 13%   | 6%    | 7%  | 11%          | 14%  | 19%    | 11%        | 11%        | 9%              | 11%           | 12%           | 18%                      | 9%         | 11%        | 9%       | 15%   | 5%               |
| Neither Agree nor Disagree | 34%   | 32%    | 35%    | 34%   | 34%   | 33%   | 34%   | 29%   | 37% | 32%          | 35%  | 31%    | 29%        | 33%        | 36%             | 35%           | 34%           | 38%                      | 36%        | 34%        | 31%      | 39%   | 39%              |
| Disagree                   | 17%   | 19%    | 16%    | 14%   | 10%   | 19%   | 14%   | 24%   | 22% | 22%          | 12%  | 19%    | 20%        | 28%        | 15%             | 13%           | 20%           | 10%                      | 15%        | 18%        | 19%      | 6%    | 19%              |
| Strongly Disagree          | 14%   | 19%    | 8%     | 5%    | 9%    | 14%   | 12%   | 22%   | 18% | 15%          | 12%  | 9%     | 12%        | 15%        | 10%             | 12%           | 12%           | 18%                      | 19%        | 18%        | 20%      | 8%    | 16%              |
| Don't Know                 | 15%   | 7%     | 23%    | 16%   | 20%   | 17%   | 20%   | 11%   | 9%  | 13%          | 18%  | 15%    | 23%        | 12%        | 19%             | 24%           | 15%           | 8%                       | 7%         | 10%        | 11%      | 25%   | 10%              |

Fieldwork: 20th-23rd December 2019

Data weighted to UK population by gender, age, region, social grade, 2019 vote, 2016 referendum vote

**How much do you agree or disagree with the following: The BBC is biased towards Leaving the EU**

|                            | Total       | EU 2016 Vote |            |                   | 2017         |            |                  |                   | 2019         |            |                  |                   |
|----------------------------|-------------|--------------|------------|-------------------|--------------|------------|------------------|-------------------|--------------|------------|------------------|-------------------|
|                            |             | Leave        | Remain     | I did not vote/DK | Conservative | Labour     | Liberal Democrat | I did not vote/DK | Conservative | Labour     | Liberal Democrat | I did not vote/DK |
| Unweighted                 | 1000        | 413          | 428        | 159               | 338          | 314        | 58               | 174               | 349          | 292        | 88               | 143               |
| <b>Weighted</b>            | <b>1000</b> | <b>390</b>   | <b>360</b> | <b>250</b>        | <b>317</b>   | <b>267</b> | <b>53</b>        | <b>266</b>        | <b>327</b>   | <b>242</b> | <b>86</b>        | <b>250</b>        |
| Strongly Agree             | 8%          | 9%           | 9%         | 5%                | 9%           | 9%         | 5%               | 5%                | 9%           | 10%        | 6%               | 3%                |
| Agree                      | 12%         | 12%          | 13%        | 11%               | 11%          | 18%        | 13%              | 9%                | 10%          | 20%        | 9%               | 9%                |
| Neither Agree nor Disagree | 34%         | 32%          | 35%        | 34%               | 31%          | 37%        | 37%              | 33%               | 30%          | 38%        | 36%              | 34%               |
| Disagree                   | 17%         | 16%          | 22%        | 14%               | 21%          | 15%        | 32%              | 13%               | 21%          | 13%        | 35%              | 11%               |
| Strongly Disagree          | 14%         | 21%          | 9%         | 8%                | 19%          | 10%        | 9%               | 9%                | 22%          | 7%         | 7%               | 11%               |
| Don't Know                 | 15%         | 11%          | 11%        | 28%               | 9%           | 11%        | 5%               | 32%               | 9%           | 13%        | 7%               | 32%               |

Fieldwork: 20th-23rd December 2019

Data weighted to UK population by gender, age, region, social grade, 2019 vote, 2016 referendum vote

How much do you agree or disagree with the following: The BBC has a 'pro-establishment' bias

|                            | Total | Gender |        | Age   |       |       |       |       |     | Social Grade |      | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|----------------------------|-------|--------|--------|-------|-------|-------|-------|-------|-----|--------------|------|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|                            |       | Male   | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | ABC1         | C2DE | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted                 | 1000  | 506    | 489    | 142   | 179   | 154   | 163   | 156   | 206 | 516          | 478  | 125    | 139        | 78         | 86              | 73            | 93            | 75                       | 41         | 112        | 95       | 50    | 33               |
| Weighted                   | 1000  | 488    | 507    | 140   | 170   | 170   | 170   | 140   | 210 | 526          | 468  | 140    | 135        | 80         | 90              | 70            | 90            | 80                       | 40         | 110        | 85       | 50    | 30               |
| Strongly Agree             | 11%   | 14%    | 8%     | 10%   | 9%    | 11%   | 11%   | 13%   | 12% | 11%          | 11%  | 13%    | 6%         | 5%         | 13%             | 9%            | 7%            | 9%                       | 10%        | 18%        | 17%      | 9%    | 20%              |
| Agree                      | 24%   | 27%    | 21%    | 26%   | 21%   | 21%   | 24%   | 26%   | 27% | 24%          | 25%  | 23%    | 22%        | 29%        | 21%             | 35%           | 18%           | 33%                      | 22%        | 20%        | 30%      | 15%   | 25%              |
| Neither Agree nor Disagree | 36%   | 34%    | 38%    | 34%   | 36%   | 36%   | 40%   | 30%   | 37% | 35%          | 35%  | 35%    | 36%        | 33%        | 44%             | 21%           | 43%           | 39%                      | 41%        | 37%        | 26%      | 40%   | 34%              |
| Disagree                   | 10%   | 12%    | 9%     | 9%    | 9%    | 12%   | 7%    | 15%   | 11% | 13%          | 8%   | 12%    | 11%        | 15%        | 5%              | 10%           | 9%            | 8%                       | 10%        | 12%        | 12%      | 12%   | 4%               |
| Strongly Disagree          | 3%    | 3%     | 2%     | 3%    | 2%    | 2%    | 1%    | 6%    | 3%  | 3%           | 2%   | 3%     | 4%         | 3%         | 0%              | 2%            | 3%            | 3%                       | 9%         | 1%         | 1%       | 2%    | 7%               |
| Don't Know                 | 16%   | 9%     | 22%    | 18%   | 22%   | 19%   | 17%   | 10%   | 10% | 14%          | 18%  | 15%    | 21%        | 15%        | 17%             | 22%           | 20%           | 7%                       | 7%         | 12%        | 14%      | 22%   | 10%              |

Fieldwork: 20th-23rd December 2019

Data weighted to UK population by gender, age, region, social grade, 2019 vote, 2016 referendum vote

**How much do you agree or disagree with the following: The BBC has a 'pro-establishment' bias**

|                            | Total       | EU 2016 Vote |            |                   | 2017         |            |                  |                   | 2019         |            |                  |                   |
|----------------------------|-------------|--------------|------------|-------------------|--------------|------------|------------------|-------------------|--------------|------------|------------------|-------------------|
|                            |             | Leave        | Remain     | I did not vote/DK | Conservative | Labour     | Liberal Democrat | I did not vote/DK | Conservative | Labour     | Liberal Democrat | I did not vote/DK |
| Unweighted                 | 1000        | 413          | 428        | 159               | 338          | 314        | 58               | 174               | 349          | 292        | 88               | 143               |
| <b>Weighted</b>            | <b>1000</b> | <b>390</b>   | <b>360</b> | <b>250</b>        | <b>317</b>   | <b>267</b> | <b>53</b>        | <b>266</b>        | <b>327</b>   | <b>242</b> | <b>86</b>        | <b>250</b>        |
| Strongly Agree             | 11%         | 15%          | 11%        | 5%                | 11%          | 13%        | 5%               | 5%                | 12%          | 12%        | 11%              | 5%                |
| Agree                      | 24%         | 28%          | 25%        | 17%               | 27%          | 29%        | 31%              | 16%               | 27%          | 30%        | 25%              | 16%               |
| Neither Agree nor Disagree | 36%         | 35%          | 36%        | 37%               | 36%          | 37%        | 28%              | 36%               | 35%          | 35%        | 38%              | 37%               |
| Disagree                   | 10%         | 7%           | 14%        | 10%               | 13%          | 9%         | 24%              | 8%                | 12%          | 9%         | 19%              | 7%                |
| Strongly Disagree          | 3%          | 3%           | 3%         | 2%                | 3%           | 3%         | 2%               | 2%                | 4%           | 3%         | 1%               | 2%                |
| Don't Know                 | 16%         | 12%          | 10%        | 29%               | 11%          | 9%         | 10%              | 33%               | 11%          | 10%        | 6%               | 33%               |

Fieldwork: 20th-23rd December 2019

Data weighted to UK population by gender, age, region, social grade, 2019 vote, 2016 referendum vote

How much do you agree or disagree with the following: The BBC has a London bias

|                            | Total | Gender |        | Age   |       |       |       |       |     | Social Grade |      | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|----------------------------|-------|--------|--------|-------|-------|-------|-------|-------|-----|--------------|------|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|                            |       | Male   | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | ABC1         | C2DE | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted                 | 1000  | 506    | 489    | 142   | 179   | 154   | 163   | 156   | 206 | 516          | 478  | 125    | 139        | 78         | 86              | 73            | 93            | 75                       | 41         | 112        | 95       | 50    | 33               |
| Weighted                   | 1000  | 488    | 507    | 140   | 170   | 170   | 170   | 140   | 210 | 526          | 468  | 140    | 135        | 80         | 90              | 70            | 90            | 80                       | 40         | 110        | 85       | 50    | 30               |
| Strongly Agree             | 18%   | 20%    | 15%    | 20%   | 15%   | 15%   | 18%   | 20%   | 19% | 18%          | 17%  | 13%    | 10%        | 14%        | 12%             | 19%           | 17%           | 21%                      | 29%        | 27%        | 33%      | 9%    | 14%              |
| Agree                      | 34%   | 36%    | 31%    | 37%   | 33%   | 33%   | 26%   | 36%   | 37% | 38%          | 29%  | 28%    | 31%        | 41%        | 25%             | 37%           | 39%           | 47%                      | 32%        | 34%        | 35%      | 20%   | 35%              |
| Neither Agree nor Disagree | 28%   | 27%    | 30%    | 26%   | 30%   | 27%   | 33%   | 24%   | 29% | 26%          | 31%  | 36%    | 32%        | 24%        | 43%             | 28%           | 26%           | 27%                      | 17%        | 20%        | 14%      | 37%   | 28%              |
| Disagree                   | 8%    | 9%     | 7%     | 7%    | 4%    | 8%    | 11%   | 13%   | 7%  | 9%           | 8%   | 11%    | 10%        | 3%         | 5%              | 8%            | 6%            | 3%                       | 8%         | 8%         | 12%      | 14%   | 11%              |
| Strongly Disagree          | 3%    | 2%     | 3%     | 2%    | 4%    | 3%    | 1%    | 4%    | 3%  | 3%           | 3%   | 2%     | 3%         | 7%         | 0%              | 0%            | 2%            | 3%                       | 5%         | 3%         | 3%       | 3%    | 4%               |
| Don't Know                 | 9%    | 6%     | 13%    | 8%    | 13%   | 15%   | 11%   | 4%    | 4%  | 6%           | 13%  | 10%    | 14%        | 10%        | 15%             | 9%            | 9%            | 0%                       | 9%         | 7%         | 3%       | 17%   | 8%               |

Fieldwork: 20th-23rd December 2019

Data weighted to UK population by gender, age, region, social grade, 2019 vote, 2016 referendum vote

**How much do you agree or disagree with the following: The BBC has a London bias**

|                            | Total       | EU 2016 Vote |            |                   | 2017         |            |                  |                   | 2019         |            |                  |                   |
|----------------------------|-------------|--------------|------------|-------------------|--------------|------------|------------------|-------------------|--------------|------------|------------------|-------------------|
|                            |             | Leave        | Remain     | I did not vote/DK | Conservative | Labour     | Liberal Democrat | I did not vote/DK | Conservative | Labour     | Liberal Democrat | I did not vote/DK |
| Unweighted                 | 1000        | 413          | 428        | 159               | 338          | 314        | 58               | 174               | 349          | 292        | 88               | 143               |
| <b>Weighted</b>            | <b>1000</b> | <b>390</b>   | <b>360</b> | <b>250</b>        | <b>317</b>   | <b>267</b> | <b>53</b>        | <b>266</b>        | <b>327</b>   | <b>242</b> | <b>86</b>        | <b>250</b>        |
| Strongly Agree             | 18%         | 22%          | 18%        | 12%               | 17%          | 19%        | 10%              | 13%               | 20%          | 18%        | 15%              | 13%               |
| Agree                      | 34%         | 32%          | 37%        | 31%               | 39%          | 35%        | 40%              | 28%               | 38%          | 33%        | 39%              | 27%               |
| Neither Agree nor Disagree | 28%         | 30%          | 25%        | 30%               | 27%          | 27%        | 28%              | 31%               | 26%          | 27%        | 30%              | 34%               |
| Disagree                   | 8%          | 5%           | 11%        | 8%                | 7%           | 8%         | 16%              | 9%                | 5%           | 9%         | 14%              | 9%                |
| Strongly Disagree          | 3%          | 3%           | 3%         | 2%                | 3%           | 4%         | 2%               | 2%                | 3%           | 5%         | 0%               | 2%                |
| Don't Know                 | 9%          | 7%           | 6%         | 17%               | 7%           | 7%         | 5%               | 18%               | 8%           | 9%         | 3%               | 16%               |

Fieldwork: 20th-23rd December 2019

Data weighted to UK population by gender, age, region, social grade, 2019 vote, 2016 referendum vote

**How often do you do the following: Listen to local BBC Radio**

|                        | Total | Gender |        | Age   |       |       |       |       |     | Social Grade |      | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|------------------------|-------|--------|--------|-------|-------|-------|-------|-------|-----|--------------|------|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|                        |       | Male   | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | ABC1         | C2DE | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted             | 1000  | 506    | 489    | 142   | 179   | 154   | 163   | 156   | 206 | 516          | 478  | 125    | 139        | 78         | 86              | 73            | 93            | 75                       | 41         | 112        | 95       | 50    | 33               |
| Weighted               | 1000  | 488    | 507    | 140   | 170   | 170   | 170   | 140   | 210 | 526          | 468  | 140    | 135        | 80         | 90              | 70            | 90            | 80                       | 40         | 110        | 85       | 50    | 30               |
| Multiple times a day   | 4%    | 4%     | 4%     | 3%    | 5%    | 5%    | 2%    | 4%    | 4%  | 4%           | 4%   | 5%     | 0%         | 5%         | 2%              | 4%            | 3%            | 8%                       | 6%         | 2%         | 8%       | 2%    | 7%               |
| Daily                  | 13%   | 15%    | 11%    | 13%   | 18%   | 11%   | 7%    | 10%   | 15% | 11%          | 14%  | 17%    | 10%        | 6%         | 7%              | 17%           | 10%           | 20%                      | 14%        | 15%        | 9%       | 12%   | 13%              |
| Multiple times a week  | 10%   | 12%    | 9%     | 14%   | 13%   | 9%    | 10%   | 8%    | 8%  | 10%          | 11%  | 7%     | 8%         | 17%        | 9%              | 7%            | 13%           | 10%                      | 17%        | 9%         | 13%      | 12%   | 12%              |
| Weekly                 | 10%   | 10%    | 9%     | 14%   | 6%    | 10%   | 7%    | 12%   | 9%  | 8%           | 12%  | 10%    | 10%        | 5%         | 11%             | 17%           | 12%           | 8%                       | 5%         | 9%         | 7%       | 14%   | 5%               |
| Multiple times a month | 4%    | 4%     | 3%     | 4%    | 2%    | 4%    | 5%    | 5%    | 3%  | 5%           | 3%   | 2%     | 4%         | 3%         | 3%              | 1%            | 4%            | 2%                       | 11%        | 7%         | 6%       | 3%    | 0%               |
| Monthly                | 3%    | 4%     | 2%     | 7%    | 1%    | 3%    | 4%    | 1%    | 2%  | 4%           | 3%   | 2%     | 3%         | 4%         | 5%              | 4%            | 2%            | 2%                       | 3%         | 3%         | 2%       | 4%    | 7%               |
| Less Often             | 20%   | 18%    | 22%    | 18%   | 12%   | 22%   | 19%   | 29%   | 20% | 24%          | 15%  | 18%    | 22%        | 31%        | 18%             | 25%           | 20%           | 21%                      | 15%        | 19%        | 15%      | 12%   | 15%              |
| Never                  | 35%   | 32%    | 38%    | 25%   | 39%   | 33%   | 45%   | 30%   | 36% | 34%          | 36%  | 38%    | 43%        | 29%        | 41%             | 23%           | 31%           | 30%                      | 28%        | 35%        | 38%      | 41%   | 33%              |
| Don't know             | 2%    | 1%     | 3%     | 2%    | 3%    | 3%    | 2%    | 0%    | 2%  | 2%           | 1%   | 3%     | 1%         | 0%         | 4%              | 2%            | 4%            | 0%                       | 0%         | 1%         | 0%       | 0%    | 8%               |

Fieldwork: 20th-23rd December 2019

Data weighted to UK population by gender, age, region, social grade, 2019 vote, 2016 referendum vote



**How often do you do the following: Listen to local BBC Radio**

|                        | Total       | EU 2016 Vote |            |                   | 2017         |            |                  |                   | 2019         |            |                  |                   |
|------------------------|-------------|--------------|------------|-------------------|--------------|------------|------------------|-------------------|--------------|------------|------------------|-------------------|
|                        |             | Leave        | Remain     | I did not vote/DK | Conservative | Labour     | Liberal Democrat | I did not vote/DK | Conservative | Labour     | Liberal Democrat | I did not vote/DK |
| Unweighted             | 1000        | 413          | 428        | 159               | 338          | 314        | 58               | 174               | 349          | 292        | 88               | 143               |
| <b>Weighted</b>        | <b>1000</b> | <b>390</b>   | <b>360</b> | <b>250</b>        | <b>317</b>   | <b>267</b> | <b>53</b>        | <b>266</b>        | <b>327</b>   | <b>242</b> | <b>86</b>        | <b>250</b>        |
| Multiple times a day   | 4%          | 3%           | 7%         | 1%                | 3%           | 7%         | 8%               | 2%                | 3%           | 7%         | 5%               | 2%                |
| Daily                  | 13%         | 15%          | 13%        | 9%                | 14%          | 15%        | 15%              | 7%                | 14%          | 14%        | 8%               | 8%                |
| Multiple times a week  | 10%         | 10%          | 12%        | 9%                | 12%          | 13%        | 14%              | 5%                | 10%          | 15%        | 20%              | 4%                |
| Weekly                 | 10%         | 10%          | 10%        | 9%                | 11%          | 9%         | 7%               | 11%               | 10%          | 8%         | 10%              | 11%               |
| Multiple times a month | 4%          | 4%           | 4%         | 4%                | 3%           | 4%         | 11%              | 2%                | 4%           | 3%         | 8%               | 2%                |
| Monthly                | 3%          | 4%           | 3%         | 2%                | 2%           | 4%         | 5%               | 2%                | 3%           | 5%         | 3%               | 1%                |
| Less Often             | 20%         | 18%          | 20%        | 23%               | 20%          | 19%        | 19%              | 22%               | 21%          | 19%        | 16%              | 23%               |
| Never                  | 35%         | 36%          | 32%        | 39%               | 33%          | 28%        | 22%              | 44%               | 35%          | 29%        | 30%              | 45%               |
| Don't Know             | 2%          | 1%           | 1%         | 4%                | 2%           | 1%         | 0%               | 4%                | 1%           | 1%         | 0%               | 5%                |

Fieldwork: 20th-23rd December 2019

Data weighted to UK population by gender, age, region, social grade, 2019 vote, 2016 referendum vote

**How often do you do the following: Listen to national BBC Radio**

|                        | Total | Gender |        | Age   |       |       |       |       |     | Social Grade |      | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|------------------------|-------|--------|--------|-------|-------|-------|-------|-------|-----|--------------|------|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|                        |       | Male   | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | ABC1         | C2DE | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted             | 1000  | 506    | 489    | 142   | 179   | 154   | 163   | 156   | 206 | 516          | 478  | 125    | 139        | 78         | 86              | 73            | 93            | 75                       | 41         | 112        | 95       | 50    | 33               |
| Weighted               | 1000  | 488    | 507    | 140   | 170   | 170   | 170   | 140   | 210 | 526          | 468  | 140    | 135        | 80         | 90              | 70            | 90            | 80                       | 40         | 110        | 85       | 50    | 30               |
| Multiple times a day   | 8%    | 8%     | 8%     | 6%    | 7%    | 7%    | 6%    | 11%   | 10% | 10%          | 6%   | 8%     | 6%         | 14%        | 8%              | 9%            | 5%            | 8%                       | 11%        | 7%         | 12%      | 2%    | 6%               |
| Daily                  | 16%   | 19%    | 15%    | 11%   | 14%   | 15%   | 14%   | 20%   | 22% | 16%          | 17%  | 19%    | 13%        | 15%        | 12%             | 15%           | 11%           | 20%                      | 14%        | 21%        | 21%      | 21%   | 11%              |
| Multiple times a week  | 12%   | 15%    | 9%     | 14%   | 15%   | 13%   | 7%    | 12%   | 11% | 12%          | 11%  | 14%    | 10%        | 12%        | 6%              | 7%            | 11%           | 13%                      | 17%        | 14%        | 13%      | 9%    | 19%              |
| Weekly                 | 10%   | 10%    | 9%     | 14%   | 8%    | 8%    | 8%    | 10%   | 10% | 9%           | 10%  | 7%     | 10%        | 10%        | 9%              | 14%           | 12%           | 7%                       | 12%        | 7%         | 12%      | 11%   | 5%               |
| Multiple times a month | 5%    | 5%     | 5%     | 4%    | 4%    | 4%    | 7%    | 5%    | 5%  | 5%           | 5%   | 4%     | 3%         | 6%         | 5%              | 8%            | 5%            | 4%                       | 6%         | 5%         | 4%       | 5%    | 17%              |
| Monthly                | 3%    | 4%     | 3%     | 3%    | 4%    | 3%    | 3%    | 1%    | 5%  | 3%           | 4%   | 1%     | 4%         | 6%         | 3%              | 7%            | 0%            | 7%                       | 2%         | 2%         | 3%       | 3%    | 0%               |
| Less Often             | 16%   | 14%    | 17%    | 21%   | 11%   | 17%   | 16%   | 17%   | 15% | 18%          | 14%  | 18%    | 19%        | 13%        | 16%             | 16%           | 23%           | 12%                      | 14%        | 17%        | 9%       | 8%    | 15%              |
| Never                  | 29%   | 24%    | 34%    | 26%   | 33%   | 29%   | 37%   | 25%   | 23% | 26%          | 32%  | 27%    | 34%        | 23%        | 36%             | 23%           | 30%           | 29%                      | 24%        | 26%        | 26%      | 40%   | 27%              |
| Don't know             | 1%    | 1%     | 2%     | 1%    | 3%    | 3%    | 1%    | 1%    | 0%  | 2%           | 1%   | 2%     | 0%         | 2%         | 4%              | 1%            | 2%            | 0%                       | 0%         | 1%         | 0%       | 2%    | 0%               |

Fieldwork: 20th-23rd December 2019

Data weighted to UK population by gender, age, region, social grade, 2019 vote, 2016 referendum vote

**How often do you do the following: Listen to national BBC Radio**

|                        | Total       | EU 2016 Vote |            |                   | 2017         |            |                  |                   | 2019         |            |                  |                   |
|------------------------|-------------|--------------|------------|-------------------|--------------|------------|------------------|-------------------|--------------|------------|------------------|-------------------|
|                        |             | Leave        | Remain     | I did not vote/DK | Conservative | Labour     | Liberal Democrat | I did not vote/DK | Conservative | Labour     | Liberal Democrat | I did not vote/DK |
| Unweighted             | 1000        | 413          | 428        | 159               | 338          | 314        | 58               | 174               | 349          | 292        | 88               | 143               |
| <b>Weighted</b>        | <b>1000</b> | <b>390</b>   | <b>360</b> | <b>250</b>        | <b>317</b>   | <b>267</b> | <b>53</b>        | <b>266</b>        | <b>327</b>   | <b>242</b> | <b>86</b>        | <b>250</b>        |
| Multiple times a day   | 8%          | 7%           | 11%        | 6%                | 10%          | 7%         | 19%              | 7%                | 9%           | 8%         | 10%              | 7%                |
| Daily                  | 16%         | 16%          | 20%        | 11%               | 18%          | 21%        | 17%              | 11%               | 17%          | 20%        | 15%              | 12%               |
| Multiple times a week  | 12%         | 12%          | 15%        | 7%                | 12%          | 17%        | 14%              | 7%                | 11%          | 14%        | 17%              | 7%                |
| Weekly                 | 10%         | 10%          | 10%        | 9%                | 11%          | 9%         | 9%               | 9%                | 11%          | 9%         | 10%              | 8%                |
| Multiple times a month | 5%          | 5%           | 4%         | 6%                | 6%           | 3%         | 13%              | 5%                | 5%           | 4%         | 13%              | 5%                |
| Monthly                | 3%          | 3%           | 3%         | 4%                | 2%           | 5%         | 2%               | 4%                | 2%           | 5%         | 1%               | 3%                |
| Less Often             | 16%         | 16%          | 15%        | 16%               | 14%          | 17%        | 12%              | 17%               | 17%          | 15%        | 12%              | 17%               |
| Never                  | 29%         | 31%          | 21%        | 37%               | 26%          | 21%        | 12%              | 40%               | 27%          | 25%        | 18%              | 39%               |
| Don't Know             | 1%          | 1%           | 1%         | 3%                | 2%           | 1%         | 2%               | 2%                | 1%           | 1%         | 3%               | 2%                |

Fieldwork: 20th-23rd December 2019

Data weighted to UK population by gender, age, region, social grade, 2019 vote, 2016 referendum vote

**How often do you do the following: Watch local BBC TV News**

|                        | Total       | Gender     |            | Age        |            |            |            |            |            | Social Grade |            | Region     |            |            |                 |               |               |                          |            |            |           |           |                  |
|------------------------|-------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|------------|------------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|-----------|-----------|------------------|
|                        |             | Male       | Female     | 18-24      | 25-34      | 35-44      | 45-54      | 55-64      | 65+        | ABC1         | C2DE       | London     | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland  | Wales     | Northern Ireland |
| Unweighted             | 1000        | 506        | 489        | 142        | 179        | 154        | 163        | 156        | 206        | 516          | 478        | 125        | 139        | 78         | 86              | 73            | 93            | 75                       | 41         | 112        | 95        | 50        | 33               |
| <b>Weighted</b>        | <b>1000</b> | <b>488</b> | <b>507</b> | <b>140</b> | <b>170</b> | <b>170</b> | <b>170</b> | <b>140</b> | <b>210</b> | <b>526</b>   | <b>468</b> | <b>140</b> | <b>135</b> | <b>80</b>  | <b>90</b>       | <b>70</b>     | <b>90</b>     | <b>80</b>                | <b>40</b>  | <b>110</b> | <b>85</b> | <b>50</b> | <b>30</b>        |
| Multiple times a day   | 8%          | 10%        | 6%         | 5%         | 8%         | 10%        | 5%         | 10%        | 9%         | 7%           | 9%         | 10%        | 3%         | 10%        | 6%              | 7%            | 6%            | 10%                      | 11%        | 8%         | 14%       | 9%        | 7%               |
| Daily                  | 28%         | 36%        | 21%        | 16%        | 14%        | 14%        | 21%        | 39%        | 58%        | 29%          | 28%        | 17%        | 24%        | 32%        | 31%             | 24%           | 29%           | 28%                      | 34%        | 34%        | 36%       | 27%       | 40%              |
| Multiple times a week  | 15%         | 15%        | 15%        | 18%        | 13%        | 15%        | 21%        | 13%        | 10%        | 16%          | 13%        | 14%        | 13%        | 12%        | 21%             | 9%            | 16%           | 26%                      | 13%        | 11%        | 15%       | 11%       | 21%              |
| Weekly                 | 10%         | 7%         | 13%        | 12%        | 12%        | 13%        | 12%        | 8%         | 4%         | 11%          | 9%         | 17%        | 12%        | 11%        | 6%              | 10%           | 11%           | 6%                       | 5%         | 14%        | 3%        | 4%        | 8%               |
| Multiple times a month | 6%          | 6%         | 5%         | 9%         | 7%         | 7%         | 3%         | 6%         | 4%         | 6%           | 6%         | 5%         | 9%         | 6%         | 3%              | 7%            | 8%            | 7%                       | 4%         | 5%         | 6%        | 4%        | 2%               |
| Monthly                | 4%          | 2%         | 6%         | 10%        | 4%         | 8%         | 2%         | 2%         | 0%         | 3%           | 5%         | 4%         | 7%         | 0%         | 3%              | 8%            | 4%            | 4%                       | 7%         | 3%         | 2%        | 3%        | 0%               |
| Less Often             | 11%         | 9%         | 14%        | 8%         | 11%        | 19%        | 12%        | 10%        | 8%         | 11%          | 11%        | 16%        | 19%        | 14%        | 8%              | 17%           | 7%            | 5%                       | 10%        | 8%         | 7%        | 2%        | 17%              |
| Never                  | 17%         | 14%        | 19%        | 22%        | 27%        | 13%        | 24%        | 11%        | 7%         | 15%          | 19%        | 16%        | 13%        | 15%        | 19%             | 17%           | 18%           | 14%                      | 15%        | 18%        | 16%       | 40%       | 5%               |
| Don't know             | 1%          | 0%         | 1%         | 0%         | 3%         | 1%         | 0%         | 0%         | 0%         | 1%           | 1%         | 1%         | 1%         | 0%         | 3%              | 1%            | 2%            | 0%                       | 0%         | 1%         | 0%        | 0%        | 0%               |

Fieldwork: 20th-23rd December 2019

Data weighted to UK population by gender, age, region, social grade, 2019 vote, 2016 referendum vote

**How often do you do the following: Watch local BBC TV News**

|                        | Total       | EU 2016 Vote |            |                   | 2017         |            |                  |                   | 2019         |            |                  |                   |
|------------------------|-------------|--------------|------------|-------------------|--------------|------------|------------------|-------------------|--------------|------------|------------------|-------------------|
|                        |             | Leave        | Remain     | I did not vote/DK | Conservative | Labour     | Liberal Democrat | I did not vote/DK | Conservative | Labour     | Liberal Democrat | I did not vote/DK |
| Unweighted             | 1000        | 413          | 428        | 159               | 338          | 314        | 58               | 174               | 349          | 292        | 88               | 143               |
| <b>Weighted</b>        | <b>1000</b> | <b>390</b>   | <b>360</b> | <b>250</b>        | <b>317</b>   | <b>267</b> | <b>53</b>        | <b>266</b>        | <b>327</b>   | <b>242</b> | <b>86</b>        | <b>250</b>        |
| Multiple times a day   | 8%          | 7%           | 11%        | 6%                | 9%           | 9%         | 9%               | 6%                | 10%          | 7%         | 8%               | 7%                |
| Daily                  | 28%         | 34%          | 27%        | 21%               | 34%          | 30%        | 29%              | 19%               | 35%          | 28%        | 31%              | 19%               |
| Multiple times a week  | 15%         | 17%          | 17%        | 9%                | 19%          | 12%        | 17%              | 12%               | 17%          | 15%        | 16%              | 10%               |
| Weekly                 | 10%         | 10%          | 9%         | 11%               | 10%          | 13%        | 15%              | 8%                | 10%          | 13%        | 10%              | 8%                |
| Multiple times a month | 6%          | 6%           | 5%         | 7%                | 6%           | 5%         | 6%               | 7%                | 6%           | 6%         | 3%               | 7%                |
| Monthly                | 4%          | 2%           | 4%         | 6%                | 3%           | 4%         | 6%               | 5%                | 3%           | 5%         | 5%               | 5%                |
| Less Often             | 11%         | 9%           | 13%        | 13%               | 7%           | 12%        | 7%               | 16%               | 8%           | 12%        | 12%              | 16%               |
| Never                  | 17%         | 15%          | 13%        | 25%               | 11%          | 14%        | 8%               | 26%               | 12%          | 15%        | 13%              | 26%               |
| Don't Know             | 1%          | 0%           | 0%         | 2%                | 0%           | 0%         | 2%               | 2%                | 0%           | 1%         | 1%               | 2%                |

Fieldwork: 20th-23rd December 2019

Data weighted to UK population by gender, age, region, social grade, 2019 vote, 2016 referendum vote

**How often do you do the following: Watch national BBC TV News**

|                        | Total | Gender |        | Age   |       |       |       |       |     | Social Grade |      | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|------------------------|-------|--------|--------|-------|-------|-------|-------|-------|-----|--------------|------|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|                        |       | Male   | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | ABC1         | C2DE | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted             | 1000  | 506    | 489    | 142   | 179   | 154   | 163   | 156   | 206 | 516          | 478  | 125    | 139        | 78         | 86              | 73            | 93            | 75                       | 41         | 112        | 95       | 50    | 33               |
| Weighted               | 1000  | 488    | 507    | 140   | 170   | 170   | 170   | 140   | 210 | 526          | 468  | 140    | 135        | 80         | 90              | 70            | 90            | 80                       | 40         | 110        | 85       | 50    | 30               |
| Multiple times a day   | 10%   | 14%    | 6%     | 6%    | 3%    | 7%    | 9%    | 21%   | 14% | 12%          | 8%   | 11%    | 7%         | 12%        | 5%              | 8%            | 10%           | 10%                      | 18%        | 10%        | 11%      | 9%    | 16%              |
| Daily                  | 32%   | 40%    | 25%    | 16%   | 19%   | 21%   | 31%   | 41%   | 59% | 34%          | 30%  | 30%    | 26%        | 34%        | 31%             | 28%           | 27%           | 40%                      | 36%        | 37%        | 40%      | 28%   | 39%              |
| Multiple times a week  | 16%   | 15%    | 16%    | 16%   | 16%   | 21%   | 19%   | 13%   | 10% | 16%          | 15%  | 15%    | 14%        | 12%        | 22%             | 12%           | 16%           | 20%                      | 19%        | 15%        | 16%      | 13%   | 9%               |
| Weekly                 | 9%    | 6%     | 11%    | 13%   | 14%   | 8%    | 9%    | 6%    | 3%  | 8%           | 9%   | 9%     | 12%        | 7%         | 3%              | 12%           | 12%           | 8%                       | 0%         | 8%         | 4%       | 13%   | 10%              |
| Multiple times a month | 6%    | 5%     | 7%     | 11%   | 7%    | 9%    | 4%    | 2%    | 3%  | 5%           | 7%   | 5%     | 13%        | 5%         | 4%              | 8%            | 6%            | 5%                       | 4%         | 5%         | 5%       | 1%    | 2%               |
| Monthly                | 3%    | 2%     | 3%     | 5%    | 4%    | 2%    | 3%    | 1%    | 1%  | 3%           | 2%   | 5%     | 1%         | 1%         | 2%              | 2%            | 3%            | 3%                       | 4%         | 3%         | 4%       | 3%    | 0%               |
| Less Often             | 11%   | 9%     | 14%    | 14%   | 13%   | 17%   | 11%   | 7%    | 6%  | 9%           | 13%  | 13%    | 15%        | 16%        | 10%             | 23%           | 9%            | 5%                       | 7%         | 6%         | 8%       | 7%    | 15%              |
| Never                  | 13%   | 9%     | 17%    | 18%   | 21%   | 14%   | 13%   | 9%    | 4%  | 11%          | 15%  | 11%    | 10%        | 14%        | 17%             | 9%            | 15%           | 9%                       | 12%        | 16%        | 12%      | 26%   | 9%               |
| Don't Know             | 1%    | 1%     | 1%     | 2%    | 2%    | 1%    | 0%    | 0%    | 0%  | 1%           | 1%   | 2%     | 0%         | 0%         | 6%              | 0%            | 2%            | 0%                       | 0%         | 1%         | 0%       | 0%    | 0%               |

Fieldwork: 20th-23rd December 2019

Data weighted to UK population by gender, age, region, social grade, 2019 vote, 2016 referendum vote

**How often do you do the following: Watch national BBC TV News**

|                        | Total       | EU 2016 Vote |            |                   | 2017         |            |                  |                   | 2019         |            |                  |                   |
|------------------------|-------------|--------------|------------|-------------------|--------------|------------|------------------|-------------------|--------------|------------|------------------|-------------------|
|                        |             | Leave        | Remain     | I did not vote/DK | Conservative | Labour     | Liberal Democrat | I did not vote/DK | Conservative | Labour     | Liberal Democrat | I did not vote/DK |
| Unweighted             | 1000        | 413          | 428        | 159               | 338          | 314        | 58               | 174               | 349          | 292        | 88               | 143               |
| <b>Weighted</b>        | <b>1000</b> | <b>390</b>   | <b>360</b> | <b>250</b>        | <b>317</b>   | <b>267</b> | <b>53</b>        | <b>266</b>        | <b>327</b>   | <b>242</b> | <b>86</b>        | <b>250</b>        |
| Multiple times a day   | 10%         | 11%          | 12%        | 5%                | 11%          | 13%        | 17%              | 5%                | 12%          | 10%        | 15%              | 7%                |
| Daily                  | 32%         | 39%          | 34%        | 20%               | 40%          | 34%        | 24%              | 21%               | 43%          | 30%        | 22%              | 24%               |
| Multiple times a week  | 16%         | 15%          | 19%        | 12%               | 18%          | 17%        | 26%              | 10%               | 14%          | 20%        | 24%              | 10%               |
| Weekly                 | 9%          | 8%           | 7%         | 11%               | 9%           | 8%         | 9%               | 9%                | 9%           | 8%         | 9%               | 7%                |
| Multiple times a month | 6%          | 4%           | 4%         | 12%               | 4%           | 4%         | 4%               | 11%               | 4%           | 6%         | 5%               | 8%                |
| Monthly                | 3%          | 3%           | 4%         | 1%                | 3%           | 3%         | 5%               | 2%                | 2%           | 3%         | 5%               | 2%                |
| Less Often             | 11%         | 8%           | 11%        | 16%               | 6%           | 10%        | 9%               | 19%               | 7%           | 10%        | 13%              | 18%               |
| Never                  | 13%         | 12%          | 10%        | 19%               | 8%           | 11%        | 6%               | 21%               | 8%           | 12%        | 8%               | 21%               |
| Don't Know             | 1%          | 1%           | 0%         | 3%                | 1%           | 0%         | 0%               | 2%                | 0%           | 0%         | 0%               | 3%                |

Fieldwork: 20th-23rd December 2019

Data weighted to UK population by gender, age, region, social grade, 2019 vote, 2016 referendum vote

**How often do you do the following: Visit the BBC News website**

|                        | Total       | Gender     |            | Age        |            |            |            |            |            | Social Grade |            | Region     |            |            |                 |               |               |                          |            |            |           |           |                  |
|------------------------|-------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|------------|------------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|-----------|-----------|------------------|
|                        |             | Male       | Female     | 18-24      | 25-34      | 35-44      | 45-54      | 55-64      | 65+        | ABC1         | C2DE       | London     | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland  | Wales     | Northern Ireland |
| Unweighted             | 1000        | 506        | 489        | 142        | 179        | 154        | 163        | 156        | 206        | 516          | 478        | 125        | 139        | 78         | 86              | 73            | 93            | 75                       | 41         | 112        | 95        | 50        | 33               |
| <b>Weighted</b>        | <b>1000</b> | <b>488</b> | <b>507</b> | <b>140</b> | <b>170</b> | <b>170</b> | <b>170</b> | <b>140</b> | <b>210</b> | <b>526</b>   | <b>468</b> | <b>140</b> | <b>135</b> | <b>80</b>  | <b>90</b>       | <b>70</b>     | <b>90</b>     | <b>80</b>                | <b>40</b>  | <b>110</b> | <b>85</b> | <b>50</b> | <b>30</b>        |
| Multiple times a day   | 9%          | 14%        | 5%         | 6%         | 8%         | 12%        | 9%         | 18%        | 6%         | 12%          | 7%         | 12%        | 8%         | 8%         | 3%              | 5%            | 7%            | 11%                      | 17%        | 11%        | 14%       | 7%        | 14%              |
| Daily                  | 18%         | 23%        | 13%        | 13%        | 17%        | 14%        | 17%        | 20%        | 24%        | 20%          | 15%        | 18%        | 13%        | 25%        | 20%             | 21%           | 9%            | 23%                      | 16%        | 19%        | 19%       | 12%       | 15%              |
| Multiple times a week  | 15%         | 16%        | 14%        | 18%        | 17%        | 18%        | 20%        | 7%         | 9%         | 16%          | 13%        | 22%        | 12%        | 12%        | 17%             | 7%            | 11%           | 15%                      | 20%        | 12%        | 9%        | 29%       | 18%              |
| Weekly                 | 11%         | 9%         | 13%        | 16%        | 10%        | 11%        | 10%        | 12%        | 8%         | 10%          | 12%        | 10%        | 10%        | 9%         | 7%              | 15%           | 13%           | 13%                      | 10%        | 10%        | 14%       | 14%       | 5%               |
| Multiple times a month | 5%          | 6%         | 5%         | 6%         | 8%         | 7%         | 3%         | 5%         | 4%         | 6%           | 5%         | 6%         | 7%         | 3%         | 1%              | 9%            | 7%            | 4%                       | 4%         | 5%         | 6%        | 4%        | 9%               |
| Monthly                | 4%          | 3%         | 4%         | 7%         | 2%         | 4%         | 3%         | 5%         | 3%         | 4%           | 4%         | 2%         | 4%         | 7%         | 2%              | 4%            | 2%            | 5%                       | 9%         | 3%         | 4%        | 1%        | 7%               |
| Less Often             | 14%         | 9%         | 18%        | 14%        | 13%        | 14%        | 14%        | 9%         | 17%        | 13%          | 15%        | 13%        | 19%        | 8%         | 12%             | 19%           | 23%           | 10%                      | 8%         | 11%        | 7%        | 14%       | 16%              |
| Never                  | 23%         | 20%        | 26%        | 18%        | 24%        | 19%        | 23%        | 24%        | 28%        | 17%          | 30%        | 14%        | 27%        | 28%        | 30%             | 18%           | 29%           | 19%                      | 15%        | 26%        | 26%       | 16%       | 17%              |
| Don't know             | 1%          | 1%         | 2%         | 2%         | 1%         | 1%         | 2%         | 1%         | 2%         | 2%           | 1%         | 4%         | 0%         | 0%         | 6%              | 0%            | 0%            | 0%                       | 0%         | 2%         | 0%        | 2%        | 0%               |

Fieldwork: 20th-23rd December 2019

Data weighted to UK population by gender, age, region, social grade, 2019 vote, 2016 referendum vote



**How often do you do the following: Visit the BBC News website**

|                        | Total       | EU 2016 Vote |            |                   | 2017         |            |                  |                   | 2019         |            |                  |                   |
|------------------------|-------------|--------------|------------|-------------------|--------------|------------|------------------|-------------------|--------------|------------|------------------|-------------------|
|                        |             | Leave        | Remain     | I did not vote/DK | Conservative | Labour     | Liberal Democrat | I did not vote/DK | Conservative | Labour     | Liberal Democrat | I did not vote/DK |
| Unweighted             | 1000        | 413          | 428        | 159               | 338          | 314        | 58               | 174               | 349          | 292        | 88               | 143               |
| <b>Weighted</b>        | <b>1000</b> | <b>390</b>   | <b>360</b> | <b>250</b>        | <b>317</b>   | <b>267</b> | <b>53</b>        | <b>266</b>        | <b>327</b>   | <b>242</b> | <b>86</b>        | <b>250</b>        |
| Multiple times a day   | 9%          | 8%           | 15%        | 3%                | 12%          | 12%        | 13%              | 4%                | 12%          | 12%        | 11%              | 4%                |
| Daily                  | 18%         | 22%          | 18%        | 10%               | 24%          | 20%        | 20%              | 9%                | 22%          | 18%        | 20%              | 11%               |
| Multiple times a week  | 15%         | 11%          | 18%        | 16%               | 14%          | 19%        | 18%              | 12%               | 13%          | 19%        | 20%              | 10%               |
| Weekly                 | 11%         | 10%          | 10%        | 14%               | 9%           | 10%        | 18%              | 12%               | 9%           | 12%        | 9%               | 12%               |
| Multiple times a month | 5%          | 5%           | 6%         | 5%                | 4%           | 7%         | 3%               | 5%                | 5%           | 7%         | 4%               | 6%                |
| Monthly                | 4%          | 3%           | 4%         | 5%                | 4%           | 2%         | 6%               | 5%                | 4%           | 2%         | 6%               | 4%                |
| Less Often             | 14%         | 13%          | 10%        | 20%               | 12%          | 11%        | 6%               | 22%               | 13%          | 13%        | 11%              | 20%               |
| Never                  | 23%         | 27%          | 17%        | 25%               | 19%          | 18%        | 16%              | 27%               | 21%          | 17%        | 18%              | 30%               |
| Don't Know             | 1%          | 1%           | 1%         | 3%                | 1%           | 1%         | 0%               | 3%                | 1%           | 1%         | 1%               | 3%                |

Fieldwork: 20th-23rd December 2019

Data weighted to UK population by gender, age, region, social grade, 2019 vote, 2016 referendum vote

Have you heard of Britbox before?

|            | Total | Gender |        | Age   |       |       |       |       |     | Social Grade |      | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|------------|-------|--------|--------|-------|-------|-------|-------|-------|-----|--------------|------|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|            |       | Male   | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | ABC1         | C2DE | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted | 1000  | 506    | 489    | 142   | 179   | 154   | 163   | 156   | 206 | 516          | 478  | 125    | 139        | 78         | 86              | 73            | 93            | 75                       | 41         | 112        | 95       | 50    | 33               |
| Weighted   | 1000  | 488    | 507    | 140   | 170   | 170   | 170   | 140   | 210 | 526          | 468  | 140    | 135        | 80         | 90              | 70            | 90            | 80                       | 40         | 110        | 85       | 50    | 30               |
| Yes        | 55%   | 64%    | 46%    | 35%   | 48%   | 55%   | 62%   | 64%   | 62% | 56%          | 54%  | 49%    | 50%        | 61%        | 46%             | 60%           | 53%           | 61%                      | 58%        | 63%        | 63%      | 45%   | 59%              |
| No         | 40%   | 31%    | 47%    | 54%   | 47%   | 36%   | 33%   | 34%   | 35% | 39%          | 39%  | 45%    | 45%        | 37%        | 48%             | 29%           | 40%           | 38%                      | 32%        | 32%        | 33%      | 47%   | 41%              |
| Don't know | 5%    | 4%     | 6%     | 10%   | 4%    | 9%    | 5%    | 2%    | 3%  | 4%           | 6%   | 7%     | 5%         | 2%         | 6%              | 10%           | 7%            | 1%                       | 10%        | 5%         | 3%       | 8%    | 0%               |

Fieldwork: 20th-23rd December 2019

Data weighted to UK population by gender, age, region, social grade, 2019 vote, 2016 referendum vote

**Have you heard of Britbox before?**

|                 | Total       | EU 2016 Vote |            |                   | 2017         |            |                  |                   | 2019         |            |                  |                   |
|-----------------|-------------|--------------|------------|-------------------|--------------|------------|------------------|-------------------|--------------|------------|------------------|-------------------|
|                 |             | Leave        | Remain     | I did not vote/DK | Conservative | Labour     | Liberal Democrat | I did not vote/DK | Conservative | Labour     | Liberal Democrat | I did not vote/DK |
| Unweighted      | 1000        | 413          | 428        | 159               | 338          | 314        | 58               | 174               | 349          | 292        | 88               | 143               |
| <b>Weighted</b> | <b>1000</b> | <b>390</b>   | <b>360</b> | <b>250</b>        | <b>317</b>   | <b>267</b> | <b>53</b>        | <b>266</b>        | <b>327</b>   | <b>242</b> | <b>86</b>        | <b>250</b>        |
| Yes             | 55%         | 56%          | 63%        | 43%               | 61%          | 60%        | 61%              | 42%               | 60%          | 58%        | 64%              | 42%               |
| No              | 40%         | 40%          | 33%        | 48%               | 35%          | 35%        | 39%              | 50%               | 36%          | 37%        | 36%              | 50%               |
| Don't Know      | 5%          | 4%           | 4%         | 9%                | 4%           | 4%         | 0%               | 8%                | 4%           | 5%         | 0%               | 9%                |

Fieldwork: 20th-23rd December 2019

Data weighted to UK population by gender, age, region, social grade, 2019 vote, 2016 referendum vote

**Britbox is a joint BBC and ITV streaming service with British TV content (in the style of Netflix). It also includes content from Channel 4 and Channel 5, and will cost £5.99 a month. Given this, would you consider subscribing to Britbox?**

|  | Total | Gender |        | Age   |       |       |       |       |     | Social Grade |      | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|--|-------|--------|--------|-------|-------|-------|-------|-------|-----|--------------|------|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|  |       | Male   | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | ABC1         | C2DE | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted                                   | 1000  | 506    | 489    | 142   | 179   | 154   | 163   | 156   | 206 | 516          | 478  | 125    | 139        | 78         | 86              | 73            | 93            | 75                       | 41         | 112        | 95       | 50    | 33               |
| Weighted                                     | 1000  | 488    | 507    | 140   | 170   | 170   | 170   | 140   | 210 | 526          | 468  | 140    | 135        | 80         | 90              | 70            | 90            | 80                       | 40         | 110        | 85       | 50    | 30               |
| I am already subscribed                      | 4%    | 3%     | 4%     | 13%   | 7%    | 1%    | 2%    | 1%    | 1%  | 3%           | 5%   | 5%     | 1%         | 1%         | 3%              | 4%            | 6%            | 5%                       | 4%         | 2%         | 10%      | 5%    | 0%               |
| I would strongly consider subscribing        | 7%    | 7%     | 7%     | 17%   | 12%   | 10%   | 1%    | 3%    | 0%  | 6%           | 8%   | 9%     | 3%         | 3%         | 3%              | 9%            | 9%            | 4%                       | 16%        | 10%        | 4%       | 12%   | 3%               |
| I would consider subscribing                 | 13%   | 11%    | 14%    | 15%   | 16%   | 11%   | 13%   | 12%   | 11% | 15%          | 11%  | 15%    | 7%         | 15%        | 13%             | 19%           | 17%           | 14%                      | 18%        | 14%        | 6%       | 10%   | 8%               |
| I might subscribe, but it is not very likely | 20%   | 19%    | 21%    | 21%   | 16%   | 20%   | 20%   | 20%   | 22% | 25%          | 14%  | 16%    | 25%        | 19%        | 20%             | 21%           | 18%           | 27%                      | 13%        | 16%        | 25%      | 13%   | 20%              |
| I would not consider subscribing             | 51%   | 55%    | 47%    | 27%   | 41%   | 52%   | 57%   | 60%   | 62% | 47%          | 55%  | 51%    | 57%        | 56%        | 46%             | 43%           | 42%           | 50%                      | 44%        | 55%        | 52%      | 47%   | 67%              |
| Don't Know                                   | 6%    | 5%     | 7%     | 8%    | 9%    | 6%    | 6%    | 4%    | 4%  | 4%           | 8%   | 4%     | 6%         | 7%         | 15%             | 4%            | 9%            | 1%                       | 5%         | 4%         | 3%       | 13%   | 2%               |

Fieldwork: 20th-23rd December 2019

Data weighted to UK population by gender, age, region, social grade, 2019 vote, 2016 referendum vote

**Britbox is a joint BBC and ITV streaming service with British TV content (in the style of Netflix). It also includes content from Channel 4 and Channel 5, and will cost £5.99 a month. Given this, would you consider subscribing to Britbox?**

|  | Total       | EU 2016 Vote |            |                   | 2017         |            |                  |                   | 2019         |            |                  |                   |
|--|-------------|--------------|------------|-------------------|--------------|------------|------------------|-------------------|--------------|------------|------------------|-------------------|
|  |             | Leave        | Remain     | I did not vote/DK | Conservative | Labour     | Liberal Democrat | I did not vote/DK | Conservative | Labour     | Liberal Democrat | I did not vote/DK |
| Unweighted                                   | 1000        | 413          | 428        | 159               | 338          | 314        | 58               | 174               | 349          | 292        | 88               | 143               |
| <b>Weighted</b>                              | <b>1000</b> | <b>390</b>   | <b>360</b> | <b>250</b>        | <b>317</b>   | <b>267</b> | <b>53</b>        | <b>266</b>        | <b>327</b>   | <b>242</b> | <b>86</b>        | <b>250</b>        |
| I am already subscribed                      | 4%          | 3%           | 6%         | 3%                | 5%           | 8%         | 1%               | 0%                | 4%           | 8%         | 2%               | 1%                |
| I would strongly consider subscribing        | 7%          | 7%           | 6%         | 8%                | 6%           | 9%         | 16%              | 4%                | 4%           | 11%        | 12%              | 3%                |
| I would consider subscribing                 | 13%         | 13%          | 14%        | 10%               | 13%          | 14%        | 11%              | 13%               | 11%          | 14%        | 15%              | 14%               |
| I might subscribe, but it is not very likely | 20%         | 17%          | 24%        | 18%               | 22%          | 20%        | 22%              | 18%               | 20%          | 21%        | 29%              | 14%               |
| I would not consider subscribing             | 51%         | 55%          | 46%        | 51%               | 49%          | 45%        | 47%              | 55%               | 56%          | 42%        | 37%              | 58%               |
| Don't Know                                   | 6%          | 5%           | 5%         | 10%               | 5%           | 5%         | 2%               | 10%               | 5%           | 5%         | 5%               | 11%               |

Fieldwork: 20th-23rd December 2019

Data weighted to UK population by gender, age, region, social grade, 2019 vote, 2016 referendum vote

Do you agree or disagree with the following statements: The BBC should foster new talent

|                            | Total | Gender |        | Age   |       |       |       |       |     | Social Grade |      | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|----------------------------|-------|--------|--------|-------|-------|-------|-------|-------|-----|--------------|------|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|                            |       | Male   | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | ABC1         | C2DE | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted                 | 1000  | 506    | 489    | 142   | 179   | 154   | 163   | 156   | 206 | 516          | 478  | 125    | 139        | 78         | 86              | 73            | 93            | 75                       | 41         | 112        | 95       | 50    | 33               |
| Weighted                   | 1000  | 488    | 507    | 140   | 170   | 170   | 170   | 140   | 210 | 526          | 468  | 140    | 135        | 80         | 90              | 70            | 90            | 80                       | 40         | 110        | 85       | 50    | 30               |
| Strongly Agree             | 20%   | 21%    | 18%    | 18%   | 19%   | 14%   | 17%   | 22%   | 26% | 21%          | 18%  | 21%    | 13%        | 18%        | 25%             | 16%           | 20%           | 17%                      | 30%        | 18%        | 29%      | 7%    | 25%              |
| Agree                      | 49%   | 53%    | 46%    | 35%   | 43%   | 51%   | 51%   | 54%   | 56% | 55%          | 42%  | 48%    | 57%        | 62%        | 42%             | 40%           | 39%           | 59%                      | 38%        | 53%        | 44%      | 46%   | 48%              |
| Neither Agree nor Disagree | 23%   | 21%    | 25%    | 25%   | 22%   | 27%   | 27%   | 21%   | 18% | 19%          | 27%  | 21%    | 21%        | 15%        | 28%             | 26%           | 32%           | 19%                      | 27%        | 23%        | 23%      | 28%   | 17%              |
| Disagree                   | 3%    | 2%     | 4%     | 9%    | 4%    | 3%    | 1%    | 0%    | 0%  | 1%           | 4%   | 4%     | 3%         | 2%         | 1%              | 7%            | 1%            | 2%                       | 2%         | 2%         | 0%       | 6%    | 0%               |
| Strongly Disagree          | 1%    | 1%     | 1%     | 5%    | 1%    | 0%    | 1%    | 1%    | 0%  | 1%           | 2%   | 2%     | 2%         | 0%         | 1%              | 4%            | 1%            | 0%                       | 3%         | 1%         | 1%       | 0%    | 0%               |
| Don't Know                 | 5%    | 2%     | 7%     | 9%    | 10%   | 5%    | 3%    | 2%    | 0%  | 3%           | 6%   | 5%     | 4%         | 3%         | 2%              | 7%            | 7%            | 2%                       | 0%         | 3%         | 4%       | 13%   | 10%              |

Fieldwork: 20th-23rd December 2019

Data weighted to UK population by gender, age, region, social grade, 2019 vote, 2016 referendum vote

**Do you agree or disagree with the following statements: The BBC should foster new talent**

|                            | Total       | EU 2016 Vote |            |                   | 2017         |            |                  |                   | 2019         |            |                  |                   |
|----------------------------|-------------|--------------|------------|-------------------|--------------|------------|------------------|-------------------|--------------|------------|------------------|-------------------|
|                            |             | Leave        | Remain     | I did not vote/DK | Conservative | Labour     | Liberal Democrat | I did not vote/DK | Conservative | Labour     | Liberal Democrat | I did not vote/DK |
| Unweighted                 | 1000        | 413          | 428        | 159               | 338          | 314        | 58               | 174               | 349          | 292        | 88               | 143               |
| <b>Weighted</b>            | <b>1000</b> | <b>390</b>   | <b>360</b> | <b>250</b>        | <b>317</b>   | <b>267</b> | <b>53</b>        | <b>266</b>        | <b>327</b>   | <b>242</b> | <b>86</b>        | <b>250</b>        |
| Strongly Agree             | 20%         | 18%          | 23%        | 16%               | 18%          | 23%        | 17%              | 18%               | 19%          | 23%        | 19%              | 16%               |
| Agree                      | 49%         | 52%          | 51%        | 42%               | 54%          | 50%        | 51%              | 43%               | 54%          | 49%        | 46%              | 44%               |
| Neither Agree nor Disagree | 23%         | 25%          | 19%        | 26%               | 24%          | 20%        | 21%              | 24%               | 22%          | 21%        | 24%              | 25%               |
| Disagree                   | 3%          | 1%           | 2%         | 6%                | 2%           | 3%         | 4%               | 4%                | 2%           | 3%         | 4%               | 4%                |
| Strongly Disagree          | 1%          | 1%           | 1%         | 1%                | 1%           | 2%         | 4%               | 0%                | 1%           | 1%         | 2%               | 0%                |
| Don't Know                 | 5%          | 3%           | 3%         | 10%               | 1%           | 2%         | 3%               | 11%               | 2%           | 3%         | 4%               | 11%               |

Fieldwork: 20th-23rd December 2019

Data weighted to UK population by gender, age, region, social grade, 2019 vote, 2016 referendum vote

Do you agree or disagree with the following statements: The BBC should pay the going rate to keep hold of celebrities

|                            | Total       | Gender     |            | Age        |            |            |            |            |            | Social Grade |            | Region     |            |            |                 |               |               |                          |            |            |           |           |                  |
|----------------------------|-------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|------------|------------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|-----------|-----------|------------------|
|                            |             | Male       | Female     | 18-24      | 25-34      | 35-44      | 45-54      | 55-64      | 65+        | ABC1         | C2DE       | London     | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland  | Wales     | Northern Ireland |
| Unweighted                 | 1000        | 506        | 489        | 142        | 179        | 154        | 163        | 156        | 206        | 516          | 478        | 125        | 139        | 78         | 86              | 73            | 93            | 75                       | 41         | 112        | 95        | 50        | 33               |
| <b>Weighted</b>            | <b>1000</b> | <b>488</b> | <b>507</b> | <b>140</b> | <b>170</b> | <b>170</b> | <b>170</b> | <b>140</b> | <b>210</b> | <b>526</b>   | <b>468</b> | <b>140</b> | <b>135</b> | <b>80</b>  | <b>90</b>       | <b>70</b>     | <b>90</b>     | <b>80</b>                | <b>40</b>  | <b>110</b> | <b>85</b> | <b>50</b> | <b>30</b>        |
| Strongly Agree             | 7%          | 7%         | 8%         | 8%         | 13%        | 8%         | 8%         | 4%         | 4%         | 7%           | 8%         | 8%         | 3%         | 2%         | 7%              | 10%           | 6%            | 9%                       | 16%        | 7%         | 12%       | 11%       | 2%               |
| Agree                      | 28%         | 26%        | 30%        | 32%        | 26%        | 32%        | 32%        | 21%        | 24%        | 30%          | 25%        | 34%        | 28%        | 31%        | 22%             | 32%           | 25%           | 33%                      | 16%        | 29%        | 21%       | 29%       | 28%              |
| Neither Agree nor Disagree | 35%         | 34%        | 36%        | 34%        | 34%        | 32%        | 33%        | 35%        | 38%        | 36%          | 33%        | 33%        | 41%        | 42%        | 44%             | 23%           | 45%           | 23%                      | 29%        | 29%        | 30%       | 32%       | 40%              |
| Disagree                   | 15%         | 20%        | 10%        | 14%        | 4%         | 14%        | 13%        | 25%        | 21%        | 15%          | 16%        | 12%        | 14%        | 15%        | 10%             | 14%           | 11%           | 18%                      | 34%        | 17%        | 20%       | 14%       | 21%              |
| Strongly Disagree          | 9%          | 10%        | 8%         | 5%         | 10%        | 7%         | 9%         | 14%        | 11%        | 9%           | 10%        | 8%         | 10%        | 5%         | 13%             | 11%           | 5%            | 14%                      | 6%         | 14%        | 10%       | 4%        | 5%               |
| Don't Know                 | 6%          | 3%         | 8%         | 7%         | 13%        | 7%         | 5%         | 1%         | 1%         | 3%           | 8%         | 5%         | 5%         | 4%         | 5%              | 10%           | 8%            | 3%                       | 0%         | 5%         | 7%        | 10%       | 4%               |

Fieldwork: 20th-23rd December 2019

Data weighted to UK population by gender, age, region, social grade, 2019 vote, 2016 referendum vote



**Do you agree or disagree with the following statements: The BBC should pay the going rate to keep hold of celebrities**

|                            | Total       | EU 2016 Vote |            |                   | 2017         |            |                  |                   | 2019         |            |                  |                   |
|----------------------------|-------------|--------------|------------|-------------------|--------------|------------|------------------|-------------------|--------------|------------|------------------|-------------------|
|                            |             | Leave        | Remain     | I did not vote/DK | Conservative | Labour     | Liberal Democrat | I did not vote/DK | Conservative | Labour     | Liberal Democrat | I did not vote/DK |
| Unweighted                 | 1000        | 413          | 428        | 159               | 338          | 314        | 58               | 174               | 349          | 292        | 88               | 143               |
| <b>Weighted</b>            | <b>1000</b> | <b>390</b>   | <b>360</b> | <b>250</b>        | <b>317</b>   | <b>267</b> | <b>53</b>        | <b>266</b>        | <b>327</b>   | <b>242</b> | <b>86</b>        | <b>250</b>        |
| Strongly Agree             | 7%          | 7%           | 9%         | 5%                | 9%           | 11%        | 5%               | 2%                | 10%          | 11%        | 4%               | 3%                |
| Agree                      | 28%         | 26%          | 31%        | 26%               | 29%          | 31%        | 38%              | 25%               | 27%          | 31%        | 29%              | 26%               |
| Neither Agree nor Disagree | 35%         | 36%          | 30%        | 40%               | 34%          | 33%        | 23%              | 39%               | 32%          | 32%        | 35%              | 40%               |
| Disagree                   | 15%         | 16%          | 17%        | 12%               | 17%          | 13%        | 25%              | 12%               | 18%          | 13%        | 21%              | 10%               |
| Strongly Disagree          | 9%          | 12%          | 8%         | 8%                | 9%           | 8%         | 9%               | 8%                | 9%           | 8%         | 9%               | 9%                |
| Don't Know                 | 6%          | 3%           | 5%         | 10%               | 2%           | 4%         | 0%               | 13%               | 3%           | 4%         | 2%               | 12%               |

Fieldwork: 20th-23rd December 2019

Data weighted to UK population by gender, age, region, social grade, 2019 vote, 2016 referendum vote

Do you agree or disagree with the following statements: Celebrities are paid too much

|                            | Total | Gender |        | Age   |       |       |       |       |     | Social Grade |      | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|----------------------------|-------|--------|--------|-------|-------|-------|-------|-------|-----|--------------|------|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|                            |       | Male   | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | ABC1         | C2DE | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted                 | 1000  | 506    | 489    | 142   | 179   | 154   | 163   | 156   | 206 | 516          | 478  | 125    | 139        | 78         | 86              | 73            | 93            | 75                       | 41         | 112        | 95       | 50    | 33               |
| Weighted                   | 1000  | 488    | 507    | 140   | 170   | 170   | 170   | 140   | 210 | 526          | 468  | 140    | 135        | 80         | 90              | 70            | 90            | 80                       | 40         | 110        | 85       | 50    | 30               |
| Strongly Agree             | 48%   | 55%    | 41%    | 31%   | 35%   | 42%   | 46%   | 71%   | 59% | 48%          | 47%  | 38%    | 46%        | 58%        | 47%             | 47%           | 39%           | 51%                      | 48%        | 57%        | 61%      | 34%   | 37%              |
| Agree                      | 31%   | 27%    | 35%    | 28%   | 31%   | 34%   | 33%   | 24%   | 34% | 33%          | 29%  | 38%    | 30%        | 30%        | 35%             | 23%           | 29%           | 33%                      | 28%        | 26%        | 25%      | 35%   | 44%              |
| Neither Agree nor Disagree | 15%   | 13%    | 16%    | 25%   | 21%   | 18%   | 16%   | 5%    | 5%  | 13%          | 16%  | 12%    | 19%        | 8%         | 14%             | 22%           | 19%           | 10%                      | 16%        | 13%        | 11%      | 18%   | 15%              |
| Disagree                   | 3%    | 2%     | 4%     | 11%   | 5%    | 1%    | 2%    | 0%    | 1%  | 3%           | 3%   | 4%     | 2%         | 4%         | 1%              | 1%            | 5%            | 4%                       | 8%         | 1%         | 2%       | 7%    | 0%               |
| Strongly Disagree          | 1%    | 1%     | 1%     | 0%    | 3%    | 1%    | 1%    | 1%    | 0%  | 1%           | 1%   | 2%     | 0%         | 0%         | 0%              | 4%            | 3%            | 1%                       | 0%         | 0%         | 0%       | 0%    | 0%               |
| Don't Know                 | 3%    | 2%     | 4%     | 5%    | 6%    | 4%    | 3%    | 0%    | 0%  | 2%           | 4%   | 6%     | 3%         | 0%         | 4%              | 2%            | 5%            | 0%                       | 0%         | 3%         | 1%       | 6%    | 4%               |

Fieldwork: 20th-23rd December 2019

Data weighted to UK population by gender, age, region, social grade, 2019 vote, 2016 referendum vote

**Do you agree or disagree with the following statements: Celebrities are paid too much**

|                            | Total       | EU 2016 Vote |            |                   | 2017         |            |                  |                   | 2019         |            |                  |                   |
|----------------------------|-------------|--------------|------------|-------------------|--------------|------------|------------------|-------------------|--------------|------------|------------------|-------------------|
|                            |             | Leave        | Remain     | I did not vote/DK | Conservative | Labour     | Liberal Democrat | I did not vote/DK | Conservative | Labour     | Liberal Democrat | I did not vote/DK |
| Unweighted                 | 1000        | 413          | 428        | 159               | 338          | 314        | 58               | 174               | 349          | 292        | 88               | 143               |
| <b>Weighted</b>            | <b>1000</b> | <b>390</b>   | <b>360</b> | <b>250</b>        | <b>317</b>   | <b>267</b> | <b>53</b>        | <b>266</b>        | <b>327</b>   | <b>242</b> | <b>86</b>        | <b>250</b>        |
| Strongly Agree             | 48%         | 54%          | 47%        | 39%               | 50%          | 45%        | 42%              | 44%               | 53%          | 42%        | 43%              | 45%               |
| Agree                      | 31%         | 30%          | 33%        | 29%               | 35%          | 34%        | 28%              | 27%               | 33%          | 37%        | 27%              | 26%               |
| Neither Agree nor Disagree | 15%         | 12%          | 13%        | 20%               | 12%          | 15%        | 20%              | 18%               | 11%          | 14%        | 23%              | 17%               |
| Disagree                   | 3%          | 2%           | 3%         | 4%                | 1%           | 4%         | 7%               | 3%                | 2%           | 5%         | 4%               | 2%                |
| Strongly Disagree          | 1%          | 1%           | 1%         | 1%                | 1%           | 1%         | 2%               | 1%                | 1%           | 1%         | 1%               | 1%                |
| Don't Know                 | 3%          | 0%           | 3%         | 7%                | 0%           | 2%         | 2%               | 8%                | 0%           | 1%         | 2%               | 10%               |

Fieldwork: 20th-23rd December 2019

Data weighted to UK population by gender, age, region, social grade, 2019 vote, 2016 referendum vote

It has been proposed that those over the age of 75, who currently do not have to pay a TV licence fee, should have to pay it under a new law. Do you support or oppose this idea?

|                            | Total | Gender |        | Age   |       |       |       |       |     | Social Grade |      | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|----------------------------|-------|--------|--------|-------|-------|-------|-------|-------|-----|--------------|------|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|                            |       | Male   | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | ABC1         | C2DE | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted                 | 1000  | 506    | 489    | 142   | 179   | 154   | 163   | 156   | 206 | 516          | 478  | 125    | 139        | 78         | 86              | 73            | 93            | 75                       | 41         | 112        | 95       | 50    | 33               |
| Weighted                   | 1000  | 488    | 507    | 140   | 170   | 170   | 170   | 140   | 210 | 526          | 468  | 140    | 135        | 80         | 90              | 70            | 90            | 80                       | 40         | 110        | 85       | 50    | 30               |
| Strongly Support           | 9%    | 10%    | 9%     | 11%   | 12%   | 10%   | 10%   | 7%    | 6%  | 8%           | 11%  | 10%    | 7%         | 5%         | 11%             | 8%            | 4%            | 12%                      | 21%        | 9%         | 11%      | 13%   | 4%               |
| Moderately Support         | 8%    | 8%     | 8%     | 11%   | 12%   | 11%   | 3%    | 5%    | 4%  | 8%           | 7%   | 11%    | 5%         | 4%         | 5%              | 10%           | 9%            | 13%                      | 11%        | 7%         | 6%       | 3%    | 4%               |
| Support a little           | 8%    | 8%     | 8%     | 16%   | 13%   | 10%   | 3%    | 5%    | 5%  | 8%           | 9%   | 8%     | 7%         | 4%         | 4%              | 12%           | 10%           | 9%                       | 8%         | 10%        | 8%       | 16%   | 7%               |
| Neither Support nor Oppose | 11%   | 7%     | 14%    | 16%   | 19%   | 14%   | 9%    | 6%    | 4%  | 12%          | 10%  | 10%    | 13%        | 10%        | 15%             | 13%           | 11%           | 4%                       | 8%         | 10%        | 6%       | 13%   |                  |
| Oppose a little            | 7%    | 7%     | 7%     | 10%   | 1%    | 11%   | 4%    | 9%    | 7%  | 8%           | 6%   | 10%    | 11%        | 5%         | 5%              | 12%           | 6%            | 8%                       | 2%         | 7%         | 4%       | 1%    | 0%               |
| Moderately Oppose          | 10%   | 12%    | 9%     | 8%    | 9%    | 7%    | 10%   | 11%   | 15% | 13%          | 7%   | 7%     | 10%        | 21%        | 14%             | 2%            | 7%            | 10%                      | 9%         | 9%         | 15%      | 12%   | 11%              |
| Strongly Oppose            | 43%   | 46%    | 40%    | 22%   | 27%   | 34%   | 56%   | 56%   | 57% | 41%          | 46%  | 41%    | 43%        | 49%        | 40%             | 38%           | 46%           | 35%                      | 43%        | 46%        | 46%      | 36%   | 57%              |
| Don't Know                 | 3%    | 1%     | 5%     | 5%    | 7%    | 4%    | 4%    | 1%    | 0%  | 3%           | 4%   | 3%     | 3%         | 2%         | 7%              | 3%            | 4%            | 1%                       | 2%         | 3%         | 1%       | 12%   | 4%               |

Fieldwork: 20th-23rd December 2019

Data weighted to UK population by gender, age, region, social grade, 2019 vote, 2016 referendum vote

**It has been proposed that those over the age of 75, who currently do not have to pay a TV licence fee, should have to pay it under a new law. Do you support or oppose this idea?**

|                            | Total       | EU 2016 Vote |            |                   | 2017         |            |                  |                   | 2019         |            |                  |                   |
|----------------------------|-------------|--------------|------------|-------------------|--------------|------------|------------------|-------------------|--------------|------------|------------------|-------------------|
|                            |             | Leave        | Remain     | I did not vote/DK | Conservative | Labour     | Liberal Democrat | I did not vote/DK | Conservative | Labour     | Liberal Democrat | I did not vote/DK |
| Unweighted                 | 1000        | 413          | 428        | 159               | 338          | 314        | 58               | 174               | 349          | 292        | 88               | 143               |
| <b>Weighted</b>            | <b>1000</b> | <b>390</b>   | <b>360</b> | <b>250</b>        | <b>317</b>   | <b>267</b> | <b>53</b>        | <b>266</b>        | <b>327</b>   | <b>242</b> | <b>86</b>        | <b>250</b>        |
| Strongly Support           | 9%          | 9%           | 9%         | 10%               | 9%           | 9%         | 12%              | 10%               | 9%           | 12%        | 2%               | 9%                |
| Moderately Support         | 8%          | 8%           | 10%        | 4%                | 10%          | 11%        | 12%              | 3%                | 8%           | 9%         | 17%              | 2%                |
| Support a little           | 8%          | 6%           | 11%        | 9%                | 7%           | 13%        | 15%              | 5%                | 5%           | 13%        | 9%               | 5%                |
| Neither Support nor Oppose | 11%         | 9%           | 12%        | 13%               | 11%          | 8%         | 16%              | 12%               | 9%           | 10%        | 13%              | 13%               |
| Oppose a little            | 7%          | 8%           | 7%         | 6%                | 5%           | 9%         | 9%               | 7%                | 6%           | 7%         | 8%               | 7%                |
| Moderately Oppose          | 10%         | 10%          | 10%        | 12%               | 11%          | 10%        | 7%               | 12%               | 10%          | 10%        | 14%              | 11%               |
| Strongly Oppose            | 43%         | 49%          | 39%        | 39%               | 46%          | 38%        | 29%              | 43%               | 50%          | 36%        | 34%              | 43%               |
| Don't Know                 | 3%          | 1%           | 3%         | 7%                | 1%           | 2%         | 0%               | 9%                | 1%           | 2%         | 2%               | 9%                |

Fieldwork: 20th-23rd December 2019

Data weighted to UK population by gender, age, region, social grade, 2019 vote, 2016 referendum vote