

About the survey

The BBC Trust commissioned Ipsos MORI to carry out a survey among 2,068 UK adults aged 15 years and over. A nationally representative quota sample of 2,005 British adults were interviewed on the Ipsos MORI CAPIBUS. There was also a booster sample of 63 interviews carried out with a representative quota sample of adults in Northern Ireland.

Interviews were carried out using CAPI (Computer Assisted Personal Interviewing) between 14th August and 1st September 2009. Interviews were carried out face-to-face in respondents' homes and the final survey data have been weighted to reflect the UK population. These findings are based on topline data only - detailed computer tables will be available later this month, along with the full report.

Questionnaire

The following questions were asked in the survey.

INTERVIEWER READ OUT

The television licence fee is now £142.50 per household per year for a colour TV. Most of the licence fee funds the range of BBC services on television, radio and online, but since 2007 about £5.50 of this is used to help older or disadvantaged people get prepared for digital switchover.

Digital switchover is the process of switching off the UK's old analogue television broadcast signal region-by-region, and replacing it with a digital signal. This will be complete in 2012.

When digital switchover has been completed, the government will need to decide what should happen to the part of the licence fee which is currently being used to pay for it. This amount of money (£5.50 per household per year) could be dealt with in a number of different ways.

QA The options for how this money could be dealt with are listed below.

Please read through the different options first. I will then ask you to indicate your support for each of the options on a scale of 1 to 10, where 1 is 'No support at all' and 10 is 'Complete support'.

Allow respondent time to read all options, then ask them to indicate their level of support for each option in turn.

QB Thinking about the different options for how this money could be dealt with, which ONE do you prefer the MOST?

| Topline results | QA | QA | QB |
|--|--|---------------------------------|--|
| | % scoring 7, 8, 9 or 10 | Mean score 1- 10 | % who choose this as their preferred option |
| Base | 2,068 | 2,068 | 2,068 |
| <i>Data are weighted to be representative of the UK population</i> | | | |
| Reducing the level of the licence fee by £5.50 after digital switchover is complete | 61 | 6.9 | 49 |
| Helping to increase the number of people who are able to receive broadband internet services across the UK (this would help ensure that all parts of the country can receive a broadband service with a guaranteed minimum speed, which may not be the case without additional funding) | 39 | 5.4 | 15 |
| Helping to increase the number of people who can receive DAB digital radio across the UK (this would help ensure that all parts of the country can receive the DAB radio signal, which may not be the case without additional funding) | 25 | 4.6 | 4 |
| Funding new organisations to provide news about your part of the UK , which would be shown on ITV1 and a range of other media. (These types of programmes may no longer be shown on ITV1 in the future without additional funding, but would continue to be shown on the BBC) | 27 | 4.7 | 6 |
| Funding other public service programming , such as UK-made children's programmes, on ITV1, Channel 4 or Five. (UK-made children's programmes may decrease across these channels in the future without additional funding, but would continue to be shown on the BBC) | 29 | 4.8 | 9 |
| Spending more money on BBC programmes and content on television, radio or online (this would mean the BBC would provide programmes and content which it may not provide without additional funding) | 36 | 5.2 | 17 |