

# Licence Fee Research 2021

## CATI Fieldwork : 12th - 19th May 2021

Absolutes/col percents

Table 1

**Q. Which of the following would you like to see as the main source of BBC funding?**

**Base: All respondents**

	Total	Gender		Age			SocioEconomic Group		Nation/ Region								SVOD	Licence fee paying
		Male (a)	Female (b)	18-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Scotland (h)	Wales (i)	Northern Ireland (j)	England (k)	North England (l)	Midlands (m)	London (n)	South England (o)	Any SVOD service in household (t)	Household pays Licence Fee (u)
Unweighted base	1016	560	456	186	326	504	722	294	100	67	30	819	226	247	142	204	685	924
Weighted base	1016	497	519	284	339	393	561	455	86*	48*	30**	853	237	256	134*	225	719	918
A licence fee paid by everyone with a TV	467	230	237	106	160	201	299	168	33	20	11	403	93	127	78	104	317	450
	46%	46%	46%	37%	47% c	51% C	53% G	37%	39%	41%	37%	47% L	39%	50% I	58% HiKLo	46%	44%	49%
A subscription-only service paid by those who want to receive BBC programmes	268	133	135	94	82	92	140	128	21	10	9	227	73	67	27	60	216	231
	26%	27%	26%	33% dE	24%	23%	25%	28%	25%	22%	31%	27%	31% n	26%	20%	26%	30%	25%
Advertising	241	111	130	75	77	89	105	136	24	15	10	193	60	58	23	52	160	210
	24%	22%	25%	26%	23%	23%	19%	30% F	28%	30% n	32%	23%	25%	23%	17%	23%	22%	23%
Don't know	39	22	17	10	19	11	17	23	7	3	-	29	10	3	6	10	26	27
	4%	4%	3%	3%	6% e	3%	3%	5%	8% kM	7% M	-	3% m	4% m	1% m	5% m	4% m	4%	3%

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e - f/g - h/i/j/k/l/m/n/o - p/q/r/s**

**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

**Prepared by Ipsos MORI**