



ICM Poll for The Guardian

Fieldwork dates: 2nd – 3rd September 2009

Interview Method: Telephone.

Population effectively sampled: All adults aged 18+

Sampling Method: Within each government office region, a random sample of telephone numbers was drawn from the entire BT database of domestic telephone numbers. Each number so selected had its last digit randomised so as to provide a sample including both listed and unlisted numbers.

Sample size: 1,001

Data weighting: Data were weighted to the profile of all adults aged 18+ (including non telephone owning households). Data were weighted by sex, age, social class, household tenure, work status, number of cars in the household and whether or not respondent has taken a foreign holiday in the last 3 years. Targets for the weighted data were derived from the National Readership survey, a random probability survey comprising 34,000 random face-to-face interviews conducted annually.

Questions: The computer tables attached in PDF format show each question, in full, in the order they were put to respondents, all response codes and the weighted and un-weighted bases for all demographics and other data including but not limited that published .

Further enquiries: nick.sparrow@icmresearch.co.uk

BBC Survey

CATI Fieldwork : September 2nd-3rd 2009

Absolutes/col percents

Table 1
Q.1 Which of the following would you like to see as the main source of BBC funding?
Base: All respondents

	Gender		Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1001	502	499	77	134	188	187	194	221	330	234	146	291	258	266	251	138	88
Weighted base	1001	481	520	119	159	198	169	149	208	260	290	210	240	262	262	247	141	88
A licence fee paid by everyone with a TV	429 43%	206 43%	223 43%	41 35%	64 41%	89 45%	63 38%	73 49%	98 47%	128 49%	118 40%	98 46%	86 36%	100 38%	120 46%	102 41%	73 52%	34 39%
Advertising	239 24%	121 25%	118 23%	26 22%	34 22%	46 23%	48 28%	39 26%	46 22%	53 20%	64 22%	52 25%	70 29%	61 23%	56 21%	59 24%	36 26%	26 29%
A subscription only service paid by those who want to receive BBC programmes	297 30%	137 29%	160 31%	47 39%	56 36%	58 29%	54 32%	36 24%	46 22%	75 29%	94 32%	59 28%	68 28%	88 34%	80 30%	76 31%	27 19%	25 28%
Don't know	36 4%	16 3%	20 4%	5 4%	4 2%	6 3%	3 2%	1 1%	18 9%	4 2%	14 5%	2 1%	16 7%	12 5%	6 2%	10 4%	5 3%	3 3%

BBC Survey

CATI Fieldwork : September 2nd-3rd 2009

Absolutes/col percents

Table 2
Q.2 Do you agree or disagree that the BBC..
Base: All respondents

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1001	502	499	77	134	188	187	194	221	330	234	146	291	258	266	251	138	88
Weighted base	1001	481	520	119	159	198	169	149	208	260	290	210	240	262	262	247	141	88
<u>Is a national institution we should be proud of.</u>																		
Agree	769 77%	353 73%	416 80%	94 79%	126 79%	147 74%	127 75%	113 76%	163 78%	208 80%	232 80%	159 76%	169 71%	211 81%	194 74%	188 76%	109 78%	67 76%
Disagree	211 21%	121 25%	90 17%	22 19%	31 20%	43 22%	39 23%	33 22%	42 20%	46 18%	53 18%	50 24%	62 26%	47 18%	59 22%	54 22%	29 21%	22 24%
Don't know	22 2%	7 1%	15 3%	2 2%	2 1%	8 4%	3 2%	3 2%	3 2%	7 3%	5 2%	1 *	9 4%	4 1%	10 4%	5 2%	3 2%	- -
<u>Provides good value for money</u>																		
Agree	631 63%	300 62%	331 64%	86 72%	104 66%	114 58%	99 59%	93 62%	135 65%	170 65%	194 67%	136 65%	130 54%	177 68%	168 64%	153 62%	87 62%	46 52%
Disagree	347 35%	168 35%	179 34%	28 23%	52 33%	81 41%	64 38%	54 36%	68 33%	82 32%	87 30%	73 35%	105 44%	79 30%	89 34%	85 34%	53 37%	41 47%
Don't know	23 2%	12 3%	11 2%	6 5%	2 2%	3 2%	5 3%	2 1%	5 2%	8 3%	9 3%	1 *	6 2%	6 2%	6 2%	9 4%	1 1%	1 1%

BBC Survey

CATI Fieldwork : September 2nd-3rd 2009

Absolutes/col percents

Table 2
Q.2 Do you agree or disagree that the BBC..
Base: All respondents

	Gender		Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1001	481	520	119	159	198	169	149	208	260	290	210	240	262	262	247	141	88
<u>Is politically biased</u>																		
Agree	365	184	182	57	57	59	61	50	82	90	104	92	80	102	93	84	54	33
	36%	38%	35%	48%	36%	30%	36%	34%	40%	35%	36%	44%	33%	39%	36%	34%	38%	37%
Disagree	557	267	290	51	87	129	93	90	107	159	164	98	136	147	142	142	74	53
	56%	56%	56%	42%	55%	65%	55%	60%	52%	61%	56%	47%	57%	56%	54%	57%	53%	60%
Don't know	79	30	48	12	14	11	14	9	19	11	23	20	24	14	27	22	13	3
	8%	6%	9%	10%	9%	5%	9%	6%	9%	4%	8%	10%	10%	5%	10%	9%	9%	3%
<u>Is trustworthy</u>																		
Agree	695	319	376	91	112	149	106	103	134	187	208	141	158	183	189	166	96	61
	69%	66%	72%	76%	71%	75%	63%	69%	64%	72%	72%	67%	66%	70%	72%	67%	68%	69%
Disagree	263	142	121	26	44	40	56	40	57	62	70	65	66	68	62	71	37	25
	26%	30%	23%	22%	28%	20%	33%	27%	27%	24%	24%	31%	27%	26%	24%	29%	26%	28%
Don't know	44	20	24	2	3	9	6	6	17	11	13	4	16	11	12	11	8	2
	4%	4%	5%	2%	2%	5%	4%	4%	8%	4%	4%	2%	7%	4%	5%	4%	6%	3%

BBC Survey

CATI Fieldwork : September 2nd-3rd 2009

Absolutes/col percents

Table 2
Q.2 Do you agree or disagree that the BBC..
Base: All respondents

	Gender		Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1001	481	520	119	159	198	169	149	208	260	290	210	240	262	262	247	141	88
<u>Has dumbed down (lowered quality)</u>																		
Agree	570	283	287	52	84	106	106	87	134	146	143	143	138	139	144	143	91	54
	57%	59%	55%	44%	53%	54%	63%	59%	65%	56%	49%	68%	57%	53%	55%	58%	64%	61%
Disagree	398	178	219	62	71	85	56	56	66	108	135	62	93	119	110	85	49	33
	40%	37%	42%	52%	45%	43%	33%	38%	32%	41%	46%	29%	39%	45%	42%	35%	35%	38%
Don't know	33	19	14	5	3	7	6	5	7	6	13	5	9	4	8	19	1	1
	3%	4%	3%	4%	2%	3%	3%	4%	4%	2%	4%	3%	4%	2%	3%	8%	1%	1%

BBC Survey

CATI Fieldwork : September 2nd-3rd 2009

Absolutes/col percents

Table 3
Q.3 I would like to read out some statements about television news and documentaries. For each one I read out please tell me whether you agree or disagree. There are no right or wrong answers it is your own opinions we want.
Base: All respondents

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1001	502	499	77	134	188	187	194	221	330	234	146	291	258	266	251	138	88
Weighted base	1001	481	520	119	159	198	169	149	208	260	290	210	240	262	262	247	141	88
<u>The BBC is more likely to tell the truth than other broadcasters such as ITV or Sky</u>																		
Agree	379 38%	182 38%	196 38%	50 42%	72 46%	63 32%	47 28%	48 32%	99 47%	99 38%	98 34%	86 41%	95 40%	98 37%	99 38%	98 40%	54 38%	30 34%
Disagree	585 58%	284 59%	301 58%	66 55%	82 52%	127 64%	120 71%	96 65%	94 45%	152 58%	179 61%	121 58%	133 56%	154 59%	154 59%	139 56%	81 57%	57 65%
Don't know	37 4%	14 3%	23 5%	4 3%	4 3%	8 4%	2 1%	4 3%	15 7%	9 4%	13 5%	3 1%	12 5%	10 4%	9 4%	10 4%	6 4%	1 1%
<u>I trust the BBC less than I used to</u>																		
Agree	413 41%	206 43%	207 40%	32 27%	57 36%	61 31%	88 52%	68 45%	109 52%	98 38%	108 37%	96 46%	111 46%	92 35%	102 39%	117 47%	52 37%	51 58%
Disagree	567 57%	269 56%	298 57%	86 73%	101 64%	132 67%	75 45%	79 53%	93 45%	155 60%	180 62%	109 52%	122 51%	167 64%	151 58%	127 52%	86 61%	35 40%
Don't know	21 2%	6 1%	15 3%	1 1%	1 1%	6 3%	5 3%	2 2%	6 3%	7 3%	2 1%	5 2%	8 3%	3 1%	10 4%	3 1%	3 2%	2 2%

BBC Survey

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Absolutes/col percents

Table 3
Q.3 I would like to read out some statements about television news and documentaries. For each one I read out please tell me whether you agree or disagree. There are no right or wrong answers it is your own opinions we want.
Base: All respondents

	Gender		Age							Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1001	481	520	119	159	198	169	149	208	260	290	210	240	262	262	247	141	88
<u>The BBC and other broadcasters should be impartial in return for a public subsidy</u>																		
Agree	807	387	420	85	120	158	135	133	176	221	231	164	191	209	213	191	118	76
	81%	81%	81%	71%	76%	80%	80%	90%	85%	85%	79%	78%	79%	80%	81%	77%	83%	86%
Disagree	160	86	74	29	32	31	27	15	27	33	49	41	38	44	39	48	21	8
	16%	18%	14%	24%	20%	16%	16%	10%	13%	13%	17%	19%	16%	17%	15%	19%	15%	10%
Refused	*	-	*	-	-	*	-	-	-	-	-	-	*	*	-	-	-	-
	*	-	*	-	-	*	-	-	-	-	-	-	*	*	-	-	-	-
Don't know	34	7	26	5	7	9	6	1	5	6	11	5	11	8	11	9	3	4
	3%	2%	5%	5%	4%	4%	4%	1%	3%	2%	4%	2%	5%	3%	4%	3%	2%	4%
<u>The BBC and other broadcasters ought to be free to hold political opinions just like newspapers</u>																		
Agree	613	271	342	85	110	115	99	82	123	140	177	139	158	166	174	136	82	55
	61%	56%	66%	71%	69%	58%	59%	55%	59%	54%	61%	66%	66%	63%	66%	55%	58%	62%
Disagree	368	197	170	34	45	76	68	64	80	113	107	68	80	89	85	107	53	33
	37%	41%	33%	29%	29%	38%	41%	43%	39%	44%	37%	32%	33%	34%	32%	43%	38%	38%
Refused	3	3	-	-	-	2	-	1	-	-	1	2	-	-	1	2	-	-
	*	1%	-	-	-	1%	-	1%	-	-	*	1%	-	-	*	1%	-	-
Don't know	17	9	8	-	4	6	1	2	5	7	6	2	3	7	3	3	5	-
	2%	2%	2%	-	2%	3%	*	1%	2%	3%	2%	1%	1%	2%	1%	1%	4%	-

BBC Survey
CATI Fieldwork : September 2nd-3rd 2009

Absolutes/col percents

Table 4

Q.4 It has been suggested that the BBC should be forced to charge for its website. Do you agree or disagree?**Base: All respondents**

	Gender		Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1001	502	499	77	134	188	187	194	221	330	234	146	291	258	266	251	138	88
Weighted base	1001	481	520	119	159	198	169	149	208	260	290	210	240	262	262	247	141	88
Agree	155 16%	69 14%	87 17%	14 12%	12 8%	29 14%	18 10%	30 20%	53 26%	33 13%	28 10%	47 23%	46 19%	31 12%	43 16%	43 17%	27 19%	11 13%
Disagree	789 79%	388 81%	401 77%	105 88%	146 92%	165 83%	148 88%	112 75%	114 55%	215 83%	254 87%	155 74%	165 69%	219 84%	202 77%	187 76%	112 79%	69 78%
Don't know	57 6%	24 5%	33 6%	- -	1 *	5 2%	3 2%	7 5%	41 20%	12 5%	8 3%	7 4%	29 12%	12 5%	17 6%	17 7%	3 2%	8 9%

BBC Survey

CATI Fieldwork : September 2nd-3rd 2009

Absolutes/col percents

Table 5

Q.5 Most working people do not have to declare their salaries publicly. Do you think that the stars working for the BBC should have to declare their salaries or not?

Base: All respondents

	Gender		Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1001	502	499	77	134	188	187	194	221	330	234	146	291	258	266	251	138	88
Weighted base	1001	481	520	119	159	198	169	149	208	260	290	210	240	262	262	247	141	88
Yes - Should declare	487	268	219	35	61	83	92	84	132	131	119	104	133	109	116	134	84	44
	49%	56%	42%	29%	39%	42%	55%	56%	64%	50%	41%	49%	55%	41%	44%	54%	60%	50%
No - Should not declare	502	210	292	83	91	114	76	63	75	124	168	104	105	148	142	111	56	44
	50%	44%	56%	70%	58%	57%	45%	42%	36%	48%	58%	49%	44%	56%	54%	45%	40%	50%
Don't know	13	3	9	1	6	2	1	2	1	5	3	3	3	6	4	2	1	-
	1%	1%	2%	1%	4%	1%	*	2%	*	2%	1%	1%	1%	2%	1%	1%	*	-

BBC Survey

CATI Fieldwork : September 2nd-3rd 2009

Absolutes/col percents

Table 6

Q.6 It has been suggested that the BBC should sell Radio 1 and/or Radio 2 to the private sector. As privately owned radio stations they would then raise money via advertising. Would you be in favour or Against

Base: All respondents

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1001	502	499	77	134	188	187	194	221	330	234	146	291	258	266	251	138	88
Weighted base	1001	481	520	119	159	198	169	149	208	260	290	210	240	262	262	247	141	88
<u>The BBC selling Radio 1 to the private sector</u>																		
In favour	388	202	187	39	51	83	69	65	80	94	104	99	92	115	94	87	55	37
	39%	42%	36%	33%	32%	42%	41%	44%	38%	36%	36%	47%	38%	44%	36%	35%	39%	42%
Against	557	258	299	80	93	107	90	74	114	148	176	103	130	130	152	144	84	46
	56%	54%	57%	67%	59%	54%	53%	49%	55%	57%	60%	49%	54%	50%	58%	58%	59%	52%
Don't know	56	21	35	-	14	8	9	10	15	18	11	9	18	18	16	15	2	5
	6%	4%	7%	-	9%	4%	5%	7%	7%	7%	4%	4%	8%	7%	6%	6%	1%	6%
<u>The BBC selling Radio 2 to the private sector</u>																		
In favour	336	167	169	39	54	73	59	48	63	88	83	85	79	96	89	75	47	29
	34%	35%	33%	33%	34%	37%	35%	32%	30%	34%	29%	41%	33%	37%	34%	30%	34%	33%
Against	601	286	315	77	89	115	103	93	124	151	193	118	139	146	157	155	89	54
	60%	60%	60%	64%	56%	58%	61%	62%	60%	58%	67%	56%	58%	56%	60%	63%	63%	62%
Don't know	64	28	36	3	16	10	6	8	21	21	14	7	23	21	17	17	5	5
	6%	6%	7%	3%	10%	5%	4%	5%	10%	8%	5%	3%	9%	8%	6%	7%	3%	6%

BBC Survey

CATI Fieldwork : September 2nd-3rd 2009

Absolutes/col percents

Table 7
Classification
Base: All respondents

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1001	502	499	77	134	188	187	194	221	330	234	146	291	258	266	251	138	88
Weighted base	1001	481	520	119	159	198	169	149	208	260	290	210	240	262	262	247	141	88
Gender																		
Male	481 48%	481 100%	-	52 44%	69 43%	104 52%	79 47%	70 47%	107 52%	141 54%	126 44%	114 54%	100 41%	133 51%	120 46%	130 53%	63 44%	34 39%
Female	520 52%	-	520 100%	67 56%	90 57%	95 48%	89 53%	79 53%	101 48%	119 46%	164 56%	97 46%	141 59%	129 49%	142 54%	117 47%	78 56%	54 61%
Age																		
18-24	(21) 12%	52 11%	67 13%	119 100%	-	-	-	-	-	32 12%	42 14%	19 9%	26 11%	32 12%	28 11%	36 14%	20 14%	3 4%
25-34	(29.5) 16%	69 14%	90 17%	-	159 100%	-	-	-	-	40 15%	60 21%	39 18%	21 9%	48 18%	49 19%	32 13%	19 13%	11 13%
35-44	(39.5) 20%	104 22%	95 18%	-	-	198 100%	-	-	-	71 27%	58 20%	38 18%	32 13%	58 22%	57 22%	40 16%	25 18%	18 20%
45-54	(49.5) 17%	79 17%	89 17%	-	-	-	169 100%	-	-	45 17%	48 17%	45 21%	31 13%	40 15%	44 17%	42 17%	21 15%	22 24%
55-64	(59.5) 15%	70 14%	79 15%	-	-	-	-	149 100%	-	34 13%	46 16%	31 15%	37 15%	43 16%	34 13%	40 16%	22 16%	10 11%
65+	(70) 21%	107 22%	101 19%	-	-	-	-	-	208 100%	39 15%	37 13%	38 18%	94 39%	41 16%	50 19%	58 23%	34 24%	25 28%
Average age	46.71	47.41	46.07	21.00	29.50	39.50	49.50	59.50	70.00	44.65	43.44	46.62	52.99	44.97	45.81	47.61	47.60	50.65

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Table 7
Classification
Base: All respondents

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1001	481	520	119	159	198	169	149	208	260	290	210	240	262	262	247	141	88
<u>Social Grade</u>																		
AB	260	141	119	32	40	71	45	34	39	260	-	-	-	95	60	48	37	21
	26%	29%	23%	27%	25%	36%	27%	23%	19%	100%	-	-	-	36%	23%	19%	26%	24%
C1	290	126	164	42	60	58	48	46	37	-	290	-	-	85	78	66	41	21
	29%	26%	31%	35%	38%	29%	29%	31%	18%	-	100%	-	-	32%	30%	27%	29%	24%
C2	210	114	97	19	39	38	45	31	38	-	-	210	-	44	68	53	27	18
	21%	24%	19%	16%	24%	19%	26%	21%	18%	-	-	100%	-	17%	26%	21%	19%	21%
DE	240	100	141	26	21	32	31	37	94	-	-	-	240	38	57	81	36	28
	24%	21%	27%	22%	13%	16%	18%	25%	45%	-	-	-	100%	15%	22%	33%	26%	32%
<u>Region</u>																		
South East	262	133	129	32	48	58	40	43	41	95	85	44	38	262	-	-	-	-
	26%	28%	25%	27%	30%	29%	24%	29%	20%	36%	29%	21%	16%	100%	-	-	-	-
Midlands	262	120	142	28	49	57	44	34	50	60	78	68	57	-	262	-	-	-
	26%	25%	27%	23%	31%	29%	26%	23%	24%	23%	27%	33%	24%	-	100%	-	-	-
North England	247	130	117	36	32	40	42	40	58	48	66	53	81	-	-	247	-	-
	25%	27%	22%	30%	20%	20%	25%	27%	28%	18%	23%	25%	34%	-	-	100%	-	-
Wales & South West	141	63	78	20	19	25	21	22	34	37	41	27	36	-	-	-	141	-
	14%	13%	15%	17%	12%	13%	13%	15%	16%	14%	14%	13%	15%	-	-	-	100%	-
Scotland	88	34	54	3	11	18	22	10	25	21	21	18	28	-	-	-	-	88
	9%	7%	10%	3%	7%	9%	13%	6%	12%	8%	7%	9%	12%	-	-	-	-	100%

BBC Survey

CATI Fieldwork : September 2nd-3rd 2009

Absolutes/col percents

Table 7
Classification
Base: All respondents

	Gender		Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1001	481	520	119	159	198	169	149	208	260	290	210	240	262	262	247	141	88
<u>Working status</u>																		
Full-time	451 45%	258 54%	193 37%	49 41%	94 60%	128 64%	111 66%	64 43%	4 2%	156 60%	147 51%	98 47%	49 21%	126 48%	123 47%	103 42%	64 45%	34 39%
Part-time	120 12%	32 7%	88 17%	26 22%	18 12%	31 16%	22 13%	19 13%	4 2%	24 9%	52 18%	33 16%	10 4%	32 12%	37 14%	28 11%	13 9%	11 12%
Not working but seeking work or temporarily unemployed/sick	60 6%	34 7%	26 5%	12 10%	22 14%	11 5%	9 6%	5 3%	- -	10 4%	14 5%	7 4%	29 12%	18 7%	19 7%	16 6%	5 3%	2 2%
Not working/not seeking work	70 7%	12 2%	58 11%	5 4%	16 10%	23 12%	20 12%	6 4%	- -	12 5%	13 4%	15 7%	30 13%	20 8%	15 6%	14 6%	14 10%	7 8%
Retired	251 25%	120 25%	131 25%	- -	- -	3 2%	2 1%	53 35%	193 93%	49 19%	48 16%	40 19%	114 48%	48 18%	61 23%	73 29%	38 27%	32 36%
Student	31 3%	16 3%	15 3%	27 23%	4 3%	- -	- -	- -	- -	7 3%	11 4%	11 5%	2 1%	11 4%	3 1%	11 4%	5 3%	2 2%
Refused	19 2%	9 2%	10 2%	1 1%	3 2%	2 1%	4 2%	2 1%	7 3%	3 1%	6 2%	5 3%	4 2%	7 3%	5 2%	3 1%	3 2%	1 1%

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CATI Fieldwork : September 2nd-3rd 2009

Absolutes/col percents

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Classification
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	Gender		Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1001	481	520	119	159	198	169	149	208	260	290	210	240	262	262	247	141	88
Tenure																		
Own outright	327 33%	161 34%	166 32%	25 21%	17 11%	32 16%	35 21%	66 45%	151 73%	85 33%	82 28%	65 31%	95 40%	65 25%	79 30%	101 41%	51 36%	32 36%
Own with a mortgage	387 39%	182 38%	204 39%	43 37%	90 57%	112 57%	80 48%	51 34%	10 5%	128 49%	121 42%	101 48%	37 15%	115 44%	111 42%	72 29%	58 41%	31 36%
Council	129 13%	54 11%	74 14%	16 14%	10 7%	31 15%	29 17%	20 13%	23 11%	10 4%	29 10%	19 9%	72 30%	31 12%	34 13%	39 16%	9 6%	16 18%
Housing Assoc.	31 3%	15 3%	16 3%	3 3%	8 5%	4 2%	4 2%	4 3%	8 4%	5 2%	9 3%	2 1%	16 6%	11 4%	4 2%	10 4%	5 3%	1 1%
Rented from someone else	89 9%	47 10%	42 8%	29 24%	27 17%	13 7%	11 6%	3 2%	6 3%	22 8%	39 14%	14 7%	13 6%	27 10%	25 9%	19 8%	12 9%	6 6%
Rent free	4 *	2 *	3 *	1 1%	3 2%	1 1%	- -	- -	- -	1 *	2 1%	1 1%	1 *	2 1%	2 1%	- -	1 1%	- -
Refused	34 3%	19 4%	15 3%	1 1%	4 3%	5 2%	9 5%	5 3%	10 5%	10 4%	8 3%	9 4%	6 3%	11 4%	8 3%	6 3%	6 4%	2 3%

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	Gender		Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1001	481	520	119	159	198	169	149	208	260	290	210	240	262	262	247	141	88
Foreign Holiday in last 3 years																		
Yes	601	291	310	83	107	124	90	101	96	197	178	130	96	180	141	145	81	54
	60%	60%	60%	70%	68%	62%	53%	68%	46%	76%	61%	62%	40%	69%	54%	59%	58%	61%
No	400	190	211	36	51	74	79	47	112	63	112	80	144	82	121	102	60	34
	40%	40%	40%	30%	32%	38%	47%	32%	54%	24%	39%	38%	60%	31%	46%	41%	42%	39%
Number of cars																		
None	208	91	117	24	30	35	28	23	68	35	52	22	99	60	38	60	24	26
	21%	19%	22%	20%	19%	18%	17%	16%	33%	13%	18%	10%	41%	23%	14%	24%	17%	30%
1	416	195	221	24	75	67	68	70	112	105	116	92	104	108	122	89	61	37
	42%	41%	43%	20%	47%	34%	41%	47%	54%	40%	40%	44%	43%	41%	46%	36%	43%	42%
2	287	149	138	47	41	80	55	40	25	87	98	75	28	74	71	76	44	22
	29%	31%	27%	40%	26%	40%	33%	27%	12%	33%	34%	36%	12%	28%	27%	31%	31%	25%
3+	89	45	44	24	13	16	17	15	3	33	24	22	10	20	32	22	11	3
	9%	9%	8%	20%	8%	8%	10%	10%	2%	13%	8%	10%	4%	8%	12%	9%	8%	3%

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Table 7
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Base: All respondents

	Gender		Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1001	481	520	119	159	198	169	149	208	260	290	210	240	262	262	247	141	88
Internet Access																		
At all	803	392	412	115	150	189	148	120	82	242	262	166	134	224	213	185	116	66
	80%	81%	79%	96%	95%	95%	88%	81%	39%	93%	90%	79%	56%	86%	81%	75%	82%	75%
At home (net)	747	363	384	112	142	180	131	110	71	229	237	152	129	211	201	171	103	61
	75%	75%	74%	94%	90%	91%	78%	74%	34%	88%	82%	72%	54%	80%	77%	69%	73%	69%
At work (net)	377	189	189	53	75	109	79	51	10	152	134	61	30	116	105	79	51	25
	38%	39%	36%	45%	47%	55%	47%	34%	5%	58%	46%	29%	13%	44%	40%	32%	36%	29%
At home	406	192	214	62	69	78	65	67	65	87	121	98	100	106	101	102	60	38
	41%	40%	41%	52%	44%	39%	38%	45%	31%	33%	42%	47%	42%	40%	38%	41%	42%	43%
At work	36	18	18	3	2	6	13	8	4	10	17	7	2	11	5	10	8	2
	4%	4%	4%	3%	1%	3%	8%	5%	2%	4%	6%	3%	1%	4%	2%	4%	6%	2%
Both at home and at work	341	170	170	50	73	103	66	43	6	142	116	54	28	105	100	69	43	23
	34%	35%	33%	42%	46%	52%	39%	29%	3%	54%	40%	26%	12%	40%	38%	28%	31%	27%
Somewhere else	20	11	10	-	6	2	4	1	6	3	7	7	3	2	6	4	5	3
	2%	2%	2%	-	4%	1%	3%	1%	3%	1%	3%	3%	1%	1%	2%	2%	3%	3%
Not at all	196	87	109	4	8	9	21	29	125	17	28	44	106	38	48	62	25	22
	20%	18%	21%	4%	5%	5%	12%	19%	60%	7%	10%	21%	44%	14%	18%	25%	17%	25%
Refused	2	2	-	-	-	-	-	-	2	1	-	-	1	-	1	-	1	-
	*	*	-	-	-	-	-	-	1%	*	-	-	*	-	*	-	1%	-

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Table 7
Classification
Base: All respondents

	Gender		Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1001	481	520	119	159	198	169	149	208	260	290	210	240	262	262	247	141	88
What is the highest educational level that you have achieved to date?																		
Secondary/ high school/ NVQ 1-3	539 54%	231 48%	308 59%	84 70%	80 51%	103 52%	97 58%	75 51%	100 48%	91 35%	162 56%	142 68%	143 60%	130 50%	144 55%	137 56%	77 54%	51 58%
University degree or equivalent professional qualification/ NVQ4	241 24%	126 26%	116 22%	25 21%	59 37%	54 27%	35 21%	38 25%	30 15%	106 41%	82 28%	26 13%	27 11%	77 29%	60 23%	57 23%	35 25%	12 14%
Higher university degree/ Doctorate/ MBA/ NVQ 5 or equivalent	68 7%	47 10%	21 4%	5 5%	10 6%	19 10%	17 10%	10 7%	6 3%	42 16%	16 5%	5 3%	4 2%	24 9%	9 4%	14 6%	12 8%	9 10%
No formal education	123 12%	59 12%	64 12%	4 3%	5 3%	17 9%	14 8%	23 15%	60 29%	15 6%	22 7%	29 14%	57 24%	21 8%	41 16%	35 14%	14 10%	13 15%
None of these	8 1%	4 1%	4 1%	1 1%	2 1%	- -	- -	1 1%	5 2%	- -	1 *	2 1%	5 2%	2 1%	2 1%	2 1%	1 1%	1 1%
Refused	22 2%	13 3%	9 2%	- -	3 2%	4 2%	5 3%	2 1%	7 3%	5 2%	8 3%	5 3%	3 1%	9 3%	5 2%	3 1%	4 3%	1 1%

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Table 7
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Base: All respondents

	Gender		Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1001	481	520	119	159	198	169	149	208	260	290	210	240	262	262	247	141	88
<u>Marital Status</u>																		
Single	218 22%	109 23%	109 21%	76 64%	52 33%	36 18%	28 17%	16 11%	11 5%	63 24%	79 27%	29 14%	46 19%	72 28%	43 16%	57 23%	27 19%	19 21%
Married/ co-habiting	567 57%	279 58%	288 55%	41 35%	95 60%	136 69%	111 66%	92 62%	91 44%	150 58%	167 57%	146 69%	105 44%	134 51%	162 62%	136 55%	89 63%	46 53%
Widowed/ separated/ divorced	197 20%	82 17%	115 22%	1 1%	9 5%	25 12%	26 15%	38 26%	98 47%	43 17%	40 14%	30 14%	84 35%	49 19%	52 20%	51 21%	23 16%	21 24%
Refused	19 2%	10 2%	9 2%	1 1%	3 2%	2 1%	3 2%	2 1%	8 4%	4 2%	5 2%	5 3%	4 2%	7 3%	5 2%	3 1%	3 2%	2 2%
<u>Children</u>																		
None aged 18 or under	679 68%	329 68%	350 67%	102 85%	72 45%	70 35%	100 59%	135 91%	201 96%	172 66%	189 65%	134 64%	184 76%	177 68%	160 61%	170 69%	104 74%	66 75%
NET: Yes	300 30%	138 29%	162 31%	17 14%	84 53%	123 62%	64 38%	12 8%	1 *	82 32%	94 32%	71 34%	53 22%	76 29%	96 37%	74 30%	33 23%	21 24%
NET: Yes any aged 15 or under	267 27%	118 25%	149 29%	17 14%	84 53%	119 60%	41 25%	6 4%	-	73 28%	89 31%	62 29%	42 18%	68 26%	89 34%	64 26%	28 20%	17 20%
- Aged under 5	119 12%	53 11%	65 13%	15 12%	58 37%	40 20%	5 3%	1 1%	-	32 12%	45 16%	26 12%	15 6%	32 12%	46 17%	24 10%	14 10%	3 3%
- Aged 5-10	137 14%	61 13%	76 15%	5 4%	50 31%	67 34%	13 8%	2 1%	-	35 14%	45 15%	35 17%	22 9%	37 14%	41 16%	33 13%	14 10%	12 13%
- Aged 11-15	113 11%	50 10%	62 12%	1 1%	12 7%	62 31%	33 20%	5 3%	-	33 13%	35 12%	28 13%	17 7%	23 9%	38 14%	29 12%	13 9%	9 11%
- Aged 16-18	61 6%	35 7%	26 5%	1 1%	4 3%	13 7%	36 21%	7 4%	1 *	15 6%	12 4%	18 8%	16 7%	13 5%	14 5%	21 9%	10 7%	4 4%
Refused	22 2%	13 3%	9 2%	1 1%	3 2%	5 2%	5 3%	2 1%	7 3%	6 2%	7 3%	5 3%	4 1%	9 3%	6 2%	3 1%	4 3%	1 1%

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Base: All respondents

	Gender		Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1001	481	520	119	159	198	169	149	208	260	290	210	240	262	262	247	141	88
<u>Grocery shopping status</u>																		
Yes - do half or more	759 76%	298 62%	460 88%	55 46%	129 82%	164 83%	132 78%	118 79%	160 77%	198 76%	211 73%	144 68%	206 86%	197 75%	203 77%	187 76%	102 72%	70 79%
No - do less than half	225 22%	173 36%	52 10%	64 54%	27 17%	32 16%	34 20%	30 20%	39 19%	61 23%	71 24%	62 29%	32 13%	58 22%	56 21%	59 24%	34 24%	18 21%
Refused	17 2%	9 2%	8 2%	- -	2 1%	2 1%	3 2%	1 1%	9 4%	2 1%	8 3%	5 2%	2 1%	7 3%	4 2%	1 1%	5 3%	- -