

Client: The Journal

Agency: panelbase.com

Universe: Adults resident in the North East

Methodology: Online panel

Sample size: 250

Fieldwork dates: 20th February - 24th February 2014

Weighting: All the results were weighted by age and gender to be representative of the population nationally.

Further enquiries: Helen Mather, helen@otherlinesnorth.com

25th February		Total		Gender					
				Female			Male		
		Counts	Percentage Down	Counts	Percentage Across	Percentage Down	Counts	Percentage Across	Percentage Down
Do you think the BBC provides good value for the TV licence fee? (NE)	Base: North East	250		125	50%		125	50%	
	Yes	91	36%	45	49%	36%	47	51%	37%
	No	138	55%	65	47%	52%	73	53%	58%
	I don't know	21	8%	15	72%	12%	6	28%	5%
Should the TV licence fee be scrapped? (NE)	Base: North East	250		125	50%		125	50%	
	Yes	164	66%	85	52%	68%	79	48%	63%
	No	68	27%	31	46%	25%	37	54%	29%
	I don't know	18	7%	9	50%	7%	9	50%	7%
Do you think the BBC provides enough high quality regional TV programming? (NE)	Base: North East	250		125	50%		125	50%	
	Yes	83	33%	42	50%	33%	41	50%	33%
	No	139	56%	65	47%	52%	74	53%	59%
	I don't know	28	11%	18	64%	15%	10	36%	8%

25th February		Total		Age																	
				16-24			25-34			35-44			45-54			55-64			65+		
		Counts	Percentage Down	Counts	Percentage Across	Percentage Down	Counts	Percentage Across	Percentage Down	Counts	Percentage Across	Percentage Down	Counts	Percentage Across	Percentage Down	Counts	Percentage Across	Percentage Down	Counts	Percentage Across	Percentage Down
Do you think the BBC provides good value for the TV licence fee? (NE)	Base: North East	250		37	15%		40	16%		45	18%		40	16%		38	15%		50	20%	
	Yes	91	36%	11	12%	28%	17	18%	41%	16	17%	35%	16	17%	39%	14	15%	37%	19	21%	38%
	No	138	55%	15	11%	40%	21	16%	54%	28	20%	62%	22	16%	54%	23	17%	61%	29	21%	58%
	I don't know	21	8%	12	57%	32%	2	9%	5%	2	8%	4%	3	13%	7%	1	5%	3%	2	9%	4%
Should the TV licence fee be scrapped? (NE)	Base: North East	250		37	15%		40	16%		45	18%		40	16%		37	15%		50	20%	
	Yes	164	66%	26	16%	70%	25	15%	63%	28	17%	63%	28	17%	70%	25	15%	66%	32	19%	64%
	No	68	27%	6	8%	15%	13	20%	33%	14	21%	31%	10	14%	24%	11	16%	28%	14	21%	29%
	I don't know	18	7%	6	31%	15%	1	8%	4%	3	15%	6%	2	14%	6%	2	12%	6%	4	20%	7%
Do you think the BBC provides enough high quality regional TV programming? (NE)	Base: North East	250		38	15%		40	16%		45	18%		40	16%		38	15%		50	20%	
	Yes	83	33%	13	15%	34%	13	15%	31%	16	19%	35%	12	15%	31%	14	17%	38%	15	18%	30%
	No	139	56%	17	12%	45%	20	14%	50%	26	19%	57%	24	17%	59%	21	15%	56%	32	23%	64%
	I don't know	28	11%	8	28%	21%	7	26%	18%	3	11%	7%	4	15%	10%	2	9%	6%	3	11%	6%

Client: The Journal

Agency: panelbase.com

Universe: Adults resident in the UK (excl North East)

Methodology: Online panel

Sample size: 1000

Fieldwork dates: 20th February - 24th February 2014

Weighting: All the results were weighted by age and gender to be representative of the population nationally.

Further enquiries: Helen Mather, helen@otherlinesnorth.com

25th February		Total		Gender					
				Female			Male		
		Counts	Percentage Down	Counts	Percentage Across	Percentage Down	Counts	Percentage Across	Percentage Down
Do you think the BBC provides good value for the TV licence fee? (UK)	Base: UK	1000		500	50%		500	50%	
	Yes	441	44%	197	45%	39%	244	55%	49%
	No	477	48%	247	52%	49%	230	48%	46%
	I don't know	82	8%	55	67%	11%	27	33%	5%
Should the TV licence fee be scrapped? (UK)	Base: UK	1000		500	50%		500	50%	
	Yes	640	64%	337	53%	67%	303	47%	61%
	No	284	28%	111	39%	22%	173	61%	35%
	I don't know	76	8%	52	69%	10%	24	31%	5%
Do you think the BBC provides enough high quality regional TV programming? (UK)	Base: UK	1000		500	50%		500	50%	
	Yes	391	39%	197	50%	39%	194	50%	39%
	No	476	48%	232	49%	46%	245	51%	49%
	I don't know	133	13%	72	54%	14%	61	46%	12%

25th February		Total		Age																	
				16-24			25-34			35-44			45-54			55-64			65+		
		Counts	Percentage Down	Counts	Percentage Across	Percentage Down	Counts	Percentage Across	Percentage Down	Counts	Percentage Across	Percentage Down	Counts	Percentage Across	Percentage Down	Counts	Percentage Across	Percentage Down	Counts	Percentage Across	Percentage Down
Do you think the BBC provides good value for the TV licence fee? (UK)	Base: UK	1000		150	15%		160	16%		180	18%		160	16%		150	15%		200	20%	
	Yes	441	44%	71	16%	47%	55	12%	34%	64	15%	36%	74	17%	46%	69	16%	46%	108	24%	54%
	No	477	48%	57	12%	38%	90	19%	56%	12	21%	55%	76	16%	47%	72	15%	48%	84	18%	42%
	I don't know	82	8%	22	27%	15%	15	19%	10%	17	21%	10%	11	13%	7%	9	10%	6%	8	10%	4%
Should the TV licence fee be scrapped? (UK)	Base: UK	1000		150	15%		160	16%		180	18%		160	16%		150	15%		200	20%	
	Yes	640	64%	109	17%	73%	117	18%	73%	121	19%	67%	104	16%	65%	94	15%	63%	95	15%	48%
	No	284	28%	25	9%	17%	35	12%	22%	48	17%	27%	46	16%	29%	45	16%	30%	85	30%	42%
	I don't know	76	8%	16	21%	11%	7	10%	5%	12	15%	6%	10	13%	6%	11	14%	7%	20	26%	10%
Do you think the BBC provides enough high quality regional TV programming? (UK)	Base: UK	1000		150	15%		160	16%		180	18%		160	16%		150	15%		200	20%	
	Yes	391	39%	64	16%	43%	57	15%	36%	65	17%	36%	66	17%	41%	56	14%	37%	82	21%	41%
	No	476	48%	62	13%	41%	80	17%	50%	87	18%	48%	74	15%	46%	75	16%	50%	98	21%	49%
	I don't know	133	13%	23	18%	16%	23	17%	14%	28	21%	15%	21	16%	13%	19	14%	12%	20	15%	10%