

ICM Research interviewed a random sample of 1204 adults aged 18+ by telephone between 13-14th August 1999. Interviews were conducted across the country and the results have been weighted to the profile of all adults.

ADJUSTED VOTING INTENTIONS	
Labour	48%
Liberal Democrat	16%
Conservative	30%
Other	9%

**Q1. The TV License fee is currently £101 per year. The BBC says it must expand in order to compete in the new Digital TV age. Which of the following forms of additional funding would you support?**

The BBC should accept some advertising	
Support	65%
Not support	30%
Don't Know	5%

The BBC should allow companies to sponsor BBC programs	
Support	77%
Not support	17%
Don't Know	6%

The BBC should charge people to receive some of its programs through subscription - like Film Four or Pay-Per-View	
Support	25%
Not support	70%
Don't Know	4%

The license fee should be increased for all people with a TV	
Support	17%
Not support	79%
Don't Know	3%

The BBC should charge a supplement on the license fee for those with a new Digital TV	
Support	35%
Not support	58%
Don't Know	7%

**Q2. The present TV license fee is £101. By how many pounds extra per year, do you think the license fee should increase for those with Digital TV?**

Nothing	50%
£1	1%
£2	1%

£3-£5	4%
£6-£10	7%
£11-£15	2%
£16-£20	7%
£21-£30	5%
£31-£50	2%
£51+	0%
Don't Know	20%
Mean	£6.65

**Q3. It is proposed that the license fee should be increased to £125 for those who have digital TV. Do you think that people like you would be put off buying Digital TV, if as a result, the license fee goes up by £24 per year?**

Yes - would be put off	59%
No - would not be put off	36%
Don't Know	5%

**Q4. Over the last five years, do you think the quality of BBC programs has improved, got worse, or stayed about the same?**

Improved	8%
Got worse	45%
Stayed about the same	44%

**Q.5 If there were to be a referendum, would you vote to join the Single European Currency or vote not to join?**

Vote to join	24%
Vote not to join	60%
Don't know	16%