

**J12082345-14-03 05 APR - 25 APR 2013**  
**PUBLIC - FINAL**  
**PUBLIC SERVICE BROADCASTING OMNIBUS SURVEY**

29 Apr 2013

**Table 1**  
**Q.KR01**  
**THINKING ABOUT NATIONAL RADIO STATIONS FUNDED BY THE LICENCE FEE, WHICH, IF ANY, OF THE STATIONS LISTED ON THIS CARD DO YOU THINK ARE THE MOST IMPORTANT FOR THE BRITISH PUBLIC TO BE ABLE TO LISTEN TO IF THEY WISH?**  
**BASE: ALL ADULTS AGED 15+**

	SEX		AGE						SOCIAL GRADE				MARITAL STATUS			
	MALE (a)	FE- MALE (b)	15-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	MAR/ LIVI- NG AS (m)	SI- NGLE (n)	WID/ DIV/ SEP (o)	
<b>Unweighted Base</b>	<b>964</b>															
<b>Weighted Base</b>	<b>956</b>															
RADIO 1XTRA - BLACK MUSIC AND SPEECH AIMED AT A YOUNG AUDIENCE	<b>135</b> <b>14%</b>	59 14%	76 15%	44 30%ef gh	34 20%fg h	18 12%h	14 9%	15 11%	10 5%	42 17%	37 14%	29 14%	27 11%	67 13%	55 21%mo	13 8%
6 MUSIC - POP MUSIC OF THE '70S TO '90S	<b>166</b> <b>17%</b>	85 19%	81 16%	23 16%	32 19%h	24 16%	35 23%h	31 22%h	21 11%	50 21%	46 18%	28 13%	42 17%	101 19%	42 16%	23 15%
BBC7 (NOW RADIO 4 EXTRA) - MIXED SPEECH, CONTEMPORARY AND ARCHIVE, INCLUDING PROGRAMMES THAT APPEAL TO CHILDREN	<b>259</b> <b>27%</b>	113 26%	146 28%	37 25%	36 21%	38 26%	47 31%	50 35%d	52 26%	94 39%kl	84 33%kl	46 22%	36 14%	156 29%	65 24%	38 24%
FIVE LIVE SPORTS PLUS - AN EXTENSION OF RADIO 5 LIVE, COMMENT AND COMMENTARY ON SPORTING EVENTS	<b>218</b> <b>23%</b>	144 33%b	74 14%	31 21%	52 31%eh	23 15%	46 31%eh	37 26%eh	30 15%	70 29%l	75 29%l	43 21%l	29 12%	139 26%o	54 21%	25 16%
A NATIONAL ASIAN NETWORK - AN EXTENSION OF REGIONAL ASIAN COVERAGE	<b>115</b> <b>12%</b>	54 12%	61 12%	21 14%	25 15%h	15 10%	14 10%	24 17%h	16 8%	45 19%kl	34 13%l	17 8%	19 8%	69 13%	30 11%	17 11%
NATIONAL CHILDREN'S RADIO - MIXED MUSIC AND SPEECH FOR PRE-SCHOOL AND PRIMARY SCHOOL AGED CHILDREN AND THEIR FAMILIES	<b>190</b> <b>20%</b>	76 17%	114 22%	38 25%	34 20%	23 15%	23 15%	35 25%	37 18%	65 27%kl	60 23%l	32 15%	32 13%	112 21%	53 20%	25 16%
DONT KNOW	<b>147</b> <b>15%</b>	56 13%	91 17%	20 14%	32 19%	18 12%	23 16%	19 14%	34 17%	21 9%	38 15%	41 19%i	47 19%i	71 13%	44 17%	32 20%m
NONE OF THESE	<b>261</b> <b>27%</b>	108 25%	153 29%	31 21%	37 22%	51 34%cd	36 24%	30 22%	75 38%cd	48 20%	61 23%	60 28%	93 38%ij	153 29%n	56 21%	50 32%n

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o  
 Overlap formulae used.

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



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Table 2

**Q.KR01**

**THINKING ABOUT NATIONAL RADIO STATIONS FUNDED BY THE LICENCE FEE, WHICH, IF ANY, OF THE STATIONS LISTED ON THIS CARD DO YOU THINK ARE THE MOST IMPORTANT FOR THE BRITISH PUBLIC TO BE ABLE TO LISTEN TO IF THEY WISH?**

BASE: ALL ADULTS AGED 15+

	TOTAL	CHILDREN IN HOUSEHOLD					WORKING STATUS			ETHNICITY		STANDARD REGION		
		AGED 0-3 (a)	AGED 4-5 (b)	AGED 6-9 (c)	AGED 10-15 (d)	NONE < 16 (e)	FULL TIME (f)	PART TIME (g)	NOT WOR-KING (h)	WHITE (i)	NON-WHITE (j)	NORTH (k)	MID-LANDS (l)	SOUTH (m)
<b>Unweighted Base</b>	<b>964</b>	119	76	110	128	665	312	101	551	834	127	350	249	365
<b>Weighted Base</b>	<b>956</b>	127*	77*	118*	144	630	382	126*	449	848	105	324	238	395
RADIO 1XTRA - BLACK MUSIC AND SPEECH AIMED AT A YOUNG AUDIENCE	<b>135</b> <b>14%</b>	29 23%e	11 15%	16 13%	22 15%	76 12%	58 15%	19 15%	59 13%	122 14%	13 12%	47 14%	42 18%	47 12%
6 MUSIC - POP MUSIC OF THE '70S TO '90S	<b>166</b> <b>17%</b>	23 18%b	7 9%	28 23%b	22 15%	114 18%	81 21%h	20 16%	65 14%	159 19%j	8 7%	64 20%m	48 20%m	54 14%
BBC7 (NOW RADIO 4 EXTRA) - MIXED SPEECH, CONTEMPORARY AND ARCHIVE, INCLUDING PROGRAMMES THAT APPEAL TO CHILDREN	<b>259</b> <b>27%</b>	32 25%	13 17%	33 28%	52 36%be	162 26%	108 28%	40 32%	112 25%	246 29%j	13 12%	66 21%	75 31%k	118 30%k
FIVE LIVE SPORTS PLUS - AN EXTENSION OF RADIO 5 LIVE, COMMENT AND COMMENTARY ON SPORTING EVENTS	<b>218</b> <b>23%</b>	30 23%b	8 10%	29 25%b	33 23%b	145 23%b	119 31%h	26 21%	73 16%	205 24%j	13 13%	77 24%	60 25%	81 21%
A NATIONAL ASIAN NETWORK - AN EXTENSION OF REGIONAL ASIAN COVERAGE	<b>115</b> <b>12%</b>	13 10%	5 6%	11 10%	15 11%	84 13%	52 14%	14 11%	49 11%	98 12%	17 16%	38 12%	35 15%	42 11%
NATIONAL CHILDREN'S RADIO - MIXED MUSIC AND SPEECH FOR PRE-SCHOOL AND PRIMARY SCHOOL AGED CHILDREN AND THEIR FAMILIES	<b>190</b> <b>20%</b>	27 22%	10 12%	19 16%	29 20%	126 20%	86 22%	25 20%	79 18%	177 21%j	12 11%	69 21%	53 22%	68 17%
DONT KNOW	<b>147</b> <b>15%</b>	18 14%	15 19%	20 17%	15 10%	100 16%	46 12%	23 18%	78 17%f	123 14%	22 21%	48 15%	29 12%	70 18%
NONE OF THESE	<b>261</b> <b>27%</b>	32 25%	29 38%a	35 30%	49 34%	166 26%	92 24%	32 25%	137 31%	226 27%	35 33%	96 30%	71 30%	94 24%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h - i/j - k/l/m  
 Overlap formulae used. \* small base

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Table 3

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**THINKING ABOUT NATIONAL RADIO STATIONS FUNDED BY THE LICENCE FEE, WHICH, IF ANY, OF THE STATIONS LISTED ON THIS CARD DO YOU THINK ARE THE MOST IMPORTANT FOR THE BRITISH PUBLIC TO BE ABLE TO LISTEN TO IF THEY WISH?**

BASE: ALL ADULTS AGED 15+

	TOTAL	AREA			EDUCATION				ACCESS TO INTERNET	DAILY READERSHIP		
		URBAN (a)	SUB-URBAN (b)	RURAL (c)	GCSE/ O-LV/ CSE/ NVQ12 (d)	A-LVL OR EQUIV (e)	DEGR/ MAST/ PHD (f)	NO FORML QUAL (g)	HOME (h)	BROAD SHEET (i)	MID MAR- KET (j)	TAB- LOID (k)
<b>Unweighted Base</b>	<b>964</b>	279	484	193	303	165	222	174	738	102	102	147
<b>Weighted Base</b>	<b>956</b>	241	476	229	303	171	247	137	777	106*	98*	137
RADIO 1XTRA - BLACK MUSIC AND SPEECH AIMED AT A YOUNG AUDIENCE	<b>135</b> <b>14%</b>	35 15%	69 15%	30 13%	46 15%g	28 16%g	38 16%g	6 4%	126 16%	15 14%	9 9%	23 17%
6 MUSIC - POP MUSIC OF THE '70S TO '90S	<b>166</b> <b>17%</b>	36 15%	87 18%	40 18%	55 18%	30 18%	48 19%	16 11%	146 19%	21 20%	16 16%	21 18%
BBC7 (NOW RADIO 4 EXTRA) - MIXED SPEECH, CONTEMPORARY AND ARCHIVE, INCLUDING PROGRAMMES THAT APPEAL TO CHILDREN	<b>259</b> <b>27%</b>	43 18%	146 31%a	65 28%a	59 19%	48 28%dg	94 38%dg	19 14%	234 30%	43 41%k	35 36%k	28 21%
FIVE LIVE SPORTS PLUS - AN EXTENSION OF RADIO 5 LIVE, COMMENT AND COMMENTARY ON SPORTING EVENTS	<b>218</b> <b>23%</b>	47 20%	115 24%	55 24%	67 22%g	44 26%g	65 26%g	14 10%	198 26%	26 24%	21 22%	42 31%
A NATIONAL ASIAN NETWORK - AN EXTENSION OF REGIONAL ASIAN COVERAGE	<b>115</b> <b>12%</b>	31 13%	56 12%	27 12%	22 7%	28 16%dg	47 19%dg	6 5%	104 13%	19 18%	8 9%	16 11%
NATIONAL CHILDREN'S RADIO - MIXED MUSIC AND SPEECH FOR PRE-SCHOOL AND PRIMARY SCHOOL AGED CHILDREN AND THEIR FAMILIES	<b>190</b> <b>20%</b>	39 16%	108 23%a	41 18%	51 17%g	36 21%g	65 26%dg	10 8%	170 22%	24 23%	19 20%	22 16%
DON'T KNOW	<b>147</b> <b>15%</b>	39 16%	67 14%	41 18%	52 17%f	31 18%f	26 10%	26 19%f	113 15%	14 13%	10 10%	22 16%
NONE OF THESE	<b>261</b> <b>27%</b>	77 32%	119 25%	62 27%	88 29%	37 21%	59 24%	62 45%def	180 23%	22 21%	26 27%	48 35%i

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - i/j/k  
 Overlap formulae used. \* small base

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Table 4  
**DEMOGRAPHICS**  
 BASE: ALL ADULTS AGED 15+

	SEX		AGE						SOCIAL GRADE				MARITAL STATUS		
	MALE (a)	FE- MALE (b)	15-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	MAR/ LIVI- NG AS (m)	SI- NGLE (n)	WID/ DIV/ SEP (o)
<b>Unweighted Base</b>	<b>964</b>	442 522	144 149	138 137	157 239	192 291	215 266	516 264	182						
<b>Weighted Base</b>	<b>956</b>	436 520	149 169	149 150	141 200	242 259	209 246	533 265	158						
<b>SEX</b>															
<b>MALE</b>	<b>436</b> <b>46%</b>	436 - 100%b	75 83 50% 49%	61 66 41% 44%	66 85 47% 43%	122 125 50%l 48%l	100 90 48%l 37%	259 140 49%o 53%o	37						
<b>FEMALE</b>	<b>520</b> <b>54%</b>	- 520 - 100%a	74 85 50% 51%	87 84 59% 56%	75 114 53% 57%	120 134 50% 52%	109 156 52% 63%ij k	274 125 51% 47%	121						77%mn
<b>AGE</b>															
<b>15-24</b>	<b>149</b> <b>16%</b>	75 74 17% 14%	149 - 100%def gh	- - - -	- - - -	- - - -	13 45 5% 17%i	45 46 22%i 19%i	24 125 5%o 47%mo	-					
<b>25-34</b>	<b>169</b> <b>18%</b>	83 85 19% 16%	- 169 - 100%cef gh	- - - -	- - - -	- - - -	45 44 19% 17%	34 45 16% 18%	110 54 21%o 20%o	5					3%
<b>35-44</b>	<b>149</b> <b>16%</b>	61 87 14% 17%	- - - -	149 - 100%cdf gh	- - - -	- - - -	36 44 15% 17%	33 36 16% 15%	114 19 21%no 7%	15					9%
<b>45-54</b>	<b>150</b> <b>16%</b>	66 84 15% 16%	- - - -	- - - -	150 - 100%cde gh	- - - -	36 41 15% 16%	42 31 20%l 12%	92 31 17% 12%	27					17%
<b>55-64</b>	<b>141</b> <b>15%</b>	66 75 15% 14%	- - - -	- - - -	- - - -	141 - 100%cde fh	49 34 20% 13%	27 31 13% 13%	85 24 16%n 9%	31					20%n
<b>65+</b>	<b>200</b> <b>21%</b>	85 114 20% 22%	- - - -	- - - -	- - - -	200 - 100%cd efg	64 52 27%k 20%	28 56 13% 23%k	108 12 20%n 4%	80					50%mn
<b>SOCIAL GRADE</b>															
<b>AB</b>	<b>242</b> <b>25%</b>	122 120 28% 23%	13 45 8% 27%c	36 36 24%c 24%c	49 64 35%c 32%c	242 - 100%ijkl	- - - -	- - - -	172 45 32%no 17%	25					16%
<b>C1</b>	<b>259</b> <b>27%</b>	125 134 29% 26%	45 44 30% 26%	44 29% 28% 24%	34 26% 28% 24%	- 259 - 100%ikl	- - - -	- - - -	144 72 27% 27%	44					28%
<b>C2</b>	<b>209</b> <b>22%</b>	100 109 23% 21%	45 34 30%gh 20%	33 42 22% 28%h	27 28 19% 14%	- - - -	- 209 - 100%ij	- - - -	109 65 20% 25%	35					22%
<b>DE</b>	<b>246</b> <b>26%</b>	90 156 21% 30%a	46 45 31% 27%	36 31 24% 20%	31 31 22% 22%	56 28 28%	- - - -	- 246 - 100%ij k	108 83 20% 31%m	54					34%mn

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - ij/kl - m/n/o  
 Overlap formulae used.

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**Table 4**  
**DEMOGRAPHICS**  
**BASE: ALL ADULTS AGED 15+**

	SEX		AGE						SOCIAL GRADE				MARITAL STATUS			
	MALE (a)	FE- MALE (b)	15-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	MAR/ LIVI- NG AS (m)	SI- NGLE (n)	WID/ DIV/ SEP (o)	
<b>Weighted Base</b>	<b>436</b>	<b>520</b>	<b>149</b>	<b>169</b>	<b>149</b>	<b>150</b>	<b>141</b>	<b>200</b>	<b>242</b>	<b>259</b>	<b>209</b>	<b>246</b>	<b>533</b>	<b>265</b>	<b>158</b>	
<b>MARITAL STATUS</b>																
MAR/LIVING AS	<b>533</b> <b>56%</b>	259 59%	274 53%	24 16%	110 65% <sup>ch</sup>	114 76% <sup>cf</sup>	92 61% <sup>c</sup>	85 61% <sup>c</sup>	108 54% <sup>c</sup>	172 71% <sup>jk</sup>	144 55% <sup>l</sup>	109 52%	108 44%	533 100% <sup>no</sup>	-	-
SINGLE	<b>265</b> <b>28%</b>	140 32% <sup>b</sup>	125 24%	125 84% <sup>de</sup>	54 32% <sup>ef</sup>	19 13% <sup>h</sup>	31 21% <sup>h</sup>	24 17% <sup>h</sup>	12 6%	45 19%	72 28% <sup>i</sup>	65 31% <sup>i</sup>	83 34% <sup>i</sup>	-	265 100% <sup>mo</sup>	-
WID/DIV/SEP	<b>158</b> <b>16%</b>	37 8%	121 23% <sup>a</sup>	-	5 3%	15 10% <sup>cd</sup>	27 18% <sup>cd</sup>	31 22% <sup>cd</sup>	80 40% <sup>cd</sup>	25 10%	44 17%	35 17%	54 22% <sup>i</sup>	-	-	158 100% <sup>mn</sup>
<b>CHILDREN IN HOUSEHOLD</b>																
AGED 0-3	<b>127</b> <b>13%</b>	48 11%	79 15%	28 19% <sup>fg</sup>	65 39% <sup>ce</sup>	30 20% <sup>fgh</sup>	2 2%	1 1%	-	26 11%	30 12%	25 12%	46 19% <sup>ij</sup>	96 18% <sup>no</sup>	24 9%	7 4%
AGED 4-5	<b>77</b> <b>8%</b>	28 6%	50 10%	13 9% <sup>gh</sup>	34 20% <sup>cf</sup>	21 14% <sup>fgh</sup>	7 5% <sup>h</sup>	2 1%	-	15 6%	10 4%	25 12% <sup>j</sup>	27 11% <sup>j</sup>	59 11% <sup>no</sup>	15 6%	3 2%
AGED 6-9	<b>118</b> <b>12%</b>	53 12%	65 13%	5 4% <sup>h</sup>	43 25% <sup>cf</sup>	53 36% <sup>cf</sup>	15 10% <sup>cgh</sup>	2 1%	-	30 12%	24 9%	32 15%	33 13%	85 16% <sup>no</sup>	23 9%	11 7%
AGED 10-15	<b>144</b> <b>15%</b>	57 13%	86 17%	18 12% <sup>gh</sup>	20 12% <sup>gh</sup>	60 40% <sup>cd</sup>	43 29% <sup>cdg</sup>	2 2%	*	37 15%	35 13%	32 15%	40 16%	95 18% <sup>o</sup>	34 13%	15 9%
NONE < 16	<b>630</b> <b>66%</b>	310 71% <sup>b</sup>	319 61%	99 67% <sup>de</sup>	64 38%	39 26%	93 62% <sup>de</sup>	135 96% <sup>c</sup>	199 100% <sup>cd</sup>	168 69%	180 69%	128 61%	153 62%	301 57%	194 73% <sup>m</sup>	133 84% <sup>mn</sup>
<b>WORKING STATUS</b>																
FULL TIME	<b>382</b> <b>40%</b>	223 51% <sup>b</sup>	159 31%	42 28% <sup>h</sup>	107 63% <sup>cg</sup>	84 57% <sup>cg</sup>	90 60% <sup>cg</sup>	56 40% <sup>ch</sup>	2 1%	115 48% <sup>l</sup>	121 47% <sup>l</sup>	93 44% <sup>l</sup>	53 21%	248 47% <sup>o</sup>	102 39% <sup>o</sup>	31 20%
PART TIME	<b>126</b> <b>13%</b>	31 7%	94 18% <sup>a</sup>	16 11%	17 10%	30 20% <sup>cd</sup>	25 17%	17 12%	21 10%	23 10%	31 12%	43 20% <sup>ij</sup>	29 12%	81 15%	26 10%	19 12%
NOT WORKING	<b>449</b> <b>47%</b>	182 42%	267 51% <sup>a</sup>	91 61% <sup>de</sup>	45 27%	35 23%	35 23%	67 48% <sup>de</sup>	176 88% <sup>cd</sup>	103 43%	108 42%	74 35%	164 67% <sup>ij</sup>	203 38%	136 51% <sup>m</sup>	108 68% <sup>mn</sup>
<b>ETHNICITY</b>																
WHITE	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - ij/kl - m/n/o  
 Overlap formulae used.



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**DEMOGRAPHICS**  
**BASE: ALL ADULTS AGED 15+**

	SEX		AGE						SOCIAL GRADE				MARITAL STATUS			
	MALE (a)	FE- MALE (b)	15-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	MAR/ LIVI- NG AS (m)	SI- NGLE (n)	WID/ DIV/ SEP (o)	
<b>Weighted Base</b>	<b>956</b>	436	520	149	169	149	150	141	200	242	259	209	246	533	265	158
NONWHITE	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>STANDARD REGION</b>																
NORTH	<b>324</b> <b>34%</b>	143 33%	180 35%	61 41%g	50 29%	58 39%	47 31%	41 29%	67 34%	62 26%	85 33%	79 38%i	98 40%i	157 30%	101 38%m	65 41%m
MIDLANDS	<b>238</b> <b>25%</b>	112 26%	126 24%	37 25%	54 32%h	37 25%	34 23%	33 24%	42 21%	55 23%	66 25%	52 25%	65 26%	149 28%	56 21%	33 21%
SOUTH	<b>395</b> <b>41%</b>	181 41%	214 41%	51 34%	65 39%	53 36%	69 46%	67 47%c	90 45%c	125 52%kl	109 42%	78 37%	83 34%	226 42%	108 41%	60 38%
<b>AREA</b>																
URBAN	<b>241</b> <b>25%</b>	112 26%	129 25%	57 38%df gh	42 25%	42 28%h	36 24%	30 21%	35 17%	46 19%	56 22%	71 34%ij	68 27%	119 22%	85 32%m	38 24%
SUB-URBAN	<b>476</b> <b>50%</b>	217 50%	259 50%	63 42%	89 53%	80 54%	71 48%	82 58%ch	91 46%	119 49%	135 52%	96 46%	127 52%	279 52%	121 46%	74 47%
RURAL	<b>229</b> <b>24%</b>	102 23%	127 24%	29 19%	37 22%	27 18%	40 26%	27 19%	71 35%cd eg	29 29%k	66 26%	41 20%	51 21%	127 24%	58 22%	44 28%
<b>EDUCATION</b>																
GCSE/O-LV/CSE/NVQ12	<b>303</b> <b>32%</b>	117 27%	185 36%a	55 37%	45 26%	47 32%	58 39%dh	45 32%	53 27%	43 18%	76 29%i	86 41%ij	98 40%ij	159 30%	94 36%	50 32%
A-LVL OR EQUIV	<b>171</b> <b>18%</b>	80 18%	90 17%	60 40%de fgh	31 18%h	22 15%h	22 15%h	22 16%h	14 7%	31 13%	58 23%il	52 25%il	30 12%	82 15%	72 27%mo	16 10%
DEGR/MAST/PHD	<b>247</b> <b>26%</b>	128 29%b	119 23%	15 10%	59 35%ch	53 35%ch	42 28%c	36 26%c	42 21%cd	136 56%jk l	68 26%kl	20 10%	23 9%	176 33%no	46 17%	25 16%
NO FORML QUAL	<b>137</b> <b>14%</b>	57 13%	80 15%	3 2%	12 7%	15 10%c	13 9%c	27 19%cd ef	67 34%cd efg	7 3%	23 9%i	30 14%i	77 31%ij k	64 12%	20 8%	52 33%mn
<b>ACCESS TO INTERNET</b>																
HOME	<b>777</b> <b>81%</b>	363 83%	414 80%	139 93%gh	161 96%gh	136 92%gh	137 92%gh	110 78%h	93 47%	226 93%jk l	219 84%l	175 84%l	157 64%	456 86%o	235 89%o	85 54%
<b>DAILY READERSHIP</b>																
BROAD SHEET	<b>106</b> <b>11%</b>	57 13%	49 9%	11 7%	18 11%	17 12%	14 10%	15 11%	29 15%cd	53 22%jk l	32 13%kl	9 4%	11 4%	76 14%no	21 8%	8 5%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - ij/kl - m/n/o  
 Overlap formulae used.

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Table 4  
**DEMOGRAPHICS**  
 BASE: ALL ADULTS AGED 15+

	SEX		AGE						SOCIAL GRADE				MARITAL STATUS			
	MALE (a)	FE- MALE (b)	15-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	MAR/ LIVI- NG AS (m)	SI- NGLE (n)	WID/ DIV/ SEP (o)	
<b>Weighted Base</b>	<b>956</b>	436	520	149	169	149	150	141	200	242	259	209	246	533	265	158
MID MARKET	<b>98</b>	44	54	3	7	6	15	20	47	30	27	19	21	65	17	16
	<b>10%</b>	10%	10%	2%	4%	4%	10% <sup>c</sup>	14% <sup>cd</sup>	24% <sup>cd</sup>	12%	10%	9%	9%	12% <sup>n</sup>	6%	10%
TABLOID	<b>137</b>	64	73	16	28	18	23	18	35	18	31	37	51	83	31	23
	<b>14%</b>	15%	14%	11%	16%	12%	15%	12%	17%	8%	12%	18% <sup>i</sup>	21% <sup>ij</sup>	16%	12%	14%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o  
 Overlap formulae used.

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Table 5  
**DEMOGRAPHICS**  
 BASE: ALL ADULTS AGED 15+

	CHILDREN IN HOUSEHOLD					WORKING STATUS			ETHNICITY		STANDARD REGION			
	AGED 0-3 (a)	AGED 4-5 (b)	AGED 6-9 (c)	AGED 10-15 (d)	NONE < 16 (e)	FULL TIME (f)	PART TIME (g)	NOT WORKING (h)	WHITE (i)	NON-WHITE (j)	NORTH (k)	MID-LANDS (l)	SOUTH (m)	
<b>Unweighted Base</b>	<b>964</b>	119	76	110	128	665	312	101	551	834	127	350	249	365
<b>Weighted Base</b>	<b>956</b>	127*	77*	118*	144	630	382	126*	449	848	105	324	238	395
<b>SEX</b>														
<b>MALE</b>	<b>436</b>	48	28	53	57	310	223	31	182	383	51	143	112	181
	<b>46%</b>	38%	36%	45%	40%	49%ab	58%gh	25%	41%g	45%	49%	44%	47%	46%
<b>FEMALE</b>	<b>520</b>	79	50	65	86	319	159	94	267	465	54	180	126	214
	<b>54%</b>	62%e	64%e	55%	60%	51%	42%	75%fh	59%f	55%	51%	56%	53%	54%
<b>AGE</b>														
<b>15-24</b>	<b>149</b>	28	13	5	18	99	42	16	91	114	35	61	37	51
	<b>16%</b>	22%c	16%c	4%	12%c	16%c	11%	13%	20%f	13%	33%i	19% <sup>m</sup>	15%	13%
<b>25-34</b>	<b>169</b>	65	34	43	20	64	107	17	45	130	38	50	54	65
	<b>18%</b>	51%cd	44%de	36%de	14%	10%	28%gh	13%	10%	15%	36%i	15%	23%k	16%
<b>35-44</b>	<b>149</b>	30	21	53	60	39	84	30	35	130	18	58	37	53
	<b>16%</b>	24%e	28%e	45%ab	42%ae	6%	22%h	24%h	8%	15%	17%	18%	16%	14%
<b>45-54</b>	<b>150</b>	2	7	15	43	93	90	25	35	142	8	47	34	69
	<b>16%</b>	2%	10%a	13%a	30%ab	15%ace	24%h	20%h	8%	17%j	7%	14%	14%	17%
<b>55-64</b>	<b>141</b>	1	2	2	2	135	56	17	67	136	4	41	33	67
	<b>15%</b>	1%	2%	1%	2%	22%abcd	15%	14%	15%	16%j	4%	13%	14%	17%
<b>65+</b>	<b>200</b>	-	-	-	*	199	2	21	176	196	3	67	42	90
	<b>21%</b>	-	-	-	*	32%abcd	1%	16% <sup>f</sup>	39%fg	23%j	3%	21%	18%	23%
<b>SOCIAL GRADE</b>														
<b>AB</b>	<b>242</b>	26	15	30	37	168	115	23	103	225	16	62	55	125
	<b>25%</b>	20%	20%	26%	26%	27%	30%gh	19%	23%	27%j	15%	19%	23%	32%kl
<b>C1</b>	<b>259</b>	30	10	24	35	180	121	31	108	231	26	85	66	109
	<b>27%</b>	24%b	13%	20%	24%	29%b	32%h	24%	24%	27%	25%	26%	28%	28%
<b>C2</b>	<b>209</b>	25	25	32	32	128	93	43	74	185	24	79	52	78
	<b>22%</b>	19%	32%ae	27%	23%	20%	24%h	34%h	16%	22%	23%	24%	22%	20%
<b>DE</b>	<b>246</b>	46	27	33	40	153	53	29	164	207	39	98	65	83
	<b>26%</b>	36%e	35%	28%	28%	24%	14%	23% <sup>f</sup>	37%fg	24%	24%	30% <sup>m</sup>	27%	21%
<b>MARITAL STATUS</b>														
<b>MAR/LIVING AS</b>	<b>533</b>	96	59	85	95	301	248	81	203	479	51	157	149	226
	<b>56%</b>	76%e	76%e	72%e	66%e	48%	65%h	65%h	45%	56%	49%	49%	63%k	57%kl

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h - ij - k/l/m  
 Overlap formulae used. \* small base





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Table 5  
**DEMOGRAPHICS**  
 BASE: ALL ADULTS AGED 15+

	TOTAL	CHILDREN IN HOUSEHOLD					WORKING STATUS			ETHNICITY		STANDARD REGION		
		AGED 0-3 (a)	AGED 4-5 (b)	AGED 6-9 (c)	AGED 10-15 (d)	NONE < 16 (e)	FULL TIME (f)	PART TIME (g)	NOT WORKING (h)	WHITE (i)	NON-WHITE (j)	NORTH (k)	MID-LANDS (l)	SOUTH (m)
<b>Weighted Base</b>	<b>956</b>	127*	77*	118*	144	630	382	126*	449	848	105	324	238	395
SINGLE	<b>265</b> <b>28%</b>	24 19%	15 20%	23 19%	34 24%	194 31%ac	102 27%	26 21%	136 30%	218 26%	46 43%i	101 31%	56 23%	108 27%
WID/DIV/SEP	<b>158</b> <b>16%</b>	7 6%	3 4%	11 9%	15 10%	133 21%abcd	31 8%	19 15%	108 24%ef	150 18%j	7 7%	65 20%	33 14%	60 15%
<b>CHILDREN IN HOUSEHOLD</b>														
AGED 0-3	<b>127</b> <b>13%</b>	127 100%bcd	30 39%cd	30 25%de	9 7%e	-	56 15%	19 15%	53 12%	100 12%	27 26%i	36 11%	42 18%k	49 12%
AGED 4-5	<b>77</b> <b>8%</b>	30 24%de	77 100%ac	33 28%de	12 8%e	-	35 9%	14 11%	29 6%	56 7%	21 20%i	24 7%	23 10%	31 8%
AGED 6-9	<b>118</b> <b>12%</b>	30 24%e	33 42%a	118 100%ab	42 29%e	-	63 17%h	28 23%h	27 6%	101 12%	17 16%	39 12%	33 14%	46 12%
AGED 10-15	<b>144</b> <b>15%</b>	9 7%e	12 15%ae	42 36%a	144 100%abc	-	74 19%h	29 23%h	41 9%	121 14%	22 21%	42 13%	43 18%	58 15%
NONE < 16	<b>630</b> <b>66%</b>	-	-	-	-	630 100%abcd	218 57%	67 54%	344 77%fg	577 68%j	51 48%	225 69%l	139 58%	266 67%l
<b>WORKING STATUS</b>														
FULL TIME	<b>382</b> <b>40%</b>	56 44%	35 45%	63 53%e	74 52%e	218 35%	382 100%gh	-	-	342 40%	38 36%	120 37%	98 41%	164 42%
PART TIME	<b>126</b> <b>13%</b>	19 15%	14 18%	28 24%e	29 20%e	67 11%	-	126 100%fh	-	108 13%	17 16%	37 12%	28 12%	60 15%
NOT WORKING	<b>449</b> <b>47%</b>	53 42%cd	29 37%cd	27 23%	41 29%	344 55%abcd	-	-	449 100%fg	398 47%	50 48%	167 52%lm	112 47%	171 43%
<b>ETHNICITY</b>														
WHITE	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NONWHITE	-	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>STANDARD REGION</b>														
NORTH	<b>324</b> <b>34%</b>	36 29%	24 31%	39 33%	42 29%	225 36%	120 31%	37 30%	167 37%	293 35%	31 29%	324 100%lm	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h - i/j - k/l/m  
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**Table 5**  
**DEMOGRAPHICS**  
**BASE: ALL ADULTS AGED 15+**

	CHILDREN IN HOUSEHOLD					WORKING STATUS			ETHNICITY		STANDARD REGION			
	AGED 0-3 (a)	AGED 4-5 (b)	AGED 6-9 (c)	AGED 10-15 (d)	NONE < 16 (e)	FULL TIME (f)	PART TIME (g)	NOT WOR- KING (h)	WHITE (i)	NON- WHITE (j)	NORTH (k)	MID- LANDS (l)	SOUTH (m)	
<b>Weighted Base</b>	<b>956</b>	127*	77*	118*	144	630	382	126*	449	848	105	324	238	395
MIDLANDS	<b>238</b>	42	23	33	43	139	98	28	112	209	29	-	238	-
	<b>25%</b>	33% <sup>e</sup>	29%	28%	30%	22%	26%	23%	25%	25%	27%	-	100% <sup>km</sup>	-
SOUTH	<b>395</b>	49	31	46	58	266	164	60	171	346	46	-	-	395
	<b>41%</b>	38%	39%	39%	41%	42%	43%	48%	38%	41%	44%	-	-	100% <sup>kl</sup>
<b>AREA</b>														
URBAN	<b>241</b>	33	25	26	40	153	103	22	116	180	60	112	38	92
	<b>25%</b>	26%	33%	22%	28%	24%	27%	18%	26%	21%	57% <sup>i</sup>	35% <sup>lm</sup>	16%	23% <sup>l</sup>
SUB-URBAN	<b>476</b>	67	38	65	68	312	197	62	216	430	45	171	120	185
	<b>50%</b>	53% <sup>e</sup>	49%	55%	47%	50%	52%	50%	48%	51%	43%	53%	50%	47%
RURAL	<b>229</b>	26	12	27	36	157	76	41	113	229	-	40	73	116
	<b>24%</b>	20%	16%	23%	25%	25%	20%	33% <sup>f</sup>	25%	27% <sup>j</sup>	-	12%	31% <sup>k</sup>	29% <sup>k</sup>
<b>EDUCATION</b>														
GCSE/O-LV/CSE/NVQ12	<b>303</b>	41	24	31	45	199	112	44	148	280	22	106	79	117
	<b>32%</b>	32%	32%	26%	32%	32%	29%	35%	33%	33% <sup>j</sup>	21%	33%	33%	30%
A-LVL OR EQUIV	<b>171</b>	18	19	23	33	106	71	26	73	147	24	66	33	71
	<b>18%</b>	14%	25% <sup>a</sup>	19%	23%	17%	19%	21%	16%	17%	23%	20%	14%	18%
DEGR/MAST/PHD	<b>247</b>	44	25	44	39	147	141	30	76	205	39	67	61	120
	<b>26%</b>	34% <sup>e</sup>	32%	37% <sup>e</sup>	27%	23%	37% <sup>gh</sup>	24%	17%	24%	37% <sup>i</sup>	21%	25%	30% <sup>k</sup>
NO FORML QUAL	<b>137</b>	13	6	10	13	109	21	14	102	128	9	60	34	43
	<b>14%</b>	10%	7%	8%	9%	17% <sup>bcd</sup>	5%	11%	23% <sup>fg</sup>	15%	9%	19% <sup>m</sup>	14%	11%
<b>ACCESS TO INTERNET</b>														
HOME	<b>777</b>	117	73	114	137	468	359	112	306	687	87	254	187	336
	<b>81%</b>	92% <sup>e</sup>	94% <sup>e</sup>	97% <sup>e</sup>	95% <sup>e</sup>	74%	94% <sup>h</sup>	89% <sup>h</sup>	68%	81%	82%	78%	79%	85% <sup>k</sup>
<b>DAILY READERSHIP</b>														
BROAD SHEET	<b>106</b>	14	6	18	22	64	45	13	48	94	9	28	18	59
	<b>11%</b>	11%	8%	15%	16%	10%	12%	10%	11%	11%	9%	9%	8%	15% <sup>kl</sup>
MID MARKET	<b>98</b>	1	2	4	14	79	34	10	54	91	6	23	14	61
	<b>10%</b>	1%	3%	4%	9% <sup>a</sup>	13% <sup>abc</sup>	9%	8%	12%	11%	6%	7%	6%	15% <sup>kl</sup>
TABLOID	<b>137</b>	19	9	19	21	87	50	29	58	124	12	50	38	50
	<b>14%</b>	15%	12%	16%	15%	14%	13%	23% <sup>fh</sup>	13%	15%	11%	15%	16%	13%

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Table 6  
**DEMOGRAPHICS**  
 BASE: ALL ADULTS AGED 15+

	AREA			EDUCATION				ACCESS TO INTERNET	DAILY READERSHIP			
	URBAN (a)	SUB- URBAN (b)	RURAL (c)	GCSE/ O-LV/ CSE/ NVQ12 (d)	A-LVL OR EQUIV (e)	DEGR/ MAST/ PHD (f)	NO FORML QUAL (g)	HOME (h)	BROAD SHEET (i)	MID MAR- KET (j)	TAB- LOID (k)	
<b>Unweighted Base</b>	964	279	484	193	303	165	222	174	738	102	102	147
<b>Weighted Base</b>	956	241	476	229	303	171	247	137	777	106*	98*	137
<b>SEX</b>												
MALE	436 46%	112 46%	217 45%	102 45%	117 39%	80 47%	128 52% <sup>d</sup>	57 42%	363 47%	57 54%	44 45%	64 47%
FEMALE	520 54%	129 54%	259 55%	127 55%	185 61% <sup>f</sup>	90 53%	119 48%	80 58%	414 53%	49 46%	54 55%	73 53%
<b>AGE</b>												
15-24	149 16%	57 24% <sup>abc</sup>	63 13%	29 13%	55 18% <sup>fg</sup>	60 35% <sup>dfg</sup>	15 6%	3 2%	139 18%	11 10% <sup>j</sup>	3 3%	16 12% <sup>j</sup>
25-34	169 18%	42 17%	89 19%	37 16%	45 15%	31 18% <sup>g</sup>	59 24% <sup>dg</sup>	12 9%	161 21%	18 17% <sup>j</sup>	7 7%	28 20% <sup>j</sup>
35-44	149 16%	42 17%	80 17%	27 12%	47 16%	22 13%	53 21% <sup>g</sup>	15 11%	136 18%	17 17% <sup>j</sup>	6 6%	18 13%
45-54	150 16%	36 15%	71 15%	40 17%	58 19% <sup>g</sup>	22 13%	42 17%	13 10%	137 18%	14 14%	15 15%	23 17%
55-64	141 15%	30 12%	82 17%	27 12%	45 15%	22 13%	36 15%	27 20%	110 14%	15 14%	20 21%	18 13%
65+	200 21%	35 14%	91 19%	71 31% <sup>ab</sup>	53 18% <sup>e</sup>	14 8%	42 17% <sup>e</sup>	67 49% <sup>def</sup>	93 12%	29 28%	47 49% <sup>ik</sup>	35 25%
<b>SOCIAL GRADE</b>												
AB	242 25%	46 19%	119 25%	71 31% <sup>a</sup>	43 14% <sup>g</sup>	31 18% <sup>g</sup>	136 55% <sup>deg</sup>	7 5%	226 29%	53 50% <sup>jk</sup>	30 31% <sup>k</sup>	18 13%
C1	259 27%	56 23%	135 28%	66 29%	76 25%	58 34% <sup>g</sup>	68 27% <sup>g</sup>	23 17%	219 28%	32 31%	27 28%	31 23%
C2	209 22%	71 30% <sup>abc</sup>	96 20%	41 18%	86 28% <sup>f</sup>	52 30% <sup>f</sup>	20 8%	30 22% <sup>f</sup>	175 23%	9 9%	19 20% <sup>i</sup>	37 27% <sup>i</sup>
DE	246 26%	68 28%	127 27%	51 22%	98 32% <sup>ef</sup>	30 17% <sup>f</sup>	23 9%	77 56% <sup>def</sup>	157 20%	11 10%	21 22% <sup>i</sup>	51 37% <sup>ij</sup>
<b>MARITAL STATUS</b>												
MAR/LIVING AS	533 56%	119 49%	279 59% <sup>a</sup>	127 56%	159 52%	82 48%	176 71% <sup>de</sup>	64 47%	456 59%	76 73%	65 66%	83 61%
SINGLE	265 28%	85 35% <sup>bc</sup>	121 25%	58 25%	94 31% <sup>fg</sup>	72 42% <sup>df</sup>	46 18%	20 15%	235 30%	21 20%	17 17%	31 23%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - ij/k  
 Overlap formulae used. \* small base

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**Table 6**  
**DEMOGRAPHICS**  
**BASE: ALL ADULTS AGED 15+**

	AREA			EDUCATION				ACCESS TO INTERNET	DAILY READERSHIP			
	TOTAL	URBAN (a)	SUB-URBAN (b)	RURAL (c)	GCSE/O-LV/CSE/NVQ12 (d)	A-LVL OR EQUIV (e)	DEGR/MAST/PHD (f)	NO FORML QUAL (g)	HOME (h)	BROAD SHEET (i)	MID MAR-KET (j)	TAB-LOID (k)
<b>Weighted Base</b>	<b>956</b>	241	476	229	303	171	247	137	777	106*	98*	137
WID/DIV/SEP	<b>158</b> 16%	38 16%	74 16%	44 19%	50 17%e	16 9%	25 10%	52 38%def	85 11%	8 8%	16 16%	23 17%
<b>CHILDREN IN HOUSEHOLD</b>												
AGED 0-3	<b>127</b> 13%	33 13%	67 14%	26 11%	41 13%	18 11%	44 18%g	13 10%	117 15%	14 13%j	1 1%	19 14%j
AGED 4-5	<b>77</b> 8%	25 11%	38 8%	12 5%	24 8%	19 11%g	25 10%	6 4%	73 9%	6 6%	2 2%	9 7%
AGED 6-9	<b>118</b> 12%	26 11%	65 14%	27 12%	31 10%	23 13%	44 18%dg	10 7%	114 15%	18 17%j	4 5%	19 14%j
AGED 10-15	<b>144</b> 15%	40 17%	68 14%	36 16%	45 15%	33 19%g	39 16%	13 10%	137 18%	22 21%	14 14%	21 16%
NONE < 16	<b>630</b> 66%	153 63%	312 65%	157 68%	199 66%	106 62%	147 59%	109 80%def	468 60%	64 61%	79 81%ik	87 63%
<b>WORKING STATUS</b>												
FULL TIME	<b>382</b> 40%	103 43%	197 41%	76 33%	112 37%g	71 42%g	141 57%de	21 15%	359 46%	45 42%	34 34%	50 37%
PART TIME	<b>126</b> 13%	22 9%	62 13%	41 18%a	44 14%	26 15%	30 12%	14 10%	112 14%	13 12%	10 10%	29 21%j
NOT WORKING	<b>449</b> 47%	116 48%	216 45%	113 49%	148 49%f	73 43%f	76 31%	102 75%def	306 39%	48 45%	54 55%	58 42%
<b>ETHNICITY</b>												
WHITE	-	-	-	-	-	-	-	-	-	-	-	-
NONWHITE	-	-	-	-	-	-	-	-	-	-	-	-
<b>STANDARD REGION</b>												
NORTH	<b>324</b> 34%	112 46%bc	171 36%c	40 17%	106 35%	66 39%f	67 27%	60 44%f	254 33%	28 27%	23 23%	50 36%j
MIDLANDS	<b>238</b> 25%	38 16%	120 25%a	73 32%a	79 26%	33 20%	61 25%	34 24%	187 24%	18 17%	14 14%	38 28%j
SOUTH	<b>395</b> 41%	92 38%	185 39%	116 51%ab	117 39%	71 42%	120 48%dg	43 32%	336 43%	59 56%k	61 63%k	50 36%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f/g - i/j/k  
 Overlap formulae used. \* small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

**J12082345-14-03 05 APR - 25 APR 2013**  
**PUBLIC - FINAL**  
**PUBLIC SERVICE BROADCASTING OMNIBUS SURVEY**

29 Apr 2013

**Table 6**  
**DEMOGRAPHICS**  
**BASE: ALL ADULTS AGED 15+**

	AREA			EDUCATION				ACCESS TO INTERNET	DAILY READERSHIP			
	URBAN (a)	SUB-URBAN (b)	RURAL (c)	GCSE/ O-LV/ CSE/ NVQ12 (d)	A-LVL OR EQUIV (e)	DEGR/ MAST/ PHD (f)	NO FORML QUAL (g)	HOME (h)	BROAD SHEET (i)	MID MAR- KET (j)	TAB- LOID (k)	
<b>Weighted Base</b>	<b>956</b>	241	476	229	303	171	247	137	777	106*	98*	137
<b>AREA</b>												
URBAN	241 25%	241 100%bc	-	-	67 22%	48 28%	60 24%	38 28%	196 25%	27 26%	15 16%	38 27%j
SUB-URBAN	476 50%	-	476 100%ac	-	161 53%	84 49%	130 53%	66 48%	387 50%	47 45%	59 60%i	65 47%
RURAL	229 24%	-	-	229 100%ab	73 24%	36 21%	53 21%	32 23%	185 24%	30 29%	22 23%	32 24%
<b>EDUCATION</b>												
GCSE/O-LV/CSE/NVQ12	303 32%	67 28%	161 34%	73 32%	303 100%efg	-	-	-	248 32%	15 14%	31 32%i	56 41%i
A-LVL OR EQUIV	171 18%	48 20%	84 18%	36 16%	-	171 100%dfg	-	-	153 20%	14 14%	9 10%	19 14%
DEGR/MAST/PHD	247 26%	60 25%	130 27%	53 23%	-	-	247 100%deg	-	230 30%	60 57%jk	28 29%k	15 11%
NO FORML QUAL	137 14%	38 16%	66 14%	32 14%	-	-	-	137 100%def	63 8%	5 4%	19 19%i	37 27%i
<b>ACCESS TO INTERNET</b>												
HOME	777 81%	196 81%	387 81%	185 81%	248 82%g	153 90%dg	230 93%dq	63 46%	777 100%	94 89%jk	73 75%	97 71%
<b>DAILY READERSHIP</b>												
BROAD SHEET	106 11%	27 11%	47 10%	30 13%	15 5%	14 8%	60 24%deg	5 3%	94 12%	106 100%jk	5 5%	6 5%
MID MARKET	98 10%	15 6%	59 12%a	22 10%	31 10%	9 6%	28 12%	19 14%e	73 9%	5 5%	98 100%lk	19 14%i
TABLOID	137 14%	38 16%	65 14%	32 14%	56 19%f	19 11%	15 6%	37 27%ef	97 13%	6 6%	19 20%i	137 100%lj

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f/g - i/j/k  
 Overlap formulae used. \* small base



	Page	Table	Title	Base Description
●	1	1	Q.KR01 THINKING ABOUT NATIONAL RADIO STATIONS FUNDED BY THE LICENCE FEE, WHICH, IF ANY, OF THE STATIONS LISTED ON THIS CARD DO YOU THINK ARE THE MOST IMPORTANT FOR THE BRITISH PUBLIC TO BE ABLE TO LISTEN TO IF THEY WISH?	BASE: ALL ADULTS AGED 15+
●	2	2	Q.KR01 THINKING ABOUT NATIONAL RADIO STATIONS FUNDED BY THE LICENCE FEE, WHICH, IF ANY, OF THE STATIONS LISTED ON THIS CARD DO YOU THINK ARE THE MOST IMPORTANT FOR THE BRITISH PUBLIC TO BE ABLE TO LISTEN TO IF THEY WISH?	BASE: ALL ADULTS AGED 15+
●	3	3	Q.KR01 THINKING ABOUT NATIONAL RADIO STATIONS FUNDED BY THE LICENCE FEE, WHICH, IF ANY, OF THE STATIONS LISTED ON THIS CARD DO YOU THINK ARE THE MOST IMPORTANT FOR THE BRITISH PUBLIC TO BE ABLE TO LISTEN TO IF THEY WISH?	BASE: ALL ADULTS AGED 15+
●	4	4	DEMOGRAPHICS / SEX / AGE / SOCIAL GRADE	BASE: ALL ADULTS AGED 15+
●	5	4	DEMOGRAPHICS / MARITAL STATUS / CHILDREN IN HOUSEHOLD / WORKING STATUS / ETHNICITY	BASE: ALL ADULTS AGED 15+
●	6	4	DEMOGRAPHICS / STANDARD REGION / AREA / EDUCATION / ACCESS TO INTERNET / DAILY READERSHIP	BASE: ALL ADULTS AGED 15+
●	7	4	DEMOGRAPHICS	BASE: ALL ADULTS AGED 15+
●	8	5	DEMOGRAPHICS / SEX / AGE / SOCIAL GRADE / MARITAL STATUS	BASE: ALL ADULTS AGED 15+

	Page	Table	Title	Base Description
●	9	5	DEMOGRAPHICS / CHILDREN IN HOUSEHOLD / WORKING STATUS / ETHNICITY / STANDARD REGION	BASE: ALL ADULTS AGED 15+
●	10	5	DEMOGRAPHICS / AREA / EDUCATION / ACCESS TO INTERNET / DAILY READERSHIP	BASE: ALL ADULTS AGED 15+
●	11	6	DEMOGRAPHICS / SEX / AGE / SOCIAL GRADE / MARITAL STATUS	BASE: ALL ADULTS AGED 15+
●	12	6	DEMOGRAPHICS / CHILDREN IN HOUSEHOLD / WORKING STATUS / ETHNICITY / STANDARD REGION	BASE: ALL ADULTS AGED 15+
●	13	6	DEMOGRAPHICS / AREA / EDUCATION / ACCESS TO INTERNET / DAILY READERSHIP	BASE: ALL ADULTS AGED 15+