

YouGov Survey Results

Fieldwork: 8th - 9th August 2011

		Voting intention			2010 Vote			Gender		Age				Social grade		Region				
Total		Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	2864	802	944	193	872	758	640	1392	1472	347	730	979	808	1632	1232	367	931	613	705	249
	2864	733	936	191	806	760	646	1409	1455	246	793	1094	731	1725	1139	427	882	607	694	254
Unweighted Sample		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Overall, do you think the BBC licence fee is good or bad value for money?

Very good value for money	13	12	17	28	12	15	20	17	10	10	8	13	19	16	9	18	14	12	12	9
Fairly good	26	30	28	27	27	28	29	27	25	22	25	27	27	29	21	24	26	26	24	29
TOTAL GOOD	39	42	45	55	39	43	49	44	35	32	33	40	46	45	30	42	40	38	36	38
Neither good nor bad	18	18	18	20	18	19	17	18	18	20	15	19	18	17	19	17	20	18	18	15
Fairly bad	22	21	21	16	22	21	20	20	23	18	27	21	19	21	23	20	20	23	22	23
Very bad value for money	17	18	13	6	19	14	11	17	18	12	20	18	16	14	22	16	17	15	20	20
TOTAL BAD	39	39	34	22	41	35	31	37	41	30	47	39	35	35	45	36	37	38	42	43
Don't know	4	1	3	3	2	3	4	2	6	17	5	2	1	4	5	5	3	6	4	3

Fieldwork: 9th - 10th August 2011

Weighted Sample	2700	763	903	186	830	724	574	1312	1388	327	689	923	761	1539	1161	346	878	578	664	235
Unweighted Sample	2700	753	822	202	834	654	626	1290	1410	191	689	1000	820	1730	970	412	913	500	641	234
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The BBC licence fee costs £145.50 a year. Do you think this is good or bad value for money?

Very good value for money	9	9	11	20	7	9	15	13	6	11	8	10	10	12	6	10	9	9	8	14
Fairly good	18	17	21	23	15	20	20	20	16	17	17	18	19	22	12	21	18	18	17	16
TOTAL GOOD	27	26	32	43	22	29	35	33	22	28	25	28	29	34	18	31	27	27	25	30
Neither good nor bad	17	19	17	22	18	16	20	17	18	15	17	17	19	18	17	18	19	17	15	20
Fairly bad	26	32	22	21	31	25	21	22	29	25	29	23	25	25	27	23	28	23	26	28
Very bad value for money	28	21	29	14	27	28	23	27	29	24	27	32	26	22	36	25	25	32	32	22
TOTAL BAD	54	53	51	35	58	53	44	49	58	49	56	55	51	47	63	48	53	55	58	50
Don't know	2	1	1	0	1	2	0	2	2	7	2	0	0	2	1	2	2	1	2	0

Fieldwork: 8th - 9th August 2011

		Voting intention			2010 Vote			Gender		Age				Social grade		Region				
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	2864	802	944	193	872	758	640	1392	1472	347	730	979	808	1632	1232	367	931	613	705	249
Unweighted Sample	2864	733	936	191	806	760	646	1409	1455	246	793	1094	731	1725	1139	427	882	607	694	254
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Fieldwork: 10th - 11th August 2011

Weighted Sample	2075	557	692	147	646	566	455	1008	1067	251	529	710	585	1183	892	266	674	444	510	181
Unweighted Sample	2075	602	626	146	694	512	468	989	1086	172	535	779	589	1307	768	283	693	407	502	190
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The cost of the BBC licence works out at £12.13 a month. Do think this is good or bad value for money?

Very good value for money	13	13	18	13	11	18	17	18	9	17	10	13	15	17	9	14	14	12	13	14
Fairly good	24	29	23	37	24	24	28	25	23	25	22	24	24	28	19	21	24	24	25	24
TOTAL GOOD VALUE	37	42	41	50	35	42	45	43	32	42	32	37	39	45	28	35	38	36	38	38
Neither good nor bad	17	18	14	15	18	16	17	16	18	14	16	18	19	17	18	17	18	19	16	15
Fairly bad	22	20	22	18	23	21	20	18	25	23	24	21	20	20	24	22	22	23	20	26
Very bad value for money	22	19	21	12	23	19	16	21	23	16	24	23	21	18	28	23	20	21	26	20
TOTAL BAD VALUE	44	39	43	30	46	40	36	39	48	39	48	44	41	38	52	45	42	44	46	46
Don't know	2	1	1	5	1	2	2	2	2	5	4	1	0	1	3	3	2	1	1	1

Fieldwork: 11th - 12th August 2011

2011

		Voting intention			2010 Vote			Gender		Age				Social grade		Region				
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	2656	769	909	199	798	716	623	1291	1365	321	677	908	749	1514	1142	340	863	568	653	231
Unweighted Sample	2656	767	843	202	803	679	640	1249	1407	218	675	988	775	1729	927	423	799	537	617	280
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The cost of the BBC licence works out at £2.80 a week. Do think this is good or bad value for money?

Very good value for money	17	17	19	27	13	21	24	22	12	16	12	17	22	21	11	14	18	17	17	15
Fairly good	25	27	26	29	28	25	29	24	26	30	22	26	24	29	20	26	27	21	22	33
TOTAL GOOD VALUE	42	44	45	56	41	46	53	46	38	46	34	43	46	50	31	40	45	38	39	48
Neither good nor bad	19	16	18	16	17	20	16	17	20	19	20	17	20	18	20	17	20	18	20	14
Fairly bad	19	21	18	14	22	18	16	18	20	16	23	18	17	18	20	22	16	22	18	17
Very bad value for money	18	18	17	12	20	15	13	17	19	10	19	22	16	13	25	18	18	17	20	19
TOTAL BAD VALUE	37	39	35	26	42	33	29	35	39	26	42	40	33	31	45	40	34	39	38	36
Don't know	2	1	2	2	0	1	2	2	3	8	4	0	1	1	4	3	1	4	2	1

Fieldwork: 8th - 9th August 2011

		Voting intention			2010 Vote			Gender		Age				Social grade		Region				
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	2864	802	944	193	872	758	640	1392	1472	347	730	979	808	1632	1232	367	931	613	705	249
Unweighted Sample	2864	733	936	191	806	760	646	1409	1455	246	793	1094	731	1725	1139	427	882	607	694	254
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Fieldwork: 14th - 15th August 2011

Weighted sample	2847	788	946	210	844	771	628	1384	1463	344	726	974	803	1623	1224	364	925	609	700	248
Unweighted Sample	2847	763	929	222	832	763	658	1343	1504	214	739	1072	822	1841	1006	479	908	532	666	262
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The cost of the BBC licence works out at 40p a day. Do think this is good or bad value for money?

Very good value for money	17	15	20	30	13	22	24	21	14	17	15	16	22	22	11	19	19	19	13	19
Fairly good	27	34	26	30	32	24	32	27	28	27	24	30	28	29	25	29	29	25	26	25
TOTAL GOOD	44	49	46	60	45	46	56	48	42	44	39	46	50	51	36	48	48	44	39	44
Neither good nor bad	16	16	15	15	17	17	13	14	18	16	18	15	16	15	17	15	16	17	15	19
Fairly bad	19	20	20	15	20	19	16	18	20	20	22	18	17	18	21	16	19	20	20	19
Very bad value for money	17	13	17	9	16	16	13	18	16	10	18	20	16	13	22	15	15	17	22	15
TOTAL BAD	36	33	37	24	36	35	29	36	36	30	40	38	33	31	43	31	34	37	42	34
Don't know	3	1	2	1	2	3	1	2	4	11	4	2	1	2	4	5	2	2	4	3

Fieldwork: 15th - 16th August 2011

2011

		Voting intention			2010 Vote			Gender		Age				Social grade		Region				
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted sample	2665	760	879	207	830	708	573	1295	1370	322	680	911	752	1519	1146	341	866	570	656	232
Unweighted Sample	2665	750	816	217	830	662	613	1258	1407	152	721	1019	773	1725	940	345	852	526	691	251
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

A basic Sky TV package (excluding sports and movie channels) costs £19.50 a month. The cost of the BBC licence works out at £12.13 a month. Do think the BBC licence fee is good or bad value for money?

Very good value for money	14	12	19	30	11	20	20	18	11	12	9	14	20	18	10	15	17	11	12	17
Fairly good	22	26	21	26	24	22	22	22	21	22	19	21	24	24	18	23	23	24	18	18
TOTAL GOOD VALUE	36	38	40	56	35	42	42	40	32	34	28	35	44	42	28	38	40	35	30	35
Neither good nor bad	15	13	17	12	15	15	19	14	16	13	15	16	16	16	14	14	15	16	15	20
Fairly bad	23	25	19	19	25	20	21	20	27	26	28	22	19	21	26	27	23	24	22	22
Very bad value for money	23	21	22	9	24	21	16	24	22	24	25	25	17	19	28	18	20	23	29	21
TOTAL BAD VALUE	46	46	41	28	49	41	37	44	49	50	53	47	36	40	54	45	43	47	51	43
Don't know	3	3	2	4	2	2	2	2	3	3	4	2	2	2	3	3	2	2	3	2

Fieldwork: 8th - 9th August 2011

		Voting intention			2010 Vote			Gender		Age				Social grade		Region				
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	2864	802	944	193	872	758	640	1392	1472	347	730	979	808	1632	1232	367	931	613	705	249
Unweighted Sample	2864	733	936	191	806	760	646	1409	1455	246	793	1094	731	1725	1139	427	882	607	694	254
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And do think the Sky TV package is good or bad value for money?

Very good value for money	6	6	5	8	7	6	3	5	6	11	5	5	6	7	5	5	7	5	5	7
Fairly good	27	31	27	26	28	27	24	25	28	36	35	23	19	27	26	28	25	22	31	29
TOTAL GOOD VALUE	33	37	32	34	35	33	27	30	34	47	40	28	25	34	31	33	32	27	36	36
Neither good nor bad	23	22	24	21	23	22	25	22	24	22	23	25	23	24	22	25	23	25	22	22
Fairly bad	24	24	26	25	23	26	26	27	21	19	22	27	25	25	23	22	25	27	22	22
Very bad value for money	12	9	11	11	11	13	15	14	11	6	9	14	16	10	15	12	12	12	13	11
TOTAL BAD VALUE	36	33	37	36	34	39	41	41	32	25	31	41	41	35	38	34	37	39	35	33
Don't know	8	8	6	9	8	6	7	6	9	6	6	6	12	7	9	7	8	9	6	8

Fieldwork: 17th - 18th August 2011

2011

		Voting intention			2010 Vote			Gender		Age				Social grade		Region				
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	2608	725	888	175	775	707	572	1267	1341	316	665	892	735	1487	1121	334	848	558	642	227
Unweighted Sample	2608	727	806	174	774	641	602	1232	1376	189	718	981	720	1746	862	354	854	509	632	259
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

A Sky TV package including sports and movie channels costs £55.75 a month. The cost of the BBC licence works out at £12.13 a month.

Do think the BBC licence fee is good or bad value for money?

Very good value for money	17	17	19	31	16	18	25	21	14	10	16	18	20	21	13	19	19	18	14	16
Fairly good	26	30	29	28	26	31	27	26	27	34	24	25	28	30	22	21	29	24	27	31
TOTAL GOOD VALUE	43	47	48	59	42	49	52	47	41	44	40	43	48	51	35	40	48	42	41	47
Neither good nor bad	19	20	16	18	21	16	21	18	19	16	20	19	18	18	19	23	18	17	19	16
Fairly bad	19	18	19	15	20	17	17	18	20	20	18	20	18	17	21	17	18	23	20	15
Very bad value for money	16	14	15	7	16	15	10	16	17	11	19	16	15	12	21	15	14	15	19	20
TOTAL BAD VALUE	35	32	34	22	36	32	27	34	37	31	37	36	33	29	42	32	32	38	39	35
Don't know	2	1	1	0	2	2	1	2	3	9	3	1	1	2	3	3	2	4	1	2

Fieldwork: 8th - 9th August 2011

		Voting intention			2010 Vote			Gender		Age				Social grade		Region				
Total		Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	Londo n	Rest of South	Midlands / Wales	North	Scot- land
Weighted Sample	2864	802	944	193	872	758	640	1392	1472	347	730	979	808	1632	1232	367	931	613	705	249
	2864	733	936	191	806	760	646	1409	1455	246	793	1094	731	1725	1139	427	882	607	694	254
Unweighted Sample		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think Sky TV is good or bad value for money?

Very good value for money	3	4	3	3	4	2	2	3	3	4	2	2	3	2	3	5	3	2	3	1
Fairly good	21	22	23	15	21	25	19	21	22	27	26	20	15	21	21	19	19	24	23	20
TOTAL GOOD VALUE	24	26	26	18	25	27	21	24	25	31	28	22	18	23	24	24	22	26	26	21
Neither good nor bad	17	17	18	13	17	18	17	16	18	13	19	17	18	17	18	18	19	16	17	17
Fairly bad	28	30	29	38	27	27	30	30	25	36	29	28	22	29	26	26	29	26	27	33
Very bad value for money	19	17	20	19	19	18	20	23	16	10	16	21	24	19	20	17	18	21	21	19
TOTAL BAD VALUE	47	47	49	57	46	45	50	53	41	46	45	49	46	48	46	43	47	47	48	52
Don't know	12	10	7	12	12	9	12	7	16	10	7	11	18	11	12	16	13	12	8	9

Fieldwork: 21st - 22nd August 2011

2011

		Voting intention			2010 Vote			Gender		Age				Social grade		Region				
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	2619	721	897	187	819	733	568	1273	1346	317	668	896	739	1493	1126	335	851	560	644	228
Unweighted Sample	2619	702	851	182	790	691	585	1231	1388	246	681	961	731	1745	874	422	757	570	522	348
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Overall, how satisfied or dissatisfied are you with the service provided by the BBC - its TV and radio channels and online services including the catch-up 'iPlayer' service?

Very satisfied	28	24	33	39	23	26	39	28	27	42	27	25	25	31	24	27	29	28	27	25
Fairly satisfied	49	54	48	50	52	53	45	48	50	46	48	51	49	51	47	48	50	48	50	50
TOTAL SATISFIED	77	78	81	89	75	79	84	76	77	88	75	76	74	82	71	75	79	76	77	75
Fairly dissatisfied	9	11	8	4	11	8	6	10	8	3	10	9	10	8	10	10	9	7	9	11
Very dissatisfied	4	5	2	1	6	1	4	6	3	1	4	5	6	4	6	2	4	5	6	5
TOTAL DISSATISFIED	13	16	10	5	17	9	10	16	11	4	14	14	16	12	16	12	13	12	15	16
Don't know	10	6	9	6	8	11	6	7	12	8	11	9	11	7	13	13	8	12	9	9

Fieldwork: 8th - 9th August 2011

Weighted Sample

Unweighted Sample

	Voting intention			2010 Vote			Gender		Age				Social grade		Region				
Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
2864	802	944	193	872	758	640	1392	1472	347	730	979	808	1632	1232	367	931	613	705	249
2864	733	936	191	806	760	646	1409	1455	246	793	1094	731	1725	1139	427	882	607	694	254
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The cost of the BBC licence works out at £12.13 a month. Do think this is good or bad value for money?

Very good value for money	15	13	19	30	11	16	25	20	11	16	11	16	19	20	10	15	16	16	14	16
Fairly good	27	30	25	38	27	27	31	25	29	30	27	26	26	30	23	23	29	28	26	26
TOTAL GOOD	42	43	44	68	38	43	56	45	40	46	38	42	45	50	33	38	45	44	40	42
Neither good nor bad	23	23	25	12	25	25	19	23	24	26	22	23	24	22	26	27	21	23	23	25
Fairly bad	18	20	17	14	20	18	16	16	20	15	22	18	16	16	21	17	19	16	20	16
Very bad value for money	14	11	13	4	16	13	8	14	13	8	12	15	15	11	18	12	13	13	16	15
TOTAL BAD	32	31	30	18	36	31	24	30	33	23	34	33	31	27	39	29	32	29	36	31
Don't know	3	2	1	2	2	2	3	2	3	6	5	1	1	2	3	6	2	4	1	2

Fieldwork: 11-12 September 2011

	Voting intention			2010 Vote			Gender		Age				Social grade		Region				
Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
2655	774	851	213	817	714	580	1290	1365	321	677	908	749	1513	1142	340	863	568	653	231
2655	776	818	196	832	694	577	1279	1376	227	660	1039	729	1780	875	401	846	516	646	246
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Overall, how satisfied or dissatisfied are you with the service provided by the BBC - its TV and radio channels and online services including the catch-up 'iPlayer' service?

Very satisfied	29	26	34	38	24	32	35	31	28	45	30	27	24	31	27	28	31	32	24	32
Fairly satisfied	50	54	48	50	50	49	51	48	51	42	48	51	54	50	49	51	48	47	56	44
TOTAL SATISFIED	79	80	82	88	74	81	86	79	79	87	78	78	78	81	76	79	79	79	80	76
Fairly dissatisfied	10	10	9	6	13	10	6	11	9	6	10	10	11	9	11	10	10	9	11	10
Very dissatisfied	5	5	4	2	8	4	3	6	4	1	5	6	6	4	7	5	5	7	5	5
TOTAL DISSATISFIED	15	15	13	8	21	14	9	17	13	7	15	16	17	13	18	15	15	16	16	15
Don't know	6	5	5	4	5	5	4	5	7	6	7	6	5	5	7	7	6	6	5	8

Fieldwork: 8th - 9th August 2011

		Voting intention			2010 Vote			Gender		Age				Social grade		Region				
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	2864	802	944	193	872	758	640	1392	1472	347	730	979	808	1632	1232	367	931	613	705	249
Unweighted Sample	2864	733	936	191	806	760	646	1409	1455	246	793	1094	731	1725	1139	427	882	607	694	254
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The cost of the BBC licence works out at 40p a day. Do think this is good or bad value for money?

Very good value for money	21	22	24	29	19	25	27	23	19	20	16	22	25	26	14	20	23	22	19	17
Fairly good	30	32	32	32	30	32	31	28	31	30	29	29	30	32	26	33	27	27	32	32
TOTAL GOOD	51	54	56	61	49	57	58	51	50	50	45	51	55	58	40	53	50	49	51	49
Neither good nor bad	21	20	20	17	21	19	18	20	22	23	21	22	19	20	23	20	21	22	20	23
Fairly bad	14	14	11	14	15	10	14	13	15	15	15	12	15	12	17	11	15	15	14	13
Very bad value for money	12	10	11	5	12	11	8	13	10	8	14	13	10	9	15	11	11	11	12	14
TOTAL BAD	26	24	22	19	27	21	22	26	25	23	29	25	25	21	32	22	26	26	26	27
Don't know	3	2	2	2	2	2	1	3	3	4	5	2	1	2	4	5	3	3	3	1

Fieldwork: 22nd - 23rd August 2011

		Voting intention			2010 Vote			Gender		Age				Social grade		Region				
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	2585	746	869	176	773	699	542	1256	1329	313	659	884	729	1473	1112	331	840	553	636	225
Unweighted Sample	2585	686	865	172	728	707	559	1231	1354	184	683	1014	704	1629	956	431	736	555	579	284
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which, if any, of the following do you think provide good value for money? Please tick all that apply.

BBC licence fee	31	34	34	60	29	33	42	37	26	33	26	30	37	39	22	36	35	32	25	26
Subscriptions to your Internet Service Provider	30	35	29	40	31	30	34	32	28	23	30	29	33	32	27	29	30	29	30	30
Your mobile phone company's call charges	18	19	19	24	16	17	18	17	18	23	19	15	17	19	15	17	17	17	18	19
Music downloaded from iTunes	15	18	17	16	16	14	17	15	16	25	19	15	9	17	13	16	19	12	13	17
DVDs of the latest films	14	15	14	14	15	14	15	12	15	12	16	14	11	14	13	10	15	16	14	11
Sky TV subscriptions	12	16	10	11	15	9	9	13	10	15	15	11	9	12	12	14	11	10	12	12
Tickets to your local cinema(s)	10	13	9	16	12	8	11	9	10	10	9	8	13	12	8	10	11	10	9	7
None of these	30	26	28	15	30	30	25	29	31	23	26	35	30	26	35	27	28	29	33	33
Don't know	5	3	3	3	4	4	3	3	6	10	5	2	4	4	6	5	4	7	5	4