

Do you think the BBC licence fee of £159 a year is value for money or not?

Total sample size: 8,547

Nationally representative sample size: 2,488

GB Sample Spec	Percentage	Quota	Completes	% Complete	About right		Good value		Not enough value		Prefer not to say		Very bad value		Very good value	
TOTALS					279 - 11%		148 - 6%		544 - 22%		92 - 4%		1216 - 49%		209 - 8%	
Gender	Quotas		Raw counts		Results											
Male	49.1%	1,220	1213	99%	140	12%	80	7%	262	22%	26	2%	566	47%	139	11%
Female	51.0%	1,268	1275	101%	139	11%	68	5%	282	22%	66	5%	650	51%	70	5%
AgeRange	Quotas		Raw counts		Results											
18-24	11.4%	285	285	100%	29	10%	14	5%	48	17%	25	9%	147	52%	22	8%
25-34	16.6%	412	401	97%	44	11%	18	4%	82	20%	18	4%	217	54%	22	5%
35-44	17.8%	442	439	99%	39	9%	22	5%	87	20%	15	3%	245	56%	31	7%
45-54	17.8%	442	436	99%	46	11%	30	7%	98	22%	13	3%	211	48%	38	9%
55-64	15.2%	378	388	103%	51	13%	24	6%	94	24%	11	3%	179	46%	29	7%
65+	21.3%	530	539	102%	70	13%	40	7%	135	25%	10	2%	217	40%	67	12%
SocialGrade	Quotas		Raw counts		Results											
AB	22.8%	567	576	102%	85	15%	52	9%	127	22%	30	5%	207	36%	75	13%
C1	30.9%	770	773	100%	110	14%	56	7%	169	22%	25	3%	331	43%	82	11%
C2	21.2%	527	520	99%	50	10%	10	2%	125	24%	14	3%	301	58%	20	4%
DE	25.1%	624	619	99%	34	5%	30	5%	123	20%	23	4%	377	61%	32	5%
VoteBrexit	Quotas		Raw counts		Results											
Leave	37.5%	932	925	99%	84	9%	35	4%	202	22%	23	2%	553	60%	28	3%
Remain	34.7%	864	849	98%	132	16%	82	10%	191	22%	29	3%	268	32%	147	17%

GB Sample Spec	Percentage	Quota	Completes	% Complete	About right	Good value	Not enough value	Prefer not to say	Very bad value	Very good value
None	27.8%	691	714	103%	63 9%	31 4%	151 21%	40 6%	395 55%	34 5%
Vote2019	Quotas		Raw counts		Results					
Conservative-party	29.3%	730	746	102%	100 13%	41 5%	171 23%	20 3%	376 50%	38 5%
Labour-party	21.6%	537	545	101%	59 11%	44 8%	106 19%	24 4%	223 41%	89 16%
Liberal-democrats	7.8%	194	192	99%	37 19%	28 15%	38 20%	4 2%	43 22%	42 22%
Scottish-national-party	2.6%	65	66	102%	7 11%	3 5%	12 18%	0 0%	38 58%	6 9%
Other	5.9%	148	149	101%	15 10%	8 5%	37 25%	3 2%	76 51%	10 7%
No-vote	32.7%	814	790	97%	61 8%	24 3%	180 23%	41 5%	460 58%	24 3%
Region	Quotas		Raw counts		Results					
East of England	9.7%	242	244	101%	35 14%	16 7%	56 23%	8 3%	108 44%	21 9%
East Midlands	7.5%	188	187	99%	18 10%	12 6%	40 21%	7 4%	98 52%	12 6%
Greater London	12.0%	298	299	100%	32 11%	27 9%	64 21%	19 6%	113 38%	44 15%
North East	4.2%	105	105	100%	8 8%	4 4%	23 22%	6 6%	57 54%	7 7%
North West	11.6%	289	288	100%	24 8%	18 6%	60 21%	10 3%	162 56%	14 5%
Scotland	8.7%	217	211	97%	17 8%	12 6%	33 16%	4 2%	135 64%	10 5%
South East	14.3%	357	360	101%	50 14%	16 4%	89 25%	15 4%	158 44%	32 9%
South West	9.2%	229	230	100%	40 17%	9 4%	60 26%	9 4%	95 41%	17 7%
Wales	5.1%	126	128	102%	16 13%	9 7%	23 18%	4 3%	63 49%	13 10%
West Midlands	9.1%	226	225	100%	20 9%	14 6%	47 21%	5 2%	120 53%	19 8%
Yorkshire and The Humber	8.6%	213	211	99%	19 9%	11 5%	49 23%	5 2%	107 51%	20 9%

How much per year do you think is fair for a household to pay for a BBC licence fee? (£)

Total sample size: 8,547

Nationally representative sample size: 2,488

GB Sample Spec	Percentage	Quota	Completes	% Complete	£0		£1-£50		£101-£150		£151+		£51-£100	
TOTALS					943 - 38%		196 - 8%		407 - 16%		461 - 19%		481 - 19%	
Gender		Quotas		Raw counts										
Male	49.1%	1,220	1213	99%	440	36%	87	7%	208	17%	279	23%	199	16%
Female	51.0%	1,268	1275	101%	503	39%	109	9%	199	16%	182	14%	282	22%
AgeRange		Quotas		Raw counts										
18-24	11.4%	285	285	100%	103	36%	39	14%	47	16%	39	14%	57	20%
25-34	16.6%	412	401	97%	170	42%	37	9%	70	17%	50	12%	74	18%
35-44	17.8%	442	439	99%	193	44%	34	8%	57	13%	66	15%	89	20%
45-54	17.8%	442	436	99%	160	37%	27	6%	70	16%	78	18%	101	23%
55-64	15.2%	378	388	103%	135	35%	30	8%	68	18%	81	21%	74	19%
65+	21.3%	530	539	102%	182	34%	29	5%	95	18%	147	27%	86	16%
SocialGrade		Quotas		Raw counts										
AB	22.8%	567	576	102%	161	28%	50	9%	111	19%	155	27%	99	17%
C1	30.9%	770	773	100%	268	35%	51	7%	132	17%	182	24%	140	18%
C2	21.2%	527	520	99%	242	47%	50	10%	67	13%	56	11%	105	20%
DE	25.1%	624	619	99%	272	44%	45	7%	97	16%	68	11%	137	22%
VoteBrexit		Quotas		Raw counts										
Leave	37.5%	932	925	99%	438	47%	74	8%	144	16%	102	11%	167	18%
Remain	34.7%	864	849	98%	214	25%	45	5%	160	19%	274	32%	156	18%

GB Sample Spec	Percentage	Quota	Completes	% Complete	£0	£1-£50	£101-£150	£151+	£51-£100					
None	27.8%	691	714	103%	291	41%	77	11%	103	14%	85	12%	158	22%
Vote2019	Quotas		Raw counts		Results									
Conservative-party	29.3%	730	746	102%	290	39%	54	7%	154	21%	117	16%	131	18%
Labour-party	21.6%	537	545	101%	166	30%	44	8%	96	18%	145	27%	94	17%
Liberal-democrats	7.8%	194	192	99%	38	20%	6	3%	29	15%	89	46%	30	16%
Scottish-national-party	2.6%	65	66	102%	33	50%	4	6%	5	8%	13	20%	11	17%
Other	5.9%	148	149	101%	64	43%	13	9%	18	12%	26	17%	28	19%
No-vote	32.7%	814	790	97%	352	45%	75	9%	105	13%	71	9%	187	24%
Region	Quotas		Raw counts		Results									
East of England	9.7%	242	244	101%	81	33%	15	6%	57	23%	44	18%	47	19%
East Midlands	7.5%	188	187	99%	65	35%	14	7%	29	16%	35	19%	44	24%
Greater London	12.0%	298	299	100%	96	32%	22	7%	55	18%	73	24%	53	18%
North East	4.2%	105	105	100%	43	41%	11	10%	13	12%	15	14%	23	22%
North West	11.6%	289	288	100%	138	48%	25	9%	33	11%	43	15%	49	17%
Scotland	8.7%	217	211	97%	112	53%	12	6%	21	10%	29	14%	37	18%
South East	14.3%	357	360	101%	114	32%	39	11%	66	18%	69	19%	72	20%
South West	9.2%	229	230	100%	84	37%	11	5%	49	21%	47	20%	39	17%
Wales	5.1%	126	128	102%	53	41%	13	10%	17	13%	24	19%	21	16%
West Midlands	9.1%	226	225	100%	77	34%	21	9%	38	17%	38	17%	51	23%
Yorkshire and The Humber	8.6%	213	211	99%	80	38%	13	6%	29	14%	44	21%	45	21%

Do you agree or disagree that the BBC licence fee should be abolished and replaced with a voluntary subscription which people would pay only if they want to watch BBC programmes?

Total sample size: 8,547

Nationally representative sample size: 2,488

GB Sample Spec	Percentage	Quota	Completes	% Complete	Agree somewhat		Agree strongly		Disagree strongly		Disagree somewhat		Neither agree nor disagree		Prefer not to say	
TOTALS					530 - 21%		1049 - 42%		332 - 13%		248 - 10%		284 - 11%		45 - 2%	
Gender	Quotas		Raw counts		Results											
Male	49.1%	1,220	1213	99%	231	19%	521	43%	195	16%	127	10%	127	10%	12	1%
Female	51.0%	1,268	1275	101%	299	23%	528	41%	137	11%	121	9%	157	12%	33	3%
AgeRange	Quotas		Raw counts		Results											
18-24	11.4%	285	285	100%	64	22%	121	42%	25	9%	29	10%	28	10%	18	6%
25-34	16.6%	412	401	97%	97	24%	181	45%	39	10%	35	9%	38	9%	11	3%
35-44	17.8%	442	439	99%	97	22%	209	48%	40	9%	39	9%	50	11%	4	1%
45-54	17.8%	442	436	99%	91	21%	189	43%	60	14%	43	10%	50	11%	3	1%
55-64	15.2%	378	388	103%	76	20%	146	38%	68	18%	44	11%	51	13%	3	1%
65+	21.3%	530	539	102%	105	19%	203	38%	100	19%	58	11%	67	12%	6	1%
SocialGrade	Quotas		Raw counts		Results											
AB	22.8%	567	576	102%	129	22%	200	35%	102	18%	79	14%	52	9%	14	2%
C1	30.9%	770	773	100%	173	22%	279	36%	124	16%	90	12%	97	13%	10	1%
C2	21.2%	527	520	99%	105	20%	260	50%	43	8%	36	7%	67	13%	9	2%
DE	25.1%	624	619	99%	123	20%	310	50%	63	10%	43	7%	68	11%	12	2%
VoteBrexit	Quotas		Raw counts		Results											
Leave	37.5%	932	925	99%	181	20%	488	53%	93	10%	54	6%	101	11%	8	1%

GB Sample Spec	Percentage	Quota	Completes	% Complete	Agree somewhat		Agree strongly		Disagree strongly		Disgree somewhat		Neither agree nor disagree		Prefer not to say	
Remain	34.7%	864	849	98%	189	22%	226	27%	179	21%	136	16%	107	13%	12	1%
None	27.8%	691	714	103%	160	22%	335	47%	60	8%	58	8%	76	11%	25	4%
Vote2019	Quotas		Raw counts		Results											
Conservative-party	29.3%	730	746	102%	165	22%	324	43%	86	12%	74	10%	88	12%	9	1%
Labour-party	21.6%	537	545	101%	109	20%	184	34%	104	19%	72	13%	65	12%	11	2%
Liberal-democrats	7.8%	194	192	99%	46	24%	33	17%	50	26%	37	19%	23	12%	3	2%
Scottish-national-party	2.6%	65	66	102%	14	21%	36	55%	7	11%	4	6%	4	6%	1	2%
Other	5.9%	148	149	101%	33	22%	74	50%	14	9%	11	7%	17	11%	0	0%
No-vote	32.7%	814	790	97%	163	21%	398	50%	71	9%	50	6%	87	11%	21	3%
Region	Quotas		Raw counts		Results											
East of England	9.7%	242	244	101%	55	23%	97	40%	30	12%	22	9%	35	14%	5	2%
East Midlands	7.5%	188	187	99%	39	21%	84	45%	22	12%	19	10%	20	11%	3	2%
Greater London	12.0%	298	299	100%	64	21%	105	35%	60	20%	37	12%	30	10%	3	1%
North East	4.2%	105	105	100%	21	20%	46	44%	14	13%	10	10%	12	11%	2	2%
North West	11.6%	289	288	100%	55	19%	139	48%	29	10%	29	10%	32	11%	4	1%
Scotland	8.7%	217	211	97%	41	19%	106	50%	23	11%	17	8%	20	9%	4	2%
South East	14.3%	357	360	101%	83	23%	134	37%	57	16%	34	9%	42	12%	10	3%
South West	9.2%	229	230	100%	62	27%	86	37%	29	13%	23	10%	27	12%	3	1%
Wales	5.1%	126	128	102%	20	16%	58	45%	20	16%	13	10%	14	11%	3	2%
West Midlands	9.1%	226	225	100%	47	21%	97	43%	20	9%	24	11%	31	14%	6	3%
Yorkshire and The Humber	8.6%	213	211	99%	43	20%	97	46%	28	13%	20	9%	21	10%	2	1%

Assuming it was your responsibility to pay, how much would you personally be prepared to pay for your own household's BBC TV licence? (£)

Total sample size: 8,547

Nationally representative sample size: 2,488

GB Sample Spec	Percentage	Quota	Completes	% Complete	£0		£1-£50		£101-£150		£151+		£51-£100	
TOTALS					747 - 30%		441 - 18%		332 - 13%		424 - 17%		544 - 22%	
Gender	Quotas		Raw counts		Results									
Male	49.1%	1,220	1213	99%	352	29%	183	15%	177	15%	258	21%	243	20%
Female	51.0%	1,268	1275	101%	395	31%	258	20%	155	12%	166	13%	301	24%
AgeRange	Quotas		Raw counts		Results									
18-24	11.4%	285	285	100%	89	31%	72	25%	28	10%	36	13%	60	21%
25-34	16.6%	412	401	97%	120	30%	93	23%	54	13%	43	11%	91	23%
35-44	17.8%	442	439	99%	152	35%	87	20%	47	11%	57	13%	96	22%
45-54	17.8%	442	436	99%	123	28%	75	17%	55	13%	75	17%	108	25%
55-64	15.2%	378	388	103%	102	26%	61	16%	62	16%	78	20%	85	22%
65+	21.3%	530	539	102%	161	30%	53	10%	86	16%	135	25%	104	19%
SocialGrade	Quotas		Raw counts		Results									
AB	22.8%	567	576	102%	137	24%	81	14%	89	15%	151	26%	118	20%
C1	30.9%	770	773	100%	204	26%	127	16%	119	15%	159	21%	164	21%
C2	21.2%	527	520	99%	181	35%	121	23%	58	11%	48	9%	112	22%
DE	25.1%	624	619	99%	225	36%	112	18%	66	11%	66	11%	150	24%
VoteBrexit	Quotas		Raw counts		Results									
Leave	37.5%	932	925	99%	341	37%	164	18%	123	13%	91	10%	206	22%

GB Sample Spec	Percentage	Quota	Completes	% Complete	£0		£1-£50		£101-£150		£151+		£51-£100	
Remain	34.7%	864	849	98%	166	20%	109	13%	149	18%	253	30%	172	20%
None	27.8%	691	714	103%	240	34%	168	24%	60	8%	80	11%	166	23%
Vote2019	Quotas		Raw counts		Results									
Conservative-party	29.3%	730	746	102%	223	30%	126	17%	137	18%	108	14%	152	20%
Labour-party	21.6%	537	545	101%	126	23%	92	17%	78	14%	136	25%	113	21%
Liberal-democrats	7.8%	194	192	99%	32	17%	16	8%	24	13%	84	44%	36	19%
Scottish-national-party	2.6%	65	66	102%	27	41%	10	15%	4	6%	11	17%	14	21%
Other	5.9%	148	149	101%	57	38%	25	17%	10	7%	23	15%	34	23%
No-vote	32.7%	814	790	97%	282	36%	172	22%	79	10%	62	8%	195	25%
Region	Quotas		Raw counts		Results									
East of England	9.7%	242	244	101%	63	26%	40	16%	45	18%	44	18%	52	21%
East Midlands	7.5%	188	187	99%	55	29%	30	16%	23	12%	33	18%	46	25%
Greater London	12.0%	298	299	100%	80	27%	48	16%	41	14%	71	24%	59	20%
North East	4.2%	105	105	100%	42	40%	14	13%	8	8%	14	13%	27	26%
North West	11.6%	289	288	100%	108	38%	63	22%	31	11%	37	13%	49	17%
Scotland	8.7%	217	211	97%	82	39%	42	20%	21	10%	24	11%	42	20%
South East	14.3%	357	360	101%	89	25%	73	20%	55	15%	63	18%	80	22%
South West	9.2%	229	230	100%	69	30%	31	13%	39	17%	43	19%	48	21%
Wales	5.1%	126	128	102%	39	30%	22	17%	16	13%	23	18%	28	22%
West Midlands	9.1%	226	225	100%	57	25%	49	22%	30	13%	32	14%	57	25%
Yorkshire and The Humber	8.6%	213	211	99%	63	30%	29	14%	23	11%	40	19%	56	27%